

## Appendix 2 - Household Survey Results

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| <b>Q01 Where did you last go for a typical main food and grocery shop?</b> |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| <i>Excl. Nulls &amp; SFT</i>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| <b>Zone 1</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Holliers Walk, Hinckley  | 1.1%  | 16     | 10.2%  | 12     | 9.8%   | 4      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Watling Street, Hinckley   | 0.3%  | 4      | 2.2%   | 2      | 2.8%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barwell Lane, Hinckley   | 3.1%  | 44     | 25.0%  | 28     | 20.5%  | 8      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&J Palmer, Station Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, Castle Street, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Boyslade Road, Burbage, Hinckley                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Church Street, Sapcote  | 0.2%  | 3      | 2.3%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Long Street, Stoney Stanton   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Trent Road, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Foodbank, Hope Community Church, Deveron Way, Hinckley                     | 0.0%  | 1      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Convenience Stores, Forest Road, Hinckley                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Rugby Road, Hinckley  | 0.2%  | 3      | 2.3%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Coventry Road, Hinckley  | 0.5%  | 7      | 4.5%   | 5      | 2.6%   | 1      | 2.0%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Hinckley Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Stoney Stanton Village Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Normandy Way, Hinckley  | 1.2%  | 17     | 11.8%  | 13     | 6.0%   | 2      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Stoke Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, Long Street, Stoney Stanton                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, The Square, Wolvey, Hinckley                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Clifton Way, Hinckley                                   | 0.3%  | 5      | 4.2%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rugby Road, Hinckley                               | 1.5%  | 21     | 16.0%  | 18     | 7.5%   | 3      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spar, Lutterworth Road, Burbage, Hinckley                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, London Road, Hinckley                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Station Yard, Hinckley                                   | 0.8%  | 11     | 8.3%   | 9      | 2.5%   | 1      | 1.3%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 2</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Co-op, High Street, Desford  | 0.0%  | 0      | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Newbold Verdon, Leicester                              | 0.2%  | 2      | 0.0%   | 0      | 5.3%   | 2      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Newbold Road, Desford, Leicester                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Pochin Street, Croft  | 0.1%  | 1      | 0.0%   | 0      | 2.5%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Wood Street, Earl Shilton   | 0.1%  | 1      | 0.0%   | 0      | 3.0%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local market, Earl Shilton Village Centre                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Earl Shilton Town Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Kirkby Mallory Village Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Newbold Verdon Village Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mill Lane Stores, Mill Lane, Earl Shilton, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nisa Local, Main Street,   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

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|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Newbold Road, Leicester  |       |        |        |        |        |        |        |        |        |
| Premier, The Hollow, Earl Shilton, Leicester                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Spar, Main Street, Huncote   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Thurlaston Garden Centre & Tea Room, Croft Road, Thurlaston          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 3</b>  |       |        |        |        |        |        |        |        |        |
| Aldi, Buxton Crescent, Broughton Astley                              | 1.7%  | 24     | 6.3%   | 7      | 2.7%   | 1      | 24.4%  | 8      | 5.8%   |
| Co-op, Main Street, Broughton Astley                                 | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 4.3%   | 1      | 0.0%   |
| Gilmorton Village Store, Main Street, Gilmorton                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local market, Broughton Astley Village Centre                        | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Broughton Astley Village Centre                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Ullesthorpe Village Centre                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Londis, Main Street, Broughton Astley                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Mace, Dunton Road, Broughton Astley                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Made By Alison, Geveze Way, Broughton Astley, Leicester              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Marcus Stevens Butchers, Station Road, Ullesthorpe                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Post Office, Main Street, Ullesthorpe                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Post Office, Station Road, Broughton Astley                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Ringrose Butchers, Main Street, Broughton Astley                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 4</b>  |       |        |        |        |        |        |        |        |        |
| Aldi, Brackley Court, Welford Road, Blaby                            | 1.7%  | 24     | 0.0%   | 0      | 0.0%   | 0      | 2.4%   | 1      | 15.4%  |
| Attfield's Farm Shop, Whetstone Lodge, Countesthorpe Road, Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Church Street Butchers, Church Street, Countesthorpe                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, (Petrol), Lutterworth Road, Blaby                             | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Cambridge Road, Whetstone                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Dog And Gun Lane, Lutterworth Road, Whetstone                 | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.6%   |
| Co-op, High Street, Fleckney, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Main Street, Cosby  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Main Street, Countesthorpe                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Iceland, Johns Court, Blaby  | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   |
| Jet Petrol Station, Oadby Road, Wigston                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Joseph Morris Butchers, Newton Lane, Wigston                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Cosby Village Centre                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Fleckney Village Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, The Square, Countesthorpe                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 5</b>  |       |        |        |        |        |        |        |        |        |
| Billesden Village Shop, Market Road, Billesdon                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Bridge 67, High Street, Kibworth Harcourt, Kibworth Beauchamp        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

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|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |       |    |       |    |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|-------|----|-------|----|------|---|
| Co-op, High Street, Kibworth Beauchamp                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.7% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Co-op, Main Street, Great Glen                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Co-op, Main Street, Houghton On The Hill                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Co-op, Main Street, Scraptoft                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.7% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Co-op, Station Road, Thurnby                                    | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.7% | 1 |
| Local shops, East Goscote Village Centre                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Local shops, Queniborough Village Centre                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| M&S, (BP), Melton Road, Syston                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Post Office, Merchants Common, East Goscote, Leicester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Post Office, Stretton Road, Great Glen                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Roots Thorpe Farm, Thorpe Farm, Barkby Thorpe, Leicester        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| S&J News, Syston Road, Queniborough, Leicester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Select Convenience, High Street, Kibworth Beauchamp             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| <b>Zone 6</b>   |       |        |        |        |        |        |        |        |        |   |      |   |       |    |       |    |      |   |
| A1 Cash & Carry, Green Lane Road, Leicester                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Adam Groceries, Holland Road, Leicester                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Aldi, St Georges Way, Leicester                                 | 2.6%  | 37     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 14.6% | 14 | 14.3% | 12 | 2.2% | 2 |
| Apna Supermarket, Melbourne Road, Leicester                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Clays Butchers of Leicester, Cheapside, Leicester               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Co-op, Evington Road, Leicester                                 | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.9%  | 1  | 0.0%  | 0  | 0.0% | 0 |
| Falcon Cash & Carry, Syston Street West, Leicester              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Foodland Supermarket, Melbourne Road, Leicester                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Heron Foods, Haymarket Centre, Belgrave Gate, Leicester         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Iceland, (The Food Warehouse) St Georges Retail Park, Leicester | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.9%  | 1  | 0.0% | 0 |
| Iceland, Belgrave Gate, Leicester                               | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.3%  | 1  | 0.0%  | 0  | 0.0% | 0 |
| KP Supermarket, Melbourne Road, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Leicester Market, Market Place, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Lidl, Burton Street, Leicester                                  | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.7%  | 2  | 0.0%  | 0  | 1.1% | 1 |
| Local shops, Clarendon Park Local Centre                        | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.8%  | 1  | 0.0%  | 0  | 0.0% | 0 |
| Local shops, Florence Road, Leicester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Local shops, Green Lane Road, Leicester                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Local shops, Highfields Local Centre                            | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 3.2%  | 3  | 0.0%  | 0  | 0.0% | 0 |
| Local shops, Leicester City Centre                              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Local shops, Spinney Hills Local Centre                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.2%  | 1  | 0.0%  | 0  | 0.0% | 0 |
| M&S, Gallowtree Gate,   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Leicester   |       |        |        |        |        |        |        |        |        |
| Post Office, Evington Road, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Quickway, Melbourne Road, Leicester                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Local, Granby Street, Leicester                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Local, London Road, Leicester                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Local, Queens Road, Clarendon Park, Leicester   | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, Humberstone Gate, Leicester         | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Savers, Cheapside, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Belgrave Gate, Haymarket Centre, Leicester   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Granby Street, Leicester                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Haymarket Centre, Belgrave Gate, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, London Road, Leicester                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Welford Place, Leicester                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| W Archer & Son, Queens Road, Clarendon Park, Leicester      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 7</b>   |       |        |        |        |        |        |        |        |        |
| Co-op, Rowllatts Hill Road, Rowllatts Hill, Leicester       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Uppingham Road, Rowllatts Hill, Leicester            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Ethal Bakeries, Ethel Road, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Frozen World, St Saviours Road, Leicester                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Iceland, Uppingham Road, Rowllatts Hill, Leicester          | 0.5%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Chesterfield Road, Evington                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Coleman Road, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, East Park Road, Leicester                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Egginton Street, Leicester                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Evington Valley Road, Leicester                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Kitchener Road, Leicester                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, New Humberston Local Centre                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Overton Road, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| One Stop, Hastings Road, Leicester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Pak Foods, Chesterfield Road, Evington                      | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Quality Supermarket, Green Lane Road, Rowllatts Hill        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Savers Choice Cash & Carry, Egginton Street, Leicester      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Metro, Ethel Road, Evington                           | 0.8%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Uppingham Road Convenience Store, Uppingham Road, Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 8</b>   |       |        |        |        |        |        |        |        |        |
| Co-op, Downing Drive,                                       | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Evington, Leicester  |       |        |        |        |        |        |        |        |        |
| Co-op, Thurncourt Road,<br>Thurnby Lodge, Leicester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Evington<br>Village Local Centre                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Humberstone<br>Local Centre                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.5%   |
| Mercury News, Cardinals<br>Walk, Leicester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Nisa Local, Main Street,<br>Evington                                 | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   |
| Sainsbury's Local, Sandhills<br>Avenue, Hamilton,<br>Leicester       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Maidenwell<br>Avenue, Hamilton,<br>Leicester            | 5.4%  | 76     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.9%   |
|  |       |        |        |        |        |        |        |        |        |
| <b>Zone 9</b>  |       |        |        |        |        |        |        |        |        |
| Aldi, Fletton Close,<br>Hamilton, Leicester                          | 1.9%  | 27     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   |
| Asda, Exploration Drive,<br>Abbey Lane, Leicester                    | 2.9%  | 41     | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   |
| Bombay Supermarket,<br>Melton Road, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Finest Stores, Canon Street,<br>Leicester                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Jalpur Millers Online,<br>Harrison Road, Leicester                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lidl, Gypsy Lane, Leicester  | 1.0%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   |
| Lidl, Loughborough Road,<br>Leicester                                | 0.8%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Abbey Lane,<br>Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Belgrave Road,<br>Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Catherine<br>Street, Leicester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Doncaster<br>Road, Leicester                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Fairfax Road,<br>Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Gypsy Lane,<br>Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Melton Road,<br>Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Morrisons (Daily in Petrol<br>Station), Melton Road,<br>Leicester    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Morrisons (Daily in Petrol<br>Station), Thurmaston<br>Lane, Hamilton | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Post Office, Brackley Close,<br>Leicester                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Post Office, Melrose Street,<br>Leicester                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore,<br>Melton Road, Leicester                    | 3.5%  | 49     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 8.1%   |
| Shiva Shakti Foods,<br>MacDonald Road,<br>Leicester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Humberstone<br>Lane, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Melton Road,<br>Leicester                             | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 10</b>   |       |        |        |        |        |        |        |        |        |
| Aldi, Abbey Lane,<br>Humphreys Way,<br>Leicester                     | 1.8%  | 25     | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 0      | 0.0%   |
| Aldi, Beaumont Shopping<br>Centre, Beaumont Leys                     | 0.7%  | 10     | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0      | 0.0%   |
| Appleton Mini Market,<br>Appleton Avenue,<br>Leicester               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Beaumont News, Astill  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

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|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Lodge Road, Leicester  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Home Bargains, St Margaret's Retail Park, Leicester              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 |
| Iceland, Beaumont Shopping Centre, Beaumont Leys, Leicester      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Beaumont Leys Town Centre                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| McColls, Belgrave Boulevard, Leicester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nisa Local, Marwood Road, Stocking Farm Estate, Leicester        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Bewcastle Grove, Mowmacre Hill                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Beaumont Shopping Centre, Beaumont Leys, Leicester  | 5.4%  | 75     | 1.1%   | 1      | 2.3%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Wilko, Beaumont Leys Shopping Centre, Leicester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 11</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Aylestone Road, Leicester                                  | 1.4%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.4% | 2 | 1.6% | 1 | 0.0% | 0 |
| Co-op, Clarendon Park Road, Leicester                            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Hillsborough Road, Glen Parva, Leicester                  | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, London Road, Leicester                                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Sturdee Road, Eyres Monsell, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gainsborough Stores, Gainsborough Road, Leicester                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Saffron Lane, Leicester                                 | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| Knighton Self Service Petrol Station, Welford Road, Leicester    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Glen Parva Local Centre                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Saffron Lane, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Stoneygate Local Centre                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Knighton Church Road, Leicester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Aberdale Road, West Knighton, Leicester           | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Lutterworth Road, Aylestone, Leicester            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Saffron Lane, Leicester                           | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 12</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Woodgate, Leicester  | 1.0%  | 15     | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 2 |
| Asda, (Fosse Park), Narborough Road South, Braunstone, Leicester | 4.0%  | 57     | 0.0%   | 0      | 5.9%   | 2      | 0.0%   | 0      | 1.8%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Aikman Avenue, New Parks Estate, Leicester                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Hallam Crescent, Braunstone, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Hinckley Road, Leicester Forest East                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Narborough Road, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Sharmon Crescent, Braunstone Frith, Leicester             | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Turnbull Drive, Leicester                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |   |       |    |       |    |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|---|-------|----|-------|----|------|---|
| Braunstone, Leicester   |       |        |        |        |        |        |        |        |        |    |      |   |       |    |       |    |      |   |
| Iceland, Narborough Road, Leicester                                   | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| J Scattergood & Son, Sharnon Crescent, Leicester                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Lidl, Fosse Road North, Leicester                                     | 0.9%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 1.7%  | 2  | 0.0%  | 0  | 0.0% | 0 |
| Lidl, Upperton Road, Leicester  | 0.7%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 1.7%  | 2  | 0.0%  | 0  | 0.0% | 0 |
| Local shops, Bosworth Street, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Local shops, Braunstone Town Centre                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Local shops, Cavendish Road, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Local shops, Heyford Road, Leicester                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Local shops, Imperial Avenue, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Local shops, Keightley Road, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Local shops, Leicester Forest East Village Centre                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Local shops, Sandhurst Road, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Local shops, Shakespeare Street, Leicester                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Londis, Sunway, Braunstone  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Morrisons, Aylestone Road, Leicester                                  | 1.5%  | 21     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.7% | 0 | 3.4%  | 3  | 2.0%  | 2  | 3.6% | 3 |
| Nutfield Corner Shop, Nutfield Road, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| One Stop, Grasmere Street, Leicester                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| One Stop, Watergate Lane, Braunstone Town                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Sainsbury's Local, Hinckley Road, Leicester Forest East               | 0.3%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Spar, Buckminster Road, Leicester                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Spar, St James Service Station, Hinckley Road, Leicester              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Tesco Express, (Esso), Fosse Road North, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Tesco Express, (Esso), Narborough Road, Rowley Fields, Leicester      | 0.8%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 1.6%  | 1  | 4.4% | 3 |
| Tesco Express, Bede Island, Leicester                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Tesco Express, Hinckley Road, Leicester                               | 0.3%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Tesco Express, Penrice Garage, Hinckley Road, Leicester Forest East   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Tesco Express, Ryder Road, Kirby Frith                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Tesco Superstore, New Park Street, Leicester                          | 0.5%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 3.0%  | 3  | 0.0%  | 0  | 0.0% | 0 |
| Waitrose, M1, Junction 21/21A (North Services), Leicester Forest East | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Waitrose, M1, Junction 21/21A (South Services), Leicester Forest East | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| <b>Zone 13</b>  |       |        |        |        |        |        |        |        |        |    |      |   |       |    |       |    |      |   |
| Aldi, Bullhead Street, Wigston  | 2.5%  | 35     | 0.0%   | 0      | 1.4%   | 1      | 1.4%   | 0      | 15.9%  | 13 | 3.6% | 2 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Asda, Leicester Road, Oadby   | 5.4%  | 76     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.9%   | 3  | 8.2% | 5 | 12.1% | 12 | 21.7% | 18 | 9.4% | 7 |
| Co-op, Blaby Road, Wigston  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Co-op, Launceston Road, Wigston                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |

Column %ges.



# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|------|---|------|---|------|---|
| Co-op, Uplands Road, Oadby                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farmfoods, Bell Street, Wigston                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Bell Street, Wigston                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Blaby Road, South Wigston                                | 0.4%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 1  | 0.7%  | 0  | 2.5% | 2 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Harborough Road, Oadby                                   | 0.7%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.4%  | 2  | 1.7% | 2 | 0.8% | 1 | 1.1% | 1 |
| Local shops, Oadby Town Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Wigston Town Centre                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Parade, Oadby                             | 0.5%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1  | 3.7%  | 2  | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Milners Bakery, Blaby Road, South Wigston                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons (Daily in Petrol Station), Bull Head Street, Wigston | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Aylestone Lane, Wigston                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Gloucester Crescent, Wigston                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Leicester Road, Wigston                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Moat Street, Wigston                        | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Bell Street, Wigston                   | 1.1%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.9%   | 5  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Glen Road, Oadby                       | 3.6%  | 50     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 9.5%   | 8  | 22.3% | 12 | 0.5% | 0 | 2.5% | 2 | 3.2% | 2 |
| Tesco Superstore, Blaby Road, South Wigston                    | 4.3%  | 60     | 0.0%   | 0      | 0.0%   | 0      | 2.5%   | 1      | 15.2%  | 12 | 4.0%  | 2  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Harborough Road, Oadby, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.7%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| WH Cox Greengrocer, Leicester Road, Wigston                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wilson Wragg Butchers, London Road, Oadby                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 14</b>   |       |        |        |        |        |        |        |        |        |    |       |    |      |   |      |   |      |   |
| Aldi, Melton Road, Syston                                      | 0.8%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.7%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barkby Thorpe Lane, Thurmaston                           | 3.3%  | 46     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.7%  | 0  | 2.6% | 2 | 0.0% | 0 | 1.4% | 1 |
| Co-op, Cropston Road, Anstey                                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, High Street, Barrow-On-Soar                             | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Loughborough Road, Quorn                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Loughborough Road, Rothley                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Rothley Road, Mountsorrel                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Wanlip Lane, Birstall                                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Costco, Westmoreland Avenue, Thurmaston                        | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| Costcutter, Barrow Road, Sileby, Loughborough                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Johnsons of Woodhouse, Main Street, Woodhouse Eaves            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Anstey Village Centre                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Barrow upon Soar Village Centre                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Rothley Village Centre                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Syston Town Centre                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Woodhouse Eaves Village Centre                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, The Nook, Anstey, Leicester                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| M&S, (Foodhall), Thorpe Lane, Leicester                            | 0.5%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 6.0% | 3 | 0.0% | 0 | 0.0% | 0 | 2.6% | 2 |
| Nisa Local, Station Road, Quorn                                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Roberts of Mountsorrel, Leicester Road, Mountsorrel, Loughborough  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Syston Bakery, Town Square, Syston                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, High Street, Sileby                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Sibson Road, Birstall, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Metro, Melton Road, Syston                                   | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 3.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Family Cellar, Melton Road, Syston, Leicester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Granite Way, Mountsorrel                                 | 1.0%  | 13     | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wanlip Lane News, Birstall   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 15</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Co-op, Laundon Way, Groby  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Leicester Road, Groby                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Old Bakery Close, Leicester                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Groby Village Centre                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Kirby Muxloe Village Centre                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Ratby Village centre                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Moores of Ratby, Station Road, Ratby                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Station Road, Glenfield                                 | 1.2%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Main Street, Kirby Muxloe                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Dominion Road, Glenfield, Leicester                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Royal Oak, Main Street, Kirby Muxloe                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 16</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Meridian Way, Braunstone                                     | 1.7%  | 24     | 0.0%   | 0      | 2.7%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Cross Street, Enderby (Next to the Methodist Church)        | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Mill Lane, Enderby (Opposite Newsagents & Estate Agents)    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Station Road, Narborough                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Costcutter, Forest Road, Narborough, Enderby, Leicester            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Narborough Village Centre                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, Fosse Park Shopping Centre, Leicester                         | 1.1%  | 16     | 2.2%   | 2      | 2.3%   | 1      | 3.8%   | 1      | 0.6%   | 1 | 0.0% | 0 | 0.9% | 1 | 1.6% | 1 | 0.7% | 1 |
| Palmers at Enderby, St Johns, Enderby, Leicester                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Fosse Park, Grove Farm Triangle, Leicester | 6.0%  | 84     | 0.6%   | 1      | 10.7%  | 4      | 12.3%  | 4      | 7.7%   | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Copt Oak Court, Narborough                          | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Outside Survey Area</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Adcock Road, Coalville                                       | 0.3%  | 4      | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Allendale Road, Loughborough                                 | 1.3%  | 18     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Belton Road,   | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Loughborough   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Hackamore Way, Oakham                                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Leicester Road, Melton Mowbray                           | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Springfield Street, Market Harborough                    | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2 | 3.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Stanier Retail Park, Kettering                           | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Brade Drive, Coventry                                    | 0.1%  | 1      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Chamwood Road, Shepshed                                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Asda, Newtown Road, Nuneaton                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Baines Bakery, High Street West, Uppingham                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bates Butchers, Market Street, Atherstone                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Ashby Road, Ibstock                                     | 0.0%  | 1      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Coventry Road, Market Harborough                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Malt Mill Bank, Barwell                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, North Street East, Uppingham                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, School Road, Bulkington, Bedworth                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre, Woodlands, Ashby Road, Stapleton        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farndon Fields Farm Shop, Farndon Road, Market Harborough      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, Mill Street, Bedworth                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Market Street, Loughborough, Loughborough             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Joseph Morris Butchers, Walcote Road, Lutterworth              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Kettering Road, Market Harborough                        | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Station Avenue, Loughborough                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Thornborough Road, Coalville                             | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local market, Loughborough Town Centre                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Lutterworth Town Centre                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Markfield Village Centre                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Stamford Town Centre                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Hampton Road, Redland, Bristol                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (BP), Melton Road, Market Harborough                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Rushes, Loughborough                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Leicester Road, Elliott's Field, Rugby        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons (Daily in Petrol Station), Lutterworth Road, Walcote | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Bitteswell Road, Lutterworth                        | 0.8%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 28.8%  | 9      | 2.3%   | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Gorse Covert Centre, Loughborough                   | 0.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Rutland Street, Melton Mowbray                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Whitwick Retail                                     | 0.0%  | 1      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Park, Coalville   |       |        |        |        |        |        |        |        |        |
| Sainsbury's Local, Queens Road, Nuneaton                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, Greenclose Lane, Loughborough       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, Nottingham Road, Melton Mowbray     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, St. Mary's Place, Market Harborough | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1      | 5.9%   |
| Sainsbury's Superstore, Vicarage Street, Nuneaton           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Leicester Road, Loughborough                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Shelton Square, Coventry                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Arena Shopping Park, Rowleys Green, Coventry   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Leicester Street, Bedworth                     | 0.1%  | 1      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Oakley Road, Corby                             | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   |
| Tesco Extra, Park Road, Loughborough                        | 2.7%  | 38     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Superstore, Clifford Bridge Road, Coventry            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Superstore, Leicester Road, Rugby                     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 1      | 0.0%   |
| Tesco Superstore, South Street, Oakham                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   |
| Tesco Superstore, The Rushes, Loughborough                  | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Waitrose, Lower Leicester Road, Lutterworth                 | 0.7%  | 9      | 1.0%   | 1      | 1.3%   | 1      | 11.1%  | 3      | 3.5%   |
| Waitrose, Springfield Street, Market Harborough             | 0.6%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 7.3%   |
| WF Chapman, High Street, Lutterworth                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Others</b>   |       |        |        |        |        |        |        |        |        |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Internet / delivery   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| (Don't know / can't remember)                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| (Don't do this type of shopping)                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| (Same place as before)                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Weighted base:  | 1401  | 113    | 41     | 31     | 81     | 55     | 96     | 82     | 76     |
| Sample:   | 1442  | 92     | 85     | 92     | 95     | 92     | 82     | 91     | 93     |

**Q02 Which retailer did you purchase your main food internet / home delivery shopping from?***Those that said 'Internet / delivery' at Q01*

|                               |       |    |       |   |       |   |       |    |       |   |       |   |       |   |       |   |
|-------------------------------|-------|----|-------|---|-------|---|-------|----|-------|---|-------|---|-------|---|-------|---|
| Amazon Pantry                 | 1.2%  | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 13.6% | 1 | 11.5% | 1 |
| Asda                          | 38.2% | 76 | 45.7% | 6 | 35.5% | 4 | 24.1% | 1  | 55.9% | 3 | 8.1%  | 0 | 31.3% | 7 | 35.1% | 3 |
| Iceland                       | 6.0%  | 12 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 11.3% | 1 | 26.4% | 1 | 16.4% | 4 | 29.4% | 3 |
| Marks & Spencer               | 2.3%  | 5  | 19.8% | 3 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 3.8%  | 1 | 0.0%  | 0 |
| Morrisons                     | 5.4%  | 11 | 34.6% | 4 | 21.1% | 2 | 0.0%  | 0  | 21.6% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 1 |
| Ocado                         | 6.4%  | 13 | 0.0%  | 0 | 14.4% | 2 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 6.5%  | 1 | 13.6% | 1 |
| Sainsbury's                   | 8.7%  | 17 | 0.0%  | 0 | 13.0% | 1 | 18.4% | 1  | 0.0%  | 0 | 27.5% | 1 | 8.5%  | 2 | 4.2%  | 0 |
| Tesco                         | 26.1% | 52 | 0.0%  | 0 | 16.1% | 2 | 39.1% | 1  | 11.3% | 1 | 29.9% | 1 | 33.6% | 7 | 4.2%  | 0 |
| Waitrose                      | 3.9%  | 8  | 0.0%  | 0 | 0.0%  | 0 | 18.4% | 1  | 0.0%  | 0 | 8.1%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Other                         | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Aldi                          | 0.7%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Co-op                         | 0.2%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| (Don't know / can't remember) | 1.0%  | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Weighted base:                | 198   | 13 | 11    | 4 | 4     | 5 | 22    | 10 | 9     |   |       |   |       |   |       |   |
| Sample:                       | 159   | 8  | 15    | 8 | 5     | 8 | 18    | 9  | 8     |   |       |   |       |   |       |   |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|----|
| <b>Q03 What is the main reason you chose (STORE MENTIONED AT Q01) for your main food and grocery shopping?</b> |       |        |        |        |        |        |        |        |        |     |       |     |       |     |       |     |       |    |
| Accessibility by public transport  | 0.7%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 1.6%  | 2   | 2.9%  | 3   | 0.0%  | 0  |
| Car parking prices   | 0.3%  | 5      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Car parking provision  | 1.9%  | 30     | 5.1%   | 6      | 3.1%   | 2      | 0.7%   | 0      | 1.9%   | 2   | 4.2%  | 2   | 2.6%  | 3   | 2.9%  | 3   | 0.6%  | 1  |
| Choice of food goods available   | 8.4%  | 134    | 5.8%   | 7      | 10.2%  | 5      | 4.9%   | 2      | 6.4%   | 5   | 7.7%  | 5   | 14.4% | 17  | 4.2%  | 4   | 11.1% | 9  |
| Choice of shops nearby selling non-food goods  | 0.8%  | 12     | 1.0%   | 1      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 2.1%  | 1   | 2.4%  | 3   | 1.4%  | 1   | 0.0%  | 0  |
| Choice of shops selling food goods   | 1.1%  | 17     | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 2.1%  | 1   | 1.2%  | 1   | 1.3%  | 1   | 0.0%  | 0  |
| Cleanliness  | 1.0%  | 17     | 0.0%   | 0      | 2.5%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 2.4%  | 3   | 0.0%  | 0   | 0.0%  | 0  |
| Cycle parking availability   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Delivery service   | 3.1%  | 50     | 2.7%   | 3      | 7.8%   | 4      | 3.8%   | 1      | 2.1%   | 2   | 1.1%  | 1   | 4.3%  | 5   | 3.6%  | 3   | 5.0%  | 4  |
| Easy to get to by car  | 1.6%  | 25     | 3.8%   | 5      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 1.2%  | 1   | 3.1%  | 4   | 0.0%  | 0   | 2.6%  | 2  |
| Entertainment / events   | 0.5%  | 8      | 1.7%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 2.1%  | 1   | 1.2%  | 1   | 0.0%  | 0   | 0.0%  | 0  |
| Facilities within the store eg Café, Beauty Salon, Dry Cleaners etc.   | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Good internal layout   | 1.2%  | 19     | 0.0%   | 0      | 2.8%   | 1      | 1.1%   | 0      | 1.8%   | 2   | 3.1%  | 2   | 2.3%  | 3   | 0.4%  | 0   | 1.2%  | 1  |
| Good service / friendly staff  | 1.4%  | 22     | 0.5%   | 1      | 1.9%   | 1      | 1.9%   | 1      | 3.1%   | 3   | 2.7%  | 2   | 0.7%  | 1   | 3.6%  | 3   | 0.0%  | 0  |
| Habit / always use it / preference for retailer  | 7.8%  | 124    | 4.1%   | 5      | 9.1%   | 5      | 4.6%   | 2      | 6.1%   | 5   | 6.1%  | 4   | 5.5%  | 7   | 5.4%  | 5   | 14.8% | 12 |
| Internet shopping is convenient  | 3.9%  | 62     | 2.8%   | 4      | 5.4%   | 3      | 5.4%   | 2      | 1.8%   | 2   | 1.7%  | 1   | 4.5%  | 5   | 4.2%  | 4   | 0.0%  | 0  |
| Lower prices   | 11.3% | 181    | 14.6%  | 18     | 17.3%  | 9      | 6.0%   | 2      | 16.4%  | 14  | 8.9%  | 5   | 5.8%  | 7   | 10.4% | 10  | 8.3%  | 7  |
| Loyalty card / points scheme   | 1.5%  | 25     | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 0      | 2.7%   | 2   | 3.5%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Near to home   | 29.8% | 477    | 32.6%  | 41     | 12.2%  | 6      | 43.2%  | 15     | 30.6%  | 26  | 31.0% | 18  | 26.4% | 31  | 33.8% | 31  | 35.4% | 30 |
| Near to work   | 1.2%  | 19     | 0.0%   | 0      | 0.0%   | 0      | 2.4%   | 1      | 0.0%   | 0   | 2.3%  | 1   | 1.2%  | 1   | 0.0%  | 0   | 1.0%  | 1  |
| Nice shopping environment  | 1.2%  | 18     | 2.0%   | 3      | 0.0%   | 0      | 0.7%   | 0      | 5.5%   | 5   | 0.0%  | 0   | 1.4%  | 2   | 1.4%  | 1   | 0.0%  | 0  |
| Only one in the area / no other choice   | 0.3%  | 5      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.1%  | 1   | 0.0%  | 0   | 1.4%  | 1   | 0.6%  | 1  |
| Provision of leisure facilities nearby   | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Provision of services nearby, such as banks and other financial services                                       | 0.2%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Public information, signposts and public facilities  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Quality of food goods available  | 4.8%  | 77     | 3.5%   | 4      | 5.8%   | 3      | 8.5%   | 3      | 5.5%   | 5   | 6.7%  | 4   | 2.5%  | 3   | 4.4%  | 4   | 10.4% | 9  |
| Quality of shops selling food goods  | 0.8%  | 12     | 0.9%   | 1      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.4%  | 1   | 0.0%  | 0  |
| Safety (during the day)  | 0.9%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 1.9%  | 1   | 1.2%  | 1   | 1.4%  | 1   | 2.3%  | 2  |
| Safety (during the evening / night time)   | 0.3%  | 6      | 1.7%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 1.2%  | 1   | 0.0%  | 0   | 0.0%  | 0  |
| Speciality foods   | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1   | 0.0%  | 0   | 1.2%  | 1   | 0.4%  | 0   | 0.0%  | 0  |
| Staff discount / work there  | 1.1%  | 18     | 2.1%   | 3      | 2.3%   | 1      | 0.7%   | 0      | 2.0%   | 2   | 0.0%  | 0   | 0.6%  | 1   | 3.5%  | 3   | 0.0%  | 0  |
| Value for money  | 5.2%  | 83     | 2.1%   | 3      | 6.3%   | 3      | 2.5%   | 1      | 3.4%   | 3   | 4.2%  | 3   | 3.5%  | 4   | 8.0%  | 7   | 4.5%  | 4  |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Easy access by bicycle   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| For a change   | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.6%  | 0   | 0.0%  | 0   | 0.4%  | 0   | 0.0%  | 0  |
| Good non-food range  | 0.3%  | 5      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Good offers  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Good opening hours   | 0.2%  | 3      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.6%  | 0   | 0.0%  | 0   | 0.4%  | 0   | 0.0%  | 0  |
| Has a petrol station   | 0.1%  | 2      | 0.0%   | 0      | 1.9%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Has everything I need  | 0.6%  | 10     | 1.6%   | 2      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 1.2%  | 1   | 0.0%  | 0   | 0.0%  | 0  |
| Large store  | 0.3%  | 5      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 1.2%  | 1   | 0.4%  | 0   | 0.6%  | 1  |
| Modern store   | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Near to family   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 1  |
| Near to school   | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1   | 0.0%  | 0   | 1.4%  | 2   | 0.0%  | 0   | 0.0%  | 0  |
| Not too busy   | 0.4%  | 6      | 2.1%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Offers Click & Collect service   | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Offers scan-as-you-shop service  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Range of products available  | 0.8%  | 12     | 0.9%   | 1      | 1.1%   | 1      | 4.3%   | 2      | 0.6%   | 1   | 0.0%  | 0   | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0  |
| Smaller / quieter store  | 0.7%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 1      | 1.1%   | 1   | 4.2%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| They accept vouchers (Don't know / varies)   | 0.2%  | 4      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0  |
| (No reason in particular)  | 0.4%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
|  | 2.6%  | 42     | 4.0%   | 5      | 7.2%   | 4      | 2.0%   | 1      | 3.0%   | 3   | 0.6%  | 0   | 2.8%  | 3   | 1.7%  | 2   | 1.0%  | 1  |
| Weighted base:   | 1602  | 126    |        | 52     |        | 35     |        | 86     |        | 60  |       | 118 |       | 92  |       | 84  |       |    |
| Sample:  | 1602  | 100    |        | 100    |        | 100    |        | 100    |        | 100 |       | 100 |       | 100 |       | 101 |       |    |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q04 What, if anything, is the one thing you most dislike about (STORE MENTIONED AT Q01)?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Change layout too often   | 1.2%  | 19     | 1.7%   | 2      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.9%  | 2  | 0.0%  | 0  | 1.0%  | 1  |
| Difficult to get to   | 1.1%  | 18     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.4%  | 3  | 1.7%  | 2  | 0.0%  | 0  |
| Difficult to park / lack of parking   | 2.2%  | 35     | 3.1%   | 4      | 1.9%   | 1      | 0.7%   | 0      | 1.9%   | 2  | 2.1%  | 1  | 1.8%  | 2  | 1.4%  | 1  | 1.6%  | 1  |
| Expensive parking   | 0.3%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 2  | 0.0%  | 0  | 1.2%  | 1  | 1.4%  | 1  | 1.2%  | 1  |
| Expensive prices  | 2.9%  | 46     | 3.4%   | 4      | 2.7%   | 1      | 6.5%   | 2      | 2.7%   | 2  | 4.1%  | 2  | 3.6%  | 4  | 3.3%  | 3  | 1.2%  | 1  |
| Lack of cycle parking   | 0.7%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Lack of public transport  | 0.5%  | 9      | 1.7%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | 0  |
| Lack of stock on shelves  | 2.1%  | 34     | 0.9%   | 1      | 0.6%   | 0      | 1.1%   | 0      | 3.3%   | 3  | 4.2%  | 2  | 2.4%  | 3  | 5.3%  | 5  | 4.3%  | 4  |
| Limited range of goods  | 5.0%  | 80     | 11.7%  | 15     | 4.5%   | 2      | 7.3%   | 3      | 3.9%   | 3  | 4.8%  | 3  | 5.1%  | 6  | 1.4%  | 1  | 5.3%  | 4  |
| No petrol station   | 0.5%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1  | 0.0%  | 0  | 2.4%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| Not enough tills open / queues at tills   | 2.4%  | 38     | 2.0%   | 3      | 1.9%   | 1      | 0.0%   | 0      | 3.9%   | 3  | 1.7%  | 1  | 4.7%  | 6  | 1.4%  | 1  | 4.6%  | 4  |
| Poor internal layout  | 0.5%  | 8      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Poor quality goods  | 1.5%  | 24     | 0.0%   | 0      | 1.2%   | 1      | 3.1%   | 1      | 3.9%   | 3  | 1.7%  | 1  | 0.0%  | 0  | 2.3%  | 2  | 0.0%  | 0  |
| Rushed through checkouts  | 0.8%  | 13     | 4.1%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.3%  | 2  |
| Staff rude / unhelpful  | 1.3%  | 21     | 3.1%   | 4      | 3.9%   | 2      | 0.7%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.1%  | 2  | 0.8%  | 1  | 1.2%  | 1  |
| Too big   | 0.8%  | 13     | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 2.4%  | 1  | 0.0%  | 0  | 1.4%  | 1  | 1.0%  | 1  |
| Too busy  | 4.6%  | 73     | 2.7%   | 3      | 4.6%   | 0      | 2.4%   | 1      | 7.1%   | 6  | 1.3%  | 1  | 10.1% | 12 | 0.0%  | 0  | 1.0%  | 1  |
| Too far away  | 0.7%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 1.2%  | 1  | 1.4%  | 1  | 0.0%  | 0  |
| Too small   | 2.2%  | 36     | 4.0%   | 5      | 0.0%   | 0      | 3.1%   | 1      | 6.7%   | 6  | 3.8%  | 2  | 1.2%  | 1  | 1.4%  | 1  | 1.6%  | 1  |
| Traffic congestion  | 0.7%  | 12     | 0.0%   | 0      | 0.6%   | 0      | 1.1%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Unclean / dirty   | 0.3%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.2%  | 1  | 2.4%  | 3  | 0.0%  | 0  | 0.6%  | 1  |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cold store  | 0.1%  | 2      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Customer service desk is always closed  | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Disorganised store  | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Have to pay for trollies  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Incorrectly priced items  | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Internet - can't pick your own goods  | 0.7%  | 11     | 0.0%   | 0      | 4.0%   | 2      | 1.9%   | 1      | 0.0%   | 0  | 0.6%  | 0  | 0.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Internet - delivery charges   | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.4%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Internet - delivery slots unavailable   | 0.1%  | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Internet - doesn't deliver goods in bags  | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Internet - leave shopping outside instead of bringing it up to my flat                          | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.4%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Internet - receiving substitute items   | 0.9%  | 15     | 0.0%   | 0      | 4.2%   | 2      | 0.0%   | 0      | 2.1%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 1.4%  | 1  | 2.3%  | 2  |
| Internet - time consuming   | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 1  |
| Internet - use too many plastic bags  | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Lack of available trollies  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Lighting is too bright  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Narrow aisles   | 0.3%  | 5      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 1  |
| Needs a refurb  | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 1  |
| No electric car charging points   | 0.1%  | 1      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| No fresh food counters  | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 1  |
| Not enough staff  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| People are ignoring the covid safety rules  | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1  | 0.6%  | 0  | 0.6%  | 1  | 0.0%  | 0  | 1.0%  | 1  |
| Poor offers   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Poor own-brand goods  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Poor reward scheme  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.4%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Self-scanners often don't work  | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Short sell-by dates   | 0.2%  | 3      | 0.5%   | 1      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0  | 0.6%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Some of the people that go there  | 0.1%  | 1      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Toilets are in poor condition (Don't know / varies)   | 1.0%  | 17     | 1.7%   | 2      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.2%  | 1  | 1.4%  | 1  | 2.6%  | 2  |
| (Nothing)   | 62.6% | 1003   | 55.8%  | 70     | 68.8%  | 36     | 70.8%  | 25     | 57.9%  | 50 | 67.2% | 40 | 49.2% | 58 | 72.1% | 66 | 64.7% | 55 |
| Weighted base:  | 1602  | 126    | 52     | 35     | 86     | 60     | 118    | 92     | 84     |    |       |    |       |    |       |    |       |    |
| Sample:   | 1602  | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 101    |    |       |    |       |    |       |    |       |    |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q05 How did you travel to (STORE MENTIONED AT Q01) to undertake your main food shop?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Not those that said 'Internet / delivery' at Q01</i>                                     |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Car / van (as driver)   | 71.0% | 997    | 85.6%  | 97     | 78.4%  | 32     | 91.7%  | 29     | 77.7%  | 63 | 88.2% | 48 | 52.9% | 51 | 69.6% | 57 | 68.7% | 52 |
| Car / van (as passenger)  | 15.0% | 211    | 3.9%   | 4      | 11.2%  | 5      | 3.2%   | 1      | 9.0%   | 7  | 10.7% | 6  | 20.2% | 19 | 16.9% | 14 | 20.2% | 15 |
| Bus, minibus or coach   | 2.1%  | 30     | 0.6%   | 1      | 1.3%   | 1      | 1.5%   | 0      | 2.5%   | 2  | 0.0%  | 0  | 2.4%  | 2  | 1.3%  | 1  | 2.0%  | 2  |
| Motorcycle, scooter or moped  | 0.3%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Walk  | 9.8%  | 137    | 9.3%   | 10     | 6.7%   | 3      | 3.7%   | 1      | 9.6%   | 8  | 1.2%  | 1  | 17.7% | 17 | 9.6%  | 8  | 6.1%  | 5  |
| Taxi  | 1.1%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.0%  | 3  | 2.6%  | 2  | 2.9%  | 2  |
| Train   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Metro   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bicycle   | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.4%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Mobility scooter / disability vehicle   | 0.0%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / can't remember)   | 0.2%  | 3      | 0.0%   | 0      | 2.5%   | 1      | 0.0%   | 0      | 1.2%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Weighted base:  | 1404  | 113    | 41     | 31     | 81     | 55     | 96     | 82     | 76     |    |       |    |       |    |       |    |       |    |
| Sample:   | 1443  | 92     | 85     | 92     | 95     | 92     | 82     | 91     | 93     |    |       |    |       |    |       |    |       |    |

Meanscore: [Time in minutes]

**Q06 How long did your last journey to (STORE MENTIONED AT Q01) to undertake main food shopping take?***Not those that said 'Internet / delivery' at Q01*

|                               |       |      |       |       |       |       |       |       |       |    |       |    |       |    |       |    |       |    |
|-------------------------------|-------|------|-------|-------|-------|-------|-------|-------|-------|----|-------|----|-------|----|-------|----|-------|----|
| 1 - 10 minutes                | 62.8% | 882  | 84.4% | 95    | 46.9% | 19    | 54.5% | 17    | 65.7% | 53 | 48.2% | 26 | 56.4% | 54 | 50.6% | 42 | 53.2% | 40 |
| 11 - 20 minutes               | 22.7% | 318  | 13.3% | 15    | 45.3% | 19    | 33.8% | 11    | 26.6% | 22 | 41.6% | 23 | 21.0% | 20 | 18.7% | 15 | 24.2% | 18 |
| 21 - 30 minutes               | 4.2%  | 59   | 0.0%  | 0     | 5.1%  | 2     | 0.7%  | 0     | 0.6%  | 1  | 7.6%  | 4  | 13.5% | 13 | 5.9%  | 5  | 7.3%  | 6  |
| 31 - 40 minutes               | 0.7%  | 10   | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 2  |
| 41 - 50 minutes               | 0.9%  | 13   | 0.0%  | 0     | 0.0%  | 0     | 2.8%  | 1     | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 5.4%  | 4  | 3.6%  | 3  |
| 51 - 60 minutes               | 3.6%  | 51   | 1.1%  | 1     | 1.3%  | 1     | 8.1%  | 3     | 4.1%  | 3  | 1.3%  | 1  | 3.2%  | 3  | 9.2%  | 8  | 6.0%  | 5  |
| Over an hour                  | 1.8%  | 25   | 1.1%  | 1     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 1.3%  | 1  | 1.5%  | 1  | 7.2%  | 6  | 0.7%  | 1  |
| (Don't know / can't remember) | 3.0%  | 42   | 0.0%  | 0     | 1.5%  | 1     | 0.0%  | 0     | 2.4%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 3.1%  | 3  | 2.9%  | 2  |
| (Refused)                     | 0.4%  | 5    | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0  | 3.0%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| Mean:                         | 14.36 | 9.35 | 13.65 | 16.31 | 11.51 | 14.77 | 15.52 | 23.90 | 16.96 |    |       |    |       |    |       |    |       |    |
| Weighted base:                | 1404  | 113  | 41    | 31    | 81    | 55    | 96    | 82    | 76    |    |       |    |       |    |       |    |       |    |
| Sample:                       | 1443  | 92   | 85    | 92    | 95    | 92    | 82    | 91    | 93    |    |       |    |       |    |       |    |       |    |

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q07 When you undertook the main food shop at (STORE MENTIONED AT Q01), did you link your trip with any other activity?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Not those that said 'Internet / delivery' at Q01</i>   |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Yes – NON-FOOD shopping   | 8.5%  | 120    | 8.6%   | 10     | 11.5%  | 5      | 9.9%   | 3      | 15.2%  | 12 | 7.5%  | 4  | 10.0% | 10 | 7.6%  | 6  | 10.7% | 8  |
| Yes – other FOOD shopping   | 9.7%  | 135    | 0.6%   | 1      | 6.9%   | 3      | 6.4%   | 2      | 11.6%  | 9  | 5.7%  | 3  | 14.4% | 14 | 8.6%  | 7  | 11.8% | 9  |
| Yes – visiting services such as banks and other financial institutions  | 1.7%  | 24     | 1.2%   | 1      | 2.3%   | 1      | 1.5%   | 0      | 5.5%   | 4  | 2.6%  | 1  | 2.6%  | 2  | 2.7%  | 2  | 0.0%  | 0  |
| Yes – leisure activity  | 2.6%  | 36     | 7.3%   | 8      | 0.0%   | 0      | 2.0%   | 1      | 3.0%   | 2  | 0.7%  | 0  | 5.9%  | 6  | 3.8%  | 3  | 0.0%  | 0  |
| Yes – visiting café / pub / restaurant  | 1.8%  | 25     | 1.1%   | 1      | 3.5%   | 1      | 0.7%   | 0      | 1.9%   | 2  | 4.6%  | 3  | 3.1%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| Yes – visiting other service such as hairdressers, beautician, laundrette etc   | 0.3%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.4%  | 1  | 3.4%  | 3  | 0.0%  | 0  | 0.7%  | 1  |
| Yes – travelling to / from work   | 4.0%  | 57     | 5.7%   | 6      | 4.3%   | 2      | 2.7%   | 1      | 2.1%   | 2  | 4.9%  | 3  | 0.9%  | 1  | 0.5%  | 0  | 3.4%  | 3  |
| Yes – travelling to / from school / college / university  | 1.4%  | 20     | 1.9%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1  | 0.0%  | 0  | 1.7%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Yes – getting petrol  | 3.9%  | 55     | 3.0%   | 3      | 8.2%   | 3      | 0.7%   | 0      | 3.3%   | 3  | 5.2%  | 3  | 0.0%  | 0  | 5.7%  | 5  | 3.6%  | 3  |
| Yes – visiting family / friends   | 1.8%  | 25     | 2.3%   | 3      | 3.5%   | 1      | 3.6%   | 1      | 1.8%   | 1  | 5.9%  | 3  | 1.5%  | 1  | 0.8%  | 1  | 3.3%  | 2  |
| Yes – visiting health service such as doctor, dentist, hospital   | 0.5%  | 7      | 0.0%   | 0      | 2.5%   | 1      | 3.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 2  |
| Yes – other activity  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - visiting market   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - window shopping / browsing  | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.5%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (No activity)   | 61.3% | 861    | 66.2%  | 75     | 56.6%  | 23     | 63.7%  | 20     | 51.9%  | 42 | 59.7% | 33 | 56.0% | 54 | 66.7% | 55 | 59.8% | 45 |
| (Don't know / varies)   | 2.0%  | 28     | 2.2%   | 2      | 0.8%   | 0      | 5.0%   | 2      | 2.4%   | 2  | 1.9%  | 1  | 0.0%  | 0  | 3.7%  | 3  | 4.7%  | 4  |
| Weighted base:  | 1404  |        | 113    |        | 41     |        | 31     |        | 81     |    | 55    |    | 96    |    | 82    |    | 76    |    |
| Sample:   | 1443  |        | 92     |        | 85     |        | 92     |        | 95     |    | 92    |    | 82    |    | 91    |    | 93    |    |



# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| <b>Q08 Where did you do this linked trip?</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| <i>Those that said 'Non Food shopping', 'Food shopping', 'Services such as banks and other financial institutions', 'Leisure activity', 'Café / pub / restaurant', 'Other service such as hairdressers, beautician, laundrette etc' or Other at Q07 AND Excl.</i> |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| <b>Zone 1</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Holliers Walk, Hinckley   | 0.2%  | 1      | 3.2%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barwell Lane, Hinckley  | 1.5%  | 4      | 6.1%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, New Buildings, Hinckley  | 0.2%  | 1      | 0.0%   | 0      | 5.6%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Burbage Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpet World, Hollier's Walk, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Retail Park, Stoke Road, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Town Centre  | 6.2%  | 19     | 73.2%  | 16     | 28.8%  | 3      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| KP Appliances, Oaklands Farm, Higham Lane, Wykin  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Coventry Road, Hinckley   | 0.4%  | 1      | 0.0%   | 0      | 12.7%  | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Normandy Way, Hinckley   | 0.3%  | 1      | 0.0%   | 0      | 10.9%  | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Hawley Road, Hinckley   | 0.4%  | 1      | 6.1%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rugby Road, Hinckley  | 0.1%  | 0      | 0.0%   | 0      | 3.3%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Garden Centre, Hinckley Road, Sapcote   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Apex Court, Maple Drive, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Star Carpets, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoney Stanton Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Station Yard, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Rainbow Way, Burbage, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Sword Drive, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 2</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Co-op, Wood Street, Earl Shilton, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Croft Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Desford Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Earl Shilton Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Huncote Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newbold Verdon Village  | 0.1%  | 0      | 0.0%   | 0      | 3.3%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thurlaston Garden Centre, Croft Road, Thurlaston  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 3</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Buxton Crescent, Broughton Astley   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Broughton Astley Village  | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 14.2%  | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Charlie Browns Garden Centre, Dunton Road, Broughton Astley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Broughton Astley, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Palmers Garden Centre, Ullesthorpe, Lutterworth Road, Ullesthorpe   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Box Road, Broughton Astley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ullesthorpe Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 4</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Brackley Court, Welford Road, Blaby   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attfield's Farm Shop, Narborough Road, Cosby  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blaby Village   | 2.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 17.6%  | 5 | 0.0% | 0 | 3.0% | 1 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |       |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|-------|---|------|---|------|---|
| Cherry Lane Glebe, Foston Road, Countesthorpe  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Cosby Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Countesthorpe Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Fleckney Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Johns Court, Blaby  | 1.2%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 8.1%   | 2 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Keiths Discount Carpets, Oadby Road, Wigston   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Whetstone Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 5</b>  |       |        |        |        |        |        |        |        |        |   |      |   |       |   |      |   |      |   |
| Billesden Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Coles Plant Centre, Uppingham Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| East Goscote Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Great Glen Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Houghton on the Hill Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Kibworth Village (Beauchamp & Harcourt)  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Parsons Nurseries, Leicester Road, Billesdon   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Queniborough Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Thurnby Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Wistow Rural Centre, Kibworth Road, Wistow   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Wistow Village   | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 7.2%   | 2 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 6</b>  |       |        |        |        |        |        |        |        |        |   |      |   |       |   |      |   |      |   |
| Aldi, St Georges Way, Leicester  | 1.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 5.7%  | 1 | 7.7% | 1 | 0.0% | 0 |
| Clarendon Park Local Centre  | 0.7%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 8.1%  | 2 | 0.0% | 0 | 0.0% | 0 |
| Evington Road District Centre, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Green Lane Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Highfields Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Belgrave Gate, Leicester  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, St Georges Retail Park, Leicester   | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Leicester City Centre (includes Haymarket, Highcross & Silver Arcade shopping centres) | 3.5%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.2%   | 2 | 0.0% | 0 | 7.5%  | 2 | 7.7% | 1 | 0.0% | 0 |
| Lidl, Burton Street, Leicester   | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 5.7%  | 1 | 0.0% | 0 | 0.0% | 0 |
| M&S, Gallowtree Gate, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Queens Road, Clarendon Park, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Humberstone Gate, Leicester                                    | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 9.5% | 2 |
| Spinney Hills Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| St Georges Retail Park, Leicester  | 3.2%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 10.0% | 2 | 7.7% | 1 | 9.5% | 2 |
| <b>Zone 7</b>  |       |        |        |        |        |        |        |        |        |   |      |   |       |   |      |   |      |   |
| Al-Shinwari Halal Meat, Evington Valley Road, Leicester                                | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 7.7% | 1 | 0.0% | 0 |
| Chesterfield Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Daynight Pharmacy, Chesterfield Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| East Park Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Moins Chemist, East Park Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Moroccan Yassine Fruit & Veg, Uppingham Road, Rowllatts Hill                           | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 6.7%  | 2 | 0.0% | 0 | 0.0% | 0 |
| North Evington Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Rainbow Carpets & Flooring, East Park Road, Leicester                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |       |   |       |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|-------|---|-------|---|
| Rowlands Pharmacy, Ethel Road, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Samat Chemist, Victoria Road East, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Tesco Metro, Ethel Road, Evington                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Victoria Road East, Leicester                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 8</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |       |   |       |   |
| Asha Pharmacy, The Parkway, Leicester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Colchester Road, Leicester                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Evington Village (NOT Evington Road, Leicester)                 | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 2.9%  | 1 |
| Hamilton Local Centre, Leicester                                | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 3.4% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Humberstone Local Centre, Leicester                             | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 3.4% | 1 | 0.0%  | 0 | 0.0%  | 0 |
| Rowlatts Hill Local Centre                                      | 1.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 9.0%  | 2 | 15.3% | 3 |
| Tesco Extra, Maidenwell Avenue, Hamilton, Leicester             | 4.0%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 19.0% | 3 | 11.1% | 2 |
| Well Pharmacy, Thurmcourt Road, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Welland Vale Road, Leicester                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Young Thurnby Lodge Gardeners, Somers Road, Leicester           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 9</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |       |   |       |   |
| Aldi, Fletton Close, Hamilton, Leicester                        | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 6.6% | 1 | 0.0% | 0 | 0.0%  | 0 | 5.8%  | 1 |
| Asda, Exploration Drive, Abbey Lane, Leicester                  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| B&M, Belgrave Road, Belgrave Gate, Leicester                    | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 4.0%  | 1 | 0.0%  | 0 |
| Barkby Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Belgrave Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Belgrave Road / Melton Road District Centre, Leicester          | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Canon Street, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Carpetshire, Barkby Road, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Colourbank, Crest Rise, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Doncaster Road, Leicester                                       | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Empire Industrial Estate, Ulverscroft Road, Leicester           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Floors 2 Go, Abbey Lane, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| FM Furnishers, Melton Road, Leicester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Lidl, Gipsy Lane, Leicester                                     | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Lidl, Loughborough Road, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Morrisons, Melton Road, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Mr Pickford's Pharmacy, Lockerbie Walk, Leicester               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Pennywise Discount Store, Gipsy Lane, Leicester                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| ReUse Shop, Gypsum Close, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Rushey Mead Local Centre, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Sainsbury's Superstore, Melton Road, Leicester                  | 1.1%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Screwfix, Empire Industrial Estate, Ulverscroft Road, Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Screwfix, Wenlock Way, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Star Carpets & Furnishings,                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Melton Road, Leicester  |       |        |        |        |        |        |        |        |        |
| Troon Industrial Estate,<br>Wenlock Way,<br>Thurmaston                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| United Carpets & Beds,<br>Melton Road, Leicester                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 10</b>  |       |        |        |        |        |        |        |        |        |
| Abbey Retail Park, Leicester  | 1.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Aldi, Abbey Lane,<br>Humphreys Way,<br>Leicester                                  | 1.1%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Aldi, Beaumont Shopping<br>Centre, Beaumont Leys                                  | 0.8%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Astill Lodge Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| B&Q, Devonshire Road,<br>Leicester  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Beaumont Leys Town<br>Centre, Leicester   | 1.2%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Beaumont Shopping Centre,<br>Beaumont Leys, Leicester                             | 5.9%  | 18     | 0.0%   | 0      | 3.3%   | 0      | 0.0%   | 0      | 0.0%   |
| Belgrave Boulevard,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Blackbird Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Halfords, St Margaret's Way,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Iceland, Beaumont Shopping<br>Centre, Beaumont Leys                               | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Mr Pickford's Pharmacy,<br>Norwich Road, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Norris Close, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Parker Drive, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| St Margaret's Retail Park,<br>Devonshire Road,<br>Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Beaumont<br>Shopping Centre,<br>Beaumont Leys, Leicester             | 1.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Toolstation, Ravensbridge<br>Drive, Leicester                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 11</b>  |       |        |        |        |        |        |        |        |        |
| Aldi, Aylestone Road,<br>Leicester  | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Aylestone Local Centre,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Aylestone Park Local Centre,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Eyres Monsell Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Glen Parva Local Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Knighton Local Centre,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Saffron Lane, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Stoneygate Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| United Carpets and Beds,<br>Aylestone Road, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Welford Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 12</b>  |       |        |        |        |        |        |        |        |        |
| Aldi, Woodgate, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Alif Carpets, East Park Road,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Asda, Narborough Road<br>South, Braunstone,<br>Leicester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Braunstone Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Buckminster Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Colourbank Superstore,<br>Cavendish Road, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Evelyn Drive, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Fosse Road North, Leicester   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Freeman's Leisure Park,<br>Aylestone Road, Leicester                              | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.7%   |
| Freemen's Common<br>Household Recycling<br>Centre, Islington Street,<br>Leicester | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |   |      |   |       |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|---|------|---|-------|---|------|---|
| Freemens Common                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Industrial Estate, Leicester                          |       |        |        |        |        |        |        |        |        |   |       |   |      |   |       |   |      |   |
| Halfords, Putney Road, Leicester                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Hockley Farm Road, Leicester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Homebase, Putney Road, Off Welford Road, Leicester    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Lidl, Fosse Road North, Leicester                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Lidl, Upperton Road, Leicester                        | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Londis, Bloxham Road, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Marks Electrical, King Richards Road, Leicester       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Mecca Bingo, Freeman's Park, Leicester                | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 3.4%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Michael John Flooring, Narborough Road, Leicester     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Morrisons, Aylestone Road, Leicester                  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Narborough Road District Centre, Leicester            | 1.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| New Parks Local Centre                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| One Stop, Stephenson Drive, Leicester                 | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 6.7% | 2 | 0.0%  | 0 | 0.0% | 0 |
| Screwfix, Freemans Common, Ealing Road, Leicester     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Tesco Superstore, New Park Street, Leicester          | 0.7%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Toolstation, Commercial Square, Leicester             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Travis Perkins, Commercial Square, Leicester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Vision Pharmacy, Narborough Road, Leicester           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Westcote Local Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| <b>Zone 13</b>  |       |        |        |        |        |        |        |        |        |   |       |   |      |   |       |   |      |   |
| Aldi, Bullhead Street, Wigston                        | 1.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 1 | 3.4%  | 0 | 5.7% | 1 | 0.0%  | 0 | 0.0% | 0 |
| Asda, Leicester Road, Oadby                           | 0.9%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 9.5% | 2 |
| B&Q, Bull Head Street, Wigston                        | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 11.2% | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Co-op, Launceston Road, Wigston                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Dalkard & Elliott, Aylestone Lane, Wigston, Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Lidl, Blaby Road, South Wigston                       | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Lidl, Harborough Road, Oadby                          | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 4.9% | 1 |
| M&S, (Foodhall), The Parade, Oadby                    | 1.1%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 3.4%  | 0 | 0.0% | 0 | 0.0%  | 0 | 2.9% | 1 |
| Oadby Town Centre                                     | 5.2%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.9%   | 2 | 10.3% | 1 | 5.7% | 1 | 13.0% | 2 | 5.8% | 1 |
| Potters Superstore, Leicester Road, Wigston           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Bell Street, Wigston          | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.1%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Glen Road, Oadby              | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 5.8%  | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Screwfix, Chartwell Drive, Wigston                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| South Wigston Local Centre                            | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.8%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Tesco Superstore, Blaby Road, South Wigston           | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Wickes, Blagby Road, Wigston                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Wigston Town Centre                                   | 4.6%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 24.9%  | 7 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| <b>Zone 14</b>  |       |        |        |        |        |        |        |        |        |   |       |   |      |   |       |   |      |   |
| Aldi, Melton Road, Syston                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |       |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|-------|---|
| Anstey Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Asda, Barkby Thorpe Lane, Thurmaston                               | 1.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 7.7% | 1 | 2.9%  | 1 |
| Barrow-upon-Soar Village Centre                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Costco, Westmoreland Avenue, Thurmaston                            | 0.9%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 5.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Derrys Nurseries, Main Street, Cossington                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Dobbies Garden Centre Leicester, Loughborough Road, Rothley        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| George Walker, Fosse Way, Syston                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Lingdale Golf Club, Joe Moores Lane, Woodhouse Eaves               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| M&S, (Foodhall), Thorpe Lane, Leicester                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Mountsorrel Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Potters Carpets & Beds, Leicester Road, Anstey, Leicester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Quorn Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Rothley Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Sibley Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Syston Town Centre   | 1.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 3.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Metro, Melton Road, Syston                                   | 0.7%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Thurmaston Shopping Centre, Thurmaston                             | 1.2%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 3.4% | 0 | 3.4% | 1 | 0.0% | 0 | 14.0% | 2 |
| Thurmaston Village Centre  | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9%  | 1 |
| Waitrose, Granite Way, Mountsorrel                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Wickes, Thurmaston, Leicester                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Woodhouse Eaves Village Centre                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| <b>Zone 15</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |       |   |
| Glenfield Village  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Groby Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Kirby Muxloe Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Morrisons, Station Road, Glenfield                                 | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Palmers Garden Centre Enderby, Saint Johns, Enderby                | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Parkem Chemists, Dominion Road, Glenfield, Leicester               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Ratby Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| <b>Zone 16</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |       |   |
| Aldi, Meridian Way, Braunstone                                     | 0.8%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Co-op, Station Road, Narborough, Leicester                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Enderby Town Centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Fosse Shopping Park, Leicester                                     | 7.2%  | 22     | 6.1%   | 1      | 22.0%  | 2      | 21.6%  | 1      | 1.9%   | 1 | 0.0% | 0 | 0.0% | 0 | 7.7% | 1 | 0.0%  | 0 |
| Grove Farm Triangle, Leicester                                     | 1.0%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Hawgrip Plant Centre, Seine Lane, Enderby                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Hinckley Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Leicester Forest East Village                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| M&S, Fosse Park Shopping Centre, Leicester                         | 2.4%  | 7      | 0.0%   | 0      | 6.7%   | 1      | 3.6%   | 0      | 3.2%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Meridian Business Park, Meridian East, Leicester                   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Narborough Village (NOT Narborough Road, Leicester)                | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Sainsbury's Superstore, Fosse Park, Grove Farm Triangle, Leicester | 0.9%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Thorpe Astley Local Centre<br><b>Outside Survey Area</b>          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Abroad  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Airport Retail Park, London<br>Road, Coventry                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Adcock Road,<br>Coalville                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Allendale Road,<br>Loughborough                             | 1.9%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 5.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Belton Road,<br>Loughborough                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Arena Shopping Park,<br>Rowleys Green, Coventry                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Charnwood Road,<br>Shepshed                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Newtown Road,<br>Nuneaton                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attleborough Fields<br>Industrial Estate,<br>Nuneaton             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, Rockingham Road,<br>Euro Business Park,<br>Market Harborough | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Alvis Retail Park,<br>Coventry                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Brandon Road, Binley<br>Woods, Coventry                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Jubilee Drive, Belton<br>Road, Loughborough                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Leicester Road,<br>Melton Mowbray                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barwell Village Centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicester Village, Pingle<br>Drive, Bicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birmingham City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birstall Local Centre,<br>Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bolton Town Centre  | 1.0%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpetright, Bond Street,<br>Nuneaton                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Castle Donnington Town<br>Centre                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Central London  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chapel St Leonards Village<br>Centre                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coalville Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 3.3%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Ashby Road, Ibstock  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Derby City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Designer Outlet York, St<br>Nicholas Avenue, York                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DFS, Tamworth Road,<br>Measham, Swadlincote                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre<br>Stapleton, Ashby Road,<br>Stapleton      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre,<br>Nuneaton Road,<br>Atherstone            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Downtown Superstore,<br>Gonerby Junction, A1,<br>Grantham         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dunelm, Regent Street,<br>Nuneaton                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| East Midlands Designer<br>Outlet, South Normanton                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Elliott's Field Shopping Park,<br>Rugby                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gates Garden Centre,<br>Somerby Road, Cold<br>Overton, Oakham     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Giant Store, Normanton Car<br>Park, Rutland Water                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|---|------|---|------|---|------|---|
| Giltbrook Retail Park, Ikea Way, Giltbrook                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Go Outdoors, Bishop Meadow Road, Loughborough              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Go Outdoors, Coventry Business Park, Canley Road, Coventry | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| High Point Retail Park, Victoria Street North, Grimsby     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, Belton Road West, Loughborough              | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Canley, Coventry                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Springfield Street, Market Harborough            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hoton Village Centre                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ibstock Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| IKEA, Croft Road, Coventry                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| IKEA, Giltbrook, Nottingham                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| IKEA, Park Lane, Wednesbury                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Junction One Retail Park, Leicester Road, Rugby            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Karpet Kingdom, Bilton Road, Rugby                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kettering Town Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Station Avenue, Loughborough                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Loughborough Town Centre                                   | 1.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lutterworth Golf Club, Rugby Road, Lutterworth             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lutterworth Town Centre                                    | 0.9%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 41.2%  | 3      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Rushes, Loughborough                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Market Harborough Town Centre                              | 1.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 1 | 29.7% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Arena Park, Rowley's Green, Coventry      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Matlock Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Meadowhall Shopping Centre, Sheffield                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Melton Mowbray Town Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Milton Keynes Town Centre                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Miners Welfare Park, Bedworth                              | 0.4%  | 1      | 5.4%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Bitteswell Road, Lutterworth                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Gorse Covert Centre, Loughborough               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Rutland Street, Melton Mowbray                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Whitwick Retail Park, Coalville                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newton Retail Park, Nuneaton                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Northfields Industrial Estate, Peterborough                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nottingham City Centre                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nuneaton Town Centre                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oakham Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 6.6%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Peterborough City Centre                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Hinckley Road, Walsgrave on Soave            | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.1%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Phoenix Parkway Retail Park, Corby                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ponsford, London Road, Heeley, Sheffield                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Regent Place Retail Park, Loughborough                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rockingham Industrial                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.



Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Estate, Rockingham Road,<br>Market Harborough                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Royal Leamington Spa Town<br>Centre                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Royal Tunbridge Wells<br>Town Centre                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rugby Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Greenclose Lane,<br>Loughborough            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Nottingham Road, Melton<br>Mowbray          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, St.<br>Mary's Place, Market<br>Harborough      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Vicarage Street, Nuneaton                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Skegness Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Solihull Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Springfields Outlet Shopping<br>& Leisure, Camel Gate,<br>Spalding     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stamford Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stapleton Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Talent Cricket, Bakewell<br>Road, Loughborough                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Technology Retail Park,<br>Technology Drive, Rugby                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Arena Shopping<br>Park, Rowleys Green,<br>Coventry        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Leicester Street,<br>Bedworth                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Park Road,<br>Loughborough                                | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 5.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, The<br>Rushes, Loughborough                          | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Gallagher Retail Park,<br>Stoney Stanton Road,<br>Coventry         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Herb Nursery, Main<br>Station, Thistleton,<br>Oakham               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Range, Austin Drive,<br>Court House Green,<br>Coventry             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Range, Willowbrook<br>Park, Derby Road,<br>Loughborough            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Prince William<br>Road, Loughborough                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ventura Retail Park, Ventura<br>Park Road, Tamworth                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Lower Leicester<br>Road, Lutterworth                         | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.1%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Springfield Street,<br>Market Harborough                     | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 3.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weddington Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whitwick Retail Park,<br>Coalville                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Belton Road,<br>Loughborough                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Technology Park,<br>Rugby                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Weddington Road,<br>Nuneaton                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Woodlands Wholesale<br>Nursery (not Dobbies),<br>Ashby Road, Stapleton | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Others</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mail order / catalogue   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| TV shopping                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies / can't remember) | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't do this type of shopping)       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base:                         | 300   | 21     | 9      | 6      | 27     | 11     | 25     | 17     | 18     |   |      |   |      |   |      |   |      |   |
| Sample:                                | 312   | 18     | 19     | 21     | 33     | 20     | 21     | 14     | 19     |   |      |   |      |   |      |   |      |   |

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| <b>Q09 Where did you undertake your main food and grocery shopping the time before last? Was it the same place or somewhere different?</b> |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| <i>Excl. Nulls &amp; SFT</i>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| <b>Zone 1</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Holliers Walk, Hinckley  | 1.3%  | 17     | 11.5%  | 13     | 9.8%   | 4      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Watling Street, Hinckley   | 0.4%  | 5      | 3.9%   | 4      | 1.4%   | 1      | 2.1%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barwell Lane, Hinckley   | 2.4%  | 33     | 22.0%  | 24     | 17.5%  | 8      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&J Palmer, Station Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, Castle Street, Hinckley   | 0.1%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Boyslade Road, Burbage, Hinckley  | 0.1%  | 1      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Church Street, Sapcote  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Long Street, Stoney Stanton   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Trent Road, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Foodbank, Hope Community Church, Deveron Way, Hinckley   | 0.0%  | 1      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Convenience Stores, Forest Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Rugby Road, Hinckley  | 0.2%  | 3      | 2.3%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Coventry Road, Hinckley  | 0.5%  | 7      | 3.0%   | 3      | 6.0%   | 3      | 2.1%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Hinckley Town Centre  | 0.1%  | 1      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Stoney Stanton Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Normandy Way, Hinckley  | 1.1%  | 15     | 11.2%  | 12     | 5.9%   | 3      | 0.8%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Stoke Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, Long Street, Stoney Stanton   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, The Square, Wolvey, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Clifton Way, Hinckley   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rugby Road, Hinckley   | 1.3%  | 17     | 10.7%  | 12     | 8.8%   | 4      | 0.8%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| Spar, Lutterworth Road, Burbage, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, London Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Station Yard, Hinckley   | 1.0%  | 14     | 12.6%  | 14     | 0.7%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 2</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Co-op, High Street, Desford  | 0.0%  | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Newbold Verdon, Leicester  | 0.2%  | 2      | 0.0%   | 0      | 4.9%   | 2      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Newbold Road, Desford, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Pochin Street, Croft  | 0.1%  | 1      | 0.0%   | 0      | 2.3%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Wood Street, Earl Shilton   | 0.1%  | 1      | 0.0%   | 0      | 2.8%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local market, Earl Shilton Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Earl Shilton Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Kirkby Mallory Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Newbold Verdon Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mill Lane Stores, Mill Lane, Earl Shilton, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nisa Local, Main Street,   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Newbold Road, Leicester  |       |        |        |        |        |        |        |        |        |
| Premier, The Hollow, Earl Shilton, Leicester                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Spar, Main Street, Huncote   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Thurlaston Garden Centre & Tea Room, Croft Road, Thurlaston          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 3</b>  |       |        |        |        |        |        |        |        |        |
| Aldi, Buxton Crescent, Broughton Astley                              | 1.5%  | 20     | 4.5%   | 5      | 1.4%   | 1      | 27.2%  | 8      | 3.0%   |
| Co-op, Main Street, Broughton Astley                                 | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 6.5%   | 2      | 0.0%   |
| Gilmorton Village Store, Main Street, Gilmorton                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local market, Broughton Astley Village Centre                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Broughton Astley Village Centre                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Ullesthorpe Village Centre                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Londis, Main Street, Broughton Astley                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Mace, Dunton Road, Broughton Astley                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Made By Alison, Geveze Way, Broughton Astley, Leicester              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Marcus Stevens Butchers, Station Road, Ullesthorpe                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Post Office, Main Street, Ullesthorpe                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Post Office, Station Road, Broughton Astley                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Ringrose Butchers, Main Street, Broughton Astley                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 4</b>  |       |        |        |        |        |        |        |        |        |
| Aldi, Brackley Court, Welford Road, Blaby                            | 1.6%  | 21     | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0      | 12.0%  |
| Attfield's Farm Shop, Whetstone Lodge, Countesthorpe Road, Leicester | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   |
| Church Street Butchers, Church Street, Countesthorpe                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, (Petrol), Lutterworth Road, Blaby                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Cambridge Road, Whetstone                                     | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   |
| Co-op, Dog And Gun Lane, Lutterworth Road, Whetstone                 | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 0      | 1.2%   |
| Co-op, High Street, Fleckney, Leicester                              | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   |
| Co-op, Main Street, Cosby  | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   |
| Co-op, Main Street, Countesthorpe                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Iceland, Johns Court, Blaby  | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   |
| Jet Petrol Station, Oadby Road, Wigston                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Joseph Morris Butchers, Newton Lane, Wigston                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Cosby Village Centre                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Fleckney Village Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, The Square, Countesthorpe                             | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   |
| <b>Zone 5</b>  |       |        |        |        |        |        |        |        |        |
| Billesden Village Shop, Market Road, Billesdon                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Bridge 67, High Street, Kibworth Harcourt, Kibworth Beauchamp        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |       |    |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|-------|----|------|---|------|---|
| Co-op, High Street, Kibworth Beauchamp                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Great Glen                                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.4% | 1 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Houghton On The Hill                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Scraptoft                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Co-op, Station Road, Thurnby                                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.4% | 1 | 0.0%  | 0  | 0.0% | 0 | 0.7% | 1 |
| Local shops, East Goscote Village Centre                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Queniborough Village Centre                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| M&S, (BP), Melton Road, Syston                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Post Office, Merchants Common, East Goscote, Leicester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Post Office, Stretton Road, Great Glen                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Roots Thorpe Farm, Thorpe Farm, Barkby Thorpe, Leicester        | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| S&J News, Syston Road, Queniborough, Leicester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Select Convenience, High Street, Kibworth Beauchamp             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 6</b>   |       |        |        |        |        |        |        |        |        |   |      |   |       |    |      |   |      |   |
| A1 Cash & Carry, Green Lane Road, Leicester                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Adam Groceries, Holland Road, Leicester                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Aldi, St Georges Way, Leicester                                 | 3.0%  | 40     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 16.6% | 16 | 8.2% | 6 | 5.7% | 4 |
| Apna Supermarket, Melbourne Road, Leicester                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Clays Butchers of Leicester, Cheapside, Leicester               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Co-op, Evington Road, Leicester                                 | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.7%  | 1  | 0.0% | 0 | 0.0% | 0 |
| Falcon Cash & Carry, Syston Street West, Leicester              | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 3.1% | 3 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Foodland Supermarket, Melbourne Road, Leicester                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Heron Foods, Haymarket Centre, Belgrave Gate, Leicester         | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Iceland, (The Food Warehouse) St Georges Retail Park, Leicester | 0.4%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.4% | 2 | 3.5%  | 3  | 0.0% | 0 | 0.0% | 0 |
| Iceland, Belgrave Gate, Leicester                               | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.3% | 1 | 0.5%  | 0  | 0.0% | 0 | 0.0% | 0 |
| KP Supermarket, Melbourne Road, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Leicester Market, Market Place, Leicester                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.8% | 1 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Lidl, Burton Street, Leicester                                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.4%  | 1  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Clarendon Park Local Centre                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Florence Road, Leicester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Green Lane Road, Leicester                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Highfields Local Centre                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Leicester City Centre                              | 0.1%  | 2      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.7% | 2 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Spinney Hills Local Centre                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.4% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| M&S, Gallowtree Gate,   | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.9% | 1 | 0.0%  | 0  | 2.6% | 2 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Leicester   |       |        |        |        |        |        |        |        |        |
| Post Office, Evington Road, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Quickway, Melbourne Road, Leicester                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Local, Granby Street, Leicester                 | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Local, London Road, Leicester                   | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   |
| Sainsbury's Local, Queens Road, Clarendon Park, Leicester   | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, Humberstone Gate, Leicester         | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Savers, Cheapside, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Belgrave Gate, Haymarket Centre, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Granby Street, Leicester                     | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Haymarket Centre, Belgrave Gate, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, London Road, Leicester                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Welford Place, Leicester                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| W Archer & Son, Queens Road, Clarendon Park, Leicester      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 7</b>   |       |        |        |        |        |        |        |        |        |
| Co-op, Rowllatts Hill Road, Rowllatts Hill, Leicester       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Uppingham Road, Rowllatts Hill, Leicester            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Ethal Bakeries, Ethel Road, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Frozen World, St Saviours Road, Leicester                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Iceland, Uppingham Road, Rowllatts Hill, Leicester          | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   |
| Local shops, Chesterfield Road, Evington                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   |
| Local shops, Coleman Road, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, East Park Road, Leicester                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Egginton Street, Leicester                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Evington Valley Road, Leicester                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Kitchener Road, Leicester                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, New Humberston Local Centre                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Overton Road, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| One Stop, Hastings Road, Leicester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Pak Foods, Chesterfield Road, Evington                      | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Quality Supermarket, Green Lane Road, Rowllatts Hill        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Savers Choice Cash & Carry, Egginton Street, Leicester      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Metro, Ethel Road, Evington                           | 0.5%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.6%   |
| Uppingham Road Convenience Store, Uppingham Road, Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 8</b>   |       |        |        |        |        |        |        |        |        |
| Co-op, Downing Drive,                                       | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Evington, Leicester  |       |        |        |        |        |        |        |        |        |
| Co-op, Thurncourt Road,<br>Thurnby Lodge, Leicester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Evington<br>Village Local Centre                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Humberstone<br>Local Centre                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Mercury News, Cardinals<br>Walk, Leicester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Nisa Local, Main Street,<br>Evington                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Local, Sandhills<br>Avenue, Hamilton,<br>Leicester       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Maidenwell<br>Avenue, Hamilton,<br>Leicester            | 5.3%  | 72     | 0.0%   | 0      | 0.0%   | 0      | 5.9%   | 3      | 9.2%   |
|  |       |        |        |        |        |        |        |        |        |
| <b>Zone 9</b>  |       |        |        |        |        |        |        |        |        |
| Aldi, Fletton Close,<br>Hamilton, Leicester                          | 2.2%  | 29     | 0.0%   | 0      | 0.0%   | 0      | 3.3%   | 2      | 4.8%   |
| Asda, Exploration Drive,<br>Abbey Lane, Leicester                    | 2.8%  | 39     | 1.2%   | 1      | 0.0%   | 0      | 4.6%   | 5      | 1.0%   |
| Bombay Supermarket,<br>Melton Road, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Finest Stores, Canon Street,<br>Leicester                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Jalpur Millers Online,<br>Harrison Road, Leicester                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lidl, Gypsy Lane, Leicester  | 0.9%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   |
| Lidl, Loughborough Road,<br>Leicester                                | 1.0%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Abbey Lane,<br>Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Belgrave Road,<br>Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Catherine<br>Street, Leicester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Doncaster<br>Road, Leicester                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Fairfax Road,<br>Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Gypsy Lane,<br>Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Melton Road,<br>Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Morrisons (Daily in Petrol<br>Station), Melton Road,<br>Leicester    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Morrisons (Daily in Petrol<br>Station), Thurmaston<br>Lane, Hamilton | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   |
| Post Office, Brackley Close,<br>Leicester                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Post Office, Melrose Street,<br>Leicester                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore,<br>Melton Road, Leicester                    | 3.6%  | 48     | 0.0%   | 0      | 0.0%   | 0      | 4.7%   | 2      | 0.0%   |
| Shiva Shakti Foods,<br>MacDonald Road,<br>Leicester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Humberstone<br>Lane, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Melton Road,<br>Leicester                             | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 10</b>   |       |        |        |        |        |        |        |        |        |
| Aldi, Abbey Lane,<br>Humphreys Way,<br>Leicester                     | 1.1%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 0      | 0.0%   |
| Aldi, Beaumont Shopping<br>Centre, Beaumont Leys                     | 0.9%  | 12     | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0      | 0.0%   |
| Appleton Mini Market,<br>Appleton Avenue,<br>Leicester               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Beaumont News, Astill  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

# Leicester Household Survey for Nexus Planning

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|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Lodge Road, Leicester  |       |        |        |        |        |        |        |        |        |
| Home Bargains, St Margaret's Retail Park, Leicester              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Iceland, Beaumont Shopping Centre, Beaumont Leys, Leicester      | 0.4%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Beaumont Leys Town Centre                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| McColls, Belgrave Boulevard, Leicester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Nisa Local, Marwood Road, Stocking Farm Estate, Leicester        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| One Stop, Bewcastle Grove, Mowmacre Hill                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Beaumont Shopping Centre, Beaumont Leys, Leicester  | 4.3%  | 59     | 1.2%   | 1      | 4.0%   | 2      | 0.0%   | 0      | 0.6%   |
| Wilko, Beaumont Leys Shopping Centre, Leicester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 11</b>   |       |        |        |        |        |        |        |        |        |
| Aldi, Aylestone Road, Leicester                                  | 1.3%  | 18     | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   |
| Co-op, Clarendon Park Road, Leicester                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.4%   |
| Co-op, Hillsborough Road, Glen Parva, Leicester                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, London Road, Leicester                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Sturdee Road, Eyres Monsell, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Gainsborough Stores, Gainsborough Road, Leicester                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Iceland, Saffron Lane, Leicester                                 | 0.5%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Knighton Self Service Petrol Station, Welford Road, Leicester    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Glen Parva Local Centre                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Saffron Lane, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Stoneygate Local Centre                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Londis, Knighton Church Road, Leicester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Aberdale Road, West Knighton, Leicester           | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Lutterworth Road, Aylestone, Leicester            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Saffron Lane, Leicester                           | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 12</b>   |       |        |        |        |        |        |        |        |        |
| Aldi, Woodgate, Leicester  | 1.5%  | 20     | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   |
| Asda, (Fosse Park), Narborough Road South, Braunstone, Leicester | 4.1%  | 56     | 2.3%   | 3      | 3.5%   | 2      | 3.8%   | 1      | 3.6%   |
| Co-op, Aikman Avenue, New Parks Estate, Leicester                | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Hallam Crescent, Braunstone, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Hinckley Road, Leicester Forest East                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Narborough Road, Leicester                                | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Sharmon Crescent, Braunstone Frith, Leicester             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Turnbull Drive,   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.



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|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|-------|----|------|---|
| Braunstone, Leicester   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |       |    |      |   |
| Iceland, Narborough Road, Leicester                                   | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| J Scattergood & Son, Sharnon Crescent, Leicester                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Lidl, Fosse Road North, Leicester                                     | 0.8%  | 11     | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.7% | 2 | 0.0%  | 0  | 0.0% | 0 |
| Lidl, Upperton Road, Leicester  | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Local shops, Bosworth Street, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Local shops, Braunstone Town Centre                                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Local shops, Cavendish Road, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Local shops, Heyford Road, Leicester                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Local shops, Imperial Avenue, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Local shops, Keightley Road, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Local shops, Leicester Forest East Village Centre                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Local shops, Sandhurst Road, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Local shops, Shakespeare Street, Leicester                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Londis, Sunway, Braunstone  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Morrisons, Aylestone Road, Leicester                                  | 2.1%  | 29     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1 | 0.7% | 0 | 0.4% | 0 | 1.6%  | 1  | 3.3% | 2 |
| Nutfield Corner Shop, Nutfield Road, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| One Stop, Grasmere Street, Leicester                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| One Stop, Watergate Lane, Braunstone Town                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Sainsbury's Local, Hinckley Road, Leicester Forest East               | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Spar, Buckminster Road, Leicester                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Spar, St James Service Station, Hinckley Road, Leicester              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Tesco Express, (Esso), Fosse Road North, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Tesco Express, (Esso), Narborough Road, Rowley Fields, Leicester      | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 2.3% | 2 |
| Tesco Express, Bede Island, Leicester                                 | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.9% | 3 | 0.0%  | 0  | 0.0% | 0 |
| Tesco Express, Hinckley Road, Leicester                               | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Tesco Express, Penrice Garage, Hinckley Road, Leicester Forest East   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Tesco Express, Ryder Road, Kirby Frith                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Tesco Superstore, New Park Street, Leicester                          | 0.5%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 3.1% | 3 | 0.0%  | 0  | 0.0% | 0 |
| Waitrose, M1, Junction 21/21A (North Services), Leicester Forest East | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Waitrose, M1, Junction 21/21A (South Services), Leicester Forest East | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| <b>Zone 13</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |       |    |      |   |
| Aldi, Bullhead Street, Wigston  | 1.8%  | 25     | 0.0%   | 0      | 1.4%   | 1      | 2.8%   | 1      | 7.0%   | 6 | 5.9% | 3 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Asda, Leicester Road, Oadby   | 4.7%  | 64     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 10.6%  | 9 | 7.4% | 4 | 9.1% | 9 | 18.8% | 14 | 6.2% | 5 |
| Co-op, Blaby Road, Wigston  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |
| Co-op, Launceston Road, Wigston                                       | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|---|------|---|------|---|------|---|
| Co-op, Uplands Road, Oadby                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farmfoods, Bell Street, Wigston                                | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Bell Street, Wigston                                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Blaby Road, South Wigston                                | 1.1%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.1%   | 4 | 2.6%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Harborough Road, Oadby                                   | 0.5%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.4%  | 1 | 1.7% | 2 | 0.9% | 1 | 2.4% | 2 |
| Local shops, Oadby Town Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Wigston Town Centre                               | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Parade, Oadby                             | 0.7%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1 | 4.3%  | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Milners Bakery, Blaby Road, South Wigston                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons (Daily in Petrol Station), Bull Head Street, Wigston | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Aylestone Lane, Wigston                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Gloucester Crescent, Wigston                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Leicester Road, Wigston                     | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Moat Street, Wigston                        | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Bell Street, Wigston                   | 1.2%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.6%   | 5 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| Sainsbury's Superstore, Glen Road, Oadby                       | 3.6%  | 48     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 8.1%   | 7 | 15.3% | 8 | 0.9% | 1 | 5.7% | 4 | 1.4% | 1 |
| Tesco Superstore, Blaby Road, South Wigston                    | 3.6%  | 49     | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 0      | 9.5%   | 8 | 2.7%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Harborough Road, Oadby, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.7%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| WH Cox Greengrocer, Leicester Road, Wigston                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wilson Wragg Butchers, London Road, Oadby                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 14</b>   |       |        |        |        |        |        |        |        |        |   |       |   |      |   |      |   |      |   |
| Aldi, Melton Road, Syston                                      | 0.3%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.6%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barkby Thorpe Lane, Thurmaston                           | 4.2%  | 57     | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 2.5% | 2 | 1.7% | 1 | 0.7% | 1 |
| Co-op, Cropston Road, Anstey                                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, High Street, Barrow-On-Soar                             | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Loughborough Road, Quorn                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Loughborough Road, Rothley                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Rothley Road, Mountsorrel                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Wanlip Lane, Birstall                                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Costco, Westmoreland Avenue, Thurmaston                        | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 1.8% | 1 | 3.0% | 2 |
| Costcutter, Barrow Road, Sileby, Loughborough                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Johnsons of Woodhouse, Main Street, Woodhouse Eaves            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Anstey Village Centre                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Barrow upon Soar Village Centre                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Rothley Village Centre                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Syston Town Centre                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Woodhouse Eaves Village Centre                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, The Nook, Anstey, Leicester                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| M&S, (Foodhall), Thorpe Lane, Leicester                            | 0.6%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| Nisa Local, Station Road, Quorn                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Roberts of Mountsorrel, Leicester Road, Mountsorrel, Loughborough  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Syston Bakery, Town Square, Syston                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, High Street, Sileby                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Sibson Road, Birstall, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Metro, Melton Road, Syston                                   | 0.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Family Cellar, Melton Road, Syston, Leicester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Granite Way, Mountsorrel                                 | 1.0%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wanlip Lane News, Birstall   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 15</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Co-op, Laundon Way, Groby  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Leicester Road, Groby                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Old Bakery Close, Leicester                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Groby Village Centre                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Kirby Muxloe Village Centre                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Ratby Village centre                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Moores of Ratby, Station Road, Ratby                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Station Road, Glenfield                                 | 1.2%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Main Street, Kirby Muxloe                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Dominion Road, Glenfield, Leicester                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Royal Oak, Main Street, Kirby Muxloe                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 16</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Meridian Way, Braunstone                                     | 1.3%  | 18     | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Cross Street, Enderby (Next to the Methodist Church)        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Mill Lane, Enderby (Opposite Newsagents & Estate Agents)    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Station Road, Narborough                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Costcutter, Forest Road, Narborough, Enderby, Leicester            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Narborough Village Centre                             | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, Fosse Park Shopping Centre, Leicester                         | 1.6%  | 22     | 1.6%   | 2      | 2.1%   | 1      | 3.8%   | 1      | 5.6%   | 5 | 1.4% | 1 | 2.3% | 2 | 0.0% | 0 | 0.0% | 0 |
| Palmers at Enderby, St Johns, Enderby, Leicester                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Fosse Park, Grove Farm Triangle, Leicester | 5.9%  | 80     | 1.2%   | 1      | 16.1%  | 7      | 10.3%  | 3      | 9.7%   | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Copt Oak Court, Narborough                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Outside Survey Area</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Adcock Road, Coalville                                       | 0.3%  | 4      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Allendale Road, Loughborough                                 | 0.9%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Belton Road,   | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Loughborough   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Hackamore Way, Oakham                                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Leicester Road, Melton Mowbray                           | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Springfield Street, Market Harborough                    | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 7.0% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Stanier Retail Park, Kettering                           | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Brade Drive, Coventry                                    | 0.1%  | 1      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Chamwood Road, Shepshed                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Newtown Road, Nuneaton                                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| Baines Bakery, High Street West, Uppingham                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bates Butchers, Market Street, Atherstone                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Ashby Road, Ibstock                                     | 0.0%  | 1      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Coventry Road, Market Harborough                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Malt Mill Bank, Barwell                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, North Street East, Uppingham                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, School Road, Bulkington, Bedworth                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre, Woodlands, Ashby Road, Stapleton        | 0.0%  | 1      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farndon Fields Farm Shop, Farndon Road, Market Harborough      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, Mill Street, Bedworth                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Market Street, Loughborough, Loughborough             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Joseph Morris Butchers, Walcote Road, Lutterworth              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Kettering Road, Market Harborough                        | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Station Avenue, Loughborough                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Thornborough Road, Coalville                             | 0.0%  | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local market, Loughborough Town Centre                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Lutterworth Town Centre                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Markfield Village Centre                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Stamford Town Centre                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Hampton Road, Redland, Bristol                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (BP), Melton Road, Market Harborough                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Rushes, Loughborough                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Leicester Road, Elliott's Field, Rugby        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons (Daily in Petrol Station), Lutterworth Road, Walcote | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Bitteswell Road, Lutterworth                        | 0.6%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 20.5%  | 6      | 1.7%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Gorse Covert Centre, Loughborough                   | 0.5%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Rutland Street, Melton Mowbray                      | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Whitwick Retail                                     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Park, Coalville   |       |        |        |        |        |        |        |        |        |
| Sainsbury's Local, Queens Road, Nuneaton                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, Greenclose Lane, Loughborough       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, Nottingham Road, Melton Mowbray     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, St. Mary's Place, Market Harborough | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1      | 6.1%   |
| Sainsbury's Superstore, Vicarage Street, Nuneaton           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Leicester Road, Loughborough                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Shelton Square, Coventry                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Arena Shopping Park, Rowleys Green, Coventry   | 0.1%  | 1      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Leicester Street, Bedworth                     | 0.2%  | 2      | 2.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Oakley Road, Corby                             | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   |
| Tesco Extra, Park Road, Loughborough                        | 2.9%  | 40     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.5%   |
| Tesco Superstore, Clifford Bridge Road, Coventry            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   |
| Tesco Superstore, Leicester Road, Rugby                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 0      | 0.0%   |
| Tesco Superstore, South Street, Oakham                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   |
| Tesco Superstore, The Rushes, Loughborough                  | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   |
| Waitrose, Lower Leicester Road, Lutterworth                 | 0.6%  | 8      | 1.0%   | 1      | 0.7%   | 0      | 14.2%  | 4      | 0.0%   |
| Waitrose, Springfield Street, Market Harborough             | 0.6%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 11.5%  |
| WF Chapman, High Street, Lutterworth                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 0      | 0.0%   |
| <b>Others</b>   |       |        |        |        |        |        |        |        |        |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Internet / delivery   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| (Don't know / can't remember)                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| (Don't do this type of shopping)                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| (Same place as before)                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Weighted base:  | 1357  | 110    | 44     | 30     | 82     | 53     | 98     | 76     | 73     |
| Sample:   | 1417  | 91     | 87     | 89     | 96     | 89     | 84     | 86     | 90     |

**Q10 Which retailer did you purchase your main food internet / home delivery shopping from?***Those that said 'Internet / delivery' at Q09*

|                               |       |    |       |    |       |   |       |   |       |   |       |   |       |   |       |   |       |   |
|-------------------------------|-------|----|-------|----|-------|---|-------|---|-------|---|-------|---|-------|---|-------|---|-------|---|
| Amazon Pantry                 | 1.1%  | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 21.5% | 1 | 0.0%  | 0 | 0.0%  | 0 | 9.4%  | 1 |
| Asda                          | 34.9% | 71 | 43.3% | 6  | 55.8% | 5 | 18.6% | 1 | 38.6% | 1 | 6.6%  | 0 | 29.9% | 5 | 56.4% | 5 | 0.0%  | 0 |
| Iceland                       | 8.8%  | 18 | 0.0%  | 0  | 3.8%  | 0 | 0.0%  | 0 | 22.8% | 1 | 0.0%  | 0 | 15.5% | 3 | 18.3% | 2 | 18.6% | 2 |
| Marks & Spencer               | 1.5%  | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Morrisons                     | 4.2%  | 9  | 8.6%  | 1  | 3.8%  | 0 | 4.9%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 4.9%  | 1 |
| Ocado                         | 10.4% | 21 | 0.0%  | 0  | 12.4% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 12.3% | 2 | 15.7% | 1 | 0.0%  | 0 |
| Sainsbury's                   | 8.8%  | 18 | 0.0%  | 0  | 14.0% | 1 | 36.8% | 2 | 38.6% | 1 | 42.9% | 2 | 10.1% | 2 | 4.8%  | 0 | 26.9% | 3 |
| Tesco                         | 23.2% | 47 | 38.5% | 5  | 3.8%  | 0 | 30.3% | 1 | 0.0%  | 0 | 22.4% | 1 | 32.2% | 6 | 4.8%  | 0 | 40.1% | 4 |
| Waitrose                      | 3.5%  | 7  | 9.7%  | 1  | 6.4%  | 1 | 9.4%  | 0 | 0.0%  | 0 | 6.6%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Other                         | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Co-op                         | 0.9%  | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Wiltshire Farm Foods          | 0.2%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| (Don't know / can't remember) | 2.5%  | 5  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Weighted base:                | 203   | 13 | 8     | 5  | 2     | 6 | 18    | 8 | 10    |   |       |   |       |   |       |   |       |   |
| Sample:                       | 153   | 8  | 12    | 11 | 3     | 8 | 15    | 8 | 9     |   |       |   |       |   |       |   |       |   |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Meanscore: [£]</b>  |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <b>Q11 Thinking more generally, how much does your household spend on average on main food and grocery shopping in a week?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| £1 - £5  | 0.0%  | 0      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £6 - £10   | 0.5%  | 7      | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.8%  | 2  | 0.9%  | 1  | 0.0%  | 0  |
| £11 - £15  | 0.4%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.6%  | 1  |
| £16 - £20  | 2.1%  | 33     | 0.5%   | 1      | 1.9%   | 1      | 0.0%   | 0      | 0.6%   | 1  | 2.3%  | 1  | 4.2%  | 5  | 1.7%  | 2  | 0.6%  | 1  |
| £21 - £25  | 2.3%  | 37     | 2.9%   | 4      | 1.6%   | 1      | 1.3%   | 0      | 2.2%   | 2  | 1.3%  | 1  | 3.9%  | 5  | 3.3%  | 3  | 2.6%  | 2  |
| £26 - £30  | 3.1%  | 49     | 1.6%   | 2      | 0.0%   | 0      | 3.1%   | 1      | 2.9%   | 2  | 1.9%  | 1  | 4.2%  | 5  | 9.5%  | 9  | 8.6%  | 7  |
| £31 - £35  | 1.9%  | 31     | 0.0%   | 0      | 2.2%   | 1      | 0.7%   | 0      | 3.5%   | 3  | 2.6%  | 2  | 3.9%  | 5  | 1.7%  | 2  | 4.7%  | 4  |
| £36 - £40  | 5.5%  | 89     | 4.0%   | 5      | 3.9%   | 2      | 2.0%   | 1      | 4.1%   | 4  | 5.9%  | 3  | 8.4%  | 10 | 4.7%  | 4  | 7.9%  | 7  |
| £41 - £45  | 3.6%  | 57     | 2.6%   | 3      | 2.3%   | 1      | 4.2%   | 1      | 0.6%   | 1  | 2.4%  | 1  | 1.0%  | 1  | 9.0%  | 8  | 4.7%  | 4  |
| £46 - £50  | 7.6%  | 121    | 4.4%   | 6      | 8.1%   | 4      | 8.1%   | 3      | 11.8%  | 10 | 3.6%  | 2  | 9.7%  | 11 | 5.3%  | 5  | 9.4%  | 8  |
| £51 - £60  | 9.5%  | 152    | 17.1%  | 21     | 10.3%  | 5      | 14.2%  | 5      | 2.2%   | 2  | 11.2% | 7  | 9.1%  | 11 | 8.0%  | 7  | 13.4% | 11 |
| £61 - £70  | 7.8%  | 125    | 4.6%   | 6      | 10.2%  | 5      | 9.0%   | 3      | 10.4%  | 9  | 7.0%  | 4  | 9.7%  | 11 | 7.3%  | 7  | 5.9%  | 5  |
| £71 - £80  | 10.1% | 161    | 10.2%  | 13     | 10.7%  | 6      | 9.3%   | 3      | 15.2%  | 13 | 13.4% | 8  | 1.4%  | 2  | 13.1% | 12 | 7.7%  | 6  |
| £81 - £90  | 4.8%  | 77     | 9.6%   | 12     | 3.9%   | 2      | 5.4%   | 2      | 11.0%  | 9  | 6.8%  | 4  | 2.6%  | 3  | 0.8%  | 1  | 3.3%  | 3  |
| £91 - £100   | 13.6% | 218    | 12.4%  | 16     | 12.5%  | 7      | 13.6%  | 5      | 10.1%  | 9  | 26.2% | 16 | 9.9%  | 12 | 16.1% | 15 | 9.0%  | 8  |
| £101 - £110  | 0.9%  | 14     | 1.0%   | 1      | 0.6%   | 0      | 0.0%   | 0      | 0.6%   | 1  | 1.3%  | 1  | 0.0%  | 0  | 0.4%  | 0  | 2.0%  | 2  |
| £111 - £120  | 3.9%  | 63     | 6.4%   | 8      | 6.2%   | 3      | 6.1%   | 2      | 2.3%   | 2  | 2.3%  | 1  | 4.0%  | 5  | 1.9%  | 2  | 0.0%  | 0  |
| £121 - £130  | 2.1%  | 34     | 1.0%   | 1      | 0.6%   | 0      | 2.3%   | 1      | 2.6%   | 2  | 1.7%  | 1  | 1.8%  | 2  | 0.0%  | 0  | 1.2%  | 1  |
| £131 - £140  | 0.8%  | 13     | 2.9%   | 4      | 3.4%   | 2      | 0.0%   | 0      | 1.1%   | 1  | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  |
| £141 - £150  | 3.7%  | 59     | 3.1%   | 4      | 1.7%   | 1      | 4.5%   | 2      | 3.5%   | 3  | 1.2%  | 1  | 1.9%  | 2  | 0.4%  | 0  | 2.1%  | 2  |
| £151 - £175  | 0.8%  | 12     | 3.1%   | 4      | 3.1%   | 2      | 3.4%   | 1      | 0.0%   | 0  | 1.1%  | 1  | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| £176 - £200  | 1.8%  | 29     | 1.0%   | 1      | 2.3%   | 1      | 3.8%   | 1      | 4.1%   | 3  | 0.0%  | 0  | 1.2%  | 1  | 4.6%  | 4  | 2.1%  | 2  |
| £201 - £225  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £226 - £250  | 1.0%  | 16     | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1  | 3.5%  | 2  | 3.1%  | 4  | 0.0%  | 0  | 2.0%  | 2  |
| £251 - £275  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £276 - £300  | 0.3%  | 5      | 1.7%   | 2      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| £301+  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies)  | 9.3%  | 150    | 7.0%   | 9      | 10.2%  | 5      | 7.2%   | 3      | 5.8%   | 5  | 2.1%  | 1  | 11.4% | 13 | 9.9%  | 9  | 7.9%  | 7  |
| (Refused)  | 2.5%  | 41     | 1.7%   | 2      | 3.1%   | 2      | 0.0%   | 0      | 4.4%   | 4  | 1.1%  | 1  | 3.1%  | 4  | 1.3%  | 1  | 3.5%  | 3  |
| Mean:  | 79.70 | 90.10  | 82.82  | 89.46  | 83.62  | 84.70  | 75.08  | 70.35  | 69.30  |    |       |    |       |    |       |    |       |    |
| Weighted base:   | 1602  | 126    | 52     | 35     | 86     | 60     | 118    | 92     | 84     |    |       |    |       |    |       |    |       |    |
| Sample:  | 1602  | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 101    |    |       |    |       |    |       |    |       |    |

**Meanscore: [Number of times per week]****Q12 And still thinking more generally, how often does your household do a main food and grocery shop?**

|                        |       |      |       |      |       |      |       |      |       |    |       |    |       |    |       |    |       |    |
|------------------------|-------|------|-------|------|-------|------|-------|------|-------|----|-------|----|-------|----|-------|----|-------|----|
| 7 times a week         | 0.5%  | 7    | 0.0%  | 0    | 0.6%  | 0    | 0.0%  | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  |
| 4-6 times a week       | 1.3%  | 20   | 2.0%  | 3    | 0.0%  | 0    | 0.7%  | 0    | 0.0%  | 0  | 1.1%  | 1  | 1.2%  | 1  | 2.9%  | 3  | 1.8%  | 1  |
| 2-3 times a week       | 10.6% | 170  | 11.0% | 14   | 2.8%  | 1    | 5.0%  | 2    | 12.0% | 10 | 5.7%  | 3  | 17.0% | 20 | 11.7% | 11 | 10.7% | 9  |
| Once a week            | 68.5% | 1097 | 73.7% | 93   | 69.0% | 36   | 73.6% | 26   | 77.5% | 66 | 75.2% | 45 | 53.1% | 63 | 55.4% | 51 | 66.1% | 56 |
| Once a fortnight       | 13.3% | 212  | 11.0% | 14   | 19.8% | 10   | 14.1% | 5    | 7.1%  | 6  | 16.3% | 10 | 19.7% | 23 | 20.9% | 19 | 17.3% | 15 |
| Once a month           | 4.6%  | 74   | 0.5%  | 1    | 6.9%  | 4    | 5.3%  | 2    | 1.6%  | 1  | 0.6%  | 0  | 5.9%  | 7  | 9.1%  | 8  | 1.6%  | 1  |
| Less than once a month | 0.1%  | 2    | 0.0%  | 0    | 1.0%  | 1    | 0.0%  | 0    | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies)  | 1.1%  | 18   | 1.7%  | 2    | 0.0%  | 0    | 1.3%  | 0    | 1.8%  | 2  | 1.1%  | 1  | 1.9%  | 2  | 0.0%  | 0  | 1.2%  | 1  |
| Mean:                  | 1.14  | 1.19 | 0.92  | 0.99 | 1.14  | 1.04 | 1.16  | 1.12 | 1.21  |    |       |    |       |    |       |    |       |    |
| Weighted base:         | 1602  | 126  | 52    | 35   | 86    | 60   | 118   | 92   | 84    |    |       |    |       |    |       |    |       |    |
| Sample:                | 1602  | 100  | 100   | 100  | 100   | 100  | 100   | 100  | 101   |    |       |    |       |    |       |    |       |    |

**Q13 Do you make 'top up' shopping trips in between your main food shopping trips? Top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops, but could also include online food shopping.**

|                |       |      |       |     |       |     |       |     |       |    |       |    |       |    |       |    |       |    |
|----------------|-------|------|-------|-----|-------|-----|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Yes            | 71.9% | 1152 | 74.1% | 93  | 72.6% | 38  | 72.7% | 26  | 74.6% | 64 | 57.0% | 34 | 72.7% | 86 | 65.1% | 60 | 65.6% | 55 |
| No             | 28.1% | 450  | 25.9% | 33  | 27.4% | 14  | 27.3% | 10  | 25.4% | 22 | 43.0% | 26 | 27.3% | 32 | 34.9% | 32 | 34.4% | 29 |
| Weighted base: | 1602  | 126  | 52    | 35  | 86    | 60  | 118   | 92  | 84    |    |       |    |       |    |       |    |       |    |
| Sample:        | 1602  | 100  | 100   | 100 | 100   | 100 | 100   | 100 | 101   |    |       |    |       |    |       |    |       |    |

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| <b>Q14 Where did you last undertake your 'top up' shopping?</b>       |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| <i>Those that do top-up shopping at Q13 AND Excl. Nulls &amp; SFT</i> |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| <b>Zone 1</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Holliers Walk, Hinckley   | 0.3%  | 3      | 3.0%   | 3      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Watling Street, Hinckley  | 0.2%  | 3      | 2.2%   | 2      | 1.7%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barwell Lane, Hinckley  | 0.6%  | 6      | 4.9%   | 4      | 4.3%   | 2      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&J Palmer, Station Road, Hinckley                                    | 0.0%  | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, Castle Street, Hinckley  | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Boyslade Road, Burbage, Hinckley                               | 0.4%  | 4      | 4.9%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Church Street, Sapcote   | 1.1%  | 11     | 12.5%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Long Street, Stoney Stanton                                    | 0.6%  | 6      | 6.7%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Trent Road, Hinckley   | 0.4%  | 4      | 5.0%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Foodbank, Hope Community Church, Deveron Way, Hinckley                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Convenience Stores, Forest Road, Hinckley                    | 0.1%  | 1      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Rugby Road, Hinckley   | 0.4%  | 4      | 4.2%   | 4      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Coventry Road, Hinckley   | 0.4%  | 4      | 3.7%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Hinckley Town Centre                                     | 0.2%  | 2      | 2.1%   | 2      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Stoney Stanton Village Centre                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Normandy Way, Hinckley                                     | 0.3%  | 3      | 2.2%   | 2      | 2.4%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Stoke Road, Hinckley  | 0.1%  | 1      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, Long Street, Stoney Stanton                              | 0.1%  | 1      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, The Square, Wolvey, Hinckley                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Clifton Way, Hinckley                              | 0.8%  | 8      | 9.6%   | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rugby Road, Hinckley                          | 0.4%  | 4      | 4.8%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spar, Lutterworth Road, Burbage, Hinckley                             | 0.1%  | 1      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, London Road, Hinckley                                  | 0.7%  | 7      | 6.7%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Station Yard, Hinckley                              | 0.8%  | 8      | 9.7%   | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 2</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Co-op, High Street, Desford   | 0.4%  | 4      | 0.0%   | 0      | 10.9%  | 4      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Newbold Verdon, Leicester                         | 0.7%  | 7      | 0.0%   | 0      | 19.8%  | 7      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Newbold Road, Desford, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Pochin Street, Croft   | 0.1%  | 1      | 0.0%   | 0      | 3.0%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Wood Street, Earl Shilton                                      | 0.6%  | 7      | 0.0%   | 0      | 17.6%  | 6      | 0.0%   | 0      | 0.8%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local market, Earl Shilton Village Centre                             | 0.0%  | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Earl Shilton Town Centre                                 | 0.2%  | 2      | 0.0%   | 0      | 5.1%   | 2      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Kirkby Mallory Village Centre                            | 0.1%  | 1      | 0.0%   | 0      | 2.9%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Newbold Verdon Village Centre                            | 0.1%  | 1      | 0.0%   | 0      | 2.7%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mill Lane Stores, Mill Lane, Earl Shilton, Leicester                  | 0.1%  | 1      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nisa Local, Main Street,  | 0.1%  | 1      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Newbold Road, Leicester  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Premier, The Hollow, Earl Shilton, Leicester                         | 0.1%  | 1      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spar, Main Street, Huncote   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thurlaston Garden Centre & Tea Room, Croft Road, Thurlaston          | 0.1%  | 1      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 3</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Buxton Crescent, Broughton Astley                              | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 14.7%  | 4      | 2.7%   | 2 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Broughton Astley                                 | 0.8%  | 8      | 1.3%   | 1      | 0.0%   | 0      | 29.4%  | 7      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gilmorton Village Store, Main Street, Gilmorton                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 4.6%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local market, Broughton Astley Village Centre                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Broughton Astley Village Centre                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Ullesthorpe Village Centre                              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.6%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Main Street, Broughton Astley                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mace, Dunton Road, Broughton Astley                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Made By Alison, Geveze Way, Broughton Astley, Leicester              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marcus Stevens Butchers, Station Road, Ullesthorpe                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, Main Street, Ullesthorpe                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, Station Road, Broughton Astley                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ringrose Butchers, Main Street, Broughton Astley                     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 4.2%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 4</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Brackley Court, Welford Road, Blaby                            | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.3%   | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attfield's Farm Shop, Whetstone Lodge, Countesthorpe Road, Leicester | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Church Street Butchers, Church Street, Countesthorpe                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, (Petrol), Lutterworth Road, Blaby                             | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.9%   | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Cambridge Road, Whetstone                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Dog And Gun Lane, Lutterworth Road, Whetstone                 | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.4%   | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, High Street, Fleckney, Leicester                              | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.5%   | 3 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Cosby  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.2%   | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Countesthorpe                                    | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 1      | 4.8%   | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Johns Court, Blaby  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Jet Petrol Station, Oadby Road, Wigston                              | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Joseph Morris Butchers, Newton Lane, Wigston                         | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Local shops, Cosby Village Centre                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Fleckney Village Centre                                 | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1 | 1.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, The Square, Countesthorpe                             | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.8%   | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 5</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Billesden Village Shop, Market Road, Billesdon                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bridge 67, High Street, Kibworth Harcourt, Kibworth Beauchamp        | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.



# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |   |      |   |      |   |      |   |  |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|---|------|---|------|---|------|---|--|
| Co-op, High Street, Kibworth Beauchamp                          | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 13.4% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |  |
| Co-op, Main Street, Great Glen                                  | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 24.3% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |  |
| Co-op, Main Street, Houghton On The Hill                        | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 3.4%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |  |
| Co-op, Main Street, Scraptoft                                   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.2%  | 0 | 0.0% | 0 | 0.0% | 0 | 2.8% | 1 |  |
| Co-op, Station Road, Thurnby                                    | 0.9%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 14.2% | 5 | 0.0% | 0 | 0.0% | 0 | 9.3% | 5 |  |
| Local shops, East Goscote Village Centre                        | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 3.4%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |  |
| Local shops, Queniborough Village Centre                        | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.0%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |  |
| M&S, (BP), Melton Road, Syston                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |  |
| Post Office, Merchants Common, East Goscote, Leicester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |  |
| Post Office, Stretton Road, Great Glen                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.2%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |  |
| Roots Thorpe Farm, Thorpe Farm, Barkby Thorpe, Leicester        | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |  |
| S&J News, Syston Road, Queniborough, Leicester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.2%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |  |
| Select Convenience, High Street, Kibworth Beauchamp             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.2%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |  |
| <b>Zone 6</b>   |       |        |        |        |        |        |        |        |        |   |       |   |      |   |      |   |      |   |  |
| A1 Cash & Carry, Green Lane Road, Leicester                     | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |  |
| Adam Groceries, Holland Road, Leicester                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |  |
| Aldi, St Georges Way, Leicester                                 | 0.7%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 1.2% | 1 | 0.0% | 0 | 1.0% | 1 |  |
| Apna Supermarket, Melbourne Road, Leicester                     | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 2.5% | 2 | 0.0% | 0 | 0.0% | 0 |  |
| Clays Butchers of Leicester, Cheapside, Leicester               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |  |
| Co-op, Evington Road, Leicester                                 | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 5.1% | 3 | 0.0% | 0 |  |
| Falcon Cash & Carry, Syston Street West, Leicester              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |  |
| Foodland Supermarket, Melbourne Road, Leicester                 | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 2.5% | 2 | 0.0% | 0 | 0.0% | 0 |  |
| Heron Foods, Haymarket Centre, Belgrave Gate, Leicester         | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 2.5% | 2 | 0.0% | 0 | 0.0% | 0 |  |
| Iceland, (The Food Warehouse) St Georges Retail Park, Leicester | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 4.6% | 3 | 0.0% | 0 | 0.0% | 0 |  |
| Iceland, Belgrave Gate, Leicester                               | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |  |
| KP Supermarket, Melbourne Road, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |  |
| Leicester Market, Market Place, Leicester                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |  |
| Lidl, Burton Street, Leicester                                  | 0.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |  |
| Local shops, Clarendon Park Local Centre                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.6% | 0 | 0.0% | 0 | 0.0% | 0 |  |
| Local shops, Florence Road, Leicester                           | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |  |
| Local shops, Green Lane Road, Leicester                         | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 3.9% | 3 | 0.0% | 0 | 0.0% | 0 |  |
| Local shops, Highfields Local Centre                            | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 5.8% | 4 | 0.0% | 0 | 0.0% | 0 |  |
| Local shops, Leicester City Centre                              | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 2.5% | 2 | 0.0% | 0 | 1.0% | 1 |  |
| Local shops, Spinney Hills Local Centre                         | 0.5%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 6.1% | 4 | 3.0% | 2 | 0.0% | 0 |  |
| M&S, Gallowtree Gate,   | 0.2%  | 2      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |  |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Leicester   |       |        |        |        |        |        |        |        |        |
| Post Office, Evington Road, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Quickway, Melbourne Road, Leicester                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Local, Granby Street, Leicester                 | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Local, London Road, Leicester                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Local, Queens Road, Clarendon Park, Leicester   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, Humberstone Gate, Leicester         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Savers, Cheapside, Leicester                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   |
| Tesco Express, Belgrave Gate, Haymarket Centre, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Granby Street, Leicester                     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Haymarket Centre, Belgrave Gate, Leicester   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   |
| Tesco Express, London Road, Leicester                       | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   |
| Tesco Express, Welford Place, Leicester                     | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| W Archer & Son, Queens Road, Clarendon Park, Leicester      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 7</b>   |       |        |        |        |        |        |        |        |        |
| Co-op, Rowllatts Hill Road, Rowllatts Hill, Leicester       | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.4%   |
| Co-op, Uppingham Road, Rowllatts Hill, Leicester            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Ethal Bakeries, Ethel Road, Leicester                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   |
| Frozen World, St Saviours Road, Leicester                   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   |
| Iceland, Uppingham Road, Rowllatts Hill, Leicester          | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 7.3%   |
| Local shops, Chesterfield Road, Evington                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Coleman Road, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   |
| Local shops, East Park Road, Leicester                      | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   |
| Local shops, Egginton Street, Leicester                     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.6%   |
| Local shops, Evington Valley Road, Leicester                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   |
| Local shops, Kitchener Road, Leicester                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   |
| Local shops, New Humberston Local Centre                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   |
| Local shops, Overton Road, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| One Stop, Hastings Road, Leicester                          | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   |
| Pak Foods, Chesterfield Road, Evington                      | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   |
| Quality Supermarket, Green Lane Road, Rowllatts Hill        | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.5%   |
| Savers Choice Cash & Carry, Egginton Street, Leicester      | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.3%   |
| Tesco Metro, Ethel Road, Evington                           | 2.0%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.5%   |
| Uppingham Road Convenience Store, Uppingham Road, Leicester | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.6%   |
| <b>Zone 8</b>   |       |        |        |        |        |        |        |        |        |
| Co-op, Downing Drive,                                       | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.6%   |

Column %ges.

# Leicester Household Survey for Nexus Planning

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March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Evington, Leicester  |       |        |        |        |        |        |        |        |        |
| Co-op, Thurncourt Road,<br>Thurnby Lodge, Leicester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Evington<br>Village Local Centre                        | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   |
| Local shops, Humberstone<br>Local Centre                             | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   |
| Mercury News, Cardinals<br>Walk, Leicester                           | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Nisa Local, Main Street,<br>Evington                                 | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   |
| Sainsbury's Local, Sandhills<br>Avenue, Hamilton,<br>Leicester       | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Maidenwell<br>Avenue, Hamilton,<br>Leicester            | 1.2%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.2%   |
| <b>Zone 9</b>  |       |        |        |        |        |        |        |        |        |
| Aldi, Fletton Close,<br>Hamilton, Leicester                          | 1.0%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   |
| Asda, Exploration Drive,<br>Abbey Lane, Leicester                    | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   |
| Bombay Supermarket,<br>Melton Road, Leicester                        | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Finest Stores, Canon Street,<br>Leicester                            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Jalpur Millers Online,<br>Harrison Road, Leicester                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lidl, Gypsy Lane, Leicester  | 1.0%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lidl, Loughborough Road,<br>Leicester                                | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Abbey Lane,<br>Leicester                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Belgrave Road,<br>Leicester                             | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Catherine<br>Street, Leicester                          | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Doncaster<br>Road, Leicester                            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Fairfax Road,<br>Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Gypsy Lane,<br>Leicester                                | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Melton Road,<br>Leicester                               | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Morrisons (Daily in Petrol<br>Station), Melton Road,<br>Leicester    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Morrisons (Daily in Petrol<br>Station), Thurmaston<br>Lane, Hamilton | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Post Office, Brackley Close,<br>Leicester                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Post Office, Melrose Street,<br>Leicester                            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore,<br>Melton Road, Leicester                    | 1.7%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   |
| Shiva Shakti Foods,<br>MacDonald Road,<br>Leicester                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Humberstone<br>Lane, Leicester                        | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.6%   |
| Tesco Express, Melton Road,<br>Leicester                             | 0.7%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 10</b>   |       |        |        |        |        |        |        |        |        |
| Aldi, Abbey Lane,<br>Humphreys Way,<br>Leicester                     | 1.6%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   |
| Aldi, Beaumont Shopping<br>Centre, Beaumont Leys                     | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Appleton Mini Market,<br>Appleton Avenue,<br>Leicester               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Beaumont News, Astill  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Lodge Road, Leicester  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Home Bargains, St Margaret's Retail Park, Leicester              | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Beaumont Shopping Centre, Beaumont Leys, Leicester      | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Beaumont Leys Town Centre                           | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| McColls, Belgrave Boulevard, Leicester                           | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nisa Local, Marwood Road, Stocking Farm Estate, Leicester        | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Bewcastle Grove, Mowmacre Hill                         | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Beaumont Shopping Centre, Beaumont Leys, Leicester  | 1.1%  | 11     | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wilko, Beaumont Leys Shopping Centre, Leicester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 11</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Aylestone Road, Leicester                                  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Clarendon Park Road, Leicester                            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Hillsborough Road, Glen Parva, Leicester                  | 0.6%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, London Road, Leicester                                    | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.2% | 1 | 1.6% | 1 | 0.0% | 0 |
| Co-op, Sturdee Road, Eyres Monsell, Leicester                    | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gainsborough Stores, Gainsborough Road, Leicester                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Saffron Lane, Leicester                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Knighton Self Service Petrol Station, Welford Road, Leicester    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Glen Parva Local Centre                             | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Saffron Lane, Leicester                             | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Stoneygate Local Centre                             | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Knighton Church Road, Leicester                          | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Aberdale Road, West Knighton, Leicester           | 0.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Lutterworth Road, Aylestone, Leicester            | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 2.6% | 1 | 0.0% | 0 |
| Tesco Express, Saffron Lane, Leicester                           | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 12</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Woodgate, Leicester  | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, (Fosse Park), Narborough Road South, Braunstone, Leicester | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Aikman Avenue, New Parks Estate, Leicester                | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Hallam Crescent, Braunstone, Leicester                    | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Hinckley Road, Leicester Forest East                      | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Narborough Road, Leicester                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Sharmon Crescent, Braunstone Frith, Leicester             | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 2 |
| Co-op, Turnbull Drive, Leicester                                 | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Braunstone, Leicester   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Iceland, Narborough Road, Leicester                                   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| J Scattergood & Son, Sharnon Crescent, Leicester                      | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Fosse Road North, Leicester                                     | 0.7%  | 7      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.5% | 2 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Upperton Road, Leicester  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 2.6% | 1 | 3.2% | 2 |
| Local shops, Bosworth Street, Leicester                               | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Braunstone Town Centre                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Cavendish Road, Leicester                                | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Heyford Road, Leicester                                  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Imperial Avenue, Leicester                               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Keightley Road, Leicester                                | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Leicester Forest East Village Centre                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Sandhurst Road, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Shakespeare Street, Leicester                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Sunway, Braunstone  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Aylestone Road, Leicester                                  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nutfield Corner Shop, Nutfield Road, Leicester                        | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Grasmere Street, Leicester                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Watergate Lane, Braunstone Town                             | 1.1%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Hinckley Road, Leicester Forest East               | 0.8%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spar, Buckminster Road, Leicester                                     | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spar, St James Service Station, Hinckley Road, Leicester              | 0.0%  | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, (Esso), Fosse Road North, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, (Esso), Narborough Road, Rowley Fields, Leicester      | 1.2%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Bede Island, Leicester                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Hinckley Road, Leicester                               | 0.8%  | 8      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 2.6% | 1 | 0.0% | 0 |
| Tesco Express, Penrice Garage, Hinckley Road, Leicester Forest East   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Ryder Road, Kirby Frith                                | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, New Park Street, Leicester                          | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, M1, Junction 21/21A (North Services), Leicester Forest East | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, M1, Junction 21/21A (South Services), Leicester Forest East | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 13</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Bullhead Street, Wigston  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Leicester Road, Oadby   | 1.9%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1 | 0.0% | 0 | 3.6% | 2 | 7.0% | 4 | 1.7% | 1 |
| Co-op, Blaby Road, Wigston  | 1.4%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Launceston Road, Wigston                                       | 1.3%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Co-op, Uplands Road, Oadby                                     | 0.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farmfoods, Bell Street, Wigston                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Bell Street, Wigston                                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Blaby Road, South Wigston                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Harborough Road, Oadby                                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7% | 1 |
| Local shops, Oadby Town Centre                                 | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 2 | 0.0% | 0 |
| Local shops, Wigston Town Centre                               | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.8%   | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Parade, Oadby                             | 0.9%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.2%   | 3 | 3.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Milners Bakery, Blaby Road, South Wigston                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons (Daily in Petrol Station), Bull Head Street, Wigston | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Aylestone Lane, Wigston                              | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Gloucester Crescent, Wigston                         | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Leicester Road, Wigston                     | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Moat Street, Wigston                        | 1.0%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.3%   | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Bell Street, Wigston                   | 1.4%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 12.4%  | 8 | 0.0% | 0 | 2.5% | 2 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Glen Road, Oadby                       | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 4.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Blaby Road, South Wigston                    | 1.7%  | 18     | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 0      | 2.2%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Harborough Road, Oadby, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| WH Cox Greengrocer, Leicester Road, Wigston                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wilson Wragg Butchers, London Road, Oadby                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| <b>Zone 14</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Melton Road, Syston                                      | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barkby Thorpe Lane, Thurmaston                           | 1.5%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Co-op, Cropston Road, Anstey                                   | 1.4%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, High Street, Barrow-On-Soar                             | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Loughborough Road, Quorn                                | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Loughborough Road, Rothley                              | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Rothley Road, Mountsorrel                               | 1.3%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.5% | 2 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Wanlip Lane, Birstall                                   | 0.6%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Costco, Westmoreland Avenue, Thurmaston                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Costcutter, Barrow Road, Sileby, Loughborough                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Johnsons of Woodhouse, Main Street, Woodhouse Eaves            | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Anstey Village Centre                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Barrow upon Soar Village Centre                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Rothley Village Centre                            | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Syston Town Centre                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 4.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Woodhouse Eaves Village Centre                    | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, The Nook, Anstey, Leicester                            | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| M&S, (Foodhall), Thorpe Lane, Leicester                            | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Nisa Local, Station Road, Quorn                                    | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Roberts of Mountsorrel, Leicester Road, Mountsorrel, Loughborough  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Syston Bakery, Town Square, Syston                                 | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Tesco Express, High Street, Sileby                                 | 0.6%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Sibson Road, Birstall, Leicester                    | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Metro, Melton Road, Syston                                   | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Family Cellar, Melton Road, Syston, Leicester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Granite Way, Mountsorrel                                 | 1.1%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wanlip Lane News, Birstall   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 15</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Co-op, Laundon Way, Groby  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Leicester Road, Groby                                       | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Old Bakery Close, Leicester                                 | 0.5%  | 5      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Groby Village Centre                                  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Kirby Muxloe Village Centre                           | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Ratby Village centre                                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Moores of Ratby, Station Road, Ratby                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Station Road, Glenfield                                 | 0.9%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Main Street, Kirby Muxloe                                | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Dominion Road, Glenfield, Leicester                 | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Royal Oak, Main Street, Kirby Muxloe                           | 0.0%  | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 16</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Meridian Way, Braunstone                                     | 0.6%  | 7      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Cross Street, Enderby (Next to the Methodist Church)        | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Mill Lane, Enderby (Opposite Newsagents & Estate Agents)    | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Station Road, Narborough                                    | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Costcutter, Forest Road, Narborough, Enderby, Leicester            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Narborough Village Centre                             | 0.1%  | 1      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, Fosse Park Shopping Centre, Leicester                         | 0.9%  | 9      | 4.2%   | 4      | 1.7%   | 1      | 1.6%   | 0      | 2.4%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Palmers at Enderby, St Johns, Enderby, Leicester                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Fosse Park, Grove Farm Triangle, Leicester | 1.5%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 5.3%   | 1      | 3.5%   | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Copt Oak Court, Narborough                          | 1.7%  | 17     | 0.0%   | 0      | 2.4%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Outside Survey Area</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Adcock Road, Coalville                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Allendale Road, Loughborough                                 | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Belton Road,   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Loughborough   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Hackamore Way, Oakham                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Leicester Road, Melton Mowbray                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Springfield Street, Market Harborough                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Stanier Retail Park, Kettering                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Brade Drive, Coventry                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Chamwood Road, Shepshed                                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Newtown Road, Nuneaton                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Baines Bakery, High Street West, Uppingham                     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bates Butchers, Market Street, Atherstone                      | 0.1%  | 1      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Ashby Road, Ibstock                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Coventry Road, Market Harborough                        | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Malt Mill Bank, Barwell                                 | 0.1%  | 1      | 0.0%   | 0      | 3.4%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, North Street East, Uppingham                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, School Road, Bulkington, Bedworth                       | 0.1%  | 1      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre, Woodlands, Ashby Road, Stapleton        | 0.1%  | 1      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farndon Fields Farm Shop, Farndon Road, Market Harborough      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, Mill Street, Bedworth                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Market Street, Loughborough, Loughborough             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Joseph Morris Butchers, Walcote Road, Lutterworth              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Kettering Road, Market Harborough                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Station Avenue, Loughborough                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Thornborough Road, Coalville                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local market, Loughborough Town Centre                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Lutterworth Town Centre                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Markfield Village Centre                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Stamford Town Centre                              | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Hampton Road, Redland, Bristol                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (BP), Melton Road, Market Harborough                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Rushes, Loughborough                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Leicester Road, Elliott's Field, Rugby        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons (Daily in Petrol Station), Lutterworth Road, Walcote | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Bitteswell Road, Lutterworth                        | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 6.9%   | 2      | 1.4%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Gorse Covert Centre, Loughborough                   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Rutland Street, Melton Mowbray                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Whitwick Retail                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.



# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Park, Coalville   |       |        |        |        |        |        |        |        |        |
| Sainsbury's Local, Queens Road, Nuneaton                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, Greenclose Lane, Loughborough       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, Nottingham Road, Melton Mowbray     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, St. Mary's Place, Market Harborough | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1      | 3.1%   |
| Sainsbury's Superstore, Vicarage Street, Nuneaton           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Leicester Road, Loughborough                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Shelton Square, Coventry                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Arena Shopping Park, Rowleys Green, Coventry   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Leicester Street, Bedworth                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Oakley Road, Corby                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Park Road, Loughborough                        | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   |
| Tesco Superstore, Clifford Bridge Road, Coventry            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Superstore, Leicester Road, Rugby                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Superstore, South Street, Oakham                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Superstore, The Rushes, Loughborough                  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   |
| Waitrose, Lower Leicester Road, Lutterworth                 | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 14.2%  | 3      | 1.4%   |
| Waitrose, Springfield Street, Market Harborough             | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.7%   |
| WF Chapman, High Street, Lutterworth                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Others</b>   |       |        |        |        |        |        |        |        |        |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Internet / delivery   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| (Don't know / can't remember)                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| (Don't do this type of shopping)                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| (Same place as before)                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Weighted base:  | 1030  | 87     | 35     | 24     | 62     | 33     | 67     | 52     | 53     |
| Sample:   | 1034  | 70     | 68     | 70     | 72     | 57     | 56     | 58     | 61     |

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| <b>Q15 Where did you undertake your 'top up' food shopping the time before last? Was it the same place or somewhere different?</b> |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| <i>Those that do top-up shopping at Q13 AND Excl. Nulls &amp; SFT</i>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| <b>Zone 1</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Holliers Walk, Hinckley  | 0.4%  | 4      | 3.6%   | 3      | 2.5%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Watling Street, Hinckley   | 0.2%  | 2      | 2.8%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barwell Lane, Hinckley   | 0.6%  | 6      | 5.9%   | 5      | 3.3%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&J Palmer, Station Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, Castle Street, Hinckley   | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Boyslade Road, Burbage, Hinckley  | 0.6%  | 6      | 7.1%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Church Street, Sapcote  | 0.4%  | 4      | 4.5%   | 4      | 0.0%   | 0      | 1.8%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Long Street, Stoney Stanton   | 0.7%  | 7      | 8.0%   | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Trent Road, Hinckley  | 0.4%  | 4      | 4.3%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Foodbank, Hope Community Church, Deveron Way, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Convenience Stores, Forest Road, Hinckley   | 0.1%  | 1      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Rugby Road, Hinckley  | 0.3%  | 3      | 3.0%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Coventry Road, Hinckley  | 0.1%  | 1      | 1.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Hinckley Town Centre  | 0.2%  | 2      | 2.1%   | 2      | 1.7%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Stoney Stanton Village Centre   | 0.3%  | 3      | 3.0%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Normandy Way, Hinckley  | 0.4%  | 4      | 3.0%   | 3      | 4.0%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Stoke Road, Hinckley   | 0.3%  | 3      | 3.0%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, Long Street, Stoney Stanton   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, The Square, Wolvey, Hinckley  | 0.1%  | 1      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Clifton Way, Hinckley   | 0.6%  | 6      | 6.7%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rugby Road, Hinckley   | 0.9%  | 9      | 10.4%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spar, Lutterworth Road, Burbage, Hinckley  | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, London Road, Hinckley   | 0.5%  | 5      | 5.3%   | 5      | 0.0%   | 0      | 1.6%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Station Yard, Hinckley   | 0.7%  | 7      | 6.8%   | 6      | 0.0%   | 0      | 3.5%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 2</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Co-op, High Street, Desford  | 0.3%  | 3      | 0.0%   | 0      | 9.6%   | 3      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Newbold Verdon, Leicester  | 0.9%  | 9      | 0.0%   | 0      | 24.0%  | 9      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Newbold Road, Desford, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Pochin Street, Croft  | 0.1%  | 1      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Wood Street, Earl Shilton   | 0.8%  | 8      | 0.0%   | 0      | 20.8%  | 8      | 0.0%   | 0      | 0.8%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local market, Earl Shilton Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Earl Shilton Town Centre  | 0.2%  | 2      | 0.0%   | 0      | 6.5%   | 2      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Kirkby Mallory Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 2.8%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Newbold Verdon Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 2.6%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mill Lane Stores, Mill Lane, Earl Shilton, Leicester   | 0.1%  | 1      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nisa Local, Main Street,   | 0.0%  | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Newbold Road, Leicester  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Premier, The Hollow, Earl Shilton, Leicester                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spar, Main Street, Huncote   | 0.1%  | 1      | 0.0%   | 0      | 2.3%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thurlaston Garden Centre & Tea Room, Croft Road, Thurlaston          | 0.1%  | 1      | 0.0%   | 0      | 1.6%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 3</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Buxton Crescent, Broughton Astley                              | 0.9%  | 9      | 2.1%   | 2      | 0.0%   | 0      | 9.9%   | 2      | 4.1%   | 3 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Broughton Astley                                 | 0.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 35.7%  | 9      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gilmorton Village Store, Main Street, Gilmorton                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local market, Broughton Astley Village Centre                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Broughton Astley Village Centre                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Ullesthorpe Village Centre                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Main Street, Broughton Astley                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mace, Dunton Road, Broughton Astley                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Made By Alison, Geveze Way, Broughton Astley, Leicester              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marcus Stevens Butchers, Station Road, Ullesthorpe                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, Main Street, Ullesthorpe                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, Station Road, Broughton Astley                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ringrose Butchers, Main Street, Broughton Astley                     | 0.1%  | 1      | 0.0%   | 0      | 1.4%   | 1      | 1.9%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 4</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Brackley Court, Welford Road, Blaby                            | 0.8%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 8.3%   | 5 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Attfield's Farm Shop, Whetstone Lodge, Countesthorpe Road, Leicester | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 0      | 1.4%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Church Street Butchers, Church Street, Countesthorpe                 | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, (Petrol), Lutterworth Road, Blaby                             | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.1%   | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Cambridge Road, Whetstone                                     | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Dog And Gun Lane, Lutterworth Road, Whetstone                 | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.2%   | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, High Street, Fleckney, Leicester                              | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.3%   | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Cosby  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.4%   | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Countesthorpe                                    | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 1      | 12.4%  | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Johns Court, Blaby  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Jet Petrol Station, Oadby Road, Wigston                              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Joseph Morris Butchers, Newton Lane, Wigston                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Local shops, Cosby Village Centre                                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Fleckney Village Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, The Square, Countesthorpe                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 5</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Billesden Village Shop, Market Road, Billesdon                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bridge 67, High Street, Kibworth Harcourt, Kibworth Beauchamp        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |   |      |   |      |   |       |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|---|------|---|------|---|-------|---|
| Co-op, High Street, Kibworth Beauchamp                          | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 13.1% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Co-op, Main Street, Great Glen                                  | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 15.1% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Co-op, Main Street, Houghton On The Hill                        | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.3%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Co-op, Main Street, Scraptoft                                   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 5.6%  | 2 | 0.0% | 0 | 0.0% | 0 | 2.0%  | 1 |
| Co-op, Station Road, Thurnby                                    | 0.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 10.8% | 4 | 0.0% | 0 | 0.0% | 0 | 11.6% | 6 |
| Local shops, East Goscote Village Centre                        | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.2%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Local shops, Queniborough Village Centre                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| M&S, (BP), Melton Road, Syston                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.2%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Post Office, Merchants Common, East Goscote, Leicester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.2%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Post Office, Stretton Road, Great Glen                          | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 5.0%  | 2 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Roots Thorpe Farm, Thorpe Farm, Barkby Thorpe, Leicester        | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 1.0%  | 1 |
| S&J News, Syston Road, Queniborough, Leicester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Select Convenience, High Street, Kibworth Beauchamp             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.2%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| <b>Zone 6</b>   |       |        |        |        |        |        |        |        |        |   |       |   |      |   |      |   |       |   |
| A1 Cash & Carry, Green Lane Road, Leicester                     | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 2.3% | 1 | 0.0%  | 0 |
| Adam Groceries, Holland Road, Leicester                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 2.0% | 1 | 0.0% | 0 | 0.0%  | 0 |
| Aldi, St Georges Way, Leicester                                 | 1.2%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 9.1% | 6 | 1.5% | 1 | 4.4%  | 2 |
| Apna Supermarket, Melbourne Road, Leicester                     | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 2.4% | 2 | 0.0% | 0 | 0.0%  | 0 |
| Clays Butchers of Leicester, Cheapside, Leicester               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Co-op, Evington Road, Leicester                                 | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 5.7% | 3 | 0.0%  | 0 |
| Falcon Cash & Carry, Syston Street West, Leicester              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Foodland Supermarket, Melbourne Road, Leicester                 | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 2.4% | 2 | 0.0% | 0 | 0.0%  | 0 |
| Heron Foods, Haymarket Centre, Belgrave Gate, Leicester         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Iceland, (The Food Warehouse) St Georges Retail Park, Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Iceland, Belgrave Gate, Leicester                               | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 2.0% | 1 | 0.0% | 0 | 0.0%  | 0 |
| KP Supermarket, Melbourne Road, Leicester                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 1.2% | 1 | 0.0% | 0 | 0.0%  | 0 |
| Leicester Market, Market Place, Leicester                       | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Lidl, Burton Street, Leicester                                  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 2.4% | 2 | 0.0% | 0 | 0.0%  | 0 |
| Local shops, Clarendon Park Local Centre                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.6% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Local shops, Florence Road, Leicester                           | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 2.0% | 1 | 0.0% | 0 | 0.0%  | 0 |
| Local shops, Green Lane Road, Leicester                         | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 3.7% | 3 | 0.0% | 0 | 0.0%  | 0 |
| Local shops, Highfields Local Centre                            | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 5.6% | 4 | 0.0% | 0 | 1.8%  | 1 |
| Local shops, Leicester City Centre                              | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 2.4% | 2 | 2.6% | 1 | 1.0%  | 1 |
| Local shops, Spinney Hills Local Centre                         | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 7.8% | 5 | 3.0% | 2 | 0.0%  | 0 |
| M&S, Gallowtree Gate,   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.8% | 0 | 0.0%  | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Leicester   |       |        |        |        |        |        |        |        |        |
| Post Office, Evington Road, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Quickway, Melbourne Road, Leicester                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Local, Granby Street, Leicester                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Local, London Road, Leicester                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Local, Queens Road, Clarendon Park, Leicester   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, Humberstone Gate, Leicester         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Savers, Cheapside, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Belgrave Gate, Haymarket Centre, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Granby Street, Leicester                     | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Haymarket Centre, Belgrave Gate, Leicester   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, London Road, Leicester                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Welford Place, Leicester                     | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| W Archer & Son, Queens Road, Clarendon Park, Leicester      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 7</b>   |       |        |        |        |        |        |        |        |        |
| Co-op, Rowllatts Hill Road, Rowllatts Hill, Leicester       | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Uppingham Road, Rowllatts Hill, Leicester            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Ethal Bakeries, Ethel Road, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Frozen World, St Saviours Road, Leicester                   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Iceland, Uppingham Road, Rowllatts Hill, Leicester          | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Chesterfield Road, Evington                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Coleman Road, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, East Park Road, Leicester                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Egginton Street, Leicester                     | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Evington Valley Road, Leicester                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Kitchener Road, Leicester                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, New Humberston Local Centre                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Overton Road, Leicester                        | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| One Stop, Hastings Road, Leicester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Pak Foods, Chesterfield Road, Evington                      | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Quality Supermarket, Green Lane Road, Rowllatts Hill        | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Savers Choice Cash & Carry, Egginton Street, Leicester      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Metro, Ethel Road, Evington                           | 1.4%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Uppingham Road Convenience Store, Uppingham Road, Leicester | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 8</b>   |       |        |        |        |        |        |        |        |        |
| Co-op, Downing Drive,                                       | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |       |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|-------|---|
| Evington, Leicester  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |       |   |
| Co-op, Thurncourt Road,<br>Thurnby Lodge, Leicester                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |       |   |
| Local shops, Evington<br>Village Local Centre                        | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 3.7% | 2 |       |   |
| Local shops, Humberstone<br>Local Centre                             | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.6% | 0 | 6.8% | 4 | 0.0%  | 0 |
| Mercury News, Cardinals<br>Walk, Leicester                           | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |       |   |
| Nisa Local, Main Street,<br>Evington                                 | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |       |   |
| Sainsbury's Local, Sandhills<br>Avenue, Hamilton,<br>Leicester       | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 4.4% | 2 |       |   |
| Tesco Extra, Maidenwell<br>Avenue, Hamilton,<br>Leicester            | 1.8%  | 18     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 5.1% | 4 | 5.6% | 3 | 8.4%  | 4 |
| <b>Zone 9</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |       |   |
| Aldi, Fletton Close,<br>Hamilton, Leicester                          | 1.5%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.0% | 1 | 5.9% | 3 | 10.7% | 5 |
| Asda, Exploration Drive,<br>Abbey Lane, Leicester                    | 0.7%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 1.8%  | 1 |
| Bombay Supermarket,<br>Melton Road, Leicester                        | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Finest Stores, Canon Street,<br>Leicester                            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 |       |   |
| Jalpur Millers Online,<br>Harrison Road, Leicester                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Lidl, Gypsy Lane, Leicester  | 1.4%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Lidl, Loughborough Road,<br>Leicester                                | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Local shops, Abbey Lane,<br>Leicester                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Local shops, Belgrave Road,<br>Leicester                             | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Local shops, Catherine<br>Street, Leicester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Local shops, Doncaster<br>Road, Leicester                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Local shops, Fairfax Road,<br>Leicester                              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Local shops, Gypsy Lane,<br>Leicester                                | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Local shops, Melton Road,<br>Leicester                               | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Morrisons (Daily in Petrol<br>Station), Melton Road,<br>Leicester    | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Morrisons (Daily in Petrol<br>Station), Thurmaston<br>Lane, Hamilton | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Post Office, Brackley Close,<br>Leicester                            | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Post Office, Melrose Street,<br>Leicester                            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Sainsbury's Superstore,<br>Melton Road, Leicester                    | 1.7%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0%  | 0 |
| Shiva Shakti Foods,<br>MacDonald Road,<br>Leicester                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Express, Humberstone<br>Lane, Leicester                        | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Express, Melton Road,<br>Leicester                             | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| <b>Zone 10</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |       |   |
| Aldi, Abbey Lane,<br>Humphreys Way,<br>Leicester                     | 1.2%  | 13     | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 5.1% | 3 | 0.0%  | 0 |
| Aldi, Beaumont Shopping<br>Centre, Beaumont Leys                     | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Appleton Mini Market,<br>Appleton Avenue,<br>Leicester               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Beaumont News, Astill  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Lodge Road, Leicester  |       |        |        |        |        |        |        |        |        |
| Home Bargains, St Margaret's Retail Park, Leicester              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Iceland, Beaumont Shopping Centre, Beaumont Leys, Leicester      | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Beaumont Leys Town Centre                           | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| McColls, Belgrave Boulevard, Leicester                           | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Nisa Local, Marwood Road, Stocking Farm Estate, Leicester        | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| One Stop, Bewcastle Grove, Mowmacre Hill                         | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Beaumont Shopping Centre, Beaumont Leys, Leicester  | 1.0%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wilko, Beaumont Leys Shopping Centre, Leicester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 11</b>   |       |        |        |        |        |        |        |        |        |
| Aldi, Aylestone Road, Leicester                                  | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Clarendon Park Road, Leicester                            | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Hillsborough Road, Glen Parva, Leicester                  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, London Road, Leicester                                    | 0.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Sturdee Road, Eyres Monsell, Leicester                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Gainsborough Stores, Gainsborough Road, Leicester                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Iceland, Saffron Lane, Leicester                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Knighton Self Service Petrol Station, Welford Road, Leicester    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Glen Parva Local Centre                             | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Saffron Lane, Leicester                             | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Local shops, Stoneygate Local Centre                             | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Londis, Knighton Church Road, Leicester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Aberdale Road, West Knighton, Leicester           | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Lutterworth Road, Aylestone, Leicester            | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Saffron Lane, Leicester                           | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 12</b>   |       |        |        |        |        |        |        |        |        |
| Aldi, Woodgate, Leicester  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Asda, (Fosse Park), Narborough Road South, Braunstone, Leicester | 1.0%  | 10     | 3.0%   | 3      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   |
| Co-op, Aikman Avenue, New Parks Estate, Leicester                | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Hallam Crescent, Braunstone, Leicester                    | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Hinckley Road, Leicester Forest East                      | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Narborough Road, Leicester                                | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Sharmon Crescent, Braunstone Frith, Leicester             | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Turnbull Drive, Leicester                                 | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Braunstone, Leicester   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Iceland, Narborough Road, Leicester                                   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| J Scattergood & Son, Sharnon Crescent, Leicester                      | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Fosse Road North, Leicester                                     | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Upperton Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Bosworth Street, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Braunstone Town Centre                                   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Cavendish Road, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Heyford Road, Leicester                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Imperial Avenue, Leicester                               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Keightley Road, Leicester                                | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Leicester Forest East Village Centre                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Sandhurst Road, Leicester                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Shakespeare Street, Leicester                            | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Sunway, Braunstone  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Aylestone Road, Leicester                                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Nutfield Corner Shop, Nutfield Road, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Grasmere Street, Leicester                                  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.4% | 2 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Watergate Lane, Braunstone Town                             | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Hinckley Road, Leicester Forest East               | 0.7%  | 7      | 0.0%   | 0      | 1.6%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spar, Buckminster Road, Leicester                                     | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spar, St James Service Station, Hinckley Road, Leicester              | 0.0%  | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, (Esso), Fosse Road North, Leicester                    | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, (Esso), Narborough Road, Rowley Fields, Leicester      | 1.5%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.0% | 1 | 2.6% | 1 | 0.0% | 0 |
| Tesco Express, Bede Island, Leicester                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Hinckley Road, Leicester                               | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Penrice Garage, Hinckley Road, Leicester Forest East   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Ryder Road, Kirby Frith                                | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, New Park Street, Leicester                          | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, M1, Junction 21/21A (North Services), Leicester Forest East | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, M1, Junction 21/21A (South Services), Leicester Forest East | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 13</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Bullhead Street, Wigston  | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 1 | 3.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Leicester Road, Oadby   | 1.8%  | 18     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1 | 2.2% | 1 | 0.0% | 0 | 4.0% | 2 | 0.0% | 0 |
| Co-op, Blaby Road, Wigston  | 0.8%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Launceston Road, Wigston                                       | 0.8%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.



# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Co-op, Uplands Road, Oadby                                     | 0.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farmfoods, Bell Street, Wigston                                | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.3%   | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Bell Street, Wigston                                  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Blaby Road, South Wigston                                | 1.1%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Harborough Road, Oadby                                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Oadby Town Centre                                 | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 2 | 0.0% | 0 |
| Local shops, Wigston Town Centre                               | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.8%   | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Parade, Oadby                             | 1.3%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 1 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 |
| Milners Bakery, Blaby Road, South Wigston                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons (Daily in Petrol Station), Bull Head Street, Wigston | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Aylestone Lane, Wigston                              | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Gloucester Crescent, Wigston                         | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Leicester Road, Wigston                     | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Moat Street, Wigston                        | 1.4%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 9.5%   | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Bell Street, Wigston                   | 1.1%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.4%   | 3 | 0.0% | 0 | 2.4% | 2 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Glen Road, Oadby                       | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 4.2% | 1 | 2.4% | 2 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Blaby Road, South Wigston                    | 1.8%  | 18     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Harborough Road, Oadby, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| WH Cox Greengrocer, Leicester Road, Wigston                    | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wilson Wragg Butchers, London Road, Oadby                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 14</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Melton Road, Syston                                      | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barkby Thorpe Lane, Thurmaston                           | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Cropston Road, Anstey                                   | 1.4%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, High Street, Barrow-On-Soar                             | 0.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Loughborough Road, Quorn                                | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Loughborough Road, Rothley                              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Rothley Road, Mountsorrel                               | 1.0%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.4% | 2 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Wanlip Lane, Birstall                                   | 0.8%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Costco, Westmoreland Avenue, Thurmaston                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Costcutter, Barrow Road, Sileby, Loughborough                  | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Johnsons of Woodhouse, Main Street, Woodhouse Eaves            | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Anstey Village Centre                             | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Barrow upon Soar Village Centre                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Rothley Village Centre                            | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Syston Town Centre                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Woodhouse Eaves Village Centre                    | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, The Nook, Anstey, Leicester                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| M&S, (Foodhall), Thorpe Lane, Leicester                            | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 4.4% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Nisa Local, Station Road, Quorn                                    | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Roberts of Mountsorrel, Leicester Road, Mountsorrel, Loughborough  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Syston Bakery, Town Square, Syston                                 | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Tesco Express, High Street, Sileby                                 | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Sibson Road, Birstall, Leicester                    | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Metro, Melton Road, Syston                                   | 0.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Family Cellar, Melton Road, Syston, Leicester                  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Granite Way, Mountsorrel                                 | 1.4%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wanlip Lane News, Birstall   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 15</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Co-op, Laundon Way, Groby  | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Leicester Road, Groby                                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Old Bakery Close, Leicester                                 | 0.4%  | 4      | 0.0%   | 0      | 1.6%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Groby Village Centre                                  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Kirby Muxloe Village Centre                           | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Ratby Village centre                                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Moores of Ratby, Station Road, Ratby                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Station Road, Glenfield                                 | 1.0%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Main Street, Kirby Muxloe                                | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Dominion Road, Glenfield, Leicester                 | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Royal Oak, Main Street, Kirby Muxloe                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 16</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Meridian Way, Braunstone                                     | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Cross Street, Enderby (Next to the Methodist Church)        | 0.6%  | 7      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Mill Lane, Enderby (Opposite Newsagents & Estate Agents)    | 0.3%  | 3      | 0.0%   | 0      | 1.6%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Station Road, Narborough                                    | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Costcutter, Forest Road, Narborough, Enderby, Leicester            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Narborough Village Centre                             | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, Fosse Park Shopping Centre, Leicester                         | 0.8%  | 8      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.4%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Palmers at Enderby, St Johns, Enderby, Leicester                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Fosse Park, Grove Farm Triangle, Leicester | 1.2%  | 13     | 0.0%   | 0      | 1.6%   | 1      | 1.8%   | 0      | 0.8%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Copt Oak Court, Narborough                          | 1.3%  | 14     | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Outside Survey Area</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Adcock Road, Coalville                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Allendale Road, Loughborough                                 | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Belton Road,   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Loughborough   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Hackamore Way, Oakham                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Leicester Road, Melton Mowbray                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Springfield Street, Market Harborough                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 3.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Stanier Retail Park, Kettering                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Brade Drive, Coventry                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Chamwood Road, Shepshed                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Newtown Road, Nuneaton                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Baines Bakery, High Street West, Uppingham                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bates Butchers, Market Street, Atherstone                      | 0.1%  | 1      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Ashby Road, Ibstock                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Coventry Road, Market Harborough                        | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Malt Mill Bank, Barwell                                 | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, North Street East, Uppingham                            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, School Road, Bulkington, Bedworth                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre, Woodlands, Ashby Road, Stapleton        | 0.0%  | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farndon Fields Farm Shop, Farndon Road, Market Harborough      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, Mill Street, Bedworth                           | 0.1%  | 1      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Market Street, Loughborough, Loughborough             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Joseph Morris Butchers, Walcote Road, Lutterworth              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Kettering Road, Market Harborough                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Station Avenue, Loughborough                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Thornborough Road, Coalville                             | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local market, Loughborough Town Centre                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Lutterworth Town Centre                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Markfield Village Centre                          | 0.0%  | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Stamford Town Centre                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Hampton Road, Redland, Bristol                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (BP), Melton Road, Market Harborough                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Rushes, Loughborough                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Leicester Road, Elliott's Field, Rugby        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons (Daily in Petrol Station), Lutterworth Road, Walcote | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Bitteswell Road, Lutterworth                        | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 12.3%  | 3      | 0.0%   | 0 | 1.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Gorse Covert Centre, Loughborough                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Rutland Street, Melton Mowbray                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Whitwick Retail                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Park, Coalville   |       |        |        |        |        |        |        |        |        |
| Sainsbury's Local, Queens Road, Nuneaton                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, Greenclose Lane, Loughborough       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, Nottingham Road, Melton Mowbray     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, St. Mary's Place, Market Harborough | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   |
| Sainsbury's Superstore, Vicarage Street, Nuneaton           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Leicester Road, Loughborough                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Express, Shelton Square, Coventry                     | 0.3%  | 3      | 3.0%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Arena Shopping Park, Rowleys Green, Coventry   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Leicester Street, Bedworth                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Oakley Road, Corby                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Park Road, Loughborough                        | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   |
| Tesco Superstore, Clifford Bridge Road, Coventry            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Superstore, Leicester Road, Rugby                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Superstore, South Street, Oakham                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Superstore, The Rushes, Loughborough                  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   |
| Waitrose, Lower Leicester Road, Lutterworth                 | 0.5%  | 5      | 1.3%   | 1      | 0.0%   | 0      | 11.3%  | 3      | 1.4%   |
| Waitrose, Springfield Street, Market Harborough             | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.7%   |
| WF Chapman, High Street, Lutterworth                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Others</b>   |       |        |        |        |        |        |        |        |        |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Internet / delivery   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| (Don't know / can't remember)                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| (Don't do this type of shopping)                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| (Same place as before)                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Weighted base:  | 1015  | 86     | 36     | 24     | 62     | 33     | 70     | 52     | 50     |
| Sample:   | 1021  | 69     | 70     | 70     | 71     | 57     | 59     | 57     | 58     |

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |   |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|---|-------|----|-------|----|-------|----|
| <b>Meanscore: [£]</b>   |       |        |        |        |        |        |        |        |        |    |       |   |       |    |       |    |       |    |
| <b>Q16 Thinking more generally how much does your household spend on average on 'top up' food and grocery shopping in a week? Once again, top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops.</b> |       |        |        |        |        |        |        |        |        |    |       |   |       |    |       |    |       |    |
| <i>Those that do top-up shopping at Q13</i>   |       |        |        |        |        |        |        |        |        |    |       |   |       |    |       |    |       |    |
| £1 - £5   | 12.6% | 146    | 14.1%  | 13     | 20.6%  | 8      | 12.4%  | 3      | 14.2%  | 9  | 20.4% | 7 | 8.9%  | 8  | 16.2% | 10 | 15.1% | 8  |
| £6 - £10  | 23.0% | 265    | 18.4%  | 17     | 20.7%  | 8      | 18.9%  | 5      | 19.8%  | 13 | 24.4% | 8 | 25.3% | 22 | 17.8% | 11 | 18.9% | 10 |
| £11 - £15   | 10.6% | 122    | 13.0%  | 12     | 10.0%  | 4      | 7.5%   | 2      | 11.4%  | 7  | 12.9% | 4 | 2.5%  | 2  | 10.1% | 6  | 13.7% | 8  |
| £16 - £20   | 16.3% | 188    | 14.8%  | 14     | 14.6%  | 6      | 14.7%  | 4      | 20.8%  | 13 | 10.0% | 3 | 17.9% | 15 | 14.4% | 9  | 25.8% | 14 |
| £21 - £25   | 5.1%  | 59     | 8.7%   | 8      | 4.6%   | 2      | 5.8%   | 1      | 5.9%   | 4  | 4.9%  | 2 | 5.3%  | 5  | 2.9%  | 2  | 5.2%  | 3  |
| £26 - £30   | 7.4%  | 86     | 8.7%   | 8      | 3.5%   | 1      | 16.1%  | 4      | 3.1%   | 2  | 7.1%  | 2 | 6.8%  | 6  | 7.4%  | 4  | 5.6%  | 3  |
| £31 - £35   | 1.1%  | 13     | 0.0%   | 0      | 1.6%   | 1      | 2.5%   | 1      | 1.6%   | 1  | 4.9%  | 2 | 1.7%  | 1  | 0.0%  | 0  | 0.9%  | 1  |
| £36 - £40   | 3.3%  | 38     | 2.6%   | 2      | 0.8%   | 0      | 1.8%   | 0      | 8.4%   | 5  | 7.5%  | 3 | 0.0%  | 0  | 6.1%  | 4  | 1.9%  | 1  |
| £41 - £45   | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0  | 2.6%  | 2  | 0.0%  | 0  |
| £46 - £50   | 3.3%  | 38     | 6.9%   | 6      | 4.9%   | 2      | 4.2%   | 1      | 2.6%   | 2  | 4.3%  | 1 | 3.3%  | 3  | 0.0%  | 0  | 5.5%  | 3  |
| £51 - £60   | 1.8%  | 21     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.6%   | 2  | 0.0%  | 0 | 2.5%  | 2  | 1.3%  | 1  | 1.8%  | 1  |
| £61 - £70   | 1.1%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 3.6%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| £71 - £80   | 0.6%  | 7      | 0.0%   | 0      | 1.6%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0  | 2.2%  | 1  | 0.0%  | 0  |
| £81 - £90   | 0.5%  | 5      | 2.8%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| £91 - £100  | 1.3%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 3.3%   | 1      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0  | 2.2%  | 1  | 3.0%  | 2  |
| £101 - £110   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £111 - £120   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £121 - £130   | 0.2%  | 3      | 2.8%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £131 - £140   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £141 - £150   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.7%  | 1  | 2.6%  | 2  | 0.0%  | 0  |
| £151 - £175   | 0.1%  | 1      | 0.0%   | 0      | 2.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £176 - £200   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £201 - £225   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £226 - £250   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £251 - £275   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £276 - £300   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £301+   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies)   | 9.8%  | 113    | 5.1%   | 5      | 12.8%  | 5      | 11.0%  | 3      | 9.8%   | 6  | 3.7%  | 1 | 17.4% | 15 | 12.9% | 8  | 2.5%  | 1  |
| (Refused)   | 1.2%  | 13     | 2.1%   | 2      | 1.6%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.7%  | 1  | 1.3%  | 1  | 0.0%  | 0  |
| Mean:   | 21.68 | 24.22  | 21.42  | 23.38  | 19.08  | 17.82  | 24.86  | 25.31  | 20.56  |    |       |   |       |    |       |    |       |    |
| Weighted base:  | 1152  | 93     | 38     | 26     | 64     | 34     | 86     | 60     | 55     |    |       |   |       |    |       |    |       |    |
| Sample:   | 1110  | 73     | 72     | 72     | 73     | 58     | 70     | 64     | 65     |    |       |   |       |    |       |    |       |    |

**Meanscore: [Number of times per week]****Q17 And still thinking more generally, how often does your household do a top-up food and grocery shop?***Those that do top-up shopping at Q13*

|                        |       |      |       |      |       |      |       |      |       |    |       |    |       |    |       |    |       |    |
|------------------------|-------|------|-------|------|-------|------|-------|------|-------|----|-------|----|-------|----|-------|----|-------|----|
| 7 times a week         | 2.3%  | 27   | 0.7%  | 1    | 1.6%  | 1    | 0.9%  | 0    | 1.6%  | 1  | 4.1%  | 1  | 3.8%  | 3  | 4.7%  | 3  | 1.8%  | 1  |
| 4-6 times a week       | 3.4%  | 40   | 5.4%  | 5    | 0.8%  | 0    | 2.5%  | 1    | 7.0%  | 4  | 0.0%  | 0  | 1.7%  | 1  | 1.3%  | 1  | 4.9%  | 3  |
| 2-3 times a week       | 34.5% | 398  | 32.2% | 30   | 29.0% | 11   | 26.4% | 7    | 38.5% | 25 | 26.3% | 9  | 38.5% | 33 | 30.4% | 18 | 31.1% | 17 |
| Once a week            | 43.6% | 503  | 47.8% | 45   | 50.2% | 19   | 50.5% | 13   | 34.6% | 22 | 54.1% | 18 | 34.3% | 29 | 44.8% | 27 | 39.4% | 22 |
| Once a fortnight       | 10.8% | 124  | 6.9%  | 6    | 11.2% | 4    | 16.1% | 4    | 16.2% | 10 | 13.3% | 5  | 9.8%  | 8  | 13.4% | 8  | 18.3% | 10 |
| Once a month           | 1.7%  | 19   | 2.1%  | 2    | 5.6%  | 2    | 1.8%  | 0    | 0.0%  | 0  | 1.1%  | 0  | 4.1%  | 4  | 0.7%  | 0  | 1.9%  | 1  |
| Less than once a month | 1.0%  | 11   | 1.4%  | 1    | 0.8%  | 0    | 1.8%  | 0    | 0.0%  | 0  | 0.0%  | 0  | 2.6%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies)  | 2.7%  | 31   | 3.5%  | 3    | 0.8%  | 0    | 0.0%  | 0    | 2.1%  | 1  | 1.1%  | 0  | 5.3%  | 5  | 4.8%  | 3  | 2.8%  | 2  |
| Mean:                  | 1.74  | 1.71 | 1.47  | 1.44 | 1.89  | 1.57 | 1.82  | 1.75 | 1.68  |    |       |    |       |    |       |    |       |    |
| Weighted base:         | 1152  | 93   | 38    | 26   | 64    | 34   | 86    | 60   | 55    |    |       |    |       |    |       |    |       |    |
| Sample:                | 1110  | 73   | 72    | 72   | 73    | 58   | 70    | 64   | 65    |    |       |    |       |    |       |    |       |    |

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |      |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|------|
| <b>Meanscore: [Number of times per week]</b>   |       |        |        |        |        |        |        |        |        |      |
| <b>LOCK1 BEFORE any of the Covid lockdowns - how often were you shopping online for groceries?</b> |       |        |        |        |        |        |        |        |        |      |
| 7 days a week  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 1    |
| 4-6 days a week  | 0.5%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 2    |
| 2-3 days a week  | 2.5%  | 41     | 3.5%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 8.4%   | 10   |
| One day a week   | 8.8%  | 141    | 9.0%   | 11     | 14.1%  | 7      | 5.4%   | 2      | 6.2%   | 5    |
| Every two weeks  | 5.4%  | 87     | 5.0%   | 6      | 8.7%   | 5      | 4.1%   | 1      | 0.6%   | 1    |
| Every three weeks  | 1.3%  | 20     | 1.8%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.2%   | 2    |
| Monthly  | 4.4%  | 71     | 7.0%   | 9      | 7.1%   | 4      | 6.9%   | 2      | 5.3%   | 5    |
| Once every two months  | 1.7%  | 28     | 2.0%   | 3      | 0.0%   | 0      | 1.1%   | 0      | 0.6%   | 1    |
| Three-four times a year  | 2.1%  | 33     | 1.4%   | 2      | 1.9%   | 1      | 2.9%   | 1      | 0.0%   | 0    |
| Twice a year   | 2.5%  | 40     | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 2    |
| Once a year  | 1.0%  | 16     | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0    |
| Less often   | 3.1%  | 50     | 1.0%   | 1      | 5.2%   | 3      | 3.9%   | 1      | 6.8%   | 6    |
| Never  | 65.8% | 1054   | 66.2%  | 83     | 62.9%  | 33     | 75.7%  | 27     | 78.4%  | 67   |
| (Don't know)   | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0    |
| (Varies)   | 0.6%  | 9      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0    |
| <i>Mean:</i>   |       | 0.23   | 0.23   | 0.21   | 0.10   | 0.08   | 0.14   | 0.35   | 0.12   | 0.31 |
| Weighted base:   |       | 1602   | 126    | 52     | 35     | 86     | 60     | 118    | 92     | 84   |
| Sample:  |       | 1602   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 101  |

|  |       |      |       |      |       |      |       |      |       |      |
|--|-------|------|-------|------|-------|------|-------|------|-------|------|
| <b>Meanscore: [Number of times per week]</b>   |       |      |       |      |       |      |       |      |       |      |
| <b>LOCK2 DURING the Covid lockdowns how often have you been shopping online for groceries?</b> |       |      |       |      |       |      |       |      |       |      |
| 7 days a week  | 0.4%  | 6    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    |
| 4-6 days a week  | 0.4%  | 6    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    |
| 2-3 days a week  | 2.5%  | 40   | 1.0%  | 1    | 0.0%  | 0    | 1.1%  | 0    | 3.1%  | 2    |
| One day a week   | 18.4% | 295  | 23.8% | 30   | 22.8% | 12   | 21.8% | 8    | 19.0% | 16   |
| Every two weeks  | 7.6%  | 121  | 7.1%  | 9    | 8.5%  | 4    | 9.2%  | 3    | 4.0%  | 3    |
| Every three weeks  | 1.6%  | 25   | 2.0%  | 2    | 5.3%  | 3    | 0.0%  | 0    | 3.4%  | 2    |
| Monthly  | 5.0%  | 81   | 3.1%  | 4    | 8.5%  | 4    | 3.2%  | 1    | 1.6%  | 1    |
| Once every two months  | 3.5%  | 57   | 2.8%  | 3    | 3.4%  | 2    | 2.4%  | 1    | 3.9%  | 3    |
| Three-four times a year  | 2.6%  | 42   | 0.5%  | 1    | 0.0%  | 0    | 4.7%  | 2    | 4.5%  | 4    |
| Twice a year   | 2.1%  | 33   | 1.0%  | 1    | 0.0%  | 0    | 4.3%  | 2    | 1.7%  | 1    |
| Once a year  | 1.4%  | 22   | 0.0%  | 0    | 0.6%  | 0    | 0.0%  | 0    | 0.0%  | 0    |
| Less often   | 2.8%  | 44   | 3.1%  | 4    | 1.6%  | 1    | 2.7%  | 1    | 2.7%  | 2    |
| Never  | 50.2% | 805  | 54.7% | 69   | 48.6% | 25   | 49.5% | 17   | 60.3% | 52   |
| (Don't know)   | 0.2%  | 3    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    |
| (Varies)   | 1.3%  | 21   | 0.9%  | 1    | 0.6%  | 0    | 1.1%  | 0    | 2.3%  | 2    |
| <i>Mean:</i>   |       | 0.36 | 0.32  | 0.32 | 0.31  | 0.23 | 0.36  | 0.59 | 0.15  | 0.42 |
| Weighted base:   |       | 1602 | 126   | 52   | 35    | 86   | 60    | 118  | 92    | 84   |
| Sample:  |       | 1602 | 100   | 100  | 100   | 100  | 100   | 100  | 100   | 101  |

|  |       |      |       |      |       |      |       |      |       |      |
|--|-------|------|-------|------|-------|------|-------|------|-------|------|
| <b>Meanscore: [More = 1, Same = 0, Less = -1]</b>                              |       |      |       |      |       |      |       |      |       |      |
| <b>QA Online grocery shopping DURING lockdown compared to BEFORE lockdown:</b> |       |      |       |      |       |      |       |      |       |      |
| More   | 30.0% | 481  | 31.7% | 40   | 28.3% | 15   | 35.0% | 12   | 28.5% | 24   |
| Same   | 57.8% | 927  | 59.8% | 75   | 62.5% | 33   | 57.5% | 20   | 58.1% | 50   |
| Less   | 10.3% | 165  | 7.6%  | 10   | 8.6%  | 5    | 6.4%  | 2    | 11.1% | 9    |
| (Don't know / varies)  | 1.8%  | 29   | 0.9%  | 1    | 0.6%  | 0    | 1.1%  | 0    | 2.3%  | 2    |
| <i>Mean:</i>   |       | 0.20 | 0.24  | 0.20 | 0.29  | 0.18 | 0.28  | 0.19 | 0.07  | 0.31 |
| Weighted base:   |       | 1602 | 126   | 52   | 35    | 86   | 60    | 118  | 92    | 84   |
| Sample:  |       | 1602 | 100   | 100  | 100   | 100  | 100   | 100  | 100   | 101  |

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |      |       |      |       |      |       |      |       |      |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|------|-------|------|-------|------|-------|------|-------|------|
| <b>Meanscore: [Number of times per week]</b>   |       |        |        |        |        |        |        |        |        |      |       |      |       |      |       |      |       |      |
| <b>LOCK3 Once all lockdowns have ended - how often do you think you will be shopping online for groceries?</b> |       |        |        |        |        |        |        |        |        |      |       |      |       |      |       |      |       |      |
| 7 days a week  | 0.5%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0    | 0.0%  | 0    | 0.0%  | 0    | 1.7%  | 2    | 0.0%  | 0    |
| 4-6 days a week  | 0.7%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0    | 0.0%  | 0    | 3.6%  | 4    | 0.0%  | 0    | 0.0%  | 0    |
| 2-3 days a week  | 1.7%  | 27     | 0.0%   | 0      | 0.0%   | 0      | 2.5%   | 1      | 0.0%   | 0    | 0.6%  | 0    | 2.4%  | 3    | 2.1%  | 2    | 3.1%  | 3    |
| One day a week   | 12.8% | 205    | 13.5%  | 17     | 18.6%  | 10     | 11.1%  | 4      | 6.3%   | 5    | 20.8% | 12   | 8.0%  | 9    | 3.5%  | 3    | 14.0% | 12   |
| Every two weeks  | 8.0%  | 127    | 9.3%   | 12     | 6.3%   | 3      | 7.8%   | 3      | 8.8%   | 7    | 12.7% | 8    | 12.0% | 14   | 7.8%  | 7    | 8.2%  | 7    |
| Every three weeks  | 1.3%  | 21     | 2.7%   | 3      | 5.3%   | 3      | 0.0%   | 0      | 0.0%   | 0    | 1.7%  | 1    | 1.3%  | 2    | 4.6%  | 4    | 0.0%  | 0    |
| Monthly  | 5.6%  | 90     | 7.7%   | 10     | 4.5%   | 2      | 3.9%   | 1      | 3.1%   | 3    | 2.8%  | 2    | 7.5%  | 9    | 5.8%  | 5    | 2.0%  | 2    |
| Once every two months  | 2.4%  | 38     | 0.9%   | 1      | 2.3%   | 1      | 1.3%   | 0      | 0.6%   | 1    | 0.0%  | 0    | 5.2%  | 6    | 3.3%  | 3    | 2.0%  | 2    |
| Three-four times a year  | 1.2%  | 19     | 0.0%   | 0      | 1.9%   | 1      | 2.5%   | 1      | 0.0%   | 0    | 0.0%  | 0    | 1.8%  | 2    | 0.0%  | 0    | 1.0%  | 1    |
| Twice a year   | 1.3%  | 21     | 0.0%   | 0      | 0.6%   | 0      | 0.0%   | 0      | 1.1%   | 1    | 0.0%  | 0    | 1.2%  | 1    | 0.0%  | 0    | 0.6%  | 1    |
| Once a year  | 0.9%  | 14     | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0    | 0.0%  | 0    | 1.2%  | 1    | 1.4%  | 1    | 0.0%  | 0    |
| Less often   | 1.9%  | 31     | 1.0%   | 1      | 2.1%   | 1      | 0.0%   | 0      | 2.0%   | 2    | 0.0%  | 0    | 1.2%  | 1    | 2.9%  | 3    | 2.3%  | 2    |
| Never  | 54.5% | 873    | 60.4%  | 76     | 54.3%  | 28     | 63.2%  | 22     | 70.7%  | 61   | 55.4% | 33   | 48.9% | 58   | 56.1% | 52   | 57.0% | 48   |
| (Don't know)   | 5.9%  | 95     | 2.6%   | 3      | 3.5%   | 2      | 5.3%   | 2      | 3.5%   | 3    | 4.9%  | 3    | 4.4%  | 5    | 10.0% | 9    | 9.8%  | 8    |
| (Varies)   | 1.4%  | 22     | 0.9%   | 1      | 0.6%   | 0      | 2.4%   | 1      | 3.9%   | 3    | 1.1%  | 1    | 1.2%  | 1    | 0.8%  | 1    | 0.0%  | 0    |
| Mean:  |       | 0.33   |        | 0.22   |        | 0.26   |        | 0.25   |        | 0.13 |       | 0.32 |       | 0.44 |       | 0.31 |       | 0.30 |
| Weighted base:   |       | 1602   |        | 126    |        | 52     |        | 35     |        | 86   |       | 60   |       | 118  |       | 92   |       | 84   |
| Sample:  |       | 1602   |        | 100    |        | 100    |        | 100    |        | 100  |       | 100  |       | 100  |       | 100  |       | 101  |

Meanscore: [More = 1, Same = 0, Less = -1]

**QB Online grocery shopping AFTER lockdown compared to DURING lockdown:**

|                       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |      |       |       |
|-----------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|-------|-------|
| More                  | 9.1%  | 145   | 2.8%  | 3     | 2.1%  | 1     | 5.1%  | 2     | 2.1%  | 2     | 11.4% | 7     | 15.1% | 18    | 15.3% | 14   | 2.0%  | 2     |
| Same                  | 63.2% | 1012  | 72.7% | 91    | 80.9% | 42    | 62.6% | 22    | 69.0% | 59    | 64.1% | 38    | 48.2% | 57    | 64.4% | 59   | 62.2% | 53    |
| Less                  | 19.7% | 316   | 21.1% | 27    | 12.8% | 7     | 23.5% | 8     | 21.5% | 18    | 18.5% | 11    | 28.6% | 34    | 9.6%  | 9    | 26.0% | 22    |
| (Don't know / varies) | 8.0%  | 128   | 3.5%  | 4     | 4.1%  | 2     | 8.8%  | 3     | 7.4%  | 6     | 5.9%  | 4     | 8.2%  | 10    | 10.8% | 10   | 9.8%  | 8     |
| Mean:                 |       | -0.12 |       | -0.19 |       | -0.11 |       | -0.20 |       | -0.21 |       | -0.08 |       | -0.15 |       | 0.06 |       | -0.27 |
| Weighted base:        |       | 1602  |       | 126   |       | 52    |       | 35    |       | 86    |       | 60    |       | 118   |       | 92   |       | 84    |
| Sample:               |       | 1602  |       | 100   |       | 100   |       | 100   |       | 100   |       | 100   |       | 100   |       | 100  |       | 101   |

Meanscore: [More = 1, Same = 0, Less = -1]

**QC Online grocery shopping AFTER lockdown compared to BEFORE lockdown:**

|                       |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |
|-----------------------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| More                  | 18.5% | 296  | 16.4% | 21   | 16.2% | 8    | 14.5% | 5    | 14.3% | 12   | 26.2% | 16   | 20.9% | 25   | 19.1% | 18   | 14.0% | 12   |
| Same                  | 65.5% | 1050 | 72.6% | 91   | 75.2% | 39   | 69.7% | 25   | 68.2% | 58   | 67.2% | 40   | 58.4% | 69   | 62.0% | 57   | 66.2% | 56   |
| Less                  | 8.4%  | 135  | 7.6%  | 10   | 4.5%  | 2    | 8.1%  | 3    | 10.2% | 9    | 0.6%  | 0    | 13.8% | 16   | 8.1%  | 7    | 9.0%  | 8    |
| (Don't know / varies) | 7.6%  | 121  | 3.5%  | 4    | 4.1%  | 2    | 7.7%  | 3    | 7.4%  | 6    | 5.9%  | 4    | 6.8%  | 8    | 10.8% | 10   | 10.8% | 9    |
| Mean:                 |       | 0.11 |       | 0.09 |       | 0.12 |       | 0.07 |       | 0.04 |       | 0.27 |       | 0.08 |       | 0.12 |       | 0.06 |
| Weighted base:        |       | 1602 |       | 126  |       | 52   |       | 35   |       | 86   |       | 60   |       | 118  |       | 92   |       | 84   |
| Sample:               |       | 1602 |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 101  |

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| <b>Q18 Thinking back before Covid related restrictions were in place, where did you usually buy clothing or footwear goods?</b> |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| <i>Excl. Nulls &amp; SFT</i>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| <b>Zone 1</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Holliers Walk, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barwell Lane, Hinckley  | 0.5%  | 5      | 5.1%   | 4      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, New Buildings, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Burbage Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpet World, Hollier's Walk, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Retail Park, Stoke Road, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Town Centre  | 1.4%  | 15     | 13.8%  | 12     | 7.4%   | 3      | 1.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| KP Appliances, Oaklands Farm, Higham Lane, Wykin  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Coventry Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Normandy Way, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rugby Road, Hinckley  | 0.3%  | 3      | 3.1%   | 3      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Garden Centre, Hinckley Road, Sapcote   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Apex Court, Maple Drive, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Star Carpets, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoney Stanton Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Station Yard, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Rainbow Way, Burbage, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Sword Drive, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 2</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Co-op, Wood Street, Earl Shilton, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Croft Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Desford Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Earl Shilton Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Huncote Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newbold Verdon Village  | 0.1%  | 1      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thurlaston Garden Centre, Croft Road, Thurlaston  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 3</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Buxton Crescent, Broughton Astley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Broughton Astley Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Charlie Browns Garden Centre, Dunton Road, Broughton Astley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Broughton Astley, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Palmers Garden Centre, Ullesthorpe, Lutterworth Road, Ullesthorpe   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Box Road, Broughton Astley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ullesthorpe Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 4</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Brackley Court, Welford Road, Blaby   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attfield's Farm Shop, Narborough Road, Cosby  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blaby Village   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cherry Lane Glebe, Foston   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.



Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| Road, Countesthorpe   |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Cosby Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Countesthorpe Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fleckney Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Iceland, Johns Court, Blaby   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Keiths Discount Carpets,<br>Oadby Road, Wigston   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Whetstone Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 5</b>   |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Billesden Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Coles Plant Centre,<br>Uppingham Road,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| East Goscote Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Great Glen Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Houghton on the Hill Village<br>Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kibworth Village<br>(Beauchamp & Harcourt)  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Parsons Nurseries, Leicester<br>Road, Billesdon   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Queniborough Village<br>Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Thurnby Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wistow Rural Centre,<br>Kibworth Road, Wistow   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wistow Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 6</b>   |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Aldi, St Georges Way,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Clarendon Park Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Evington Road District<br>Centre, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Green Lane Road, Leicester  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.7%  | 0  | 2.9%  | 2  | 0.0%  | 0  |
| Highfields Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Iceland, Belgrave Gate,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Iceland, St Georges Retail<br>Park, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Leicester City Centre<br>(includes Haymarket,<br>Highcross & Silver Arcade<br>shopping centres) | 43.2% | 445    | 21.0%  | 18     | 25.2%  | 9      | 7.5%   | 2      | 22.6%  | 13 | 46.4% | 17 | 88.0% | 52 | 68.1% | 36 | 65.7% | 37 |
| Lidl, Burton Street, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| M&S, Gallowtree Gate,<br>Leicester  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.9%  | 1  |
| Sainsbury's Local, Queens<br>Road, Clarendon Park,<br>Leicester                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore,<br>Humberstone Gate,<br>Leicester                                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0  |
| Spinney Hills Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 0  | 0.0%  | 0  |
| St Georges Retail Park,<br>Leicester  | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  |
| <b>Zone 7</b>   |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Al-Shinwari Halal Meat,<br>Evington Valley Road,<br>Leicester                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chesterfield Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Daynight Pharmacy,<br>Chesterfield Road,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| East Park Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Moins Chemist, East Park<br>Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Moroccan Yassine Fruit &<br>Veg, Uppingham Road,<br>Rowlatts Hill                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| North Evington Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Rainbow Carpets &<br>Flooring, East Park Road,<br>Leicester                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Rowlands Pharmacy, Ethel  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Road, Leicester   |       |        |        |        |        |        |        |        |        |
| Samat Chemist, Victoria Road East, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Metro, Ethel Road, Evington                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Victoria Road East, Leicester                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 8</b>   |       |        |        |        |        |        |        |        |        |
| Asha Pharmacy, The Parkway, Leicester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Colchester Road, Leicester                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Evington Village (NOT Evington Road, Leicester)                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Hamilton Local Centre, Leicester                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.5%   |
| Humberstone Local Centre, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Rowlatts Hill Local Centre                                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   |
| Tesco Extra, Maidenwell Avenue, Hamilton, Leicester             | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.2%   |
| Well Pharmacy, Thurmcourt Road, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Welland Vale Road, Leicester                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Young Thumbby Lodge Gardeners, Somers Road, Leicester           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 9</b>   |       |        |        |        |        |        |        |        |        |
| Aldi, Fletton Close, Hamilton, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Asda, Exploration Drive, Abbey Lane, Leicester                  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| B&M, Belgrave Road, Belgrave Gate, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Barkby Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Belgrave Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Belgrave Road / Melton Road District Centre, Leicester          | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   |
| Canon Street, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Carpetshire, Barkby Road, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Colourbank, Crest Rise, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Doncaster Road, Leicester                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Empire Industrial Estate, Ulverscroft Road, Leicester           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Floors 2 Go, Abbey Lane, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| FM Furnishers, Melton Road, Leicester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lidl, Gipsy Lane, Leicester                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lidl, Loughborough Road, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Morrisons, Melton Road, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Mr Pickford's Pharmacy, Lockerbie Walk, Leicester               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Pennywise Discount Store, Gipsy Lane, Leicester                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| ReUse Shop, Gypsum Close, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Rushey Mead Local Centre, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, Melton Road, Leicester                  | 1.1%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   |
| Screwfix, Empire Industrial Estate, Ulverscroft Road, Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Screwfix, Wenlock Way, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Star Carpets & Furnishings, Melton Road, Leicester              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Troon Industrial Estate,<br>Wenlock Way,<br>Thurmaston                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| United Carpets & Beds,<br>Melton Road, Leicester                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 10</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Abbey Retail Park, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Abbey Lane,<br>Humphreys Way,<br>Leicester                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Beaumont Shopping<br>Centre, Beaumont Leys                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Astill Lodge Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Devonshire Road,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Beaumont Leys Town<br>Centre, Leicester   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Beaumont Shopping Centre,<br>Beaumont Leys, Leicester                             | 2.5%  | 26     | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.9%   | 1 | 1.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Belgrave Boulevard,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blackbird Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Halfords, St Margaret's Way,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Beaumont Shopping<br>Centre, Beaumont Leys                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mr Pickford's Pharmacy,<br>Norwich Road, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Norris Close, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Parker Drive, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| St Margaret's Retail Park,<br>Devonshire Road,<br>Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Beaumont<br>Shopping Centre,<br>Beaumont Leys, Leicester             | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Ravensbridge<br>Drive, Leicester                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 11</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Aylestone Road,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aylestone Local Centre,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aylestone Park Local Centre,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Eyres Monsell Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Glen Parva Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Knighton Local Centre,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Saffron Lane, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoneygate Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| United Carpets and Beds,<br>Aylestone Road, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Welford Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 12</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Woodgate, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Alif Carpets, East Park Road,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Narborough Road<br>South, Braunstone,<br>Leicester                          | 0.7%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.2%   | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Braunstone Town Centre<br>Buckminster Road, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Colourbank Superstore,<br>Cavendish Road, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evelyn Drive, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fosse Road North, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Freeman's Leisure Park,<br>Aylestone Road, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Freemen's Common<br>Household Recycling<br>Centre, Islington Street,<br>Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Freemens Common   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Industrial Estate, Leicester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Halfords, Putney Road, Leicester                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hockley Farm Road, Leicester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Putney Road, Off Welford Road, Leicester    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Fosse Road North, Leicester                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Upperton Road, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Bloxham Road, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks Electrical, King Richards Road, Leicester       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mecca Bingo, Freeman's Park, Leicester                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Michael John Flooring, Narborough Road, Leicester     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Aylestone Road, Leicester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Narborough Road District Centre, Leicester            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| New Parks Local Centre                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Stephenson Drive, Leicester                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Freemans Common, Ealing Road, Leicester     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, New Park Street, Leicester          | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Commercial Square, Leicester             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Travis Perkins, Commercial Square, Leicester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vision Pharmacy, Narborough Road, Leicester           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westcote Local Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 13</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Bullhead Street, Wigston                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Leicester Road, Oadby                           | 0.8%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.0%   | 3 | 2.0% | 1 | 0.0% | 0 | 3.8% | 2 | 1.5% | 1 |
| B&Q, Bull Head Street, Wigston                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Launceston Road, Wigston                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dalkard & Elliott, Aylestone Lane, Wigston, Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Blaby Road, South Wigston                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Harborough Road, Oadby                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Parade, Oadby                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oadby Town Centre                                     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.0% | 0 | 0.0% | 0 | 0.8% | 0 | 0.9% | 1 |
| Potters Superstore, Leicester Road, Wigston           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Bell Street, Wigston          | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Glen Road, Oadby              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.0% | 0 | 0.0% | 0 | 0.8% | 0 | 0.0% | 0 |
| Screwfix, Chartwell Drive, Wigston                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| South Wigston Local Centre                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Blaby Road, South Wigston           | 0.5%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Blagby Road, Wigston                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wigston Town Centre                                   | 0.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 14</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Melton Road, Syston                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Anstey Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total |     | Zone 1 |    | Zone 2 |    | Zone 3 |    | Zone 4 |    | Zone 5 |   | Zone 6 |   | Zone 7 |   | Zone 8 |   |
|--|-------|-----|--------|----|--------|----|--------|----|--------|----|--------|---|--------|---|--------|---|--------|---|
| Asda, Barkby Thorpe Lane, Thurmaston                               | 0.3%  | 3   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Barrow-upon-Soar Village Centre                                    | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Costco, Westmoreland Avenue, Thurmaston                            | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Derrys Nurseries, Main Street, Cossington                          | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Dobbies Garden Centre Leicester, Loughborough Road, Rothley        | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| George Walker, Fosse Way, Syston                                   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Lingdale Golf Club, Joe Moores Lane, Woodhouse Eaves               | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| M&S, (Foodhall), Thorpe Lane, Leicester                            | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Mountsorrel Village Centre   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Potters Carpets & Beds, Leicester Road, Anstey, Leicester          | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Quorn Village Centre   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Rothley Village  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Sibley Village   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Syston Town Centre   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Tesco Metro, Melton Road, Syston                                   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Thurmaston Shopping Centre, Thurmaston                             | 1.2%  | 12  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 1.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 3.5%   | 2 |
| Thurmaston Village Centre  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Waitrose, Granite Way, Mountsorrel                                 | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Wickes, Thurmaston, Leicester                                      | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Woodhouse Eaves Village Centre                                     | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| <b>Zone 15</b>   |       |     |        |    |        |    |        |    |        |    |        |   |        |   |        |   |        |   |
| Glenfield Village  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Groby Village  | 0.0%  | 0   | 0.0%   | 0  | 0.9%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Kirby Muxloe Village   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Morrisons, Station Road, Glenfield                                 | 0.2%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Palmers Garden Centre Enderby, Saint Johns, Enderby                | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Parkem Chemists, Dominion Road, Glenfield, Leicester               | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Ratby Village  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| <b>Zone 16</b>   |       |     |        |    |        |    |        |    |        |    |        |   |        |   |        |   |        |   |
| Aldi, Meridian Way, Braunstone                                     | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Co-op, Station Road, Narborough, Leicester                         | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Enderby Town Centre  | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Fosse Shopping Park, Leicester                                     | 30.6% | 315 | 39.6%  | 34 | 56.0%  | 20 | 55.2%  | 13 | 53.8%  | 31 | 24.7%  | 9 | 0.0%   | 0 | 6.7%   | 4 | 15.9%  | 9 |
| Grove Farm Triangle, Leicester                                     | 0.2%  | 2   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 2.5%   | 1 | 0.0%   | 0 |
| Hawgrip Plant Centre, Seine Lane, Enderby                          | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Hinckley Road, Leicester   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Leicester Forest East Village                                      | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| M&S, Fosse Park Shopping Centre, Leicester                         | 3.2%  | 33  | 2.3%   | 2  | 1.8%   | 1  | 5.8%   | 1  | 7.5%   | 4  | 9.5%   | 4 | 1.4%   | 1 | 0.0%   | 0 | 0.9%   | 1 |
| Meridian Business Park, Meridian East, Leicester                   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Narborough Village (NOT Narborough Road, Leicester)                | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Sainsbury's Superstore, Fosse Park, Grove Farm Triangle, Leicester | 0.4%  | 4   | 0.0%   | 0  | 0.0%   | 0  | 1.0%   | 0  | 1.7%   | 1  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |
| Thorpe Astley Local Centre   | 0.0%  | 0   | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total |    | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |      |   |      |   |      |   |      |   |
|---|-------|----|--------|--------|--------|--------|--------|--------|--------|--------|------|---|------|---|------|---|------|---|
| <b>Outside Survey Area</b>                                  |       |    |        |        |        |        |        |        |        |        |      |   |      |   |      |   |      |   |
| Abroad  | 1.5%  | 16 | 4.5%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1      | 0.0% | 0 | 6.2% | 4 | 1.3% | 1 | 2.9% | 2 |
| Airport Retail Park, London Road, Coventry                  | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Adcock Road, Coalville                                | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Allendale Road, Loughborough                          | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Belton Road, Loughborough                             | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Arena Shopping Park, Rowleys Green, Coventry                | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Chamwood Road, Shepshed                               | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Newtown Road, Nuneaton                                | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attleborough Fields Industrial Estate, Nuneaton             | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, Rockingham Road, Euro Business Park, Market Harborough | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Alvis Retail Park, Coventry                            | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Brandon Road, Binley Woods, Coventry                   | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Jubilee Drive, Belton Road, Loughborough               | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Leicester Road, Melton Mowbray                         | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barwell Village Centre                                      | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicester Village, Pingle Drive, Bicester                    | 0.1%  | 1  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birmingham City Centre                                      | 0.3%  | 3  | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birstall Local Centre, Leicester                            | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bolton Town Centre  | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpetright, Bond Street, Nuneaton                          | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Castle Donnington Town Centre                               | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Central London  | 0.1%  | 1  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chapel St Leonards Village Centre                           | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coalville Town Centre                                       | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Ashby Road, Ibstock                                  | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.1%  | 1  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Derby City Centre   | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Designer Outlet York, St Nicholas Avenue, York              | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DFS, Tamworth Road, Measham, Swadlincote                    | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre Stapleton, Ashby Road, Stapleton      | 0.1%  | 1  | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre, Nuneaton Road, Atherstone            | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Downtown Superstore, Gonerby Junction, A1, Grantham         | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dunelm, Regent Street, Nuneaton                             | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| East Midlands Designer Outlet, South Normanton              | 0.2%  | 2  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Elliott's Field Shopping Park, Rugby                        | 0.8%  | 9  | 0.0%   | 0      | 2.9%   | 1      | 17.5%  | 4      | 2.6%   | 1      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gates Garden Centre, Somerby Road, Cold Overton, Oakham     | 0.1%  | 1  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Giant Store, Normanton Car Park, Rutland Water              | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Giltbrook Retail Park, Ikea                                 | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Way, Giltbrook   |       |        |        |        |        |        |        |        |        |
| Go Outdoors, Bishop Meadow Road, Loughborough              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Go Outdoors, Coventry Business Park, Canley Road, Coventry | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 0      | 0.0%   |
| High Point Retail Park, Victoria Street North, Grimsby     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Home Bargains, Belton Road West, Loughborough              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Homebase, Canley, Coventry                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Homebase, Springfield Street, Market Harborough            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Hoton Village Centre                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Ibstock Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| IKEA, Croft Road, Coventry                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| IKEA, Giltbrook, Nottingham                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| IKEA, Park Lane, Wednesbury                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Junction One Retail Park, Leicester Road, Rugby            | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 2.6%   | 1      | 0.0%   |
| Karpet Kingdom, Bilton Road, Rugby                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Kettering Town Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lidl, Station Avenue, Loughborough                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Loughborough Town Centre                                   | 2.6%  | 27     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lutterworth Golf Club, Rugby Road, Lutterworth             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lutterworth Town Centre                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| M&S, (Foodhall), The Rushes, Loughborough                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Market Harborough Town Centre                              | 0.9%  | 9      | 1.3%   | 1      | 0.9%   | 0      | 5.2%   | 1      | 0.0%   |
| Marks & Spencer, Arena Park, Rowley's Green, Coventry      | 0.1%  | 1      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Matlock Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Meadowhall Shopping Centre, Sheffield                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   |
| Melton Mowbray Town Centre                                 | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   |
| Milton Keynes Town Centre                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Miners Welfare Park, Bedworth                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Morrisons, Bitteswell Road, Lutterworth                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Morrisons, Gorse Covert Centre, Loughborough               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Morrisons, Rutland Street, Melton Mowbray                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Morrisons, Whitwick Retail Park, Coalville                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Newton Retail Park, Nuneaton                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Northfields Industrial Estate, Peterborough                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Nottingham City Centre                                     | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Nuneaton Town Centre                                       | 0.2%  | 2      | 2.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Oakham Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Peterborough City Centre                                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   |
| Pets at Home, Hinckley Road, Walsgrave on Sowe             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Phoenix Parkway Retail Park, Corby                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Ponsford, London Road, Heeley, Sheffield                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Regent Place Retail Park, Loughborough                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Rockingham Industrial Estate, Rockingham Road,             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Market Harborough  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Royal Leamington Spa Town Centre                                 | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Royal Tunbridge Wells Town Centre                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rugby Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Greenclose Lane, Loughborough            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Nottingham Road, Melton Mowbray          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, St. Mary's Place, Market Harborough      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Vicarage Street, Nuneaton                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Skegness Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Solihull Town Centre   | 0.1%  | 1      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Springfields Outlet Shopping & Leisure, Camel Gate, Spalding     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stamford Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stapleton Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Talent Cricket, Bakewell Road, Loughborough                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Technology Retail Park, Technology Drive, Rugby                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Arena Shopping Park, Rowleys Green, Coventry        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Leicester Street, Bedworth                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Park Road, Loughborough                             | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, The Rushes, Loughborough                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Gallagher Retail Park, Stoney Stanton Road, Coventry         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Herb Nursery, Main Station, Thistleton, Oakham               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Range, Austin Drive, Court House Green, Coventry             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Range, Willowbrook Park, Derby Road, Loughborough            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Prince William Road, Loughborough                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ventura Retail Park, Ventura Park Road, Tamworth                 | 0.1%  | 1      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Lower Leicester Road, Lutterworth                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Springfield Street, Market Harborough                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weddington Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whitwick Retail Park, Coalville                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Belton Road, Loughborough                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Technology Park, Rugby                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Weddington Road, Nuneaton                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Woodlands Wholesale Nursery (not Dobbies), Ashby Road, Stapleton | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Others</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mail order / catalogue   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| TV shopping  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.



Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|
| (Don't know / varies / can't remember) | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 |
| (Don't do this type of shopping)       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 |
| Weighted base:                         | 1031  | 86     | 35     | 24     | 58     | 38     | 59     | 53     | 57     |   |
| Sample:                                | 1130  | 71     | 69     | 71     | 72     | 67     | 56     | 65     | 74     |   |

Meanscore: [Number of times per month]

**Q19 How often did you normally make shopping trips for clothing or footwear to ((LOCATION MENTIONED AT Q18))?**

Not those that said 'Abroad', 'Internet', 'Mail order / catalogue', 'TV shopping', '(Don't know / varies / can't remember)' or '(Don't do this type of shopping)' at Q18

|                                     |       |      |       |      |       |      |       |      |       |    |       |    |       |    |       |    |       |    |
|-------------------------------------|-------|------|-------|------|-------|------|-------|------|-------|----|-------|----|-------|----|-------|----|-------|----|
| Daily                               | 0.2%  | 2    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| At least two times a week           | 1.0%  | 10   | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  | 1.0%  | 0  | 3.4%  | 2  | 0.0%  | 0  | 0.9%  | 1  |
| At least once a week                | 6.3%  | 64   | 7.0%  | 6    | 9.7%  | 3    | 4.5%  | 1    | 8.4%  | 5  | 2.9%  | 1  | 4.3%  | 2  | 6.3%  | 3  | 4.6%  | 3  |
| At least once a fortnight           | 8.8%  | 89   | 6.3%  | 5    | 10.2% | 4    | 16.7% | 4    | 4.1%  | 2  | 4.0%  | 1  | 8.5%  | 5  | 7.6%  | 4  | 8.3%  | 5  |
| At least once a month               | 26.7% | 272  | 20.7% | 17   | 21.1% | 7    | 18.3% | 4    | 21.3% | 12 | 28.3% | 11 | 38.2% | 21 | 28.0% | 15 | 26.7% | 15 |
| At least every two months           | 12.6% | 128  | 18.2% | 15   | 20.4% | 7    | 13.5% | 3    | 11.0% | 6  | 10.6% | 4  | 18.2% | 10 | 16.0% | 8  | 15.7% | 9  |
| At least every 3 months             | 17.0% | 173  | 22.2% | 18   | 22.8% | 8    | 15.2% | 4    | 17.7% | 10 | 15.1% | 6  | 11.2% | 6  | 23.8% | 12 | 10.7% | 6  |
| At least every 6 months             | 13.4% | 136  | 17.9% | 15   | 8.2%  | 3    | 23.4% | 6    | 15.7% | 9  | 21.0% | 8  | 6.0%  | 3  | 8.3%  | 4  | 20.6% | 11 |
| Less often than once every 6 months | 5.8%  | 59   | 2.2%  | 2    | 4.2%  | 1    | 6.4%  | 2    | 3.5%  | 2  | 9.4%  | 4  | 2.1%  | 1  | 7.6%  | 4  | 5.3%  | 3  |
| Have only visited once              | 0.1%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 0    | 0.0%  | 0  | 1.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies)               | 8.1%  | 82   | 5.5%  | 5    | 3.5%  | 1    | 1.0%  | 0    | 18.2% | 10 | 6.6%  | 2  | 8.1%  | 4  | 2.5%  | 1  | 7.3%  | 4  |
| Mean:                               | 1.06  | 0.86 | 1.03  | 0.88 | 0.95  | 0.77 | 1.23  | 0.88 | 0.92  |    |       |    |       |    |       |    |       |    |
| Weighted base:                      | 1015  | 83   | 35    | 24   | 57    | 38   | 55    | 52   | 55    |    |       |    |       |    |       |    |       |    |
| Sample:                             | 1118  | 69   | 69    | 71   | 71    | 67   | 53    | 64   | 73    |    |       |    |       |    |       |    |       |    |

**Q20 When you last went shopping for clothing or footwear at ((LOCATION MENTIONED AT Q18)) - how did you travel?**

Not those that said 'Abroad', 'Internet', 'Mail order / catalogue', 'TV shopping', '(Don't know / varies / can't remember)' or '(Don't do this type of shopping)' at Q18

|                                       |       |     |       |    |       |    |       |    |       |    |       |    |       |    |       |    |       |    |
|---------------------------------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Car / van (as driver)                 | 63.4% | 644 | 82.5% | 68 | 76.9% | 27 | 93.9% | 23 | 71.0% | 41 | 78.4% | 30 | 39.9% | 22 | 51.6% | 27 | 64.0% | 35 |
| Car / van (as passenger)              | 9.9%  | 101 | 4.3%  | 4  | 6.2%  | 2  | 4.1%  | 1  | 4.3%  | 2  | 8.2%  | 3  | 15.7% | 9  | 13.2% | 7  | 12.0% | 7  |
| Bus, minibus or coach                 | 15.1% | 153 | 4.6%  | 4  | 12.8% | 4  | 1.0%  | 0  | 14.2% | 8  | 10.0% | 4  | 12.9% | 7  | 25.2% | 13 | 24.0% | 13 |
| Motorcycle, scooter or moped          | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Walk                                  | 7.7%  | 78  | 8.5%  | 7  | 1.5%  | 1  | 0.0%  | 0  | 2.4%  | 1  | 0.0%  | 0  | 31.5% | 17 | 8.8%  | 5  | 0.0%  | 0  |
| Taxi                                  | 1.0%  | 10  | 0.0%  | 0  | 0.9%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Train                                 | 0.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Metro                                 | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bicycle                               | 0.6%  | 6   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.4%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Mobility scooter / disability vehicle | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other                                 | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Park & ride                           | 1.0%  | 10  | 0.0%  | 0  | 1.8%  | 1  | 1.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0  |
| (Don't know / can't remember)         | 1.0%  | 10  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 1  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Weighted base:                        | 1015  | 83  | 35    | 24 | 57    | 38 | 55    | 52 | 55    |    |       |    |       |    |       |    |       |    |
| Sample:                               | 1118  | 69  | 69    | 71 | 71    | 67 | 53    | 64 | 73    |    |       |    |       |    |       |    |       |    |

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q21 When you last went shopping for clothing or footwear at ((LOCATION MENTIONED AT Q18)) - did you link this trip with another activity?</b>                                |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Not those that said 'Abroad', 'Internet', 'Mail order / catalogue', 'TV shopping', '(Don't know / varies / can't remember)' or '(Don't do this type of shopping)' at Q18</i> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Yes – NON-FOOD shopping   | 9.5%  | 97     | 5.5%   | 5      | 14.3%  | 5      | 17.2%  | 4      | 10.7%  | 6  | 3.0%  | 1  | 7.1%  | 4  | 14.8% | 8  | 3.4%  | 2  |
| Yes – FOOD shopping   | 8.0%  | 82     | 3.6%   | 3      | 8.0%   | 3      | 5.7%   | 1      | 2.6%   | 1  | 6.3%  | 2  | 6.2%  | 3  | 8.9%  | 5  | 6.6%  | 4  |
| Yes – visiting services such as banks and other financial institutions  | 1.7%  | 17     | 2.4%   | 2      | 0.0%   | 0      | 1.9%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 4.9%  | 3  | 2.5%  | 1  | 4.9%  | 3  |
| Yes – leisure activity  | 2.3%  | 23     | 0.0%   | 0      | 4.1%   | 1      | 5.8%   | 1      | 0.0%   | 0  | 7.1%  | 3  | 0.0%  | 0  | 4.1%  | 2  | 1.9%  | 1  |
| Yes – visiting café / pub / restaurant  | 21.1% | 214    | 32.8%  | 27     | 17.4%  | 6      | 9.3%   | 2      | 25.1%  | 14 | 15.5% | 6  | 29.8% | 17 | 22.2% | 12 | 21.7% | 12 |
| Yes – visiting other service such as hairdressers, beautician, laundrette etc   | 0.6%  | 6      | 0.8%   | 1      | 1.8%   | 1      | 1.6%   | 0      | 0.0%   | 0  | 3.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes – travelling to / from work   | 1.6%  | 17     | 0.0%   | 0      | 6.6%   | 2      | 0.0%   | 0      | 1.7%   | 1  | 3.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes – travelling to / from school / college / university  | 0.9%  | 9      | 0.0%   | 0      | 3.4%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes – getting petrol  | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes – visiting family / friends   | 4.5%  | 46     | 6.9%   | 6      | 3.5%   | 1      | 4.3%   | 1      | 1.8%   | 1  | 4.0%  | 2  | 3.4%  | 2  | 5.0%  | 3  | 6.6%  | 4  |
| Yes – visiting health service such as doctor, dentist, hospital   | 0.8%  | 8      | 0.8%   | 1      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Yes – other activity  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - visiting church   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - visiting market   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - window shopping / browsing  | 1.3%  | 13     | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (No activity)   | 45.4% | 461    | 45.9%  | 38     | 40.1%  | 14     | 50.6%  | 12     | 54.7%  | 31 | 51.9% | 20 | 44.9% | 25 | 37.7% | 20 | 54.9% | 30 |
| (Don't know / varies)   | 1.6%  | 16     | 0.0%   | 0      | 0.9%   | 0      | 1.0%   | 0      | 3.4%   | 2  | 1.7%  | 1  | 0.8%  | 0  | 4.8%  | 3  | 0.0%  | 0  |
| Weighted base:  | 1015  |        | 83     |        | 35     |        | 24     |        | 57     |    | 38    |    | 55    |    | 52    |    | 55    |    |
| Sample:   | 1118  |        | 69     |        | 69     |        | 71     |        | 71     |    | 67    |    | 53    |    | 64    |    | 73    |    |

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| <b>Q22 Thinking back before Covid related restrictions were in place, where did you usually buy books, CDs, DVDs?</b> |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| <i>Excl. Nulls &amp; SFT</i>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| <b>Zone 1</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Holliers Walk, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barwell Lane, Hinckley  | 1.6%  | 4      | 13.2%  | 3      | 13.9%  | 2      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, New Buildings, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Burbage Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpet World, Hollier's Walk, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Retail Park, Stoke Road, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Town Centre  | 3.1%  | 9      | 35.7%  | 8      | 10.5%  | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| KP Appliances, Oaklands Farm, Higham Lane, Wykin  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Coventry Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Normandy Way, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rugby Road, Hinckley  | 0.8%  | 2      | 8.3%   | 2      | 4.8%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Garden Centre, Hinckley Road, Sapcote   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Apex Court, Maple Drive, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Star Carpets, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoney Stanton Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Station Yard, Hinckley  | 0.9%  | 3      | 11.9%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Rainbow Way, Burbage, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Sword Drive, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 2</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Co-op, Wood Street, Earl Shilton, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Croft Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Desford Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Earl Shilton Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 2.8%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Huncote Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 2.8%   | 0      | 4.3%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newbold Verdon Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thurlaston Garden Centre, Croft Road, Thurlaston  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 3</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Buxton Crescent, Broughton Astley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Broughton Astley Village  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 12.4%  | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Charlie Browns Garden Centre, Dunton Road, Broughton Astley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Broughton Astley, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Palmers Garden Centre Ullesthorpe, Lutterworth Road, Ullesthorpe  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Box Road, Broughton Astley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ullesthorpe Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 4</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Brackley Court, Welford Road, Blaby   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attfield's Farm Shop, Narborough Road, Cosby  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blaby Village   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cherry Lane Glebe, Foston   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Road, Countesthorpe   |       |        |        |        |        |        |        |        |        |
| Cosby Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Countesthorpe Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Fleckney Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Iceland, Johns Court, Blaby   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Keiths Discount Carpets,<br>Oadby Road, Wigston   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Whetstone Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 5</b>   |       |        |        |        |        |        |        |        |        |
| Billesden Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Coles Plant Centre,<br>Uppingham Road,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| East Goscote Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Great Glen Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Houghton on the Hill Village<br>Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Kibworth Village<br>(Beauchamp & Harcourt)  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.3%   |
| Parsons Nurseries, Leicester<br>Road, Billesdon   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Queniborough Village<br>Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Thurnby Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wistow Rural Centre,<br>Kibworth Road, Wistow   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wistow Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 6</b>   |       |        |        |        |        |        |        |        |        |
| Aldi, St Georges Way,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Clarendon Park Local Centre   | 0.2%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.2%   |
| Evington Road District<br>Centre, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Green Lane Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Highfields Local Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.4%   |
| Iceland, Belgrave Gate,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Iceland, St Georges Retail<br>Park, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Leicester City Centre<br>(includes Haymarket,<br>Highcross & Silver Arcade<br>shopping centres) | 43.7% | 124    | 19.5%  | 4      | 44.7%  | 5      | 20.0%  | 1      | 20.7%  |
| Lidl, Burton Street, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| M&S, Gallowtree Gate,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Local, Queens<br>Road, Clarendon Park,<br>Leicester                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore,<br>Humberstone Gate,<br>Leicester                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Spinney Hills Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| St Georges Retail Park,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 7</b>   |       |        |        |        |        |        |        |        |        |
| Al-Shinwari Halal Meat,<br>Evington Valley Road,<br>Leicester                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Chesterfield Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Daynight Pharmacy,<br>Chesterfield Road,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| East Park Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Moins Chemist, East Park<br>Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Moroccan Yassine Fruit &<br>Veg, Uppingham Road,<br>Rowlatts Hill                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| North Evington Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Rainbow Carpets &<br>Flooring, East Park Road,<br>Leicester                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Rowlands Pharmacy, Ethel  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Road, Leicester   |       |        |        |        |        |        |        |        |        |
| Samat Chemist, Victoria Road East, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Metro, Ethel Road, Evington                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Victoria Road East, Leicester                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 8</b>   |       |        |        |        |        |        |        |        |        |
| Asha Pharmacy, The Parkway, Leicester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Colchester Road, Leicester                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Evington Village (NOT Evington Road, Leicester)                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Hamilton Local Centre, Leicester                                | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.3%   |
| Humberstone Local Centre, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Rowlatts Hill Local Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Maidenwell Avenue, Hamilton, Leicester             | 2.1%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 10.9%  |
| Well Pharmacy, Thurmcourt Road, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Welland Vale Road, Leicester                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Young Thumbby Lodge Gardeners, Somers Road, Leicester           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 9</b>   |       |        |        |        |        |        |        |        |        |
| Aldi, Fletton Close, Hamilton, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Asda, Exploration Drive, Abbey Lane, Leicester                  | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 10.9%  |
| B&M, Belgrave Road, Belgrave Gate, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Barkby Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Belgrave Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Belgrave Road / Melton Road District Centre, Leicester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Canon Street, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Carpetshire, Barkby Road, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Colourbank, Crest Rise, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Doncaster Road, Leicester                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Empire Industrial Estate, Ulverscroft Road, Leicester           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Floors 2 Go, Abbey Lane, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| FM Furnishers, Melton Road, Leicester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lidl, Gipsy Lane, Leicester                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lidl, Loughborough Road, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Morrisons, Melton Road, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Mr Pickford's Pharmacy, Lockerbie Walk, Leicester               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Pennywise Discount Store, Gipsy Lane, Leicester                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| ReUse Shop, Gypsum Close, Leicester                             | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.2%   |
| Rushey Mead Local Centre, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, Melton Road, Leicester                  | 0.7%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 7.3%   |
| Screwfix, Empire Industrial Estate, Ulverscroft Road, Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Screwfix, Wenlock Way, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Star Carpets & Furnishings, Melton Road, Leicester              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Troon Industrial Estate,<br>Wenlock Way,<br>Thurmaston                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| United Carpets & Beds,<br>Melton Road, Leicester                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 10</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Abbey Retail Park, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Abbey Lane,<br>Humphreys Way,<br>Leicester                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Beaumont Shopping<br>Centre, Beaumont Leys                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Astill Lodge Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Devonshire Road,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Beaumont Leys Town<br>Centre, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Beaumont Shopping Centre,<br>Beaumont Leys, Leicester                             | 3.5%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.6% | 1 |
| Belgrave Boulevard,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blackbird Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Halfords, St Margaret's Way,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Beaumont Shopping<br>Centre, Beaumont Leys                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mr Pickford's Pharmacy,<br>Norwich Road, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Norris Close, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Parker Drive, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| St Margaret's Retail Park,<br>Devonshire Road,<br>Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Beaumont<br>Shopping Centre,<br>Beaumont Leys, Leicester             | 2.2%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Ravensbridge<br>Drive, Leicester                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 11</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Aylestone Road,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aylestone Local Centre,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aylestone Park Local Centre,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Eyres Monsell Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Glen Parva Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Knighton Local Centre,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Saffron Lane, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoneygate Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| United Carpets and Beds,<br>Aylestone Road, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Welford Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 12</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Woodgate, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Alif Carpets, East Park Road,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Narborough Road<br>South, Braunstone,<br>Leicester                          | 2.2%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Braunstone Town Centre<br>Buckminster Road, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Colourbank Superstore,<br>Cavendish Road, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evelyn Drive, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fosse Road North, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Freeman's Leisure Park,<br>Aylestone Road, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Freemen's Common<br>Household Recycling<br>Centre, Islington Street,<br>Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Freemens Common   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |   |       |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|---|-------|---|------|---|------|---|
| Industrial Estate, Leicester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Halfords, Putney Road, Leicester                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Hockley Farm Road, Leicester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Putney Road, Off Welford Road, Leicester    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Fosse Road North, Leicester                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Upperton Road, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Bloxham Road, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks Electrical, King Richards Road, Leicester       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Mecca Bingo, Freeman's Park, Leicester                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Michael John Flooring, Narborough Road, Leicester     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Aylestone Road, Leicester                  | 1.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 3.3%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Narborough Road District Centre, Leicester            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| New Parks Local Centre                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Stephenson Drive, Leicester                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Freemans Common, Ealing Road, Leicester     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, New Park Street, Leicester          | 0.8%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 10.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Commercial Square, Leicester             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Travis Perkins, Commercial Square, Leicester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Vision Pharmacy, Narborough Road, Leicester           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Westcote Local Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 13</b>  |       |        |        |        |        |        |        |        |        |   |       |   |       |   |      |   |      |   |
| Aldi, Bullhead Street, Wigston                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Leicester Road, Oadby                           | 2.9%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 14.7%  | 2 | 16.0% | 2 | 0.0%  | 0 | 0.0% | 0 | 3.6% | 1 |
| B&Q, Bull Head Street, Wigston                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Launceston Road, Wigston                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Dalkard & Elliott, Aylestone Lane, Wigston, Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Blaby Road, South Wigston                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Harborough Road, Oadby                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Parade, Oadby                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Oadby Town Centre                                     | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Potters Superstore, Leicester Road, Wigston           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Bell Street, Wigston          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Glen Road, Oadby              | 0.8%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.0%   | 1 | 6.4%  | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Chartwell Drive, Wigston                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| South Wigston Local Centre                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Blaby Road, South Wigston           | 3.2%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 9.1%   | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Blagby Road, Wigston                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Wigston Town Centre                                   | 2.0%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 1 | 3.3%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 14</b>  |       |        |        |        |        |        |        |        |        |   |       |   |       |   |      |   |      |   |
| Aldi, Melton Road, Syston                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Anstey Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Asda, Barkby Thorpe Lane, Thurmaston                               | 1.9%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barrow-upon-Soar Village Centre                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Costco, Westmoreland Avenue, Thurmaston                            | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Derrys Nurseries, Main Street, Cossington                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre Leicester, Loughborough Road, Rothley        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| George Walker, Fosse Way, Syston                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lingdale Golf Club, Joe Moores Lane, Woodhouse Eaves               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), Thorpe Lane, Leicester                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mountsorrel Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Potters Carpets & Beds, Leicester Road, Anstey, Leicester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Quorn Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rothley Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sibley Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Syston Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Metro, Melton Road, Syston                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thurmaston Shopping Centre, Thurmaston                             | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thurmaston Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Granite Way, Mountsorrel                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Thurmaston, Leicester                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Woodhouse Eaves Village Centre                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 15</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Glenfield Village  | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Groby Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kirby Muxloe Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Station Road, Glenfield                                 | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Palmers Garden Centre Enderby, Saint Johns, Enderby                | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Parkem Chemists, Dominion Road, Glenfield, Leicester               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ratby Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 16</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Meridian Way, Braunstone                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Station Road, Narborough, Leicester                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Enderby Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fosse Shopping Park, Leicester                                     | 8.9%  | 25     | 0.0%   | 0      | 14.9%  | 2      | 33.3%  | 2      | 31.9%  | 5 | 5.6% | 1 | 0.0% | 0 | 0.0% | 0 | 3.6% | 1 |
| Grove Farm Triangle, Leicester                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hawgrip Plant Centre, Seine Lane, Enderby                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Leicester Forest East Village                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, Fosse Park Shopping Centre, Leicester                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Meridian Business Park, Meridian East, Leicester                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Narborough Village (NOT Narborough Road, Leicester)                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Fosse Park, Grove Farm Triangle, Leicester | 2.2%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.0%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thorpe Astley Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.



# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| <b>Outside Survey Area</b>                                  |       |        |        |        |        |        |        |        |        |
| Abroad  | 1.1%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Airport Retail Park, London Road, Coventry                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Aldi, Adcock Road, Coalville                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Aldi, Allendale Road, Loughborough                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Aldi, Belton Road, Loughborough                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Arena Shopping Park, Rowleys Green, Coventry                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Asda, Chamwood Road, Shepshed                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Asda, Newtown Road, Nuneaton                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Attleborough Fields Industrial Estate, Nuneaton             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| B&M, Rockingham Road, Euro Business Park, Market Harborough | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| B&Q, Alvis Retail Park, Coventry                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| B&Q, Brandon Road, Binley Woods, Coventry                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| B&Q, Jubilee Drive, Belton Road, Loughborough               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| B&Q, Leicester Road, Melton Mowbray                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Barwell Village Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Bicester Village, Pingle Drive, Bicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Birmingham City Centre                                      | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Birstall Local Centre, Leicester                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Bolton Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Carpetright, Bond Street, Nuneaton                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Castle Donnington Town Centre                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Central London  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Chapel St Leonards Village Centre                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Coalville Town Centre                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Ashby Road, Ibstock                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Coventry City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Coventry City Centre  | 0.2%  | 1      | 3.1%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Derby City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Designer Outlet York, St Nicholas Avenue, York              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| DFS, Tamworth Road, Measham, Swadlincote                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Dobbies Garden Centre Stapleton, Ashby Road, Stapleton      | 0.1%  | 0      | 0.0%   | 0      | 2.8%   | 0      | 0.0%   | 0      | 0.0%   |
| Dobbies Garden Centre, Nuneaton Road, Atherstone            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Downtown Superstore, Gonerby Junction, A1, Grantham         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Dunelm, Regent Street, Nuneaton                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| East Midlands Designer Outlet, South Normanton              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Elliott's Field Shopping Park, Rugby                        | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 7.2%   | 0      | 0.0%   |
| Gates Garden Centre, Somerby Road, Cold Overton, Oakham     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Giant Store, Normanton Car Park, Rutland Water              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Giltbrook Retail Park, Ikea                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

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|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Way, Giltbrook   |       |        |        |        |        |        |        |        |        |
| Go Outdoors, Bishop Meadow Road, Loughborough              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Go Outdoors, Coventry Business Park, Canley Road, Coventry | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| High Point Retail Park, Victoria Street North, Grimsby     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Home Bargains, Belton Road West, Loughborough              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Homebase, Canley, Coventry                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Homebase, Springfield Street, Market Harborough            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Hoton Village Centre                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Ibstock Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| IKEA, Croft Road, Coventry                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| IKEA, Giltbrook, Nottingham                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| IKEA, Park Lane, Wednesbury                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Junction One Retail Park, Leicester Road, Rugby            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Karpet Kingdom, Bilton Road, Rugby                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Kettering Town Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lidl, Station Avenue, Loughborough                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Loughborough Town Centre                                   | 2.5%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lutterworth Golf Club, Rugby Road, Lutterworth             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lutterworth Town Centre                                    | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.3%   | 0      | 0.0%   |
| M&S, (Foodhall), The Rushes, Loughborough                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Market Harborough Town Centre                              | 1.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 14.4%  | 1      | 0.0%   |
| Marks & Spencer, Arena Park, Rowley's Green, Coventry      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Matlock Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Meadowhall Shopping Centre, Sheffield                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Melton Mowbray Town Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Milton Keynes Town Centre                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Miners Welfare Park, Bedworth                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Morrisons, Bitteswell Road, Lutterworth                    | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.3%   |
| Morrisons, Gorse Covert Centre, Loughborough               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Morrisons, Rutland Street, Melton Mowbray                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Morrisons, Whitwick Retail Park, Coalville                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Newton Retail Park, Nuneaton                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Northfields Industrial Estate, Peterborough                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Nottingham City Centre                                     | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   |
| Nuneaton Town Centre                                       | 0.7%  | 2      | 8.3%   | 2      | 2.8%   | 0      | 0.0%   | 0      | 0.0%   |
| Oakham Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Peterborough City Centre                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Pets at Home, Hinckley Road, Walsgrave on Sowe             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Phoenix Parkway Retail Park, Corby                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Ponsford, London Road, Heeley, Sheffield                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Regent Place Retail Park, Loughborough                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Rockingham Industrial Estate, Rockingham Road,             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

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|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Market Harborough  |       |        |        |        |        |        |        |        |        |
| Royal Leamington Spa Town Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Royal Tunbridge Wells Town Centre                                | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Rugby Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.3%   | 0      | 0.0%   |
| Sainsbury's Superstore, Greenclose Lane, Loughborough            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, Nottingham Road, Melton Mowbray          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, St. Mary's Place, Market Harborough      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, Vicarage Street, Nuneaton                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Skegness Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Solihull Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Springfields Outlet Shopping & Leisure, Camel Gate, Spalding     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Stamford Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Stapleton Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Talent Cricket, Bakewell Road, Loughborough                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Technology Retail Park, Technology Drive, Rugby                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Arena Shopping Park, Rowleys Green, Coventry        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Leicester Street, Bedworth                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Park Road, Loughborough                             | 1.0%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Superstore, The Rushes, Loughborough                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| The Gallagher Retail Park, Stoney Stanton Road, Coventry         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| The Herb Nursery, Main Station, Thistleton, Oakham               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| The Range, Austin Drive, Court House Green, Coventry             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| The Range, Willowbrook Park, Derby Road, Loughborough            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Toolstation, Prince William Road, Loughborough                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Ventura Retail Park, Ventura Park Road, Tamworth                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Waitrose, Lower Leicester Road, Lutterworth                      | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Waitrose, Springfield Street, Market Harborough                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Weddington Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Whitwick Retail Park, Coalville                                  | 1.1%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wickes, Belton Road, Loughborough                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wickes, Technology Park, Rugby                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wickes, Weddington Road, Nuneaton                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Woodlands Wholesale Nursery (not Dobbies), Ashby Road, Stapleton | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Others</b>  |       |        |        |        |        |        |        |        |        |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Internet   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Mail order / catalogue   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| TV shopping  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total  | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| (Don't know / varies / can't remember) | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| (Don't do this type of shopping)       | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| Weighted base:                         | 284    | 22     | 11     | 6      | 16     | 11     | 13     | 12     | 14     |
| Sample:                                | 337    | 22     | 26     | 18     | 22     | 17     | 16     | 13     | 23     |

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| <b>Q23 Thinking back before Covid related restrictions were in place, where did you usually buy small household goods such as home furnishings, clocks, jewellery, glass and china items?</b> |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| <i>Excl. Nulls &amp; SFT</i>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| <b>Zone 1</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Holliers Walk, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barwell Lane, Hinckley  | 0.6%  | 5      | 5.6%   | 4      | 2.6%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, New Buildings, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Burbage Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpet World, Hollier's Walk, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Retail Park, Stoke Road, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Town Centre  | 2.6%  | 20     | 22.0%  | 17     | 8.2%   | 2      | 4.6%   | 1      | 2.1%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| KP Appliances, Oaklands Farm, Higham Lane, Wykin  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Coventry Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Normandy Way, Hinckley   | 0.1%  | 1      | 0.0%   | 0      | 2.6%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rugby Road, Hinckley  | 0.6%  | 4      | 5.5%   | 4      | 1.4%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Garden Centre, Hinckley Road, Sapcote   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Apex Court, Maple Drive, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Star Carpets, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoney Stanton Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Station Yard, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 1.4%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Rainbow Way, Burbage, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Sword Drive, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 2</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Co-op, Wood Street, Earl Shilton, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Croft Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Desford Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Earl Shilton Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Huncote Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newbold Verdon Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thurlaston Garden Centre, Croft Road, Thurlaston  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 3</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Buxton Crescent, Broughton Astley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Broughton Astley Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Charlie Browns Garden Centre, Dunton Road, Broughton Astley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Broughton Astley, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Palmers Garden Centre, Ullesthorpe, Lutterworth Road, Ullesthorpe   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Box Road, Broughton Astley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ullesthorpe Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 4</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Brackley Court, Welford Road, Blaby   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attfield's Farm Shop, Narborough Road, Cosby  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blaby Village   | 0.2%  | 2      | 0.0%   | 0      | 3.9%   | 1      | 0.0%   | 0      | 2.1%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 |      | Zone 2 |       | Zone 3 |       | Zone 4 |       | Zone 5 |       | Zone 6 |       | Zone 7 |       | Zone 8 |       |    |
|--|-------|--------|------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|----|
| Cherry Lane Glebe, Foston Road, Countesthorpe  | 0.1%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 2.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Cosby Village Centre   | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Countesthorpe Village  | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Fleckney Village   | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Iceland, Johns Court, Blaby  | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Keiths Discount Carpets, Oadby Road, Wigston   | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Whetstone Village  | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| <b>Zone 5</b>  |       |        |      |        |       |        |       |        |       |        |       |        |       |        |       |        |       |    |
| Billesden Village Centre   | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Coles Plant Centre, Uppingham Road, Leicester  | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| East Goscote Village Centre  | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Great Glen Village   | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Houghton on the Hill Village Centre  | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Kibworth Village (Beauchamp & Harcourt)  | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Parsons Nurseries, Leicester Road, Billesdon   | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Queniborough Village Centre  | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Thurnby Village Centre   | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Wistow Rural Centre, Kibworth Road, Wistow   | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Wistow Village   | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| <b>Zone 6</b>  |       |        |      |        |       |        |       |        |       |        |       |        |       |        |       |        |       |    |
| Aldi, St Georges Way, Leicester  | 0.3%  | 2      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 3.5%  | 2      | 1.6%  | 1      | 0.0%  | 0  |
| Clarendon Park Local Centre  | 0.1%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 1.5%  | 1      | 0.0%  | 0      | 0.0%  | 0  |
| Evington Road District Centre, Leicester   | 0.2%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 3.1%  | 1      | 0.0%  | 0  |
| Green Lane Road, Leicester   | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Highfields Local Centre  | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Iceland, Belgrave Gate, Leicester  | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Iceland, St Georges Retail Park, Leicester   | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Leicester City Centre (includes Haymarket, Highcross & Silver Arcade shopping centres) | 29.4% | 233    | 6.7% | 5      | 14.5% | 3      | 14.1% | 2      | 34.5% | 16     | 31.6% | 10     | 48.4% | 23     | 35.6% | 15     | 37.5% | 15 |
| Lidl, Burton Street, Leicester   | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| M&S, Gallowtree Gate, Leicester  | 0.4%  | 3      | 0.0% | 0      | 1.4%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 1.2%  | 1  |
| Sainsbury's Local, Queens Road, Clarendon Park, Leicester                              | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Sainsbury's Superstore, Humberstone Gate, Leicester                                    | 0.1%  | 1      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 1.6%  | 1      | 0.0%  | 0  |
| Spinney Hills Local Centre   | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| St Georges Retail Park, Leicester  | 1.0%  | 8      | 0.9% | 1      | 5.1%  | 1      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 7.7%  | 4      | 4.9%  | 2      | 0.0%  | 0  |
| <b>Zone 7</b>  |       |        |      |        |       |        |       |        |       |        |       |        |       |        |       |        |       |    |
| Al-Shinwari Halal Meat, Evington Valley Road, Leicester                                | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Chesterfield Road, Leicester   | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Daynight Pharmacy, Chesterfield Road, Leicester  | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| East Park Road, Leicester  | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Moins Chemist, East Park Road, Leicester   | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Moroccan Yassine Fruit & Veg, Uppingham Road, Rowllatts Hill                           | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| North Evington Local Centre  | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |
| Rainbow Carpets & Flooring, East Park Road, Leicester                                  | 0.0%  | 0      | 0.0% | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0      | 0.0%  | 0  |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Rowlands Pharmacy, Ethel Road, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Samat Chemist, Victoria Road East, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Metro, Ethel Road, Evington                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Victoria Road East, Leicester                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 8</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Asha Pharmacy, The Parkway, Leicester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Colchester Road, Leicester                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evington Village (NOT Evington Road, Leicester)                 | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 |
| Hamilton Local Centre, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Humberstone Local Centre, Leicester                             | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 |
| Rowlatts Hill Local Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Maidenwell Avenue, Hamilton, Leicester             | 0.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 3.0% | 1 | 1.6% | 1 | 6.0% | 2 |
| Well Pharmacy, Thurmcourt Road, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Welland Vale Road, Leicester                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Young Thurnby Lodge Gardeners, Somers Road, Leicester           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 9</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Fletton Close, Hamilton, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Exploration Drive, Abbey Lane, Leicester                  | 0.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 5.9% | 3 | 3.1% | 1 | 0.0% | 0 |
| B&M, Belgrave Road, Belgrave Gate, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barkby Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Belgrave Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Belgrave Road / Melton Road District Centre, Leicester          | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 |
| Canon Street, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpetshire, Barkby Road, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Colourbank, Crest Rise, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Doncaster Road, Leicester                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Empire Industrial Estate, Ulverscroft Road, Leicester           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Floors 2 Go, Abbey Lane, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| FM Furnishers, Melton Road, Leicester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Gipsy Lane, Leicester                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Loughborough Road, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Melton Road, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mr Pickford's Pharmacy, Lockerbie Walk, Leicester               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pennywise Discount Store, Gipsy Lane, Leicester                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| ReUse Shop, Gypsum Close, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rushey Mead Local Centre, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Melton Road, Leicester                  | 1.6%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.2% | 1 | 0.0% | 0 | 1.6% | 1 | 1.2% | 1 |
| Screwfix, Empire Industrial Estate, Ulverscroft Road, Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Wenlock Way, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Star Carpets & Furnishings,                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Melton Road, Leicester  |       |        |        |        |        |        |        |        |        |
| Troon Industrial Estate,<br>Wenlock Way,<br>Thurmaston                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| United Carpets & Beds,<br>Melton Road, Leicester                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 10</b>  |       |        |        |        |        |        |        |        |        |
| Abbey Retail Park, Leicester  | 1.6%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   |
| Aldi, Abbey Lane,<br>Humphreys Way,<br>Leicester                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Aldi, Beaumont Shopping<br>Centre, Beaumont Leys                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Astill Lodge Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| B&Q, Devonshire Road,<br>Leicester  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Beaumont Leys Town<br>Centre, Leicester   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Beaumont Shopping Centre,<br>Beaumont Leys, Leicester                             | 1.4%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Belgrave Boulevard,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Blackbird Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Halfords, St Margaret's Way,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Iceland, Beaumont Shopping<br>Centre, Beaumont Leys                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Mr Pickford's Pharmacy,<br>Norwich Road, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Norris Close, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Parker Drive, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| St Margaret's Retail Park,<br>Devonshire Road,<br>Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Beaumont<br>Shopping Centre,<br>Beaumont Leys, Leicester             | 0.7%  | 6      | 0.0%   | 0      | 1.4%   | 0      | 0.0%   | 0      | 0.0%   |
| Toolstation, Ravensbridge<br>Drive, Leicester                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 11</b>  |       |        |        |        |        |        |        |        |        |
| Aldi, Aylestone Road,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Aylestone Local Centre,<br>Leicester  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Aylestone Park Local Centre,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 0      | 0.0%   |
| Eyres Monsell Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Glen Parva Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Knighton Local Centre,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Saffron Lane, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Stoneygate Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| United Carpets and Beds,<br>Aylestone Road, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Welford Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 12</b>  |       |        |        |        |        |        |        |        |        |
| Aldi, Woodgate, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Alif Carpets, East Park Road,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Asda, Narborough Road<br>South, Braunstone,<br>Leicester                          | 1.6%  | 12     | 0.0%   | 0      | 1.4%   | 0      | 0.0%   | 0      | 1.1%   |
| Braunstone Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Buckminster Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Colourbank Superstore,<br>Cavendish Road, Leicester                               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Evelyn Drive, Leicester   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Fosse Road North, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Freeman's Leisure Park,<br>Aylestone Road, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Freemen's Common<br>Household Recycling<br>Centre, Islington Street,<br>Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.



# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Freemens Common                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Industrial Estate, Leicester                          |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Halfords, Putney Road, Leicester                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hockley Farm Road, Leicester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Putney Road, Off Welford Road, Leicester    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Fosse Road North, Leicester                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Upperton Road, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Bloxham Road, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks Electrical, King Richards Road, Leicester       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mecca Bingo, Freeman's Park, Leicester                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Michael John Flooring, Narborough Road, Leicester     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Aylestone Road, Leicester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Narborough Road District Centre, Leicester            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| New Parks Local Centre                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Stephenson Drive, Leicester                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Freemans Common, Ealing Road, Leicester     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, New Park Street, Leicester          | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 3.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Commercial Square, Leicester             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Travis Perkins, Commercial Square, Leicester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vision Pharmacy, Narborough Road, Leicester           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westcote Local Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 13</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Bullhead Street, Wigston                        | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Leicester Road, Oadby                           | 0.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 3.4% | 1 | 0.0% | 0 | 5.0% | 2 | 3.4% | 1 |
| B&Q, Bull Head Street, Wigston                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Launceston Road, Wigston                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dalkard & Elliott, Aylestone Lane, Wigston, Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Blaby Road, South Wigston                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Harborough Road, Oadby                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Parade, Oadby                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oadby Town Centre                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Potters Superstore, Leicester Road, Wigston           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Bell Street, Wigston          | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Glen Road, Oadby              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Chartwell Drive, Wigston                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| South Wigston Local Centre                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Blaby Road, South Wigston           | 0.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.0%   | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Blagby Road, Wigston                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wigston Town Centre                                   | 0.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 14</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Melton Road, Syston                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total |     | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |       |    |      |   |       |   |       |    |
|--|-------|-----|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|------|---|-------|---|-------|----|
| Anstey Village   | 0.1%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Asda, Barkby Thorpe Lane, Thurmaston                               | 1.5%  | 12  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 3.5% | 2 | 0.0%  | 0 | 0.0%  | 0  |
| Barrow-upon-Soar Village Centre                                    | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Costco, Westmoreland Avenue, Thurmaston                            | 0.1%  | 1   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 1.2%  | 1  |
| Derrys Nurseries, Main Street, Cossington                          | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Dobbies Garden Centre Leicester, Loughborough Road, Rothley        | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| George Walker, Fosse Way, Syston                                   | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Lingdale Golf Club, Joe Moores Lane, Woodhouse Eaves               | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| M&S, (Foodhall), Thorpe Lane, Leicester                            | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Mountsorrel Village Centre   | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Potters Carpets & Beds, Leicester Road, Anstey, Leicester          | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Quorn Village Centre   | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Rothley Village  | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Sibley Village   | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Syston Town Centre   | 0.3%  | 2   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Tesco Metro, Melton Road, Syston                                   | 0.2%  | 1   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 3.0% | 1 | 0.0%  | 0 | 0.0%  | 0  |
| Thurmaston Shopping Centre, Thurmaston                             | 18.9% | 149 | 1.5%   | 1      | 0.0%   | 0      | 2.6%   | 0      | 9.0%   | 4      | 35.7% | 12 | 5.2% | 2 | 19.7% | 8 | 35.5% | 15 |
| Thurmaston Village Centre  | 0.1%  | 1   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Waitrose, Granite Way, Mountsorrel                                 | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Wickes, Thurmaston, Leicester                                      | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Woodhouse Eaves Village Centre                                     | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| <b>Zone 15</b>   |       |     |        |        |        |        |        |        |        |        |       |    |      |   |       |   |       |    |
| Glenfield Village  | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Groby Village  | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Kirby Muxloe Village   | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Morrisons, Station Road, Glenfield                                 | 0.1%  | 1   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Palmers Garden Centre Enderby, Saint Johns, Enderby                | 0.1%  | 1   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Parkem Chemists, Dominion Road, Glenfield, Leicester               | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Ratby Village  | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| <b>Zone 16</b>   |       |     |        |        |        |        |        |        |        |        |       |    |      |   |       |   |       |    |
| Aldi, Meridian Way, Braunstone                                     | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Co-op, Station Road, Narborough, Leicester                         | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Enderby Town Centre  | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Fosse Shopping Park, Leicester                                     | 13.8% | 109 | 27.7%  | 21     | 26.5%  | 6      | 26.7%  | 4      | 21.7%  | 10     | 13.2% | 4  | 1.5% | 1 | 2.8%  | 1 | 5.5%  | 2  |
| Grove Farm Triangle, Leicester                                     | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Hawgrip Plant Centre, Seine Lane, Enderby                          | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Hinckley Road, Leicester   | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Leicester Forest East Village                                      | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| M&S, Fosse Park Shopping Centre, Leicester                         | 3.0%  | 24  | 2.6%   | 2      | 1.4%   | 0      | 9.6%   | 1      | 6.8%   | 3      | 1.2%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Meridian Business Park, Meridian East, Leicester                   | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Narborough Village (NOT Narborough Road, Leicester)                | 0.0%  | 0   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Sainsbury's Superstore, Fosse Park, Grove Farm Triangle, Leicester | 1.7%  | 13  | 0.0%   | 0      | 0.0%   | 0      | 4.5%   | 1      | 0.0%   | 0      | 2.0%  | 1  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0  |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Thorpe Astley Local Centre<br><b>Outside Survey Area</b>          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Abroad  | 0.8%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 5.9% | 3 | 0.0% | 0 | 0.0% | 0 |
| Airport Retail Park, London<br>Road, Coventry                     | 0.5%  | 4      | 4.9%   | 4      | 0.0%   | 0      | 1.5%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Adcock Road,<br>Coalville                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Allendale Road,<br>Loughborough                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Belton Road,<br>Loughborough                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Arena Shopping Park,<br>Rowleys Green, Coventry                   | 0.1%  | 1      | 0.0%   | 0      | 1.4%   | 0      | 2.6%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Charnwood Road,<br>Shepshed                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Newtown Road,<br>Nuneaton                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attleborough Fields<br>Industrial Estate,<br>Nuneaton             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, Rockingham Road,<br>Euro Business Park,<br>Market Harborough | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Alvis Retail Park,<br>Coventry                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Brandon Road, Binley<br>Woods, Coventry                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Jubilee Drive, Belton<br>Road, Loughborough                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Leicester Road,<br>Melton Mowbray                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barwell Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicester Village, Pingle<br>Drive, Bicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birmingham City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birstall Local Centre,<br>Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bolton Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpetright, Bond Street,<br>Nuneaton                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Castle Donnington Town<br>Centre                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Central London  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.0% | 1 | 0.0% | 0 | 0.9% | 0 | 0.0% | 0 |
| Chapel St Leonards Village<br>Centre                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coalville Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Ashby Road, Ibstock  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Derby City Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Designer Outlet York, St<br>Nicholas Avenue, York                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DFS, Tamworth Road,<br>Measham, Swadlincote                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre<br>Stapleton, Ashby Road,<br>Stapleton      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre,<br>Nuneaton Road,<br>Atherstone            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Downtown Superstore,<br>Gonerby Junction, A1,<br>Grantham         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 |
| Dunelm, Regent Street,<br>Nuneaton                                | 1.5%  | 12     | 14.5%  | 11     | 2.3%   | 1      | 1.5%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| East Midlands Designer<br>Outlet, South Normanton                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Elliott's Field Shopping Park,<br>Rugby                           | 1.2%  | 9      | 0.0%   | 0      | 11.1%  | 3      | 18.6%  | 3      | 7.4%   | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gates Garden Centre,<br>Somerby Road, Cold<br>Overton, Oakham     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Giant Store, Normanton Car<br>Park, Rutland Water                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Giltbrook Retail Park, Ikea Way, Giltbrook                 | 0.3%  | 3      | 0.0%   | 0      | 4.4%   | 1      | 0.0%   | 0      | 3.5%   | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Go Outdoors, Bishop Meadow Road, Loughborough              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Go Outdoors, Coventry Business Park, Canley Road, Coventry | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| High Point Retail Park, Victoria Street North, Grimsby     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, Belton Road West, Loughborough              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Canley, Coventry                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Springfield Street, Market Harborough            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hoton Village Centre                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ibstock Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| IKEA, Croft Road, Coventry                                 | 0.1%  | 1      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| IKEA, Giltbrook, Nottingham                                | 2.6%  | 20     | 3.4%   | 3      | 2.7%   | 1      | 4.5%   | 1      | 0.0%   | 0 | 0.0% | 0 | 3.0% | 1 | 4.9% | 2 | 0.0% | 0 |
| IKEA, Park Lane, Wednesbury                                | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Junction One Retail Park, Leicester Road, Rugby            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Karpet Kingdom, Bilton Road, Rugby                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kettering Town Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Station Avenue, Loughborough                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Loughborough Town Centre                                   | 0.9%  | 7      | 0.0%   | 0      | 1.4%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lutterworth Golf Club, Rugby Road, Lutterworth             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lutterworth Town Centre                                    | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Rushes, Loughborough                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Market Harborough Town Centre                              | 0.6%  | 4      | 0.0%   | 0      | 2.6%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 4.6% | 2 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 |
| Marks & Spencer, Arena Park, Rowley's Green, Coventry      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Matlock Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Meadowhall Shopping Centre, Sheffield                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Melton Mowbray Town Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Milton Keynes Town Centre                                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Miners Welfare Park, Bedworth                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Bitteswell Road, Lutterworth                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Gorse Covert Centre, Loughborough               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Rutland Street, Melton Mowbray                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Whitwick Retail Park, Coalville                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newton Retail Park, Nuneaton                               | 0.1%  | 1      | 0.0%   | 0      | 2.6%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Northfields Industrial Estate, Peterborough                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nottingham City Centre                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nuneaton Town Centre                                       | 0.3%  | 2      | 3.2%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oakham Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Peterborough City Centre                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Hinckley Road, Walsgrave on Soave            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Phoenix Parkway Retail Park, Corby                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ponsford, London Road, Heeley, Sheffield                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Regent Place Retail Park, Loughborough                     | 1.3%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rockingham Industrial                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Estate, Rockingham Road,<br>Market Harborough                          |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Royal Leamington Spa Town<br>Centre                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Royal Tunbridge Wells<br>Town Centre                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rugby Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Greenclose Lane,<br>Loughborough            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Nottingham Road, Melton<br>Mowbray          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, St.<br>Mary's Place, Market<br>Harborough      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Vicarage Street, Nuneaton                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Skegness Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Solihull Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Springfields Outlet Shopping<br>& Leisure, Camel Gate,<br>Spalding     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stamford Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stapleton Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Talent Cricket, Bakewell<br>Road, Loughborough                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Technology Retail Park,<br>Technology Drive, Rugby                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Arena Shopping<br>Park, Rowleys Green,<br>Coventry        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Leicester Street,<br>Bedworth                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Park Road,<br>Loughborough                                | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, The<br>Rushes, Loughborough                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Gallagher Retail Park,<br>Stoney Stanton Road,<br>Coventry         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Herb Nursery, Main<br>Station, Thistleton,<br>Oakham               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Range, Austin Drive,<br>Court House Green,<br>Coventry             | 0.1%  | 1      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Range, Willowbrook<br>Park, Derby Road,<br>Loughborough            | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Prince William<br>Road, Loughborough                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ventura Retail Park, Ventura<br>Park Road, Tamworth                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Lower Leicester<br>Road, Lutterworth                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Springfield Street,<br>Market Harborough                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weddington Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whitwick Retail Park,<br>Coalville                                     | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Belton Road,<br>Loughborough                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Technology Park,<br>Rugby                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Weddington Road,<br>Nuneaton                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Woodlands Wholesale<br>Nursery (not Dobbies),<br>Ashby Road, Stapleton | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Others</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mail order / catalogue   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| TV shopping                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies / can't remember) | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't do this type of shopping)       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base:                         | 791   | 76     | 23     | 15     | 47     | 33     | 48     | 43     | 41     |   |      |   |      |   |      |   |      |   |
| Sample:                                | 833   | 61     | 45     | 47     | 54     | 61     | 41     | 49     | 54     |   |      |   |      |   |      |   |      |   |

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| <b>Q24 Thinking back before Covid related restrictions were in place, where did you usually buy goods such as toys, games, bicycles and recreational goods?</b> |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| <i>Excl. Nulls &amp; SFT</i>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| <b>Zone 1</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Holliers Walk, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barwell Lane, Hinckley  | 0.4%  | 2      | 2.2%   | 1      | 9.4%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, New Buildings, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Burbage Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpet World, Hollier's Walk, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Retail Park, Stoke Road, Hinckley  | 0.8%  | 3      | 10.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Town Centre  | 1.9%  | 8      | 15.8%  | 5      | 9.6%   | 1      | 0.0%   | 0      | 7.9%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| KP Appliances, Oaklands Farm, Higham Lane, Wykin  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Coventry Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Normandy Way, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rugby Road, Hinckley  | 0.1%  | 1      | 0.0%   | 0      | 5.0%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Garden Centre, Hinckley Road, Sapcote   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Apex Court, Maple Drive, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Star Carpets, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoney Stanton Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Station Yard, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Rainbow Way, Burbage, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Sword Drive, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 2</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Co-op, Wood Street, Earl Shilton, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Croft Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Desford Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Earl Shilton Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Huncote Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newbold Verdon Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thurlaston Garden Centre, Croft Road, Thurlaston  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 3</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Buxton Crescent, Broughton Astley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Broughton Astley Village  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.5%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Charlie Browns Garden Centre, Dunton Road, Broughton Astley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Broughton Astley, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Palmers Garden Centre, Ullesthorpe, Lutterworth Road, Ullesthorpe   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Box Road, Broughton Astley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ullesthorpe Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 4</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Brackley Court, Welford Road, Blaby   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attfield's Farm Shop, Narborough Road, Cosby  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blaby Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |   |       |    |       |   |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|---|-------|----|-------|---|-------|----|
| Cherry Lane Glebe, Foston Road, Countesthorpe  | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.1%   | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Cosby Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Countesthorpe Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Fleckney Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Iceland, Johns Court, Blaby  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Keiths Discount Carpets, Oadby Road, Wigston   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Whetstone Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| <b>Zone 5</b>  |       |        |        |        |        |        |        |        |        |   |       |   |       |    |       |   |       |    |
| Billesden Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Coles Plant Centre, Uppingham Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| East Goscote Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Great Glen Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Houghton on the Hill Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Kibworth Village (Beauchamp & Harcourt)  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Parsons Nurseries, Leicester Road, Billesdon   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Queniborough Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Thurnby Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Wistow Rural Centre, Kibworth Road, Wistow   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Wistow Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| <b>Zone 6</b>  |       |        |        |        |        |        |        |        |        |   |       |   |       |    |       |   |       |    |
| Aldi, St Georges Way, Leicester  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 3.5%  | 1 | 0.0%  | 0  |
| Clarendon Park Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Evington Road District Centre, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Green Lane Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Highfields Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Iceland, Belgrave Gate, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Iceland, St Georges Retail Park, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Leicester City Centre (includes Haymarket, Highcross & Silver Arcade shopping centres) | 33.4% | 134    | 12.2%  | 4      | 10.2%  | 1      | 19.5%  | 2      | 12.4%  | 2 | 35.3% | 5 | 51.0% | 17 | 26.0% | 5 | 49.2% | 14 |
| Lidl, Burton Street, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| M&S, Gallowtree Gate, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Sainsbury's Local, Queens Road, Clarendon Park, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Sainsbury's Superstore, Humberstone Gate, Leicester                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Spinney Hills Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| St Georges Retail Park, Leicester  | 2.6%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.8%  | 0 | 4.1%  | 1  | 12.4% | 2 | 3.5%  | 1  |
| <b>Zone 7</b>  |       |        |        |        |        |        |        |        |        |   |       |   |       |    |       |   |       |    |
| Al-Shinwari Halal Meat, Evington Valley Road, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Chesterfield Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Daynight Pharmacy, Chesterfield Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| East Park Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Moins Chemist, East Park Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Moroccan Yassine Fruit & Veg, Uppingham Road, Rowllatts Hill                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| North Evington Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Rainbow Carpets & Flooring, East Park Road, Leicester                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |

Column %ges.



# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Rowlands Pharmacy, Ethel Road, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Samat Chemist, Victoria Road East, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Metro, Ethel Road, Evington                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Victoria Road East, Leicester                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 8</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Asha Pharmacy, The Parkway, Leicester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Colchester Road, Leicester                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evington Village (NOT Evington Road, Leicester)                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hamilton Local Centre, Leicester                                | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Humberstone Local Centre, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rowlatts Hill Local Centre                                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 |
| Tesco Extra, Maidenwell Avenue, Hamilton, Leicester             | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 3.7% | 1 |
| Well Pharmacy, Thurmcourt Road, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Welland Vale Road, Leicester                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Young Thurnby Lodge Gardeners, Somers Road, Leicester           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 9</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Fletton Close, Hamilton, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Exploration Drive, Abbey Lane, Leicester                  | 0.8%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 6.8% | 1 | 0.0% | 0 |
| B&M, Belgrave Road, Belgrave Gate, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barkby Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Belgrave Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Belgrave Road / Melton Road District Centre, Leicester          | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Canon Street, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpetshire, Barkby Road, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Colourbank, Crest Rise, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Doncaster Road, Leicester                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Empire Industrial Estate, Ulverscroft Road, Leicester           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Floors 2 Go, Abbey Lane, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| FM Furnishers, Melton Road, Leicester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Gipsy Lane, Leicester                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Loughborough Road, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Melton Road, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mr Pickford's Pharmacy, Lockerbie Walk, Leicester               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pennywise Discount Store, Gipsy Lane, Leicester                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| ReUse Shop, Gypsum Close, Leicester                             | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 |
| Rushey Mead Local Centre, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Melton Road, Leicester                  | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 5.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Empire Industrial Estate, Ulverscroft Road, Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Wenlock Way, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Star Carpets & Furnishings,                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|   | Total |    | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |      |   |       |   |      |   |       |   |
|---|-------|----|--------|--------|--------|--------|--------|--------|--------|--------|------|---|-------|---|------|---|-------|---|
| Melton Road, Leicester  |       |    |        |        |        |        |        |        |        |        |      |   |       |   |      |   |       |   |
| Troon Industrial Estate,<br>Wenlock Way,<br>Thurmaston                            | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| United Carpets & Beds,<br>Melton Road, Leicester                                  | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| <b>Zone 10</b>  |       |    |        |        |        |        |        |        |        |        |      |   |       |   |      |   |       |   |
| Abbey Retail Park, Leicester  | 8.3%  | 33 | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.8% | 0 | 0.0%  | 0 | 7.5% | 1 | 12.0% | 3 |
| Aldi, Abbey Lane,<br>Humphreys Way,<br>Leicester                                  | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Aldi, Beaumont Shopping<br>Centre, Beaumont Leys                                  | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Astill Lodge Road, Leicester  | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| B&Q, Devonshire Road,<br>Leicester  | 0.6%  | 2  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 4.8%  | 2 | 4.0% | 1 | 0.0%  | 0 |
| Beaumont Leys Town<br>Centre, Leicester   | 0.8%  | 3  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 4.8%  | 2 | 0.0% | 0 | 0.0%  | 0 |
| Beaumont Shopping Centre,<br>Beaumont Leys, Leicester                             | 1.6%  | 7  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 7.0%  | 2 |
| Belgrave Boulevard,<br>Leicester  | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Blackbird Road, Leicester   | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Halfords, St Margaret's Way,<br>Leicester   | 0.1%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Iceland, Beaumont Shopping<br>Centre, Beaumont Leys                               | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Mr Pickford's Pharmacy,<br>Norwich Road, Leicester                                | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Norris Close, Leicester   | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Parker Drive, Leicester   | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| St Margaret's Retail Park,<br>Devonshire Road,<br>Leicester                       | 4.6%  | 19 | 0.0%   | 0      | 13.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 11.1% | 4 | 6.8% | 1 | 5.0%  | 1 |
| Tesco Extra, Beaumont<br>Shopping Centre,<br>Beaumont Leys, Leicester             | 0.6%  | 2  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Toolstation, Ravensbridge<br>Drive, Leicester                                     | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| <b>Zone 11</b>  |       |    |        |        |        |        |        |        |        |        |      |   |       |   |      |   |       |   |
| Aldi, Aylestone Road,<br>Leicester  | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Aylestone Local Centre,<br>Leicester  | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Aylestone Park Local Centre,<br>Leicester   | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Eyres Monsell Local Centre  | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Glen Parva Local Centre   | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Knighton Local Centre,<br>Leicester   | 0.7%  | 3  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Saffron Lane, Leicester   | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Stoneygate Local Centre   | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| United Carpets and Beds,<br>Aylestone Road, Leicester                             | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Welford Road, Leicester   | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| <b>Zone 12</b>  |       |    |        |        |        |        |        |        |        |        |      |   |       |   |      |   |       |   |
| Aldi, Woodgate, Leicester   | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Alif Carpets, East Park Road,<br>Leicester  | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Asda, Narborough Road<br>South, Braunstone,<br>Leicester                          | 1.5%  | 6  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 7.9% | 2 | 0.0%  | 0 |
| Braunstone Town Centre  | 0.4%  | 2  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Buckminster Road, Leicester   | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Colourbank Superstore,<br>Cavendish Road, Leicester                               | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Evelyn Drive, Leicester   | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Fosse Road North, Leicester   | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Freeman's Leisure Park,<br>Aylestone Road, Leicester                              | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |
| Freemen's Common<br>Household Recycling<br>Centre, Islington Street,<br>Leicester | 0.0%  | 0  | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Freemens Common                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Industrial Estate, Leicester                          |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Halfords, Putney Road, Leicester                      | 0.7%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hockley Farm Road, Leicester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Putney Road, Off Welford Road, Leicester    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Fosse Road North, Leicester                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Upperton Road, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Bloxham Road, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks Electrical, King Richards Road, Leicester       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mecca Bingo, Freeman's Park, Leicester                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Michael John Flooring, Narborough Road, Leicester     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Aylestone Road, Leicester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Narborough Road District Centre, Leicester            | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| New Parks Local Centre                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Stephenson Drive, Leicester                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Freemans Common, Ealing Road, Leicester     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, New Park Street, Leicester          | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 4.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Commercial Square, Leicester             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Travis Perkins, Commercial Square, Leicester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vision Pharmacy, Narborough Road, Leicester           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westcote Local Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 13</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Bullhead Street, Wigston                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Leicester Road, Oadby                           | 0.7%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.1%   | 1 | 0.0% | 0 | 4.1% | 1 | 3.5% | 1 | 0.0% | 0 |
| B&Q, Bull Head Street, Wigston                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Launceston Road, Wigston                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dalkard & Elliott, Aylestone Lane, Wigston, Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Blaby Road, South Wigston                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Harborough Road, Oadby                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Parade, Oadby                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oadby Town Centre                                     | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Potters Superstore, Leicester Road, Wigston           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Bell Street, Wigston          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Glen Road, Oadby              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Chartwell Drive, Wigston                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| South Wigston Local Centre                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Blaby Road, South Wigston           | 1.2%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 4.3%   | 0      | 7.0%   | 1 | 0.0% | 0 | 0.0% | 0 | 6.8% | 1 | 0.0% | 0 |
| Wickes, Blagby Road, Wigston                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wigston Town Centre                                   | 1.1%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 14</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Melton Road, Syston                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|---|------|---|------|---|------|---|
| Anstey Village   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barkby Thorpe Lane, Thurmaston                               | 0.7%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barrow-upon-Soar Village Centre                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Costco, Westmoreland Avenue, Thurmaston                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Derrys Nurseries, Main Street, Cossington                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre Leicester, Loughborough Road, Rothley        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| George Walker, Fosse Way, Syston                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lingdale Golf Club, Joe Moores Lane, Woodhouse Eaves               | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), Thorpe Lane, Leicester                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mountsorrel Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Potters Carpets & Beds, Leicester Road, Anstey, Leicester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Quorn Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rothley Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sibley Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Syston Town Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.8%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Metro, Melton Road, Syston                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thurmaston Shopping Centre, Thurmaston                             | 2.8%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 10.5% | 1 | 0.0% | 0 | 4.0% | 1 | 3.7% | 1 |
| Thurmaston Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Granite Way, Mountsorrel                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Thurmaston, Leicester                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Woodhouse Eaves Village Centre                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 15</b>   |       |        |        |        |        |        |        |        |        |   |       |   |      |   |      |   |      |   |
| Glenfield Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Groby Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kirby Muxloe Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Station Road, Glenfield                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Palmers Garden Centre Enderby, Saint Johns, Enderby                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.1%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Parkem Chemists, Dominion Road, Glenfield, Leicester               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ratby Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 16</b>   |       |        |        |        |        |        |        |        |        |   |       |   |      |   |      |   |      |   |
| Aldi, Meridian Way, Braunstone                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Station Road, Narborough, Leicester                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Enderby Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fosse Shopping Park, Leicester                                     | 13.7% | 55     | 24.8%  | 8      | 37.7%  | 5      | 44.3%  | 4      | 45.4%  | 6 | 12.7% | 2 | 4.8% | 2 | 0.0% | 0 | 0.0% | 0 |
| Grove Farm Triangle, Leicester                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hawgrip Plant Centre, Seine Lane, Enderby                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Leicester Forest East Village                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, Fosse Park Shopping Centre, Leicester                         | 0.5%  | 2      | 0.0%   | 0      | 2.6%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 |
| Meridian Business Park, Meridian East, Leicester                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Narborough Village (NOT Narborough Road, Leicester)                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Fosse Park, Grove Farm Triangle, Leicester | 1.7%  | 7      | 3.7%   | 1      | 0.0%   | 0      | 2.5%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Thorpe Astley Local Centre<br><b>Outside Survey Area</b>          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Abroad  | 3.0%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 4.1% | 1 | 0.0% | 0 | 3.5% | 1 |
| Airport Retail Park, London<br>Road, Coventry                     | 0.6%  | 3      | 8.4%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Adcock Road,<br>Coalville                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Allendale Road,<br>Loughborough                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Belton Road,<br>Loughborough                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Arena Shopping Park,<br>Rowleys Green, Coventry                   | 0.1%  | 1      | 0.0%   | 0      | 5.0%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Charnwood Road,<br>Shepshed                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Newtown Road,<br>Nuneaton                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attleborough Fields<br>Industrial Estate,<br>Nuneaton             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, Rockingham Road,<br>Euro Business Park,<br>Market Harborough | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Alvis Retail Park,<br>Coventry                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Brandon Road, Binley<br>Woods, Coventry                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Jubilee Drive, Belton<br>Road, Loughborough                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Leicester Road,<br>Melton Mowbray                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barwell Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicester Village, Pingle<br>Drive, Bicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birmingham City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birstall Local Centre,<br>Leicester                               | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bolton Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpetright, Bond Street,<br>Nuneaton                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Castle Donnington Town<br>Centre                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Central London  | 0.1%  | 1      | 0.0%   | 0      | 4.4%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chapel St Leonards Village<br>Centre                              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 |
| Coalville Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Ashby Road, Ibstock  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.6%  | 3      | 8.4%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.2%  | 1      | 2.2%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Derby City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Designer Outlet York, St<br>Nicholas Avenue, York                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DFS, Tamworth Road,<br>Measham, Swadlincote                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre<br>Stapleton, Ashby Road,<br>Stapleton      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre,<br>Nuneaton Road,<br>Atherstone            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Downtown Superstore,<br>Gonerby Junction, A1,<br>Grantham         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dunelm, Regent Street,<br>Nuneaton                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| East Midlands Designer<br>Outlet, South Normanton                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Elliott's Field Shopping Park,<br>Rugby                           | 0.7%  | 3      | 4.2%   | 1      | 0.0%   | 0      | 5.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gates Garden Centre,<br>Somerby Road, Cold<br>Overton, Oakham     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Giant Store, Normanton Car<br>Park, Rutland Water                 | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|---|------|---|------|---|------|---|
| Giltbrook Retail Park, Ikea Way, Giltbrook                 | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 7.9%   | 1 | 0.0%  | 0 | 0.0% | 0 | 6.8% | 1 | 0.0% | 0 |
| Go Outdoors, Bishop Meadow Road, Loughborough              | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.3%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Go Outdoors, Coventry Business Park, Canley Road, Coventry | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| High Point Retail Park, Victoria Street North, Grimsby     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, Belton Road West, Loughborough              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Canley, Coventry                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Springfield Street, Market Harborough            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hoton Village Centre                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ibstock Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| IKEA, Croft Road, Coventry                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| IKEA, Giltbrook, Nottingham                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| IKEA, Park Lane, Wednesbury                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Junction One Retail Park, Leicester Road, Rugby            | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Karpet Kingdom, Bilton Road, Rugby                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kettering Town Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Station Avenue, Loughborough                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Loughborough Town Centre                                   | 3.0%  | 12     | 0.0%   | 0      | 2.6%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.8%  | 0 | 0.0% | 0 | 4.0% | 1 | 0.0% | 0 |
| Lutterworth Golf Club, Rugby Road, Lutterworth             | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.5%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lutterworth Town Centre                                    | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 7.5%   | 1      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Rushes, Loughborough                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Market Harborough Town Centre                              | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 11.7% | 2 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 |
| Marks & Spencer, Arena Park, Rowley's Green, Coventry      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Matlock Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Meadowhall Shopping Centre, Sheffield                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Melton Mowbray Town Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Milton Keynes Town Centre                                  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Miners Welfare Park, Bedworth                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Bitteswell Road, Lutterworth                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Gorse Covert Centre, Loughborough               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Rutland Street, Melton Mowbray                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Whitwick Retail Park, Coalville                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newton Retail Park, Nuneaton                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Northfields Industrial Estate, Peterborough                | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.8%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nottingham City Centre                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nuneaton Town Centre                                       | 0.3%  | 1      | 3.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oakham Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 |
| Peterborough City Centre                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Hinckley Road, Walsgrave on Soave            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Phoenix Parkway Retail Park, Corby                         | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 5.3%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ponsford, London Road, Heeley, Sheffield                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Regent Place Retail Park, Loughborough                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rockingham Industrial                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

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Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Estate, Rockingham Road,<br>Market Harborough                          |       |        |        |        |        |        |        |        |        |
| Royal Leamington Spa Town<br>Centre                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Royal Tunbridge Wells<br>Town Centre                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Rugby Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.5%   | 0      | 0.0%   |
| Sainsbury's Superstore,<br>Greenclose Lane,<br>Loughborough            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore,<br>Nottingham Road, Melton<br>Mowbray          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, St.<br>Mary's Place, Market<br>Harborough      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore,<br>Vicarage Street, Nuneaton                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Skegness Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Solihull Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Springfields Outlet Shopping<br>& Leisure, Camel Gate,<br>Spalding     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Stamford Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Stapleton Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Talent Cricket, Bakewell<br>Road, Loughborough                         | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Technology Retail Park,<br>Technology Drive, Rugby                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Arena Shopping<br>Park, Rowleys Green,<br>Coventry        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Leicester Street,<br>Bedworth                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Park Road,<br>Loughborough                                | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   |
| Tesco Superstore, The<br>Rushes, Loughborough                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| The Gallagher Retail Park,<br>Stoney Stanton Road,<br>Coventry         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| The Herb Nursery, Main<br>Station, Thistleton,<br>Oakham               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| The Range, Austin Drive,<br>Court House Green,<br>Coventry             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| The Range, Willowbrook<br>Park, Derby Road,<br>Loughborough            | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Toolstation, Prince William<br>Road, Loughborough                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Ventura Retail Park, Ventura<br>Park Road, Tamworth                    | 0.5%  | 2      | 3.7%   | 1      | 0.0%   | 0      | 7.0%   | 1      | 0.0%   |
| Waitrose, Lower Leicester<br>Road, Lutterworth                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Waitrose, Springfield Street,<br>Market Harborough                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Weddington Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Whitwick Retail Park,<br>Coalville                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wickes, Belton Road,<br>Loughborough                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wickes, Technology Park,<br>Rugby                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wickes, Weddington Road,<br>Nuneaton                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Woodlands Wholesale<br>Nursery (not Dobbies),<br>Ashby Road, Stapleton | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Others</b>  |       |        |        |        |        |        |        |        |        |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Internet   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Mail order / catalogue   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| TV shopping                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies / can't remember) | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't do this type of shopping)       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base:                         | 402   | 31     | 12     | 9      | 12     | 14     | 34     | 20     | 28     |   |      |   |      |   |      |   |      |   |
| Sample:                                | 408   | 24     | 23     | 27     | 18     | 22     | 30     | 22     | 35     |   |      |   |      |   |      |   |      |   |



Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| <b>Q25 Thinking back before Covid related restrictions were in place, where did you usually buy chemist goods (including health and beauty products)?</b> |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| <i>Excl. Nulls &amp; SFT</i>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| <b>Zone 1</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Holliers Walk, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barwell Lane, Hinckley  | 0.8%  | 10     | 6.2%   | 7      | 7.3%   | 3      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, New Buildings, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Burbage Village   | 0.3%  | 4      | 2.7%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpet World, Hollier's Walk, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Retail Park, Stoke Road, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Town Centre  | 4.7%  | 57     | 45.3%  | 50     | 15.4%  | 7      | 1.6%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| KP Appliances, Oaklands Farm, Higham Lane, Wykin  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Coventry Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Normandy Way, Hinckley   | 0.2%  | 2      | 1.7%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rugby Road, Hinckley  | 0.4%  | 5      | 4.4%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Garden Centre, Hinckley Road, Sapcote   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Apex Court, Maple Drive, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Star Carpets, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoney Stanton Village  | 1.3%  | 15     | 14.1%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Station Yard, Hinckley  | 0.3%  | 4      | 3.6%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Rainbow Way, Burbage, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Sword Drive, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 2</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Co-op, Wood Street, Earl Shilton, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Croft Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Desford Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 2.9%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Earl Shilton Town Centre  | 0.8%  | 9      | 0.0%   | 0      | 21.2%  | 9      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Huncote Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newbold Verdon Village  | 0.6%  | 8      | 0.0%   | 0      | 17.9%  | 8      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thurlaston Garden Centre, Croft Road, Thurlaston  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 3</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Buxton Crescent, Broughton Astley   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Broughton Astley Village  | 0.8%  | 10     | 1.0%   | 1      | 1.2%   | 1      | 28.4%  | 9      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Charlie Browns Garden Centre, Dunton Road, Broughton Astley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Broughton Astley, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Palmers Garden Centre Ullesthorpe, Lutterworth Road, Ullesthorpe  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Box Road, Broughton Astley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ullesthorpe Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 4</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Brackley Court, Welford Road, Blaby   | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attfield's Farm Shop, Narborough Road, Cosby  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blaby Village   | 0.8%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 9.2%   | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |   |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|---|-------|----|-------|----|-------|----|
| Cherry Lane Glebe, Foston Road, Countesthorpe  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cosby Village Centre   | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Countesthorpe Village  | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.4%   | 3 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fleckney Village   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Iceland, Johns Court, Blaby  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Keiths Discount Carpets, Oadby Road, Wigston   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Whetstone Village  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.5%   | 3 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 5</b>  |       |        |        |        |        |        |        |        |        |   |       |   |       |    |       |    |       |    |
| Billesden Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Coles Plant Centre, Uppingham Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| East Goscote Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.3%  | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Great Glen Village   | 0.7%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 17.8% | 9 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Houghton on the Hill Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.3%  | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kibworth Village (Beauchamp & Harcourt)  | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 5.8%  | 3 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Parsons Nurseries, Leicester Road, Billesdon   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Queniborough Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Thurnby Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 2.3%  | 1  |
| Wistow Rural Centre, Kibworth Road, Wistow   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wistow Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 6</b>  |       |        |        |        |        |        |        |        |        |   |       |   |       |    |       |    |       |    |
| Aldi, St Georges Way, Leicester  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Clarendon Park Local Centre  | 1.0%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 5.6%  | 4  | 0.0%  | 0  | 0.0%  | 0  |
| Evington Road District Centre, Leicester   | 0.5%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 6.4%  | 5  | 1.9%  | 1  | 0.8%  | 1  |
| Green Lane Road, Leicester   | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 2.5%  | 2  | 0.0%  | 0  |
| Highfields Local Centre  | 0.6%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 7.3%  | 5  | 3.4%  | 2  | 0.0%  | 0  |
| Iceland, Belgrave Gate, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Iceland, St Georges Retail Park, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Leicester City Centre (includes Haymarket, Highcross & Silver Arcade shopping centres) | 14.2% | 170    | 2.4%   | 3      | 0.7%   | 0      | 0.0%   | 0      | 5.2%   | 4 | 9.3%  | 4 | 38.5% | 29 | 30.7% | 19 | 23.5% | 14 |
| Lidl, Burton Street, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| M&S, Gallowtree Gate, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Local, Queens Road, Clarendon Park, Leicester                              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Humberstone Gate, Leicester                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Spinney Hills Local Centre   | 0.7%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 8.5%  | 6  | 2.2%  | 1  | 1.4%  | 1  |
| St Georges Retail Park, Leicester  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 1.0%  | 1  | 2.4%  | 1  | 0.0%  | 0  |
| <b>Zone 7</b>  |       |        |        |        |        |        |        |        |        |   |       |   |       |    |       |    |       |    |
| Al-Shinwari Halal Meat, Evington Valley Road, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chesterfield Road, Leicester   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  |
| Daynight Pharmacy, Chesterfield Road, Leicester  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 2.2%  | 1  | 0.0%  | 0  |
| East Park Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Moins Chemist, East Park Road, Leicester   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 2.2%  | 1  | 0.0%  | 0  |
| Moroccan Yassine Fruit & Veg, Uppingham Road, Rowllatts Hill                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| North Evington Local Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 1.9%  | 1  | 0.7%  | 0  | 0.0%  | 0  |
| Rainbow Carpets & Flooring, East Park Road, Leicester                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|-------|----|
| Rowlands Pharmacy, Ethel Road, Leicester                        | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0%  | 0  |
| Samat Chemist, Victoria Road East, Leicester                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Tesco Metro, Ethel Road, Evington                               | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 | 1.4%  | 1  |
| Victoria Road East, Leicester                                   | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| <b>Zone 8</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |       |    |
| Asha Pharmacy, The Parkway, Leicester                           | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.5%  | 2  |
| Colchester Road, Leicester                                      | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8%  | 1  |
| Evington Village (NOT Evington Road, Leicester)                 | 1.3%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 4.4% | 3 | 21.4% | 13 |
| Hamilton Local Centre, Leicester                                | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 | 0.8%  | 1  |
| Humberstone Local Centre, Leicester                             | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.4% | 1 | 0.0% | 0 | 4.6% | 3 | 2.5%  | 2  |
| Rowlatts Hill Local Centre                                      | 0.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 4.5% | 3 | 0.8%  | 1  |
| Tesco Extra, Maidenwell Avenue, Hamilton, Leicester             | 1.8%  | 22     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 3.1% | 1 | 5.1% | 4 | 8.8% | 5 | 8.3%  | 5  |
| Well Pharmacy, Thurmcourt Road, Leicester                       | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8%  | 1  |
| Welland Vale Road, Leicester                                    | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8%  | 1  |
| Young Thurnby Lodge Gardeners, Somers Road, Leicester           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| <b>Zone 9</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |       |    |
| Aldi, Fletton Close, Hamilton, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Asda, Exploration Drive, Abbey Lane, Leicester                  | 0.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 | 0.0%  | 0  |
| B&M, Belgrave Road, Belgrave Gate, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Barkby Road, Leicester  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4%  | 1  |
| Belgrave Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Belgrave Road / Melton Road District Centre, Leicester          | 1.7%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Canon Street, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Carpetshire, Barkby Road, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Colourbank, Crest Rise, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Doncaster Road, Leicester                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Empire Industrial Estate, Ulverscroft Road, Leicester           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Floors 2 Go, Abbey Lane, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| FM Furnishers, Melton Road, Leicester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Lidl, Gipsy Lane, Leicester                                     | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Lidl, Loughborough Road, Leicester                              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Morrisons, Melton Road, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0%  | 0  |
| Mr Pickford's Pharmacy, Lockerbie Walk, Leicester               | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Pennywise Discount Store, Gipsy Lane, Leicester                 | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| ReUse Shop, Gypsum Close, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Rushey Mead Local Centre, Leicester                             | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Sainsbury's Superstore, Melton Road, Leicester                  | 0.9%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.4%  | 1  |
| Screwfix, Empire Industrial Estate, Ulverscroft Road, Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Screwfix, Wenlock Way, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |
| Star Carpets & Furnishings,                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0  |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Melton Road, Leicester  |       |        |        |        |        |        |        |        |        |
| Troon Industrial Estate,<br>Wenlock Way,<br>Thurmaston                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| United Carpets & Beds,<br>Melton Road, Leicester                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 10</b>  |       |        |        |        |        |        |        |        |        |
| Abbey Retail Park, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Aldi, Abbey Lane,<br>Humphreys Way,<br>Leicester                                  | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Aldi, Beaumont Shopping<br>Centre, Beaumont Leys                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Astill Lodge Road, Leicester  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| B&Q, Devonshire Road,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Beaumont Leys Town<br>Centre, Leicester   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Beaumont Shopping Centre,<br>Beaumont Leys, Leicester                             | 3.6%  | 43     | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0      | 0.0%   |
| Belgrave Boulevard,<br>Leicester  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Blackbird Road, Leicester   | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Halfords, St Margaret's Way,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Iceland, Beaumont Shopping<br>Centre, Beaumont Leys                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Mr Pickford's Pharmacy,<br>Norwich Road, Leicester                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Norris Close, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Parker Drive, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| St Margaret's Retail Park,<br>Devonshire Road,<br>Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Beaumont<br>Shopping Centre,<br>Beaumont Leys, Leicester             | 1.2%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Toolstation, Ravensbridge<br>Drive, Leicester                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 11</b>  |       |        |        |        |        |        |        |        |        |
| Aldi, Aylestone Road,<br>Leicester  | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Aylestone Local Centre,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Aylestone Park Local Centre,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Eyres Monsell Local Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Glen Parva Local Centre   | 0.5%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Knighton Local Centre,<br>Leicester   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Saffron Lane, Leicester   | 0.9%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Stoneygate Local Centre   | 0.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| United Carpets and Beds,<br>Aylestone Road, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Welford Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 12</b>  |       |        |        |        |        |        |        |        |        |
| Aldi, Woodgate, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Alif Carpets, East Park Road,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Asda, Narborough Road<br>South, Braunstone,<br>Leicester                          | 1.4%  | 17     | 0.0%   | 0      | 2.1%   | 1      | 0.8%   | 0      | 0.0%   |
| Braunstone Town Centre  | 0.5%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Buckminster Road, Leicester   | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Colourbank Superstore,<br>Cavendish Road, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Evelyn Drive, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Fosse Road North, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Freeman's Leisure Park,<br>Aylestone Road, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Freemen's Common<br>Household Recycling<br>Centre, Islington Street,<br>Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|---|------|---|------|---|------|---|
| Freemens Common                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Industrial Estate, Leicester                          |       |        |        |        |        |        |        |        |        |    |       |   |      |   |      |   |      |   |
| Halfords, Putney Road, Leicester                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hockley Farm Road, Leicester                          | 0.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Putney Road, Off Welford Road, Leicester    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Fosse Road North, Leicester                     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Upperton Road, Leicester                        | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 |
| Londis, Bloxham Road, Leicester                       | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 |
| Marks Electrical, King Richards Road, Leicester       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mecca Bingo, Freeman's Park, Leicester                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Michael John Flooring, Narborough Road, Leicester     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Aylestone Road, Leicester                  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.8%  | 0 | 0.0% | 0 | 0.0% | 0 | 2.8% | 2 |
| Narborough Road District Centre, Leicester            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| New Parks Local Centre                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Stephenson Drive, Leicester                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Freemans Common, Ealing Road, Leicester     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, New Park Street, Leicester          | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Commercial Square, Leicester             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Travis Perkins, Commercial Square, Leicester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vision Pharmacy, Narborough Road, Leicester           | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westcote Local Centre                                 | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 13</b>  |       |        |        |        |        |        |        |        |        |    |       |   |      |   |      |   |      |   |
| Aldi, Bullhead Street, Wigston                        | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 1  | 0.8%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Leicester Road, Oadby                           | 2.0%  | 24     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 3  | 3.1%  | 1 | 2.6% | 2 | 5.5% | 3 | 4.1% | 3 |
| B&Q, Bull Head Street, Wigston                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Launceston Road, Wigston                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dalkard & Elliott, Aylestone Lane, Wigston, Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Blaby Road, South Wigston                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Harborough Road, Oadby                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Parade, Oadby                    | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oadby Town Centre                                     | 2.2%  | 26     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1  | 10.0% | 5 | 0.0% | 0 | 3.2% | 2 | 2.5% | 2 |
| Potters Superstore, Leicester Road, Wigston           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Bell Street, Wigston          | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Glen Road, Oadby              | 1.0%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 5.1%  | 2 | 0.0% | 0 | 0.7% | 0 | 0.8% | 1 |
| Screwfix, Chartwell Drive, Wigston                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| South Wigston Local Centre                            | 0.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 2  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Blaby Road, South Wigston           | 0.9%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 0      | 3.7%   | 3  | 1.5%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Blagby Road, Wigston                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wigston Town Centre                                   | 4.4%  | 53     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 32.0%  | 24 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 14</b>  |       |        |        |        |        |        |        |        |        |    |       |   |      |   |      |   |      |   |
| Aldi, Melton Road, Syston                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |   |      |   |      |   |       |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|---|------|---|------|---|-------|---|
| Anstey Village   | 0.8%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Asda, Barkby Thorpe Lane, Thurmaston                               | 1.4%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 2.2% | 2 | 0.0% | 0 | 0.8%  | 1 |
| Barrow-upon-Soar Village Centre                                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Costco, Westmoreland Avenue, Thurmaston                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0%  | 0 |
| Derrys Nurseries, Main Street, Cossington                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Dobbies Garden Centre Leicester, Loughborough Road, Rothley        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| George Walker, Fosse Way, Syston                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Lingdale Golf Club, Joe Moores Lane, Woodhouse Eaves               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| M&S, (Foodhall), Thorpe Lane, Leicester                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Mountsorrel Village Centre   | 0.7%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Potters Carpets & Beds, Leicester Road, Anstey, Leicester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Quorn Village Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Rothley Village  | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Sibley Village   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Syston Town Centre   | 0.5%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.7% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Metro, Melton Road, Syston                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Thurmaston Shopping Centre, Thurmaston                             | 3.3%  | 40     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 8.5% | 4 | 1.1% | 1 | 0.0% | 0 | 11.9% | 7 |
| Thurmaston Village Centre  | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Waitrose, Granite Way, Mountsorrel                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Wickes, Thurmaston, Leicester                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Woodhouse Eaves Village Centre                                     | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| <b>Zone 15</b>   |       |        |        |        |        |        |        |        |        |    |      |   |      |   |      |   |       |   |
| Glenfield Village  | 1.3%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Groby Village  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Kirby Muxloe Village   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Morrisons, Station Road, Glenfield                                 | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Palmers Garden Centre Enderby, Saint Johns, Enderby                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Parkem Chemists, Dominion Road, Glenfield, Leicester               | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Ratby Village  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| <b>Zone 16</b>   |       |        |        |        |        |        |        |        |        |    |      |   |      |   |      |   |       |   |
| Aldi, Meridian Way, Braunstone                                     | 0.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Co-op, Station Road, Narborough, Leicester                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Enderby Town Centre  | 0.5%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Fosse Shopping Park, Leicester                                     | 13.2% | 158    | 14.0%  | 15     | 24.1%  | 10     | 28.8%  | 9      | 22.8%  | 17 | 1.5% | 1 | 8.3% | 6 | 3.2% | 2 | 4.9%  | 3 |
| Grove Farm Triangle, Leicester                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Hawgrip Plant Centre, Seine Lane, Enderby                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Hinckley Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Leicester Forest East Village                                      | 0.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| M&S, Fosse Park Shopping Centre, Leicester                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Meridian Business Park, Meridian East, Leicester                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Narborough Village (NOT Narborough Road, Leicester)                | 0.7%  | 9      | 0.0%   | 0      | 3.8%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Sainsbury's Superstore, Fosse Park, Grove Farm Triangle, Leicester | 3.2%  | 39     | 0.0%   | 0      | 1.2%   | 1      | 6.6%   | 2      | 0.7%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |

Column %ges.

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Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Thorpe Astley Local Centre<br><b>Outside Survey Area</b>          | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Abroad  | 0.5%  | 6      | 2.3%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 |
| Airport Retail Park, London<br>Road, Coventry                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Adcock Road,<br>Coalville                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Allendale Road,<br>Loughborough                             | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Belton Road,<br>Loughborough                                | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Arena Shopping Park,<br>Rowleys Green, Coventry                   | 0.1%  | 1      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Charnwood Road,<br>Shepshed                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Newtown Road,<br>Nuneaton                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attleborough Fields<br>Industrial Estate,<br>Nuneaton             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, Rockingham Road,<br>Euro Business Park,<br>Market Harborough | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Alvis Retail Park,<br>Coventry                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Brandon Road, Binley<br>Woods, Coventry                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Jubilee Drive, Belton<br>Road, Loughborough                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Leicester Road,<br>Melton Mowbray                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barwell Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicester Village, Pingle<br>Drive, Bicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birmingham City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birstall Local Centre,<br>Leicester                               | 1.1%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bolton Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpetright, Bond Street,<br>Nuneaton                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Castle Donnington Town<br>Centre                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Central London  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chapel St Leonards Village<br>Centre                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coalville Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Ashby Road, Ibstock  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Derby City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Designer Outlet York, St<br>Nicholas Avenue, York                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DFS, Tamworth Road,<br>Measham, Swadlincote                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre<br>Stapleton, Ashby Road,<br>Stapleton      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre,<br>Nuneaton Road,<br>Atherstone            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Downtown Superstore,<br>Gonerby Junction, A1,<br>Grantham         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dunelm, Regent Street,<br>Nuneaton                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| East Midlands Designer<br>Outlet, South Normanton                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Elliott's Field Shopping Park,<br>Rugby                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gates Garden Centre,<br>Somerby Road, Cold<br>Overton, Oakham     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Giant Store, Normanton Car<br>Park, Rutland Water                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|---|------|---|------|---|------|---|
| Giltbrook Retail Park, Ikea Way, Giltbrook                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Go Outdoors, Bishop Meadow Road, Loughborough              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Go Outdoors, Coventry Business Park, Canley Road, Coventry | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| High Point Retail Park, Victoria Street North, Grimsby     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, Belton Road West, Loughborough              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Canley, Coventry                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Springfield Street, Market Harborough            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hoton Village Centre                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.8%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ibstock Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| IKEA, Croft Road, Coventry                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| IKEA, Giltbrook, Nottingham                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| IKEA, Park Lane, Wednesbury                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Junction One Retail Park, Leicester Road, Rugby            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.6%   | 1      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Karpet Kingdom, Bilton Road, Rugby                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kettering Town Centre                                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.5%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Station Avenue, Loughborough                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Loughborough Town Centre                                   | 2.0%  | 24     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lutterworth Golf Club, Rugby Road, Lutterworth             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lutterworth Town Centre                                    | 0.7%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 16.2%  | 5      | 0.7%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Rushes, Loughborough                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Market Harborough Town Centre                              | 0.8%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 0      | 1.3%   | 1 | 16.9% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Arena Park, Rowley's Green, Coventry      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Matlock Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Meadowhall Shopping Centre, Sheffield                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Melton Mowbray Town Centre                                 | 0.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.8%  | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 |
| Milton Keynes Town Centre                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Miners Welfare Park, Bedworth                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Bitteswell Road, Lutterworth                    | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 5.2%   | 2      | 1.1%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Gorse Covert Centre, Loughborough               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Rutland Street, Melton Mowbray                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Whitwick Retail Park, Coalville                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newton Retail Park, Nuneaton                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Northfields Industrial Estate, Peterborough                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nottingham City Centre                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nuneaton Town Centre                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oakham Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.3%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Peterborough City Centre                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Hinckley Road, Walsgrave on Soave            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Phoenix Parkway Retail Park, Corby                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ponsford, London Road, Heeley, Sheffield                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Regent Place Retail Park, Loughborough                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rockingham Industrial                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.



Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Estate, Rockingham Road,<br>Market Harborough                          |       |        |        |        |        |        |        |        |        |
| Royal Leamington Spa Town<br>Centre                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Royal Tunbridge Wells<br>Town Centre                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Rugby Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 0      | 0.0%   |
| Sainsbury's Superstore,<br>Greenclose Lane,<br>Loughborough            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore,<br>Nottingham Road, Melton<br>Mowbray          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, St.<br>Mary's Place, Market<br>Harborough      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore,<br>Vicarage Street, Nuneaton                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Skegness Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Solihull Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Springfields Outlet Shopping<br>& Leisure, Camel Gate,<br>Spalding     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Stamford Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Stapleton Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Talent Cricket, Bakewell<br>Road, Loughborough                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Technology Retail Park,<br>Technology Drive, Rugby                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Arena Shopping<br>Park, Rowleys Green,<br>Coventry        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Leicester Street,<br>Bedworth                             | 0.1%  | 1      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Park Road,<br>Loughborough                                | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Superstore, The<br>Rushes, Loughborough                          | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   |
| The Gallagher Retail Park,<br>Stoney Stanton Road,<br>Coventry         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| The Herb Nursery, Main<br>Station, Thistleton,<br>Oakham               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| The Range, Austin Drive,<br>Court House Green,<br>Coventry             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| The Range, Willowbrook<br>Park, Derby Road,<br>Loughborough            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Toolstation, Prince William<br>Road, Loughborough                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Ventura Retail Park, Ventura<br>Park Road, Tamworth                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Waitrose, Lower Leicester<br>Road, Lutterworth                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 0      | 0.0%   |
| Waitrose, Springfield Street,<br>Market Harborough                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Weddington Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Whitwick Retail Park,<br>Coalville                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wickes, Belton Road,<br>Loughborough                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wickes, Technology Park,<br>Rugby                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wickes, Weddington Road,<br>Nuneaton                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Woodlands Wholesale<br>Nursery (not Dobbies),<br>Ashby Road, Stapleton | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Others</b>  |       |        |        |        |        |        |        |        |        |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Internet   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Mail order / catalogue   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| TV shopping                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies / can't remember) | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't do this type of shopping)       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base:                         | 1201  | 110    | 43     | 30     | 75     | 48     | 74     | 61     | 61     |   |      |   |      |   |      |   |      |   |
| Sample:                                | 1300  | 87     | 85     | 88     | 87     | 82     | 69     | 73     | 82     |   |      |   |      |   |      |   |      |   |

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| <b>Q26 Thinking back before Covid related restrictions were in place, where did you usually buy electrical items, such as televisions, washing machines and computers?</b> |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| <i>Excl. Nulls &amp; SFT</i>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| <b>Zone 1</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Holliers Walk, Hinckley  | 0.1%  | 1      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barwell Lane, Hinckley   | 0.4%  | 3      | 4.5%   | 3      | 1.1%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, New Buildings, Hinckley   | 0.1%  | 1      | 0.0%   | 0      | 1.1%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Burbage Village  | 0.2%  | 2      | 2.7%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpet World, Hollier's Walk, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Retail Park, Stoke Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Town Centre   | 2.1%  | 16     | 21.6%  | 14     | 6.3%   | 2      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| KP Appliances, Oaklands Farm, Higham Lane, Wykin   | 0.1%  | 1      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Coventry Road, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Normandy Way, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Hawley Road, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rugby Road, Hinckley   | 0.3%  | 3      | 3.0%   | 2      | 1.9%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Garden Centre, Hinckley Road, Sapcote  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Apex Court, Maple Drive, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Star Carpets, Hawley Road, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoney Stanton Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Station Yard, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Rainbow Way, Burbage, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Sword Drive, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 2</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Co-op, Wood Street, Earl Shilton, Leicester  | 0.1%  | 1      | 0.0%   | 0      | 1.9%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Croft Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Desford Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Earl Shilton Town Centre   | 0.3%  | 3      | 1.9%   | 1      | 4.4%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Huncote Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newbold Verdon Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thurlaston Garden Centre, Croft Road, Thurlaston   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 3</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Buxton Crescent, Broughton Astley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Broughton Astley Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Charlie Browns Garden Centre, Dunton Road, Broughton Astley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Broughton Astley, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Palmers Garden Centre, Ullesthorpe, Lutterworth Road, Ullesthorpe  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Box Road, Broughton Astley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ullesthorpe Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 4</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Brackley Court, Welford Road, Blaby  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attfield's Farm Shop, Narborough Road, Cosby   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blaby Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|----|-------|----|-------|----|-------|----|
| Cherry Lane Glebe, Foston Road, Countesthorpe  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cosby Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Countesthorpe Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fleckney Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Iceland, Johns Court, Blaby  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Keiths Discount Carpets, Oadby Road, Wigston   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Whetstone Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 5</b>  |       |        |        |        |        |        |        |        |        |   |       |    |       |    |       |    |       |    |
| Billesden Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Coles Plant Centre, Uppingham Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| East Goscote Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Great Glen Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Houghton on the Hill Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kibworth Village (Beauchamp & Harcourt)  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Parsons Nurseries, Leicester Road, Billesdon   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Queniborough Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Thurnby Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wistow Rural Centre, Kibworth Road, Wistow   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wistow Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 6</b>  |       |        |        |        |        |        |        |        |        |   |       |    |       |    |       |    |       |    |
| Aldi, St Georges Way, Leicester  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Clarendon Park Local Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Evington Road District Centre, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Green Lane Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Highfields Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Iceland, Belgrave Gate, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Iceland, St Georges Retail Park, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Leicester City Centre (includes Haymarket, Highcross & Silver Arcade shopping centres) | 17.4% | 135    | 4.9%   | 3      | 11.1%  | 3      | 5.9%   | 1      | 16.7%  | 8 | 44.5% | 12 | 24.7% | 12 | 30.9% | 13 | 19.2% | 8  |
| Lidl, Burton Street, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| M&S, Gallowtree Gate, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Local, Queens Road, Clarendon Park, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Humberstone Gate, Leicester                                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0  |
| Spinney Hills Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0  |
| St Georges Retail Park, Leicester  | 8.8%  | 69     | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 33.6% | 17 | 21.5% | 9  | 26.7% | 12 |
| <b>Zone 7</b>  |       |        |        |        |        |        |        |        |        |   |       |    |       |    |       |    |       |    |
| Al-Shinwari Halal Meat, Evington Valley Road, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chesterfield Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Daynight Pharmacy, Chesterfield Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| East Park Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Moins Chemist, East Park Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Moroccan Yassine Fruit & Veg, Uppingham Road, Rowllatts Hill                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| North Evington Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Rainbow Carpets & Flooring, East Park Road, Leicester                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Rowlands Pharmacy, Ethel Road, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Samat Chemist, Victoria Road East, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Metro, Ethel Road, Evington                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Victoria Road East, Leicester                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 8</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Asha Pharmacy, The Parkway, Leicester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Colchester Road, Leicester                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evington Village (NOT Evington Road, Leicester)                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hamilton Local Centre, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Humberstone Local Centre, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rowlatts Hill Local Centre                                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 |
| Tesco Extra, Maidenwell Avenue, Hamilton, Leicester             | 0.8%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.9% | 1 | 5.2% | 2 | 5.4% | 2 |
| Well Pharmacy, Thurmcourt Road, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Welland Vale Road, Leicester                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Young Thurnby Lodge Gardeners, Somers Road, Leicester           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 9</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Fletton Close, Hamilton, Leicester                        | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 1 | 0.0% | 0 |
| Asda, Exploration Drive, Abbey Lane, Leicester                  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, Belgrave Road, Belgrave Gate, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barkby Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Belgrave Local Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Belgrave Road / Melton Road District Centre, Leicester          | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 3.4% | 2 | 0.0% | 0 | 0.0% | 0 |
| Canon Street, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpetshire, Barkby Road, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Colourbank, Crest Rise, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Doncaster Road, Leicester                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Empire Industrial Estate, Ulverscroft Road, Leicester           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Floors 2 Go, Abbey Lane, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| FM Furnishers, Melton Road, Leicester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Gipsy Lane, Leicester                                     | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Loughborough Road, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Melton Road, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mr Pickford's Pharmacy, Lockerbie Walk, Leicester               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pennywise Discount Store, Gipsy Lane, Leicester                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| ReUse Shop, Gypsum Close, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rushey Mead Local Centre, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Melton Road, Leicester                  | 1.4%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 |
| Screwfix, Empire Industrial Estate, Ulverscroft Road, Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Wenlock Way, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Star Carpets & Furnishings,                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Melton Road, Leicester  |       |        |        |        |        |        |        |        |        |
| Troon Industrial Estate,<br>Wenlock Way,<br>Thurmaston                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| United Carpets & Beds,<br>Melton Road, Leicester                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 10</b>  |       |        |        |        |        |        |        |        |        |
| Abbey Retail Park, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Aldi, Abbey Lane,<br>Humphreys Way,<br>Leicester                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Aldi, Beaumont Shopping<br>Centre, Beaumont Leys                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Astill Lodge Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| B&Q, Devonshire Road,<br>Leicester  | 0.8%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Beaumont Leys Town<br>Centre, Leicester   | 1.0%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1      | 1.5%   |
| Beaumont Shopping Centre,<br>Beaumont Leys, Leicester                             | 1.3%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   |
| Belgrave Boulevard,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.4%   |
| Blackbird Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2      |
| Halfords, St Margaret's Way,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Iceland, Beaumont Shopping<br>Centre, Beaumont Leys                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Mr Pickford's Pharmacy,<br>Norwich Road, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Norris Close, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Parker Drive, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| St Margaret's Retail Park,<br>Devonshire Road,<br>Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Beaumont<br>Shopping Centre,<br>Beaumont Leys, Leicester             | 1.0%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   |
| Toolstation, Ravensbridge<br>Drive, Leicester                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 11</b>  |       |        |        |        |        |        |        |        |        |
| Aldi, Aylestone Road,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Aylestone Local Centre,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Aylestone Park Local Centre,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Eyres Monsell Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Glen Parva Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Knighton Local Centre,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Saffron Lane, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Stoneygate Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| United Carpets and Beds,<br>Aylestone Road, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Welford Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 12</b>  |       |        |        |        |        |        |        |        |        |
| Aldi, Woodgate, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Alif Carpets, East Park Road,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Asda, Narborough Road<br>South, Braunstone,<br>Leicester                          | 0.3%  | 2      | 0.0%   | 0      | 1.1%   | 0      | 0.0%   | 0      | 1.0%   |
| Braunstone Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Buckminster Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Colourbank Superstore,<br>Cavendish Road, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Evelyn Drive, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Fosse Road North, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Freeman's Leisure Park,<br>Aylestone Road, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Freemen's Common<br>Household Recycling<br>Centre, Islington Street,<br>Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Freemens Common                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Industrial Estate, Leicester                          |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Halfords, Putney Road, Leicester                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hockley Farm Road, Leicester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Putney Road, Off Welford Road, Leicester    | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.9% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Fosse Road North, Leicester                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Upperton Road, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Bloxham Road, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks Electrical, King Richards Road, Leicester       | 0.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 |
| Mecca Bingo, Freeman's Park, Leicester                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Michael John Flooring, Narborough Road, Leicester     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Aylestone Road, Leicester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Narborough Road District Centre, Leicester            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| New Parks Local Centre                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Stephenson Drive, Leicester                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Freemans Common, Ealing Road, Leicester     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, New Park Street, Leicester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Commercial Square, Leicester             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Travis Perkins, Commercial Square, Leicester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vision Pharmacy, Narborough Road, Leicester           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westcote Local Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 13</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Bullhead Street, Wigston                        | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Leicester Road, Oadby                           | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.8% | 1 | 0.0% | 0 | 1.0% | 0 | 0.0% | 0 |
| B&Q, Bull Head Street, Wigston                        | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 |
| Co-op, Launceston Road, Wigston                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dalkard & Elliott, Aylestone Lane, Wigston, Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Blaby Road, South Wigston                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Harborough Road, Oadby                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Parade, Oadby                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oadby Town Centre                                     | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Potters Superstore, Leicester Road, Wigston           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Bell Street, Wigston          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Glen Road, Oadby              | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 1 | 1.4% | 0 | 0.0% | 0 | 1.0% | 0 | 1.2% | 1 |
| Screwfix, Chartwell Drive, Wigston                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| South Wigston Local Centre                            | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 3.4% | 2 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Blaby Road, South Wigston           | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Blagby Road, Wigston                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wigston Town Centre                                   | 2.1%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 12.4%  | 6 | 2.3% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 |
| <b>Zone 14</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Melton Road, Syston                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|----|-------|----|
| Anstey Village   | 0.8%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Barkby Thorpe Lane, Thurmaston                               | 0.8%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.4%  | 2 | 3.2%  | 1  | 0.0%  | 0  |
| Barrow-upon-Soar Village Centre                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Costco, Westmoreland Avenue, Thurmaston                            | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Derrys Nurseries, Main Street, Cossington                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Dobbies Garden Centre Leicester, Loughborough Road, Rothley        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| George Walker, Fosse Way, Syston                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Lingdale Golf Club, Joe Moores Lane, Woodhouse Eaves               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| M&S, (Foodhall), Thorpe Lane, Leicester                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Mountsorrel Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Potters Carpets & Beds, Leicester Road, Anstey, Leicester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Quorn Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Rothley Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sibley Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Syston Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.2%  | 1  |
| Tesco Metro, Melton Road, Syston                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Thurmaston Shopping Centre, Thurmaston                             | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Thurmaston Village Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Waitrose, Granite Way, Mountsorrel                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Wickes, Thurmaston, Leicester                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Woodhouse Eaves Village Centre                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 15</b>   |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| Glenfield Village  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Groby Village  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Kirby Muxloe Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Morrisons, Station Road, Glenfield                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Palmers Garden Centre Enderby, Saint Johns, Enderby                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Parkem Chemists, Dominion Road, Glenfield, Leicester               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Ratby Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 16</b>   |       |        |        |        |        |        |        |        |        |    |       |    |       |   |       |    |       |    |
| Aldi, Meridian Way, Braunstone                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Co-op, Station Road, Narborough, Leicester                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Enderby Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Fosse Shopping Park, Leicester                                     | 46.7% | 363    | 56.3%  | 37     | 67.5%  | 19     | 60.0%  | 13     | 62.5%  | 31 | 35.8% | 10 | 14.9% | 7 | 25.6% | 11 | 28.3% | 12 |
| Grove Farm Triangle, Leicester                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hawgrip Plant Centre, Seine Lane, Enderby                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Hinckley Road, Leicester   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.0%  | 0  | 0.0%  | 0  |
| Leicester Forest East Village                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| M&S, Fosse Park Shopping Centre, Leicester                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Meridian Business Park, Meridian East, Leicester                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Narborough Village (NOT Narborough Road, Leicester)                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Fosse Park, Grove Farm Triangle, Leicester | 0.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.



Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Thorpe Astley Local Centre<br><b>Outside Survey Area</b>          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Abroad  | 1.1%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 | 3.8% | 2 |
| Airport Retail Park, London<br>Road, Coventry                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Adcock Road,<br>Coalville                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Allendale Road,<br>Loughborough                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Belton Road,<br>Loughborough                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Arena Shopping Park,<br>Rowleys Green, Coventry                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Charnwood Road,<br>Shepshed                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Newtown Road,<br>Nuneaton                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attleborough Fields<br>Industrial Estate,<br>Nuneaton             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, Rockingham Road,<br>Euro Business Park,<br>Market Harborough | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Alvis Retail Park,<br>Coventry                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Brandon Road, Binley<br>Woods, Coventry                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Jubilee Drive, Belton<br>Road, Loughborough                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Leicester Road,<br>Melton Mowbray                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barwell Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicester Village, Pingle<br>Drive, Bicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birmingham City Centre  | 0.2%  | 1      | 1.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birstall Local Centre,<br>Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bolton Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpetright, Bond Street,<br>Nuneaton                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Castle Donnington Town<br>Centre                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Central London  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chapel St Leonards Village<br>Centre                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coalville Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Ashby Road, Ibstock  | 0.1%  | 1      | 0.0%   | 0      | 1.9%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Derby City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Designer Outlet York, St<br>Nicholas Avenue, York                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DFS, Tamworth Road,<br>Measham, Swadlincote                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre<br>Stapleton, Ashby Road,<br>Stapleton      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre,<br>Nuneaton Road,<br>Atherstone            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Downtown Superstore,<br>Gonerby Junction, A1,<br>Grantham         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dunelm, Regent Street,<br>Nuneaton                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| East Midlands Designer<br>Outlet, South Normanton                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Elliott's Field Shopping Park,<br>Rugby                           | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 5.9%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gates Garden Centre,<br>Somerby Road, Cold<br>Overton, Oakham     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Giant Store, Normanton Car<br>Park, Rutland Water                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Giltbrook Retail Park, Ikea Way, Giltbrook                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Go Outdoors, Bishop Meadow Road, Loughborough              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Go Outdoors, Coventry Business Park, Canley Road, Coventry | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| High Point Retail Park, Victoria Street North, Grimsby     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, Belton Road West, Loughborough              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Canley, Coventry                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Springfield Street, Market Harborough            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hoton Village Centre                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ibstock Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| IKEA, Croft Road, Coventry                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| IKEA, Giltbrook, Nottingham                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| IKEA, Park Lane, Wednesbury                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Junction One Retail Park, Leicester Road, Rugby            | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 1 | 0.0% | 0 |
| Karpet Kingdom, Bilton Road, Rugby                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kettering Town Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Station Avenue, Loughborough                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Loughborough Town Centre                                   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lutterworth Golf Club, Rugby Road, Lutterworth             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lutterworth Town Centre                                    | 0.8%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 25.1%  | 5      | 1.0%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Rushes, Loughborough                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Market Harborough Town Centre                              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Arena Park, Rowley's Green, Coventry      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Matlock Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Meadowhall Shopping Centre, Sheffield                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Melton Mowbray Town Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Milton Keynes Town Centre                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Miners Welfare Park, Bedworth                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Bitteswell Road, Lutterworth                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Gorse Covert Centre, Loughborough               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Rutland Street, Melton Mowbray                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Whitwick Retail Park, Coalville                 | 0.2%  | 1      | 0.0%   | 0      | 1.9%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newton Retail Park, Nuneaton                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Northfields Industrial Estate, Peterborough                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nottingham City Centre                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nuneaton Town Centre                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oakham Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Peterborough City Centre                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Hinckley Road, Walsgrave on Soave            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Phoenix Parkway Retail Park, Corby                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ponsford, London Road, Heeley, Sheffield                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Regent Place Retail Park, Loughborough                     | 2.7%  | 21     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 |
| Rockingham Industrial                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Estate, Rockingham Road,<br>Market Harborough                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Royal Leamington Spa Town<br>Centre                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Royal Tunbridge Wells<br>Town Centre                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rugby Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Greenclose Lane,<br>Loughborough            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Nottingham Road, Melton<br>Mowbray          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, St.<br>Mary's Place, Market<br>Harborough      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Vicarage Street, Nuneaton                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Skegness Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Solihull Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Springfields Outlet Shopping<br>& Leisure, Camel Gate,<br>Spalding     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stamford Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stapleton Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Talent Cricket, Bakewell<br>Road, Loughborough                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Technology Retail Park,<br>Technology Drive, Rugby                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Arena Shopping<br>Park, Rowleys Green,<br>Coventry        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Leicester Street,<br>Bedworth                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Park Road,<br>Loughborough                                | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, The<br>Rushes, Loughborough                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Gallagher Retail Park,<br>Stoney Stanton Road,<br>Coventry         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Herb Nursery, Main<br>Station, Thistleton,<br>Oakham               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Range, Austin Drive,<br>Court House Green,<br>Coventry             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Range, Willowbrook<br>Park, Derby Road,<br>Loughborough            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Prince William<br>Road, Loughborough                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ventura Retail Park, Ventura<br>Park Road, Tamworth                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Lower Leicester<br>Road, Lutterworth                         | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.4%   | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Springfield Street,<br>Market Harborough                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weddington Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whitwick Retail Park,<br>Coalville                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Belton Road,<br>Loughborough                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Technology Park,<br>Rugby                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Weddington Road,<br>Nuneaton                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Woodlands Wholesale<br>Nursery (not Dobbies),<br>Ashby Road, Stapleton | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Others</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mail order / catalogue   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| TV shopping                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies / can't remember) | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't do this type of shopping)       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base:                         | 776   | 66     | 28     | 21     | 49     | 28     | 49     | 41     | 44     |   |      |   |      |   |      |   |      |   |
| Sample:                                | 866   | 54     | 60     | 63     | 60     | 51     | 41     | 48     | 54     |   |      |   |      |   |      |   |      |   |

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| <b>Q27 Thinking back before Covid related restrictions were in place, where did you usually buy DIY or gardening goods?</b> |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| <i>Excl. Nulls &amp; SFT</i>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| <b>Zone 1</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Holliers Walk, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barwell Lane, Hinckley  | 0.1%  | 1      | 0.0%   | 0      | 2.5%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, New Buildings, Hinckley  | 7.5%  | 82     | 55.4%  | 56     | 48.5%  | 19     | 15.4%  | 4      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Burbage Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpet World, Hollier's Walk, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Retail Park, Stoke Road, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Town Centre  | 1.3%  | 15     | 9.6%   | 10     | 10.4%  | 4      | 1.6%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| KP Appliances, Oaklands Farm, Higham Lane, Wykin  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Coventry Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Normandy Way, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rugby Road, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Garden Centre, Hinckley Road, Sapcote   | 0.6%  | 7      | 1.3%   | 1      | 0.0%   | 0      | 4.3%   | 1      | 0.8%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 2 |
| Sapcote Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Apex Court, Maple Drive, Hinckley   | 0.2%  | 2      | 0.7%   | 1      | 3.7%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Star Carpets, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoney Stanton Village  | 0.3%  | 3      | 2.3%   | 2      | 0.8%   | 0      | 1.6%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Station Yard, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Rainbow Way, Burbage, Hinckley   | 0.1%  | 1      | 0.7%   | 1      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Sword Drive, Hinckley   | 1.7%  | 18     | 16.6%  | 17     | 2.3%   | 1      | 2.2%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 2</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Co-op, Wood Street, Earl Shilton, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Croft Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Desford Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Earl Shilton Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Huncote Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newbold Verdon Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thurlaston Garden Centre, Croft Road, Thurlaston  | 0.0%  | 0      | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 3</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Buxton Crescent, Broughton Astley   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 2.5% | 1 | 0.0% | 0 |
| Broughton Astley Village  | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 11.0%  | 3      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Charlie Browns Garden Centre, Dunton Road, Broughton Astley   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.6%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Broughton Astley, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Palmers Garden Centre, Ullesthorpe, Lutterworth Road, Ullesthorpe   | 0.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 10.2%  | 3      | 2.5%   | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Box Road, Broughton Astley  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ullesthorpe Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 4</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Brackley Court, Welford Road, Blaby   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attfield's Farm Shop, Narborough Road, Cosby  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blaby Village   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cherry Lane Glebe, Foston   | 0.6%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 0      | 4.9%   | 3 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Road, Countesthorpe   |       |        |        |        |        |        |        |        |        |
| Cosby Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Countesthorpe Village   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Fleckney Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Iceland, Johns Court, Blaby   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Keiths Discount Carpets,<br>Oadby Road, Wigston   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Whetstone Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 5</b>   |       |        |        |        |        |        |        |        |        |
| Billesden Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Coles Plant Centre,<br>Uppingham Road,<br>Leicester   | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   |
| East Goscote Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Great Glen Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Houghton on the Hill Village<br>Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Kibworth Village<br>(Beauchamp & Harcourt)  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Parsons Nurseries, Leicester<br>Road, Billesdon   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   |
| Queniborough Village<br>Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 1      | 0.0%   |
| Thurnby Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wistow Rural Centre,<br>Kibworth Road, Wistow   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1      | 3.6%   |
| Wistow Village  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1      | 0.9%   |
| <b>Zone 6</b>   |       |        |        |        |        |        |        |        |        |
| Aldi, St Georges Way,<br>Leicester  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   |
| Clarendon Park Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   |
| Evington Road District<br>Centre, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Green Lane Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   |
| Highfields Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Iceland, Belgrave Gate,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Iceland, St Georges Retail<br>Park, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Leicester City Centre<br>(includes Haymarket,<br>Highcross & Silver Arcade<br>shopping centres) | 3.2%  | 36     | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0      | 0.9%   |
| Lidl, Burton Street, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| M&S, Gallowtree Gate,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Local, Queens<br>Road, Clarendon Park,<br>Leicester                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore,<br>Humberstone Gate,<br>Leicester                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Spinney Hills Local Centre  | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   |
| St Georges Retail Park,<br>Leicester  | 0.9%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.6%   |
| <b>Zone 7</b>   |       |        |        |        |        |        |        |        |        |
| Al-Shinwari Halal Meat,<br>Evington Valley Road,<br>Leicester                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Chesterfield Road, Leicester  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   |
| Daynight Pharmacy,<br>Chesterfield Road,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| East Park Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Moins Chemist, East Park<br>Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Moroccan Yassine Fruit &<br>Veg, Uppingham Road,<br>Rowlatts Hill                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| North Evington Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Rainbow Carpets &<br>Flooring, East Park Road,<br>Leicester                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Rowlands Pharmacy, Ethel  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Road, Leicester   |       |        |        |        |        |        |        |        |        |
| Samat Chemist, Victoria Road East, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Metro, Ethel Road, Evington                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Victoria Road East, Leicester                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 8</b>   |       |        |        |        |        |        |        |        |        |
| Asha Pharmacy, The Parkway, Leicester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Colchester Road, Leicester                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Evington Village (NOT Evington Road, Leicester)                 | 0.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.7%   |
| Hamilton Local Centre, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Humberstone Local Centre, Leicester                             | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   |
| Rowlatts Hill Local Centre                                      | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   |
| Tesco Extra, Maidenwell Avenue, Hamilton, Leicester             | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   |
| Well Pharmacy, Thurmcourt Road, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Welland Vale Road, Leicester                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Young Thumbby Lodge Gardeners, Somers Road, Leicester           | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   |
| <b>Zone 9</b>   |       |        |        |        |        |        |        |        |        |
| Aldi, Fletton Close, Hamilton, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Asda, Exploration Drive, Abbey Lane, Leicester                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.5%   |
| B&M, Belgrave Road, Belgrave Gate, Leicester                    | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   |
| Barkby Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Belgrave Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Belgrave Road / Melton Road District Centre, Leicester          | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Canon Street, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Carpetshire, Barkby Road, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Colourbank, Crest Rise, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Doncaster Road, Leicester                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Empire Industrial Estate, Ulverscroft Road, Leicester           | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   |
| Floors 2 Go, Abbey Lane, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| FM Furnishers, Melton Road, Leicester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lidl, Gipsy Lane, Leicester                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lidl, Loughborough Road, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Morrisons, Melton Road, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Mr Pickford's Pharmacy, Lockerbie Walk, Leicester               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Pennywise Discount Store, Gipsy Lane, Leicester                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| ReUse Shop, Gypsum Close, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Rushey Mead Local Centre, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, Melton Road, Leicester                  | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Screwfix, Empire Industrial Estate, Ulverscroft Road, Leicester | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   |
| Screwfix, Wenlock Way, Leicester                                | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   |
| Star Carpets & Furnishings, Melton Road, Leicester              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |   |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|---|-------|----|-------|----|-------|----|
| Troon Industrial Estate,<br>Wenlock Way,<br>Thurmaston                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| United Carpets & Beds,<br>Melton Road, Leicester                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 10</b>  |       |        |        |        |        |        |        |        |        |   |       |   |       |    |       |    |       |    |
| Abbey Retail Park, Leicester  | 0.5%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.6%  | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Aldi, Abbey Lane,<br>Humphreys Way,<br>Leicester                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Aldi, Beaumont Shopping<br>Centre, Beaumont Leys                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Astill Lodge Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| B&Q, Devonshire Road,<br>Leicester  | 33.8% | 371    | 3.5%   | 3      | 10.2%  | 4      | 7.9%   | 2      | 4.0%   | 3 | 17.5% | 7 | 47.7% | 32 | 62.3% | 33 | 44.4% | 24 |
| Beaumont Leys Town<br>Centre, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Beaumont Shopping Centre,<br>Beaumont Leys, Leicester                             | 1.6%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 2.5%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Belgrave Boulevard,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Blackbird Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Halfords, St Margaret's Way,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Iceland, Beaumont Shopping<br>Centre, Beaumont Leys                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Mr Pickford's Pharmacy,<br>Norwich Road, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Norris Close, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Parker Drive, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| St Margaret's Retail Park,<br>Devonshire Road,<br>Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Extra, Beaumont<br>Shopping Centre,<br>Beaumont Leys, Leicester             | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 2.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Toolstation, Ravensbridge<br>Drive, Leicester                                     | 0.2%  | 2      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 11</b>  |       |        |        |        |        |        |        |        |        |   |       |   |       |    |       |    |       |    |
| Aldi, Aylestone Road,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Aylestone Local Centre,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Aylestone Park Local Centre,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Eyres Monsell Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Glen Parva Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Knighton Local Centre,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Saffron Lane, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Stoneygate Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| United Carpets and Beds,<br>Aylestone Road, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Welford Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 12</b>  |       |        |        |        |        |        |        |        |        |   |       |   |       |    |       |    |       |    |
| Aldi, Woodgate, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Alif Carpets, East Park Road,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Narborough Road<br>South, Braunstone,<br>Leicester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Braunstone Town Centre<br>Buckminster Road, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Colourbank Superstore,<br>Cavendish Road, Leicester                               | 0.8%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Evelyn Drive, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fosse Road North, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Freeman's Leisure Park,<br>Aylestone Road, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Freemen's Common<br>Household Recycling<br>Centre, Islington Street,<br>Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Freemens Common   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 2.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.



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|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|------|---|------|---|
| Industrial Estate, Leicester                          |       |        |        |        |        |        |        |        |        |    |       |    |       |    |      |   |      |   |
| Halfords, Putney Road, Leicester                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 1.6% | 1 |
| Hockley Farm Road, Leicester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Homebase, Putney Road, Off Welford Road, Leicester    | 3.7%  | 40     | 1.3%   | 1      | 0.0%   | 0      | 2.2%   | 1      | 2.5%   | 2  | 3.5%  | 1  | 14.8% | 10 | 3.6% | 2 | 3.4% | 2 |
| Lidl, Fosse Road North, Leicester                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Lidl, Upperton Road, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Londis, Bloxham Road, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Marks Electrical, King Richards Road, Leicester       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Mecca Bingo, Freeman's Park, Leicester                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Michael John Flooring, Narborough Road, Leicester     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Aylestone Road, Leicester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Narborough Road District Centre, Leicester            | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| New Parks Local Centre                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| One Stop, Stephenson Drive, Leicester                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Freemans Common, Ealing Road, Leicester     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3% | 1 | 0.0% | 0 |
| Tesco Superstore, New Park Street, Leicester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Commercial Square, Leicester             | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1  | 0.0%  | 0  | 1.1%  | 1  | 0.8% | 0 | 0.0% | 0 |
| Travis Perkins, Commercial Square, Leicester          | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.1%  | 1  | 0.0% | 0 | 0.0% | 0 |
| Vision Pharmacy, Narborough Road, Leicester           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Westcote Local Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 13</b>  |       |        |        |        |        |        |        |        |        |    |       |    |       |    |      |   |      |   |
| Aldi, Bullhead Street, Wigston                        | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.9%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Asda, Leicester Road, Oadby                           | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.1%  | 1  | 0.0% | 0 | 0.0% | 0 |
| B&Q, Bull Head Street, Wigston                        | 14.4% | 158    | 1.3%   | 1      | 4.0%   | 2      | 7.7%   | 2      | 62.0%  | 42 | 33.2% | 14 | 2.1%  | 1  | 2.5% | 1 | 1.9% | 1 |
| Co-op, Launceston Road, Wigston                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Dalkard & Elliott, Aylestone Lane, Wigston, Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Lidl, Blaby Road, South Wigston                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Lidl, Harborough Road, Oadby                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Parade, Oadby                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Oadby Town Centre                                     | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.9%  | 0  | 0.0%  | 0  | 0.8% | 0 | 0.0% | 0 |
| Potters Superstore, Leicester Road, Wigston           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Bell Street, Wigston          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Glen Road, Oadby              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Chartwell Drive, Wigston                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.9%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| South Wigston Local Centre                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Blaby Road, South Wigston           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Wickes, Blagby Road, Wigston                          | 2.2%  | 24     | 0.0%   | 0      | 0.8%   | 0      | 0.8%   | 0      | 5.7%   | 4  | 1.6%  | 1  | 0.0%  | 0  | 0.0% | 0 | 0.9% | 1 |
| Wigston Town Centre                                   | 1.2%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.5%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 14</b>  |       |        |        |        |        |        |        |        |        |    |       |    |       |    |      |   |      |   |
| Aldi, Melton Road, Syston                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Anstey Village  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Asda, Barkby Thorpe Lane, Thurmaston                               | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barrow-upon-Soar Village Centre                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Costco, Westmoreland Avenue, Thurmaston                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Derrys Nurseries, Main Street, Cossington                          | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre Leicester, Loughborough Road, Rothley        | 0.6%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| George Walker, Fosse Way, Syston                                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lingdale Golf Club, Joe Moores Lane, Woodhouse Eaves               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), Thorpe Lane, Leicester                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mountsorrel Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Potters Carpets & Beds, Leicester Road, Anstey, Leicester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Quorn Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rothley Village  | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sibley Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Syston Town Centre   | 1.3%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Metro, Melton Road, Syston                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thurmaston Shopping Centre, Thurmaston                             | 0.2%  | 2      | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thurmaston Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Granite Way, Mountsorrel                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Thurmaston, Leicester                                      | 0.8%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 4.3% | 2 |
| Woodhouse Eaves Village Centre                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 15</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Glenfield Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Groby Village  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kirby Muxloe Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Station Road, Glenfield                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Palmers Garden Centre Enderby, Saint Johns, Enderby                | 2.5%  | 28     | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0      | 4.2%   | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.4% | 3 |
| Parkem Chemists, Dominion Road, Glenfield, Leicester               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ratby Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 16</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Meridian Way, Braunstone                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Station Road, Narborough, Leicester                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Enderby Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fosse Shopping Park, Leicester                                     | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.5%   | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Grove Farm Triangle, Leicester                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hawgrip Plant Centre, Seine Lane, Enderby                          | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Leicester Forest East Village                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, Fosse Park Shopping Centre, Leicester                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Meridian Business Park, Meridian East, Leicester                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Narborough Village (NOT Narborough Road, Leicester)                | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Fosse Park, Grove Farm Triangle, Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thorpe Astley Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| <b>Outside Survey Area</b>                                  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Abroad  | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 2.5% | 1 | 3.0% | 2 |
| Airport Retail Park, London Road, Coventry                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Adcock Road, Coalville                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Allendale Road, Loughborough                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Belton Road, Loughborough                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Arena Shopping Park, Rowleys Green, Coventry                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Chamwood Road, Shepshed                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Newtown Road, Nuneaton                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attleborough Fields Industrial Estate, Nuneaton             | 0.1%  | 1      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, Rockingham Road, Euro Business Park, Market Harborough | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Alvis Retail Park, Coventry                            | 0.1%  | 1      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Brandon Road, Binley Woods, Coventry                   | 0.4%  | 5      | 3.9%   | 4      | 0.0%   | 0      | 3.0%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Jubilee Drive, Belton Road, Loughborough               | 4.6%  | 51     | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0      | 0.8%   | 1 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Leicester Road, Melton Mowbray                         | 0.9%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barwell Village Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicester Village, Pingle Drive, Bicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birmingham City Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birstall Local Centre, Leicester                            | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 |
| Bolton Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpetright, Bond Street, Nuneaton                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Castle Donnington Town Centre                               | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Central London  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chapel St Leonards Village Centre                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coalville Town Centre                                       | 0.0%  | 0      | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Ashby Road, Ibstock                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Derby City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Designer Outlet York, St Nicholas Avenue, York              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DFS, Tamworth Road, Measham, Swadlincote                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre Stapleton, Ashby Road, Stapleton      | 0.5%  | 5      | 0.7%   | 1      | 4.3%   | 2      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre, Nuneaton Road, Atherstone            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Downtown Superstore, Gonerby Junction, A1, Grantham         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dunelm, Regent Street, Nuneaton                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| East Midlands Designer Outlet, South Normanton              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Elliott's Field Shopping Park, Rugby                        | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 4.9%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gates Garden Centre, Somerby Road, Cold Overton, Oakham     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.9% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 |
| Giant Store, Normanton Car Park, Rutland Water              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Giltbrook Retail Park, Ikea                                 | 0.0%  | 0      | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Way, Giltbrook   |       |        |        |        |        |        |        |        |        |
| Go Outdoors, Bishop Meadow Road, Loughborough              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Go Outdoors, Coventry Business Park, Canley Road, Coventry | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| High Point Retail Park, Victoria Street North, Grimsby     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Home Bargains, Belton Road West, Loughborough              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Homebase, Canley, Coventry                                 | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Homebase, Springfield Street, Market Harborough            | 0.9%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 2.5%   | 2      | 12.9%  |
| Hoton Village Centre                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Ibstock Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| IKEA, Croft Road, Coventry                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| IKEA, Giltbrook, Nottingham                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| IKEA, Park Lane, Wednesbury                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Junction One Retail Park, Leicester Road, Rugby            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 5.2%   | 1      | 0.0%   |
| Karpet Kingdom, Bilton Road, Rugby                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Kettering Town Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lidl, Station Avenue, Loughborough                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Loughborough Town Centre                                   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lutterworth Golf Club, Rugby Road, Lutterworth             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lutterworth Town Centre                                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 3.9%   | 1      | 0.0%   |
| M&S, (Foodhall), The Rushes, Loughborough                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Market Harborough Town Centre                              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1      | 1.8%   |
| Marks & Spencer, Arena Park, Rowley's Green, Coventry      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Matlock Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Meadowhall Shopping Centre, Sheffield                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Melton Mowbray Town Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Milton Keynes Town Centre                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Miners Welfare Park, Bedworth                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Morrisons, Bitteswell Road, Lutterworth                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Morrisons, Gorse Covert Centre, Loughborough               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Morrisons, Rutland Street, Melton Mowbray                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Morrisons, Whitwick Retail Park, Coalville                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Newton Retail Park, Nuneaton                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Northfields Industrial Estate, Peterborough                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Nottingham City Centre                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Nuneaton Town Centre                                       | 0.0%  | 0      | 0.0%   | 0      | 0.8%   | 0      | 0.0%   | 0      | 0.0%   |
| Oakham Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   |
| Peterborough City Centre                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Pets at Home, Hinckley Road, Walsgrave on Soave            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Phoenix Parkway Retail Park, Corby                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   |
| Ponsford, London Road, Heeley, Sheffield                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Regent Place Retail Park, Loughborough                     | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Rockingham Industrial Estate, Rockingham Road,             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Market Harborough  |       |        |        |        |        |        |        |        |        |
| Royal Leamington Spa Town Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Royal Tunbridge Wells Town Centre                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Rugby Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 1      | 0.0%   |
| Sainsbury's Superstore, Greenclose Lane, Loughborough            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, Nottingham Road, Melton Mowbray          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, St. Mary's Place, Market Harborough      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, Vicarage Street, Nuneaton                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Skegness Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Solihull Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Springfields Outlet Shopping & Leisure, Camel Gate, Spalding     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Stamford Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Stapleton Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Talent Cricket, Bakewell Road, Loughborough                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Technology Retail Park, Technology Drive, Rugby                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 3.2%   | 1      | 0.0%   |
| Tesco Extra, Arena Shopping Park, Rowleys Green, Coventry        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Leicester Street, Bedworth                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Extra, Park Road, Loughborough                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Superstore, The Rushes, Loughborough                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| The Gallagher Retail Park, Stoney Stanton Road, Coventry         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| The Herb Nursery, Main Station, Thistleton, Oakham               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| The Range, Austin Drive, Court House Green, Coventry             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| The Range, Willowbrook Park, Derby Road, Loughborough            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Toolstation, Prince William Road, Loughborough                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Ventura Retail Park, Ventura Park Road, Tamworth                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Waitrose, Lower Leicester Road, Lutterworth                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Waitrose, Springfield Street, Market Harborough                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Weddington Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Whitwick Retail Park, Coalville                                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   |
| Wickes, Belton Road, Loughborough                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wickes, Technology Park, Rugby                                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 0      | 0.8%   |
| Wickes, Weddington Road, Nuneaton                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Woodlands Wholesale Nursery (not Dobbies), Ashby Road, Stapleton | 0.4%  | 4      | 0.7%   | 1      | 3.0%   | 1      | 0.0%   | 0      | 0.0%   |
| <b>Others</b>  |       |        |        |        |        |        |        |        |        |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Internet   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Mail order / catalogue   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| TV shopping  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total  | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| (Don't know / varies / can't remember) | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| (Don't do this type of shopping)       | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| Weighted base:                         | 1096   | 100    | 40     | 29     | 68     | 41     | 66     | 53     | 55     |
| Sample:                                | 1189   | 82     | 81     | 83     | 81     | 72     | 58     | 64     | 69     |

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| <b>Q28 Thinking back before Covid related restrictions were in place, where did you usually buy furniture, carpets and floor coverings?</b> |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| <i>Excl. Nulls &amp; SFT</i>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| <b>Zone 1</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Holliers Walk, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barwell Lane, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, New Buildings, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Burbage Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpet World, Hollier's Walk, Hinckley  | 0.1%  | 1      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Retail Park, Stoke Road, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Town Centre  | 4.1%  | 29     | 33.5%  | 23     | 14.0%  | 4      | 5.3%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| KP Appliances, Oaklands Farm, Higham Lane, Wykin  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Coventry Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Normandy Way, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rugby Road, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Garden Centre, Hinckley Road, Sapcote   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Apex Court, Maple Drive, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Star Carpets, Hawley Road, Hinckley   | 0.4%  | 3      | 2.9%   | 2      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoney Stanton Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Station Yard, Hinckley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Rainbow Way, Burbage, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Sword Drive, Hinckley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 2</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Co-op, Wood Street, Earl Shilton, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Croft Village Centre  | 0.4%  | 3      | 1.9%   | 1      | 1.0%   | 0      | 0.0%   | 0      | 1.7%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Desford Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Earl Shilton Town Centre  | 1.4%  | 10     | 3.8%   | 3      | 21.7%  | 6      | 1.9%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Huncote Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newbold Verdon Village  | 0.5%  | 3      | 0.0%   | 0      | 6.0%   | 2      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thurlaston Garden Centre, Croft Road, Thurlaston  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 3</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Buxton Crescent, Broughton Astley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Broughton Astley Village  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 4.5%   | 1      | 1.0%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Charlie Browns Garden Centre, Dunton Road, Broughton Astley   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Broughton Astley, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Palmers Garden Centre Ullesthorpe, Lutterworth Road, Ullesthorpe  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Box Road, Broughton Astley  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ullesthorpe Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 4</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Brackley Court, Welford Road, Blaby   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attfield's Farm Shop, Narborough Road, Cosby  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blaby Village   | 0.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cherry Lane Glebe, Foston   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Road, Countesthorpe   |       |        |        |        |        |        |        |        |        |
| Cosby Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Countesthorpe Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Fleckney Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Iceland, Johns Court, Blaby   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Keiths Discount Carpets,<br>Oadby Road, Wigston   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Whetstone Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 5</b>   |       |        |        |        |        |        |        |        |        |
| Billesden Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Coles Plant Centre,<br>Uppingham Road,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| East Goscote Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Great Glen Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Houghton on the Hill Village<br>Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Kibworth Village<br>(Beauchamp & Harcourt)  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Parsons Nurseries, Leicester<br>Road, Billesdon   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Queniborough Village<br>Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Thurnby Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wistow Rural Centre,<br>Kibworth Road, Wistow   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Wistow Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 6</b>   |       |        |        |        |        |        |        |        |        |
| Aldi, St Georges Way,<br>Leicester  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Clarendon Park Local Centre   | 0.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   |
| Evington Road District<br>Centre, Leicester   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Green Lane Road, Leicester  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Highfields Local Centre   | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Iceland, Belgrave Gate,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Iceland, St Georges Retail<br>Park, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Leicester City Centre<br>(includes Haymarket,<br>Highcross & Silver Arcade<br>shopping centres) | 14.2% | 100    | 13.7%  | 9      | 14.4%  | 4      | 8.9%   | 2      | 8.1%   |
| Lidl, Burton Street, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| M&S, Gallowtree Gate,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Local, Queens<br>Road, Clarendon Park,<br>Leicester                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore,<br>Humberstone Gate,<br>Leicester                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Spinney Hills Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| St Georges Retail Park,<br>Leicester  | 0.8%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   |
| <b>Zone 7</b>   |       |        |        |        |        |        |        |        |        |
| Al-Shinwari Halal Meat,<br>Evington Valley Road,<br>Leicester                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Chesterfield Road, Leicester  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Daynight Pharmacy,<br>Chesterfield Road,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| East Park Road, Leicester   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Moins Chemist, East Park<br>Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Moroccan Yassine Fruit &<br>Veg, Uppingham Road,<br>Rowlatts Hill                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| North Evington Local Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Rainbow Carpets &<br>Flooring, East Park Road,<br>Leicester                                     | 0.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Rowlands Pharmacy, Ethel  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.



# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Road, Leicester   |       |        |        |        |        |        |        |        |        |
| Samat Chemist, Victoria Road East, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Tesco Metro, Ethel Road, Evington                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Victoria Road East, Leicester                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 8</b>   |       |        |        |        |        |        |        |        |        |
| Asha Pharmacy, The Parkway, Leicester                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Colchester Road, Leicester                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Evington Village (NOT Evington Road, Leicester)                 | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.5%   |
| Hamilton Local Centre, Leicester                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   |
| Humberstone Local Centre, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Rowlatts Hill Local Centre                                      | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   |
| Tesco Extra, Maidenwell Avenue, Hamilton, Leicester             | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.4%   |
| Well Pharmacy, Thurmcourt Road, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Welland Vale Road, Leicester                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Young Thumbby Lodge Gardeners, Somers Road, Leicester           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| <b>Zone 9</b>   |       |        |        |        |        |        |        |        |        |
| Aldi, Fletton Close, Hamilton, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Asda, Exploration Drive, Abbey Lane, Leicester                  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.6%   |
| B&M, Belgrave Road, Belgrave Gate, Leicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Barkby Road, Leicester  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Belgrave Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Belgrave Road / Melton Road District Centre, Leicester          | 1.7%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.0%   |
| Canon Street, Leicester   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Carpetshire, Barkby Road, Leicester                             | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   |
| Colourbank, Crest Rise, Leicester                               | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.2%   |
| Doncaster Road, Leicester                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Empire Industrial Estate, Ulverscroft Road, Leicester           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Floors 2 Go, Abbey Lane, Leicester                              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| FM Furnishers, Melton Road, Leicester                           | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lidl, Gipsy Lane, Leicester                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lidl, Loughborough Road, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Morrisons, Melton Road, Leicester                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Mr Pickford's Pharmacy, Lockerbie Walk, Leicester               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Pennywise Discount Store, Gipsy Lane, Leicester                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| ReUse Shop, Gypsum Close, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Rushey Mead Local Centre, Leicester                             | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Sainsbury's Superstore, Melton Road, Leicester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Screwfix, Empire Industrial Estate, Ulverscroft Road, Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Screwfix, Wenlock Way, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Star Carpets & Furnishings, Melton Road, Leicester              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Troon Industrial Estate,<br>Wenlock Way,<br>Thurmaston                            | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| United Carpets & Beds,<br>Melton Road, Leicester                                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 |
| <b>Zone 10</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Abbey Retail Park, Leicester  | 3.4%  | 24     | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 0      | 0.0%   | 0 | 1.5% | 0 | 7.1% | 3 | 3.7% | 1 | 0.0% | 0 |
| Aldi, Abbey Lane,<br>Humphreys Way,<br>Leicester                                  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Beaumont Shopping<br>Centre, Beaumont Leys                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Astill Lodge Road, Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Devonshire Road,<br>Leicester  | 1.5%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 7.5% | 3 | 4.7% | 2 | 2.2% | 1 |
| Beaumont Leys Town<br>Centre, Leicester   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Beaumont Shopping Centre,<br>Beaumont Leys, Leicester                             | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Belgrave Boulevard,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blackbird Road, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Halfords, St Margaret's Way,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Beaumont Shopping<br>Centre, Beaumont Leys                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mr Pickford's Pharmacy,<br>Norwich Road, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Norris Close, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Parker Drive, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| St Margaret's Retail Park,<br>Devonshire Road,<br>Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Beaumont<br>Shopping Centre,<br>Beaumont Leys, Leicester             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Ravensbridge<br>Drive, Leicester                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 11</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Aylestone Road,<br>Leicester  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aylestone Local Centre,<br>Leicester  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aylestone Park Local Centre,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Eyres Monsell Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Glen Parva Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Knighton Local Centre,<br>Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Saffron Lane, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoneygate Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| United Carpets and Beds,<br>Aylestone Road, Leicester                             | 0.8%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Welford Road, Leicester   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 12</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Woodgate, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Alif Carpets, East Park Road,<br>Leicester  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 3.6% | 1 | 0.0% | 0 |
| Asda, Narborough Road<br>South, Braunstone,<br>Leicester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Braunstone Town Centre<br>Buckminster Road, Leicester                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Colourbank Superstore,<br>Cavendish Road, Leicester                               | 3.5%  | 24     | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0      | 2.0%   | 1 | 7.4% | 2 | 4.0% | 2 | 1.9% | 1 | 7.0% | 3 |
| Evelyn Drive, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fosse Road North, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Freeman's Leisure Park,<br>Aylestone Road, Leicester                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Freemen's Common<br>Household Recycling<br>Centre, Islington Street,<br>Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Freemens Common   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|---|------|---|------|---|------|---|
| Industrial Estate, Leicester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Halfords, Putney Road, Leicester                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hockley Farm Road, Leicester                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Putney Road, Off Welford Road, Leicester    | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Fosse Road North, Leicester                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Upperton Road, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Bloxham Road, Leicester                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks Electrical, King Richards Road, Leicester       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mecca Bingo, Freeman's Park, Leicester                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Michael John Flooring, Narborough Road, Leicester     | 0.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Aylestone Road, Leicester                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Narborough Road District Centre, Leicester            | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| New Parks Local Centre                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Stephenson Drive, Leicester                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Freemans Common, Ealing Road, Leicester     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, New Park Street, Leicester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Commercial Square, Leicester             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Travis Perkins, Commercial Square, Leicester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vision Pharmacy, Narborough Road, Leicester           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westcote Local Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 13</b>  |       |        |        |        |        |        |        |        |        |   |       |   |      |   |      |   |      |   |
| Aldi, Bullhead Street, Wigston                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Leicester Road, Oadby                           | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Bull Head Street, Wigston                        | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.8%   | 2 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Launceston Road, Wigston                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dalkard & Elliott, Aylestone Lane, Wigston, Leicester | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Blaby Road, South Wigston                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Harborough Road, Oadby                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Parade, Oadby                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oadby Town Centre                                     | 1.0%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 10.0% | 3 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 |
| Potters Superstore, Leicester Road, Wigston           | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Bell Street, Wigston          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Glen Road, Oadby              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Chartwell Drive, Wigston                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| South Wigston Local Centre                            | 1.0%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Blaby Road, South Wigston           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Blagby Road, Wigston                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wigston Town Centre                                   | 3.4%  | 24     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 12.1%  | 6 | 6.6%  | 2 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 14</b>  |       |        |        |        |        |        |        |        |        |   |       |   |      |   |      |   |      |   |
| Aldi, Melton Road, Syston                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Anstey Village  | 3.7%  | 26     | 0.0%   | 0      | 3.9%   | 1      | 0.0%   | 0      | 1.7%   | 1 | 2.6%  | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |   |       |   |       |   |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|---|-------|---|-------|---|-------|----|
| Asda, Barkby Thorpe Lane, Thurmaston                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Barrow-upon-Soar Village Centre                                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Costco, Westmoreland Avenue, Thurmaston                            | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Derrys Nurseries, Main Street, Cossington                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Dobbies Garden Centre Leicester, Loughborough Road, Rothley        | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| George Walker, Fosse Way, Syston                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Lingdale Golf Club, Joe Moores Lane, Woodhouse Eaves               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| M&S, (Foodhall), Thorpe Lane, Leicester                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Mountsorrel Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Potters Carpets & Beds, Leicester Road, Anstey, Leicester          | 1.2%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Quorn Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Rothley Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Sibley Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Syston Town Centre   | 1.2%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.4%  | 1 | 0.0%  | 0 | 1.1%  | 0 | 0.0%  | 0  |
| Tesco Metro, Melton Road, Syston                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Thurmaston Shopping Centre, Thurmaston                             | 1.1%  | 8      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0      | 1.0%   | 1  | 1.5%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 2.6%  | 1  |
| Thurmaston Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Waitrose, Granite Way, Mountsorrel                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Wickes, Thurmaston, Leicester                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Woodhouse Eaves Village Centre                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| <b>Zone 15</b>   |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |   |       |    |
| Glenfield Village  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Groby Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Kirby Muxloe Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Morrisons, Station Road, Glenfield                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Palmers Garden Centre Enderby, Saint Johns, Enderby                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Parkem Chemists, Dominion Road, Glenfield, Leicester               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Ratby Village  | 0.7%  | 5      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| <b>Zone 16</b>   |       |        |        |        |        |        |        |        |        |    |       |   |       |   |       |   |       |    |
| Aldi, Meridian Way, Braunstone                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Co-op, Station Road, Narborough, Leicester                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Enderby Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Fosse Shopping Park, Leicester                                     | 28.0% | 198    | 26.9%  | 18     | 24.3%  | 7      | 23.0%  | 5      | 39.9%  | 20 | 14.4% | 4 | 22.5% | 9 | 24.6% | 9 | 42.5% | 17 |
| Grove Farm Triangle, Leicester                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Hawgrip Plant Centre, Seine Lane, Enderby                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Hinckley Road, Leicester   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.9%  | 1 | 0.0%  | 0  |
| Leicester Forest East Village                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| M&S, Fosse Park Shopping Centre, Leicester                         | 1.2%  | 9      | 0.0%   | 0      | 1.8%   | 1      | 1.1%   | 0      | 5.5%   | 3  | 1.5%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Meridian Business Park, Meridian East, Leicester                   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Narborough Village (NOT Narborough Road, Leicester)                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Sainsbury's Superstore, Fosse Park, Grove Farm Triangle, Leicester | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |
| Thorpe Astley Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| <b>Outside Survey Area</b>                                  |       |        |        |        |        |        |        |        |        |
| Abroad  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Airport Retail Park, London Road, Coventry                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Aldi, Adcock Road, Coalville                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Aldi, Allendale Road, Loughborough                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Aldi, Belton Road, Loughborough                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Arena Shopping Park, Rowleys Green, Coventry                | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 0      | 0.0%   |
| Asda, Chamwood Road, Shepshed                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Asda, Newtown Road, Nuneaton                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Attleborough Fields Industrial Estate, Nuneaton             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| B&M, Rockingham Road, Euro Business Park, Market Harborough | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| B&Q, Alvis Retail Park, Coventry                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| B&Q, Brandon Road, Binley Woods, Coventry                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| B&Q, Jubilee Drive, Belton Road, Loughborough               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| B&Q, Leicester Road, Melton Mowbray                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Barwell Village Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Bicester Village, Pingle Drive, Bicester                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Birmingham City Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Birstall Local Centre, Leicester                            | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Bolton Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Carpetright, Bond Street, Nuneaton                          | 0.1%  | 1      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Castle Donnington Town Centre                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Central London  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Chapel St Leonards Village Centre                           | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Coalville Town Centre                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Co-op, Ashby Road, Ibstock                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Coventry City Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 0      | 0.0%   |
| Coventry City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Derby City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Designer Outlet York, St Nicholas Avenue, York              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| DFS, Tamworth Road, Measham, Swadlincote                    | 0.2%  | 1      | 0.0%   | 0      | 4.0%   | 1      | 0.0%   | 0      | 0.0%   |
| Dobbies Garden Centre Stapleton, Ashby Road, Stapleton      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Dobbies Garden Centre, Nuneaton Road, Atherstone            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Downtown Superstore, Gonerby Junction, A1, Grantham         | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Dunelm, Regent Street, Nuneaton                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| East Midlands Designer Outlet, South Normanton              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Elliott's Field Shopping Park, Rugby                        | 0.9%  | 7      | 2.9%   | 2      | 0.0%   | 0      | 10.2%  | 2      | 0.0%   |
| Gates Garden Centre, Somerby Road, Cold Overton, Oakham     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Giant Store, Normanton Car Park, Rutland Water              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Giltbrook Retail Park, Ikea                                 | 0.5%  | 3      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0      | 4.2%   |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Way, Giltbrook   |       |        |        |        |        |        |        |        |        |
| Go Outdoors, Bishop Meadow Road, Loughborough              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Go Outdoors, Coventry Business Park, Canley Road, Coventry | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| High Point Retail Park, Victoria Street North, Grimsby     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Home Bargains, Belton Road West, Loughborough              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Homebase, Canley, Coventry                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Homebase, Springfield Street, Market Harborough            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Hoton Village Centre                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Ibstock Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| IKEA, Croft Road, Coventry                                 | 0.1%  | 1      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| IKEA, Giltbrook, Nottingham                                | 2.9%  | 21     | 0.0%   | 0      | 0.0%   | 0      | 5.3%   | 1      | 0.0%   |
| IKEA, Park Lane, Wednesbury                                | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.2%   |
| Junction One Retail Park, Leicester Road, Rugby            | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 0      | 0.0%   |
| Karpet Kingdom, Bilton Road, Rugby                         | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 0      | 0.0%   |
| Kettering Town Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lidl, Station Avenue, Loughborough                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Loughborough Town Centre                                   | 1.7%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lutterworth Golf Club, Rugby Road, Lutterworth             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Lutterworth Town Centre                                    | 1.0%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 23.7%  | 5      | 3.7%   |
| M&S, (Foodhall), The Rushes, Loughborough                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Market Harborough Town Centre                              | 0.8%  | 6      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   |
| Marks & Spencer, Arena Park, Rowley's Green, Coventry      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Matlock Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   |
| Meadowhall Shopping Centre, Sheffield                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Melton Mowbray Town Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Milton Keynes Town Centre                                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.6%   |
| Miners Welfare Park, Bedworth                              | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Morrisons, Bitteswell Road, Lutterworth                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Morrisons, Gorse Covert Centre, Loughborough               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Morrisons, Rutland Street, Melton Mowbray                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Morrisons, Whitwick Retail Park, Coalville                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Newton Retail Park, Nuneaton                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Northfields Industrial Estate, Peterborough                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Nottingham City Centre                                     | 0.3%  | 2      | 1.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Nuneaton Town Centre                                       | 0.3%  | 2      | 3.5%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Oakham Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Peterborough City Centre                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Pets at Home, Hinckley Road, Walsgrave on Sowe             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Phoenix Parkway Retail Park, Corby                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Ponsford, London Road, Heeley, Sheffield                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Regent Place Retail Park, Loughborough                     | 1.0%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Rockingham Industrial Estate, Rockingham Road,             | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   |

Column %ges.

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|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Market Harborough  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Royal Leamington Spa Town Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Royal Tunbridge Wells Town Centre                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rugby Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Greenclose Lane, Loughborough            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Nottingham Road, Melton Mowbray          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, St. Mary's Place, Market Harborough      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Vicarage Street, Nuneaton                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Skegness Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Solihull Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Springfields Outlet Shopping & Leisure, Camel Gate, Spalding     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stamford Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stapleton Village  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Talent Cricket, Bakewell Road, Loughborough                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Technology Retail Park, Technology Drive, Rugby                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Arena Shopping Park, Rowleys Green, Coventry        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Leicester Street, Bedworth                          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Park Road, Loughborough                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, The Rushes, Loughborough                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Gallagher Retail Park, Stoney Stanton Road, Coventry         | 0.2%  | 1      | 1.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Herb Nursery, Main Station, Thistleton, Oakham               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Range, Austin Drive, Court House Green, Coventry             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Range, Willowbrook Park, Derby Road, Loughborough            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Prince William Road, Loughborough                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ventura Retail Park, Ventura Park Road, Tamworth                 | 0.2%  | 1      | 1.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Lower Leicester Road, Lutterworth                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Springfield Street, Market Harborough                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weddington Local Centre  | 0.2%  | 1      | 1.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whitwick Retail Park, Coalville                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Belton Road, Loughborough                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Technology Park, Rugby                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Weddington Road, Nuneaton                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Woodlands Wholesale Nursery (not Dobbies), Ashby Road, Stapleton | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Others</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mail order / catalogue   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| TV shopping  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|
| (Don't know / varies / can't remember) | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 |
| (Don't do this type of shopping)       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 |
| Weighted base:                         | 708   | 69     | 30     | 20     | 51     | 25     | 41     | 37     | 39     |   |
| Sample:                                | 798   | 58     | 60     | 61     | 62     | 49     | 36     | 43     | 46     |   |

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

**LOCK4 BEFORE any of the Covid lockdowns - how often were you doing non-food shopping online?**

|                         |       |      |       |      |       |      |       |      |       |    |       |    |       |    |       |    |       |    |
|-------------------------|-------|------|-------|------|-------|------|-------|------|-------|----|-------|----|-------|----|-------|----|-------|----|
| 7 days a week           | 0.9%  | 14   | 3.5%  | 4    | 1.0%  | 1    | 0.0%  | 0    | 3.4%  | 3  | 0.0%  | 0  | 1.6%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| 4-6 days a week         | 0.5%  | 8    | 0.0%  | 0    | 0.0%  | 0    | 2.2%  | 1    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  |
| 2-3 days a week         | 6.4%  | 102  | 10.3% | 13   | 4.7%  | 2    | 6.5%  | 2    | 7.8%  | 7  | 3.6%  | 2  | 4.8%  | 6  | 7.1%  | 7  | 2.6%  | 2  |
| One day a week          | 15.4% | 246  | 22.3% | 28   | 15.9% | 8    | 13.9% | 5    | 19.0% | 16 | 26.1% | 16 | 12.8% | 15 | 12.8% | 12 | 14.4% | 12 |
| Every two weeks         | 12.3% | 197  | 8.5%  | 11   | 17.1% | 9    | 17.5% | 6    | 4.2%  | 4  | 8.6%  | 5  | 13.9% | 16 | 8.8%  | 8  | 10.6% | 9  |
| Every three weeks       | 1.8%  | 28   | 0.0%  | 0    | 0.0%  | 0    | 4.4%  | 2    | 1.9%  | 2  | 3.2%  | 2  | 4.8%  | 6  | 5.2%  | 5  | 0.6%  | 1  |
| Monthly                 | 19.6% | 315  | 16.8% | 21   | 22.4% | 12   | 22.4% | 8    | 24.9% | 21 | 25.4% | 15 | 22.2% | 26 | 10.9% | 10 | 20.8% | 18 |
| Once every two months   | 7.8%  | 125  | 12.7% | 16   | 4.1%  | 2    | 13.4% | 5    | 5.9%  | 5  | 7.4%  | 4  | 7.1%  | 8  | 11.5% | 11 | 12.2% | 10 |
| Three-four times a year | 5.0%  | 81   | 4.7%  | 6    | 2.7%  | 1    | 0.7%  | 0    | 2.7%  | 2  | 0.0%  | 0  | 5.3%  | 6  | 10.4% | 10 | 3.9%  | 3  |
| Twice a year            | 3.0%  | 48   | 2.5%  | 3    | 1.2%  | 1    | 2.7%  | 1    | 4.0%  | 3  | 5.4%  | 3  | 4.7%  | 6  | 0.7%  | 1  | 4.9%  | 4  |
| Once a year             | 2.0%  | 32   | 0.5%  | 1    | 0.6%  | 0    | 0.7%  | 0    | 0.6%  | 1  | 2.5%  | 1  | 1.9%  | 2  | 2.7%  | 3  | 2.4%  | 2  |
| Less often              | 2.5%  | 40   | 5.2%  | 7    | 2.5%  | 1    | 1.3%  | 0    | 0.0%  | 0  | 1.3%  | 1  | 2.8%  | 3  | 2.6%  | 2  | 2.9%  | 2  |
| Never                   | 18.2% | 292  | 11.5% | 14   | 25.6% | 13   | 11.3% | 4    | 20.4% | 17 | 13.7% | 8  | 15.6% | 18 | 23.1% | 21 | 22.7% | 19 |
| (Don't know)            | 1.6%  | 25   | 0.0%  | 0    | 0.0%  | 0    | 1.9%  | 1    | 1.1%  | 1  | 1.1%  | 1  | 0.7%  | 1  | 1.4%  | 1  | 0.0%  | 0  |
| (Varies)                | 3.1%  | 49   | 1.6%  | 2    | 2.2%  | 1    | 1.1%  | 0    | 4.0%  | 3  | 1.7%  | 1  | 1.8%  | 2  | 1.9%  | 2  | 2.0%  | 2  |
| Mean:                   | 0.56  | 0.85 | 0.52  | 0.61 | 0.77  | 0.50 | 0.54  | 0.48 | 0.35  |    |       |    |       |    |       |    |       |    |
| Weighted base:          | 1602  | 126  | 52    | 35   | 86    | 60   | 118   | 92   | 84    |    |       |    |       |    |       |    |       |    |
| Sample:                 | 1602  | 100  | 100   | 100  | 100   | 100  | 100   | 100  | 101   |    |       |    |       |    |       |    |       |    |

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

**LOCK5 DURING the Covid lockdowns - how often have you been doing non-food shopping online?**

|                         |       |      |       |      |       |      |       |      |       |    |       |    |       |    |       |    |       |    |
|-------------------------|-------|------|-------|------|-------|------|-------|------|-------|----|-------|----|-------|----|-------|----|-------|----|
| 7 days a week           | 1.0%  | 16   | 3.5%  | 4    | 3.3%  | 2    | 2.5%  | 1    | 3.4%  | 3  | 0.0%  | 0  | 0.4%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| 4-6 days a week         | 3.1%  | 49   | 4.0%  | 5    | 2.1%  | 1    | 5.4%  | 2    | 1.9%  | 2  | 2.3%  | 1  | 0.0%  | 0  | 2.5%  | 2  | 0.6%  | 1  |
| 2-3 days a week         | 12.2% | 196  | 20.0% | 25   | 11.2% | 6    | 13.5% | 5    | 13.6% | 12 | 19.7% | 12 | 9.9%  | 12 | 9.0%  | 8  | 10.7% | 9  |
| One day a week          | 17.5% | 280  | 19.0% | 24   | 31.5% | 17   | 18.0% | 6    | 18.5% | 16 | 20.3% | 12 | 16.9% | 20 | 8.4%  | 8  | 17.9% | 15 |
| Every two weeks         | 12.3% | 197  | 6.2%  | 8    | 11.5% | 6    | 14.7% | 5    | 7.6%  | 7  | 10.2% | 6  | 19.7% | 23 | 11.2% | 10 | 15.0% | 13 |
| Every three weeks       | 4.0%  | 64   | 1.0%  | 1    | 1.9%  | 1    | 7.5%  | 3    | 5.1%  | 4  | 4.2%  | 3  | 7.4%  | 9  | 3.1%  | 3  | 1.8%  | 1  |
| Monthly                 | 14.0% | 225  | 19.5% | 25   | 10.1% | 5    | 18.4% | 6    | 14.1% | 12 | 16.0% | 10 | 10.5% | 12 | 19.0% | 17 | 18.9% | 16 |
| Once every two months   | 5.7%  | 92   | 5.1%  | 6    | 3.7%  | 2    | 1.8%  | 1    | 7.2%  | 6  | 6.9%  | 4  | 2.4%  | 3  | 7.0%  | 6  | 4.1%  | 3  |
| Three-four times a year | 3.0%  | 48   | 3.5%  | 4    | 0.0%  | 0    | 2.0%  | 1    | 1.6%  | 1  | 0.0%  | 0  | 1.2%  | 1  | 5.6%  | 5  | 2.7%  | 2  |
| Twice a year            | 2.3%  | 36   | 4.9%  | 6    | 1.8%  | 1    | 1.3%  | 0    | 1.8%  | 2  | 3.8%  | 2  | 1.7%  | 2  | 1.3%  | 1  | 1.6%  | 1  |
| Once a year             | 1.5%  | 24   | 0.5%  | 1    | 0.0%  | 0    | 0.7%  | 0    | 1.8%  | 2  | 3.3%  | 2  | 3.5%  | 4  | 2.7%  | 3  | 0.0%  | 0  |
| Less often              | 2.8%  | 45   | 0.5%  | 1    | 1.8%  | 1    | 2.0%  | 1    | 0.0%  | 0  | 0.6%  | 0  | 3.8%  | 5  | 9.0%  | 8  | 4.3%  | 4  |
| Never                   | 16.9% | 271  | 10.5% | 13   | 19.4% | 10   | 7.8%  | 3    | 17.7% | 15 | 11.8% | 7  | 18.3% | 22 | 18.4% | 17 | 18.7% | 16 |
| (Don't know)            | 1.2%  | 20   | 0.0%  | 0    | 0.0%  | 0    | 3.4%  | 1    | 4.0%  | 3  | 0.0%  | 0  | 3.1%  | 4  | 0.8%  | 1  | 0.6%  | 1  |
| (Varies)                | 2.5%  | 41   | 1.6%  | 2    | 1.6%  | 1    | 1.1%  | 0    | 1.8%  | 2  | 0.6%  | 0  | 1.2%  | 1  | 1.9%  | 2  | 3.1%  | 3  |
| Mean:                   | 0.86  | 1.26 | 1.05  | 1.17 | 1.02  | 0.94 | 0.63  | 0.59 | 0.64  |    |       |    |       |    |       |    |       |    |
| Weighted base:          | 1602  | 126  | 52    | 35   | 86    | 60   | 118   | 92   | 84    |    |       |    |       |    |       |    |       |    |
| Sample:                 | 1602  | 100  | 100   | 100  | 100   | 100  | 100   | 100  | 101   |    |       |    |       |    |       |    |       |    |

**Meanscore: [More = 1, Same = 0, Less = -1]**

**QD Non-food shopping online DURING lockdown compared to BEFORE lockdown:**

|                       |       |      |       |      |       |      |       |      |       |    |       |    |       |    |       |    |       |    |
|-----------------------|-------|------|-------|------|-------|------|-------|------|-------|----|-------|----|-------|----|-------|----|-------|----|
| More                  | 37.3% | 597  | 41.3% | 52   | 49.2% | 26   | 42.3% | 15   | 43.7% | 37 | 42.7% | 25 | 36.6% | 43 | 25.1% | 23 | 44.4% | 38 |
| Same                  | 45.7% | 733  | 50.6% | 64   | 44.5% | 23   | 49.3% | 17   | 39.6% | 34 | 48.1% | 29 | 40.7% | 48 | 53.6% | 49 | 44.2% | 37 |
| Less                  | 10.8% | 174  | 6.5%  | 8    | 4.1%  | 2    | 3.1%  | 1    | 9.4%  | 8  | 5.8%  | 3  | 16.6% | 20 | 17.1% | 16 | 7.6%  | 6  |
| (Don't know / varies) | 6.1%  | 98   | 1.6%  | 2    | 2.2%  | 1    | 5.2%  | 2    | 7.4%  | 6  | 3.4%  | 2  | 6.1%  | 7  | 4.2%  | 4  | 3.8%  | 3  |
| Mean:                 | 0.28  | 0.35 | 0.46  | 0.41 | 0.37  | 0.38 | 0.21  | 0.08 | 0.38  |    |       |    |       |    |       |    |       |    |
| Weighted base:        | 1602  | 126  | 52    | 35   | 86    | 60   | 118   | 92   | 84    |    |       |    |       |    |       |    |       |    |
| Sample:               | 1602  | 100  | 100   | 100  | 100   | 100  | 100   | 100  | 101   |    |       |    |       |    |       |    |       |    |



Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |      |       |      |       |      |       |      |       |      |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|------|-------|------|-------|------|-------|------|-------|------|
| <b>Meanscore: [Number of times per week]</b>  |       |        |        |        |        |        |        |        |        |      |       |      |       |      |       |      |       |      |
| <b>LOCK6 Once all lockdowns have ended - how often do you think you will be doing non-food shopping online?</b> |       |        |        |        |        |        |        |        |        |      |       |      |       |      |       |      |       |      |
| 7 days a week   | 0.9%  | 15     | 3.5%   | 4      | 1.0%   | 1      | 0.0%   | 0      | 3.4%   | 3    | 0.0%  | 0    | 0.4%  | 0    | 1.4%  | 1    | 0.0%  | 0    |
| 4-6 days a week   | 1.6%  | 25     | 0.9%   | 1      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0    | 1.2%  | 1    | 2.4%  | 3    | 2.5%  | 2    | 0.0%  | 0    |
| 2-3 days a week   | 8.0%  | 128    | 10.1%  | 13     | 3.5%   | 2      | 9.1%   | 3      | 10.5%  | 9    | 11.1% | 7    | 7.2%  | 9    | 6.2%  | 6    | 9.1%  | 8    |
| One day a week  | 15.2% | 243    | 21.6%  | 27     | 17.7%  | 9      | 16.4%  | 6      | 17.3%  | 15   | 22.7% | 14   | 12.8% | 15   | 6.7%  | 6    | 10.3% | 9    |
| Every two weeks   | 12.1% | 194    | 9.0%   | 11     | 15.5%  | 8      | 15.9%  | 6      | 7.9%   | 7    | 9.6%  | 6    | 18.0% | 21   | 11.0% | 10   | 11.7% | 10   |
| Every three weeks   | 2.6%  | 41     | 0.0%   | 0      | 1.9%   | 1      | 5.5%   | 2      | 1.2%   | 1    | 1.7%  | 1    | 2.6%  | 3    | 3.1%  | 3    | 2.6%  | 2    |
| Monthly   | 17.0% | 273    | 15.5%  | 19     | 23.2%  | 12     | 19.4%  | 7      | 18.8%  | 16   | 21.8% | 13   | 18.8% | 22   | 16.7% | 15   | 14.7% | 12   |
| Once every two months   | 6.6%  | 105    | 11.3%  | 14     | 3.2%   | 2      | 8.0%   | 3      | 6.9%   | 6    | 3.4%  | 2    | 3.3%  | 4    | 6.8%  | 6    | 10.3% | 9    |
| Three-four times a year   | 4.5%  | 72     | 4.7%   | 6      | 1.6%   | 1      | 1.8%   | 1      | 3.3%   | 3    | 1.9%  | 1    | 7.8%  | 9    | 7.8%  | 7    | 5.6%  | 5    |
| Twice a year  | 2.6%  | 41     | 1.4%   | 2      | 1.2%   | 1      | 2.0%   | 1      | 1.2%   | 1    | 4.8%  | 3    | 4.0%  | 5    | 1.3%  | 1    | 2.2%  | 2    |
| Once a year   | 1.6%  | 25     | 0.5%   | 1      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0    | 1.2%  | 1    | 0.7%  | 1    | 4.6%  | 4    | 1.2%  | 1    |
| Less often  | 2.2%  | 34     | 0.5%   | 1      | 1.8%   | 1      | 3.5%   | 1      | 0.0%   | 0    | 2.6%  | 2    | 2.8%  | 3    | 2.6%  | 2    | 2.3%  | 2    |
| Never   | 15.9% | 255    | 11.5%  | 14     | 23.6%  | 12     | 9.1%   | 3      | 18.7%  | 16   | 12.2% | 7    | 11.9% | 14   | 18.0% | 17   | 23.1% | 19   |
| (Don't know)  | 5.7%  | 92     | 7.8%   | 10     | 0.6%   | 0      | 6.9%   | 2      | 6.9%   | 6    | 3.4%  | 2    | 6.0%  | 7    | 4.8%  | 4    | 3.6%  | 3    |
| (Varies)  | 3.7%  | 60     | 1.6%   | 2      | 4.3%   | 2      | 1.8%   | 1      | 4.0%   | 3    | 2.4%  | 1    | 1.2%  | 1    | 6.4%  | 6    | 3.1%  | 3    |
| Mean:   |       | 0.69   |        | 0.96   |        | 0.57   |        | 0.61   |        | 0.88 |       | 0.73 |       | 0.67 |       | 0.65 |       | 0.49 |
| Weighted base:  |       | 1602   |        | 126    |        | 52     |        | 35     |        | 86   |       | 60   |       | 118  |       | 92   |       | 84   |
| Sample:   |       | 1602   |        | 100    |        | 100    |        | 100    |        | 100  |       | 100  |       | 100  |       | 100  |       | 101  |

Meanscore: [More = 1, Same = 0, Less = -1]

**QE Non-food shopping online AFTER lockdown compared to DURING lockdown:**

|                       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|-----------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| More                  | 10.1% | 161   | 7.0%  | 9     | 1.6%  | 1     | 3.8%  | 1     | 9.2%  | 8     | 6.5%  | 4     | 20.4% | 24    | 11.7% | 11    | 12.4% | 10    |
| Same                  | 53.2% | 853   | 53.9% | 68    | 58.5% | 31    | 56.7% | 20    | 52.6% | 45    | 56.7% | 34    | 42.8% | 50    | 59.6% | 55    | 48.6% | 41    |
| Less                  | 26.3% | 422   | 29.8% | 37    | 34.9% | 18    | 28.6% | 10    | 27.3% | 23    | 30.9% | 18    | 28.5% | 34    | 16.7% | 15    | 32.3% | 27    |
| (Don't know / varies) | 10.4% | 166   | 9.3%  | 12    | 4.9%  | 3     | 10.9% | 4     | 10.9% | 9     | 5.8%  | 3     | 8.4%  | 10    | 12.1% | 11    | 6.7%  | 6     |
| Mean:                 |       | -0.18 |       | -0.25 |       | -0.35 |       | -0.28 |       | -0.20 |       | -0.26 |       | -0.09 |       | -0.06 |       | -0.21 |
| Weighted base:        |       | 1602  |       | 126   |       | 52    |       | 35    |       | 86    |       | 60    |       | 118   |       | 92    |       | 84    |
| Sample:               |       | 1602  |       | 100   |       | 100   |       | 100   |       | 100   |       | 100   |       | 100   |       | 100   |       | 101   |

Meanscore: [More = 1, Same = 0, Less = -1]

**QF Non-food shopping online AFTER lockdown compared to BEFORE lockdown:**

|                       |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |       |       |      |
|-----------------------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|-------|-------|------|
| More                  | 19.6% | 314  | 11.7% | 15   | 22.1% | 12   | 18.4% | 6    | 20.1% | 17   | 24.4% | 15   | 24.5% | 29   | 13.5% | 12    | 23.7% | 20   |
| Same                  | 58.5% | 937  | 71.5% | 90   | 61.4% | 32   | 66.5% | 23   | 60.4% | 52   | 59.8% | 36   | 53.6% | 63   | 60.6% | 56    | 59.4% | 50   |
| Less                  | 10.6% | 170  | 7.5%  | 9    | 11.5% | 6    | 5.8%  | 2    | 8.0%  | 7    | 9.4%  | 6    | 12.9% | 15   | 14.7% | 13    | 10.1% | 9    |
| (Don't know / varies) | 11.3% | 181  | 9.3%  | 12   | 4.9%  | 3    | 9.4%  | 3    | 11.4% | 10   | 6.4%  | 4    | 9.0%  | 11   | 11.3% | 10    | 6.7%  | 6    |
| Mean:                 |       | 0.10 |       | 0.05 |       | 0.11 |       | 0.14 |       | 0.14 |       | 0.16 |       | 0.13 |       | -0.01 |       | 0.15 |
| Weighted base:        |       | 1602 |       | 126  |       | 52   |       | 35   |       | 86   |       | 60   |       | 118  |       | 92    |       | 84   |
| Sample:               |       | 1602 |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 100   |       | 101  |

**Q29 Now thinking about places you normally visited before any lockdowns - did you normally visit any of the following centres? [MR/PR]**

|  |       |      |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
|--|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Leicester City Centre                                  | 76.3% | 1222 | 69.7% | 88  | 61.0% | 32  | 61.9% | 22  | 73.6% | 63  | 69.5% | 41  | 80.5% | 95  | 83.0% | 76  | 86.8% | 73  |
| Beaumont Leys Town Centre                              | 34.7% | 556  | 13.3% | 17  | 32.4% | 17  | 10.6% | 4   | 9.2%  | 8   | 12.4% | 7   | 25.1% | 30  | 16.9% | 16  | 35.2% | 30  |
| Belgrave Road / Melton Road District Centre, Leicester | 17.4% | 279  | 3.8%  | 5   | 2.5%  | 1   | 3.9%  | 1   | 1.1%  | 1   | 3.4%  | 2   | 29.7% | 35  | 36.4% | 34  | 19.8% | 17  |
| Evington Road District Centre, Leicester               | 10.9% | 174  | 0.5%  | 1   | 0.6%  | 0   | 1.3%  | 0   | 0.0%  | 0   | 6.8%  | 4   | 34.4% | 40  | 60.8% | 56  | 25.4% | 21  |
| Narborough Road District Centre, Leicester             | 12.2% | 196  | 9.3%  | 12  | 5.2%  | 3   | 6.9%  | 2   | 8.6%  | 7   | 5.7%  | 3   | 13.6% | 16  | 8.0%  | 7   | 7.9%  | 7   |
| (Don't visit any of these centres)                     | 12.4% | 199  | 25.4% | 32  | 31.2% | 16  | 35.7% | 13  | 23.0% | 20  | 25.8% | 15  | 3.9%  | 5   | 3.8%  | 3   | 6.1%  | 5   |
| Weighted base:   |       | 1602 |       | 126 |       | 52  |       | 35  |       | 86  |       | 60  |       | 118 |       | 92  |       | 84  |
| Sample:  |       | 1602 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 101 |

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |     |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|-----|-------|----|-------|----|
| <b>Q30 Which of those centres did you visit the most?</b>            |       |        |        |        |        |        |        |        |        |    |       |    |       |     |       |    |       |    |
| <i>Not those that said 'Don't visit any of these centres' at Q29</i> |       |        |        |        |        |        |        |        |        |    |       |    |       |     |       |    |       |    |
| Leicester City Centre  | 67.8% | 951    | 91.3%  | 86     | 77.6%  | 28     | 88.2%  | 20     | 91.5%  | 60 | 90.6% | 40 | 69.7% | 79  | 55.6% | 49 | 77.2% | 61 |
| Beaumont Leys Town Centre  | 18.7% | 263    | 4.5%   | 4      | 20.7%  | 7      | 6.9%   | 2      | 5.6%   | 4  | 7.1%  | 3  | 8.9%  | 10  | 1.3%  | 1  | 10.0% | 8  |
| Belgrave Road / Melton<br>Road District Centre                       | 5.9%  | 82     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.3%  | 1  | 7.9%  | 9   | 7.2%  | 6  | 4.1%  | 3  |
| Evington Road District<br>Centre                                     | 4.3%  | 61     | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 11.0% | 12  | 36.0% | 32 | 8.7%  | 7  |
| Narborough Road District<br>Centre                                   | 3.3%  | 46     | 4.2%   | 4      | 0.9%   | 0      | 4.8%   | 1      | 2.9%   | 2  | 0.0%  | 0  | 2.5%  | 3   | 0.0%  | 0  | 0.0%  | 0  |
| Weighted base:   |       | 1403   |        | 94     |        | 36     |        | 23     |        | 66 |       | 44 |       | 113 |       | 89 |       | 79 |
| Sample:  |       | 1357   |        | 72     |        | 72     |        | 65     |        | 75 |       | 72 |       | 96  |       | 95 |       | 93 |

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q31 What do you like most about (CENTRE MENTIONED AT Q30)? [MR]</b>                |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Not those that said '(Don't visit any of these centres)' at Q29</i>                |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Attractive environment / nice place   | 5.4%  | 76     | 6.7%   | 6      | 2.5%   | 1      | 3.1%   | 1      | 2.2%   | 1  | 12.2% | 5  | 9.3%  | 11 | 7.2%  | 6  | 8.9%  | 7  |
| Clean streets / well maintained   | 2.8%  | 39     | 4.0%   | 4      | 2.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.9%  | 0  | 5.0%  | 6  | 2.0%  | 2  | 3.2%  | 3  |
| Close to home   | 18.8% | 263    | 6.1%   | 6      | 17.1%  | 6      | 2.8%   | 1      | 11.7%  | 8  | 2.6%  | 1  | 25.5% | 29 | 20.1% | 18 | 10.0% | 8  |
| Close to work / en route to work  | 2.9%  | 40     | 2.6%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 7.2%   | 5  | 6.6%  | 3  | 3.5%  | 4  | 1.5%  | 1  | 0.0%  | 0  |
| Easy to get to by bus   | 7.3%  | 102    | 3.3%   | 3      | 3.3%   | 1      | 2.0%   | 0      | 8.1%   | 5  | 0.9%  | 0  | 4.4%  | 5  | 9.7%  | 9  | 14.6% | 12 |
| Easy to get to by car   | 5.8%  | 81     | 9.2%   | 9      | 2.8%   | 1      | 0.0%   | 0      | 0.8%   | 1  | 1.6%  | 1  | 10.9% | 12 | 7.1%  | 6  | 7.0%  | 6  |
| Easy to get to by train   | 0.8%  | 11     | 2.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.8%  | 1  | 2.5%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| Familiar / know where everything is   | 8.9%  | 124    | 6.5%   | 6      | 6.1%   | 2      | 3.9%   | 1      | 4.0%   | 3  | 8.4%  | 4  | 10.0% | 11 | 9.5%  | 8  | 9.5%  | 8  |
| Good cafés / restaurants  | 11.9% | 167    | 22.4%  | 21     | 14.9%  | 5      | 9.5%   | 2      | 15.4%  | 10 | 10.1% | 4  | 9.2%  | 10 | 10.7% | 10 | 12.0% | 10 |
| Good disabled access  | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.5%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Good for a day out  | 2.7%  | 37     | 6.5%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 2.5%   | 2  | 5.6%  | 2  | 5.0%  | 6  | 3.2%  | 3  | 0.0%  | 0  |
| Good for financial services (e.g. banks / building societies)                         | 1.7%  | 24     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1  | 0.0%  | 0  | 4.8%  | 5  | 2.0%  | 2  | 2.1%  | 2  |
| Good layout / shops close together  | 5.7%  | 81     | 2.7%   | 2      | 4.9%   | 2      | 2.8%   | 1      | 4.8%   | 3  | 10.7% | 5  | 7.7%  | 9  | 1.2%  | 1  | 8.2%  | 7  |
| Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc) | 2.4%  | 33     | 5.9%   | 6      | 7.6%   | 3      | 5.6%   | 1      | 3.0%   | 2  | 0.9%  | 0  | 1.6%  | 2  | 1.5%  | 1  | 0.6%  | 1  |
| Good market   | 3.8%  | 53     | 1.4%   | 1      | 2.6%   | 1      | 6.0%   | 1      | 2.8%   | 2  | 3.7%  | 2  | 3.5%  | 4  | 0.9%  | 1  | 4.7%  | 4  |
| Good pubs / bars  | 1.2%  | 17     | 3.6%   | 3      | 0.0%   | 0      | 2.0%   | 0      | 0.0%   | 0  | 1.6%  | 1  | 2.5%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| Good range of other services (e.g. library, hairdresser, vets etc.)                   | 0.7%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.5%  | 2  | 2.3%  | 2  | 0.6%  | 1  |
| Has undercover shopping   | 1.6%  | 22     | 9.4%   | 9      | 0.0%   | 0      | 0.0%   | 0      | 2.5%   | 2  | 0.0%  | 0  | 2.5%  | 3  | 0.0%  | 0  | 2.8%  | 2  |
| Nice atmosphere / friendly people   | 2.6%  | 36     | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 2.8%   | 2  | 0.0%  | 0  | 4.2%  | 5  | 3.7%  | 3  | 0.0%  | 0  |
| Parking - it's cheap  | 0.7%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Parking - it's easy to find a space   | 5.1%  | 72     | 6.4%   | 6      | 9.7%   | 3      | 7.8%   | 2      | 1.5%   | 1  | 5.5%  | 2  | 4.2%  | 5  | 0.8%  | 1  | 3.2%  | 3  |
| Parking - it's free   | 1.7%  | 23     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Quiet / not busy  | 0.8%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Shops - good opening hours / open on Sundays  | 1.6%  | 22     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 4.0%  | 5  | 1.5%  | 1  | 2.5%  | 2  |
| Shops - good range of affordable shops  | 1.7%  | 23     | 2.1%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.5%   | 2  | 0.0%  | 0  | 6.2%  | 7  | 0.0%  | 0  | 0.0%  | 0  |
| Shops - good range of bakers / butchers / greengrocers                                | 1.0%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.4%  | 3  | 1.7%  | 1  | 0.0%  | 0  |
| Shops - good range of clothing shops  | 2.4%  | 34     | 2.7%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.3%  | 1  | 2.9%  | 3  | 0.0%  | 0  | 4.6%  | 4  |
| Shops - good range of 'high street' retailers   | 5.0%  | 70     | 14.4%  | 14     | 0.0%   | 0      | 1.8%   | 0      | 3.5%   | 2  | 3.4%  | 1  | 3.8%  | 4  | 0.5%  | 0  | 6.0%  | 5  |
| Shops - good range of independent shops   | 4.8%  | 67     | 3.5%   | 3      | 4.5%   | 2      | 1.0%   | 0      | 4.3%   | 3  | 0.0%  | 0  | 4.7%  | 5  | 3.0%  | 3  | 5.0%  | 4  |
| Shops - good range of non-food shops generally  | 20.8% | 292    | 31.8%  | 30     | 37.5%  | 14     | 30.9%  | 7      | 17.8%  | 12 | 22.1% | 10 | 16.7% | 19 | 17.6% | 16 | 22.2% | 18 |
| Shops - good range of quality shops   | 1.4%  | 19     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.9%  | 0  | 2.7%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| Shops - good range of supermarkets  | 3.1%  | 44     | 0.0%   | 0      | 7.3%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 1.7%  | 1  | 1.5%  | 2  | 2.0%  | 2  | 4.1%  | 3  |
| Traditional / quaint  | 0.5%  | 8      | 0.7%   | 1      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  |
| Traffic free areas / pedestrianisation  | 1.3%  | 18     | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.5%  | 4  | 0.0%  | 0  | 1.7%  | 1  |
| You can get everything you need there   | 6.3%  | 88     | 1.9%   | 2      | 6.7%   | 2      | 4.0%   | 1      | 2.1%   | 1  | 4.8%  | 2  | 8.8%  | 10 | 12.4% | 11 | 1.7%  | 1  |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Close to school / college / university  | 0.1%  | 2      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  |
| Easy to get to by bus   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 1  |
| Feels safe  | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Good range of activities  | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Good range of cultural food shops   | 1.4%  | 19     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.5%  | 1  | 0.0%  | 0  | 0.5%  | 0  | 0.0%  | 0  |
| Good range of takeaways   | 0.5%  | 7      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.7%  | 1  | 2.4%  | 2  | 2.3%  | 2  |
| Has everything I need   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| High Cross Shopping Centre  | 2.5%  | 35     | 9.6%   | 9      | 1.7%   | 1      | 5.8%   | 1      | 7.6%   | 5  | 6.6%  | 3  | 0.0%  | 0  | 0.5%  | 0  | 1.9%  | 2  |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|                       | Total     | Zone 1 | Zone 2  | Zone 3  | Zone 4   | Zone 5   | Zone 6 | Zone 7  | Zone 8   |
|-----------------------|-----------|--------|---------|---------|----------|----------|--------|---------|----------|
| John Lewis store      | 1.1% 16   | 0.0% 0 | 4.8% 2  | 7.7% 2  | 1.3% 1   | 7.3% 3   | 0.0% 0 | 0.0% 0  | 1.1% 1   |
| Marks & Spencer store | 0.3% 4    | 0.0% 0 | 0.0% 0  | 0.0% 0  | 0.0% 0   | 2.8% 1   | 0.0% 0 | 0.0% 0  | 0.0% 0   |
| Matalan store         | 0.2% 3    | 0.0% 0 | 0.0% 0  | 0.0% 0  | 0.0% 0   | 0.0% 0   | 0.0% 0 | 0.0% 0  | 0.0% 0   |
| Mosque is there       | 0.0% 1    | 0.0% 0 | 0.0% 0  | 0.0% 0  | 0.0% 0   | 0.0% 0   | 0.0% 0 | 0.0% 0  | 0.0% 0   |
| Multicultural         | 0.4% 6    | 1.2% 1 | 0.0% 0  | 0.0% 0  | 1.5% 1   | 0.0% 0   | 0.0% 0 | 2.6% 2  | 0.0% 0   |
| Nice cathedral        | 0.4% 6    | 0.7% 1 | 0.0% 0  | 5.0% 1  | 1.3% 1   | 0.0% 0   | 0.0% 0 | 0.0% 0  | 0.6% 1   |
| Tesco store           | 0.1% 2    | 0.0% 0 | 0.0% 0  | 0.0% 0  | 0.0% 0   | 0.0% 0   | 0.0% 0 | 0.0% 0  | 0.6% 1   |
| Vibrant               | 0.3% 5    | 1.2% 1 | 0.0% 0  | 0.0% 0  | 0.0% 0   | 0.0% 0   | 0.0% 0 | 0.0% 0  | 0.0% 0   |
| Wilko store           | 0.1% 2    | 0.0% 0 | 0.0% 0  | 0.0% 0  | 0.0% 0   | 0.0% 0   | 0.0% 0 | 0.0% 0  | 0.6% 1   |
| (Don't know)          | 0.9% 13   | 0.0% 0 | 0.9% 0  | 0.0% 0  | 1.3% 1   | 0.9% 0   | 0.7% 1 | 0.9% 1  | 2.8% 2   |
| (Nothing)             | 11.8% 166 | 7.3% 7 | 17.1% 6 | 27.3% 6 | 23.9% 16 | 21.6% 10 | 3.7% 4 | 10.2% 9 | 17.6% 14 |
| Weighted base:        | 1403      | 94     | 36      | 23      | 66       | 44       | 113    | 89      | 79       |
| Sample:               | 1357      | 72     | 72      | 65      | 75       | 72       | 96     | 95      | 93       |

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |   |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|---|-------|----|-------|----|-------|----|
| <b>Q32 What do you like least about (CENTRE MENTIONED IN Q30)? [MR]</b>                     |       |        |        |        |        |        |        |        |        |    |       |   |       |    |       |    |       |    |
| <i>Not those that said '(Don't visit any of these centres)' at Q29</i>                      |       |        |        |        |        |        |        |        |        |    |       |   |       |    |       |    |       |    |
| Dirty streets / poorly maintained   | 14.8% | 208    | 10.7%  | 10     | 10.9%  | 4      | 11.6%  | 3      | 35.3%  | 23 | 17.6% | 8 | 10.5% | 12 | 13.6% | 12 | 14.7% | 12 |
| Hard to get to by bus   | 1.6%  | 22     | 2.3%   | 2      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.9%  | 0 | 4.0%  | 5  | 1.5%  | 1  | 1.1%  | 1  |
| Hard to get to by train   | 0.5%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.5%  | 3  | 1.5%  | 1  | 0.0%  | 0  |
| Lack of pedestrianised areas  | 0.5%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.7%  | 1  | 1.5%  | 1  | 0.0%  | 0  |
| Lack of security / don't feel safe  | 5.3%  | 74     | 1.2%   | 1      | 6.1%   | 2      | 9.5%   | 2      | 17.4%  | 11 | 2.5%  | 1 | 5.2%  | 6  | 3.5%  | 3  | 2.5%  | 2  |
| Lack of undercover shopping   | 0.8%  | 11     | 0.0%   | 0      | 0.9%   | 0      | 1.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.5%  | 3  | 0.8%  | 1  | 0.0%  | 0  |
| Needs an update / revamp  | 6.2%  | 86     | 2.6%   | 2      | 9.4%   | 3      | 3.5%   | 1      | 5.9%   | 4  | 9.6%  | 4 | 2.5%  | 3  | 0.0%  | 0  | 11.4% | 9  |
| Not attractive / poor environment   | 6.0%  | 84     | 0.0%   | 0      | 2.5%   | 1      | 0.0%   | 0      | 17.1%  | 11 | 8.8%  | 4 | 8.9%  | 10 | 3.8%  | 3  | 11.3% | 9  |
| Not enough / poor quality cafés / restaurants   | 1.6%  | 22     | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.7%  | 1  | 1.7%  | 2  | 0.0%  | 0  |
| Not enough / poor quality public toilets  | 1.8%  | 25     | 2.7%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.5%  | 3  | 1.5%  | 1  | 3.4%  | 3  |
| Not enough / poor quality pubs / bars   | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  |
| Not enough / poor quality seating areas   | 1.0%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.3%  | 1 | 1.3%  | 1  | 0.0%  | 0  | 2.1%  | 2  |
| Not enough financial services (e.g. banks / building societies)                             | 0.9%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.5%  | 3  | 3.0%  | 3  | 0.0%  | 0  |
| Not enough leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc) | 1.5%  | 20     | 0.0%   | 0      | 2.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 2.8%  | 1 | 2.5%  | 3  | 0.0%  | 0  | 2.1%  | 2  |
| Not enough other services (e.g. library, hairdresser, vets etc.)                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Parking - expensive parking   | 7.4%  | 104    | 12.0%  | 11     | 9.7%   | 4      | 12.5%  | 3      | 6.8%   | 4  | 14.0% | 6 | 6.0%  | 7  | 4.9%  | 4  | 9.5%  | 8  |
| Parking - no free parking   | 3.3%  | 46     | 4.1%   | 4      | 5.1%   | 2      | 0.0%   | 0      | 0.8%   | 1  | 0.0%  | 0 | 0.7%  | 1  | 3.0%  | 3  | 0.0%  | 0  |
| Parking - not enough spaces available   | 5.9%  | 82     | 5.4%   | 5      | 5.1%   | 2      | 5.4%   | 1      | 1.5%   | 1  | 7.6%  | 3 | 4.5%  | 5  | 12.6% | 11 | 9.0%  | 7  |
| Poor atmosphere / unfriendly people   | 2.0%  | 29     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.7%   | 2  | 1.7%  | 1 | 2.5%  | 3  | 0.0%  | 0  | 5.0%  | 4  |
| Poor disabled access  | 0.8%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.3%  | 1  | 3.0%  | 3  | 2.1%  | 2  |
| Poor layout / shops too far apart   | 1.1%  | 16     | 1.4%   | 1      | 1.5%   | 1      | 1.0%   | 0      | 2.9%   | 2  | 2.8%  | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Poor market   | 0.4%  | 5      | 2.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.7%  | 1  | 1.5%  | 1  | 0.0%  | 0  |
| Poor nightlife  | 0.6%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Shops - need longer opening hours / more open on Sundays                                    | 1.4%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 5.0%  | 6  | 2.4%  | 2  | 2.1%  | 2  |
| Shops - need more / better clothes shops  | 1.1%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 2.7%  | 3  | 0.5%  | 0  | 0.0%  | 0  |
| Shops - need more / better range of non-food shops generally                                | 2.3%  | 33     | 0.0%   | 0      | 1.7%   | 1      | 1.8%   | 0      | 3.7%   | 2  | 4.0%  | 2 | 0.7%  | 1  | 0.9%  | 1  | 1.3%  | 1  |
| Shops - need more / better range of supermarkets  | 0.4%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 2.1%  | 2  |
| Shops - need more affordable shops  | 1.5%  | 21     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Shops - need more bakers / butchers / greengrocers  | 0.7%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  |
| Shops - need more 'high street' retailers   | 2.6%  | 36     | 1.9%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.6%   | 2  | 4.3%  | 2 | 1.4%  | 2  | 3.2%  | 3  | 6.8%  | 5  |
| Shops - need more independent shops   | 3.0%  | 42     | 0.0%   | 0      | 2.8%   | 1      | 2.0%   | 0      | 2.9%   | 2  | 6.9%  | 3 | 0.0%  | 0  | 0.5%  | 0  | 1.3%  | 1  |
| Shops - need more quality shops   | 0.9%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 1  | 6.0%  | 3 | 1.3%  | 1  | 0.0%  | 0  | 3.1%  | 2  |
| Too busy / noisy  | 7.4%  | 103    | 7.5%   | 7      | 7.8%   | 3      | 4.0%   | 1      | 7.9%   | 5  | 9.9%  | 4 | 13.7% | 16 | 15.7% | 14 | 9.9%  | 8  |
| Too many betting shops  | 0.8%  | 12     | 0.0%   | 0      | 2.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Too many charity shops  | 0.4%  | 5      | 0.0%   | 0      | 2.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.3%  | 1  | 1.7%  | 2  | 0.0%  | 0  |
| Too many empty shops  | 6.1%  | 85     | 0.0%   | 0      | 0.9%   | 0      | 9.3%   | 2      | 8.9%   | 6  | 8.7%  | 4 | 8.5%  | 10 | 2.6%  | 2  | 3.9%  | 3  |
| Too many takeaways  | 1.2%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 1.3%  | 1  | 7.9%  | 7  | 3.2%  | 3  |
| Traffic congestion  | 3.4%  | 47     | 9.0%   | 8      | 0.9%   | 0      | 5.1%   | 1      | 1.3%   | 1  | 7.5%  | 3 | 7.2%  | 8  | 7.6%  | 7  | 4.6%  | 4  |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Lack of cultural facilities   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Lack of greenery  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Lost it's historical heart  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Money for improvements is   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |     |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|-----|-------|----|-------|----|
| not being spent where it's needed                    |       |        |        |        |        |        |        |        |        |    |       |    |       |     |       |    |       |    |
| Need more information points i.e. an interactive map | 0.2%  | 3      | 2.7%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Not enough activities for children                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Parking - too far away from the shops                | 0.1%  | 2      | 1.4%   | 1      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Poor pavements                                       | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.6%  | 1  |
| Public transport is expensive                        | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Too many beggars / drunks / homeless                 | 2.9%  | 41     | 2.6%   | 2      | 1.7%   | 1      | 3.9%   | 1      | 6.6%   | 4  | 0.0%  | 0  | 1.5%  | 2   | 1.2%  | 1  | 4.1%  | 3  |
| Too many birds                                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Too many clothes shops                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Too many coffee shops / restaurants                  | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 1.1%  | 1  |
| Too many food shops                                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.9%  | 1  | 0.6%  | 1  |
| Too many nailbars                                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Too many pubs / bars                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.5%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Too many roadworks                                   | 0.3%  | 4      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Too many sales people on the streets                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Unsafe cyclists                                      | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know)   | 1.9%  | 27     | 4.1%   | 4      | 0.0%   | 0      | 1.0%   | 0      | 3.4%   | 2  | 0.9%  | 0  | 1.5%  | 2   | 1.5%  | 1  | 1.1%  | 1  |
| (Nothing)  | 36.1% | 507    | 39.0%  | 37     | 55.2%  | 20     | 45.7%  | 10     | 16.0%  | 11 | 25.4% | 11 | 30.0% | 34  | 32.8% | 29 | 30.9% | 25 |
| Weighted base:                                       |       | 1403   |        | 94     |        | 36     |        | 23     |        | 66 |       | 44 |       | 113 |       | 89 |       | 79 |
| Sample:  |       | 1357   |        | 72     |        | 72     |        | 65     |        | 75 |       | 72 |       | 96  |       | 95 |       | 93 |

**Q33 Other than due to lockdowns, why don't you visit these centres? [MR]***Those that said '(Don't visit any of these centres)' at Q29*

|   |       |     |       |    |       |    |       |    |       |    |       |    |       |   |       |   |       |   |
|---|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|---|-------|---|-------|---|
| Expensive car parking                                     | 4.4%  | 9   | 4.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 2.6%  | 1  | 4.7%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Inconveniently located car parking                        | 7.0%  | 14  | 3.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 2.6%  | 1  | 7.2%  | 1  | 0.0%  | 0 | 11.8% | 0 | 0.0%  | 0 |
| Lack of choice and range of food shops                    | 1.4%  | 3   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Lack of choice and range of non-food shops                | 3.1%  | 6   | 4.0%  | 1  | 7.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 4.9%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Not accessible by public transport                        | 3.1%  | 6   | 2.1%  | 1  | 0.0%  | 0  | 1.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Poor choice of leisure facilities (cinema, gym, pubs etc) | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Poor choice of services (hairdressers, banks etc)         | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Poor environmental quality of centre                      | 3.7%  | 7   | 0.0%  | 0  | 3.6%  | 1  | 9.2%  | 1  | 2.6%  | 1  | 6.7%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Too far away from home                                    | 31.6% | 63  | 33.8% | 11 | 26.7% | 4  | 28.9% | 4  | 17.0% | 3  | 44.4% | 7  | 66.2% | 3 | 56.5% | 2 | 43.5% | 2 |
| Too far away from work                                    | 1.0%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 3.2%  | 0  | 4.9%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Traffic congestion  | 5.9%  | 12  | 8.0%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.7%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Other   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Disability / health reasons                               | 1.1%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 3.7%  | 0  | 2.6%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Don't know where they are                                 | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Don't like the city                                       | 2.2%  | 4   | 2.1%  | 1  | 9.2%  | 1  | 0.0%  | 0  | 9.3%  | 2  | 2.5%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Don't feel safe   | 1.8%  | 4   | 0.0%  | 0  | 0.0%  | 0  | 3.6%  | 0  | 4.4%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| No time to go   | 1.0%  | 2   | 0.0%  | 0  | 7.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 16.8% | 1 |
| Overcrowded   | 1.2%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 8.4%  | 2  | 0.0%  | 0  | 17.9% | 1 | 0.0%  | 0 | 0.0%  | 0 |
| Prefer to shop elsewhere                                  | 3.5%  | 7   | 2.1%  | 1  | 3.6%  | 1  | 3.2%  | 0  | 5.2%  | 1  | 6.7%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Prefer to shop locally                                    | 3.5%  | 7   | 8.3%  | 3  | 3.8%  | 1  | 1.9%  | 0  | 5.2%  | 1  | 2.5%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| (Nothing, no reason to visit)                             | 40.1% | 80  | 39.6% | 13 | 45.8% | 7  | 48.6% | 6  | 44.8% | 9  | 32.4% | 5  | 15.9% | 1 | 43.5% | 2 | 29.7% | 2 |
| (Don't know)  | 2.3%  | 5   | 0.0%  | 0  | 0.0%  | 0  | 7.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 9.9%  | 1 |
| Weighted base:  |       | 199 |       | 32 |       | 16 |       | 13 |       | 20 |       | 15 |       | 5 |       | 3 |       | 5 |
| Sample:   |       | 245 |       | 28 |       | 28 |       | 35 |       | 25 |       | 28 |       | 4 |       | 5 |       | 8 |

Weighted:

March 2021

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

Meanscore: [Strongly agree = 5, Agree = 4, Neither agree nor disagree = 3, Disagree = 2, Strongly disagree = 1]

**Q34 Please state whether you agree or disagree that the following would significantly improve Leicester City Centre economically and as a place to live, work, shop & visit. You can state Strongly Agree, Agree, Neither, Disagree or Strongly Disagree. [PR]**

**Better / safer pedestrian and cycle routes**

|                   |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |
|-------------------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| Strongly agree    | 23.2% | 372  | 18.6% | 23   | 16.2% | 8    | 10.8% | 4    | 17.0% | 15   | 23.7% | 14   | 29.5% | 35   | 22.9% | 21   | 30.4% | 26   |
| Slightly agree    | 31.6% | 506  | 32.8% | 41   | 30.1% | 16   | 36.9% | 13   | 29.3% | 25   | 33.3% | 20   | 33.9% | 40   | 40.9% | 38   | 39.9% | 34   |
| Neither           | 16.4% | 263  | 20.7% | 26   | 23.7% | 12   | 23.7% | 8    | 18.6% | 16   | 12.5% | 7    | 10.0% | 12   | 13.6% | 12   | 8.8%  | 7    |
| Slightly disagree | 15.4% | 247  | 16.0% | 20   | 14.8% | 8    | 16.9% | 6    | 16.5% | 14   | 14.5% | 9    | 10.5% | 12   | 11.2% | 10   | 10.5% | 9    |
| Strongly disagree | 6.4%  | 103  | 3.1%  | 4    | 1.2%  | 1    | 0.7%  | 0    | 11.7% | 10   | 6.2%  | 4    | 10.3% | 12   | 6.7%  | 6    | 7.5%  | 6    |
| Don't know        | 7.0%  | 112  | 9.0%  | 11   | 14.0% | 7    | 11.1% | 4    | 6.8%  | 6    | 9.9%  | 6    | 5.9%  | 7    | 4.7%  | 4    | 2.9%  | 2    |
| Mean:             |       | 3.54 |       | 3.53 |       | 3.53 |       | 3.45 |       | 3.25 |       | 3.60 |       | 3.66 |       | 3.65 |       | 3.77 |
| Weighted base:    |       | 1602 |       | 126  |       | 52   |       | 35   |       | 86   |       | 60   |       | 118  |       | 92   |       | 84   |
| Sample:           |       | 1602 |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 101  |

**New youth facility in city centre**

|                   |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |
|-------------------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| Strongly agree    | 18.2% | 291  | 18.8% | 24   | 12.3% | 6    | 11.1% | 4    | 18.9% | 16   | 18.6% | 11   | 25.9% | 31   | 24.0% | 22   | 21.9% | 18   |
| Slightly agree    | 30.6% | 490  | 26.5% | 33   | 26.6% | 14   | 24.0% | 8    | 23.6% | 20   | 33.6% | 20   | 35.7% | 42   | 31.7% | 29   | 31.7% | 27   |
| Neither           | 20.0% | 320  | 25.2% | 32   | 27.1% | 14   | 22.7% | 8    | 18.6% | 16   | 14.0% | 8    | 13.5% | 16   | 20.8% | 19   | 25.8% | 22   |
| Slightly disagree | 12.0% | 192  | 6.9%  | 9    | 13.9% | 7    | 13.9% | 5    | 18.6% | 16   | 13.9% | 8    | 9.5%  | 11   | 13.8% | 13   | 6.4%  | 5    |
| Strongly disagree | 5.1%  | 82   | 2.0%  | 2    | 0.0%  | 0    | 3.3%  | 1    | 6.9%  | 6    | 3.6%  | 2    | 4.3%  | 5    | 0.4%  | 0    | 5.3%  | 4    |
| Don't know        | 14.2% | 227  | 20.6% | 26   | 20.1% | 11   | 25.0% | 9    | 13.4% | 12   | 16.3% | 10   | 11.1% | 13   | 9.2%  | 9    | 9.0%  | 8    |
| Mean:             |       | 3.52 |       | 3.67 |       | 3.47 |       | 3.35 |       | 3.33 |       | 3.59 |       | 3.78 |       | 3.72 |       | 3.64 |
| Weighted base:    |       | 1602 |       | 126  |       | 52   |       | 35   |       | 86   |       | 60   |       | 118  |       | 92   |       | 84   |
| Sample:           |       | 1602 |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 101  |

**New community centre in city centre**

|                   |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |
|-------------------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| Strongly agree    | 15.1% | 242  | 14.0% | 18   | 4.1%  | 2    | 6.8%  | 2    | 15.1% | 13   | 13.9% | 8    | 19.5% | 23   | 25.1% | 23   | 19.3% | 16   |
| Slightly agree    | 26.2% | 420  | 26.6% | 33   | 27.2% | 14   | 26.7% | 9    | 20.9% | 18   | 23.6% | 14   | 32.4% | 38   | 24.5% | 23   | 39.1% | 33   |
| Neither           | 22.2% | 356  | 26.8% | 34   | 28.4% | 15   | 22.3% | 8    | 20.7% | 18   | 20.4% | 12   | 19.3% | 23   | 19.2% | 18   | 18.6% | 16   |
| Slightly disagree | 15.3% | 246  | 5.0%  | 6    | 19.0% | 10   | 18.2% | 6    | 17.6% | 15   | 19.7% | 12   | 13.8% | 16   | 20.4% | 19   | 8.6%  | 7    |
| Strongly disagree | 6.9%  | 111  | 4.5%  | 6    | 1.7%  | 1    | 4.4%  | 2    | 9.1%  | 8    | 5.9%  | 4    | 6.5%  | 8    | 2.9%  | 3    | 7.9%  | 7    |
| Don't know        | 14.2% | 227  | 23.1% | 29   | 19.5% | 10   | 21.5% | 8    | 16.6% | 14   | 16.5% | 10   | 8.5%  | 10   | 7.8%  | 7    | 6.6%  | 6    |
| Mean:             |       | 3.32 |       | 3.53 |       | 3.16 |       | 3.17 |       | 3.19 |       | 3.24 |       | 3.49 |       | 3.53 |       | 3.57 |
| Weighted base:    |       | 1602 |       | 126  |       | 52   |       | 35   |       | 86   |       | 60   |       | 118  |       | 92   |       | 84   |
| Sample:           |       | 1602 |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 101  |

**New education facilities located in city centre**

|                   |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |
|-------------------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| Strongly agree    | 18.0% | 289  | 17.9% | 23   | 13.3% | 7    | 11.3% | 4    | 14.9% | 13   | 12.6% | 7    | 21.6% | 25   | 24.8% | 23   | 27.3% | 23   |
| Slightly agree    | 28.0% | 449  | 28.8% | 36   | 21.9% | 12   | 24.1% | 8    | 23.4% | 20   | 31.8% | 19   | 31.2% | 37   | 37.4% | 34   | 34.0% | 29   |
| Neither           | 19.0% | 304  | 22.1% | 28   | 25.0% | 13   | 18.8% | 7    | 15.7% | 13   | 17.8% | 11   | 15.5% | 18   | 14.3% | 13   | 20.5% | 17   |
| Slightly disagree | 15.5% | 248  | 7.6%  | 10   | 20.8% | 11   | 17.7% | 6    | 21.1% | 18   | 17.5% | 10   | 14.0% | 16   | 10.7% | 10   | 4.8%  | 4    |
| Strongly disagree | 7.5%  | 120  | 3.5%  | 4    | 1.2%  | 1    | 2.5%  | 1    | 11.4% | 10   | 5.4%  | 3    | 8.6%  | 10   | 5.2%  | 5    | 5.3%  | 4    |
| Don't know        | 12.0% | 192  | 20.1% | 25   | 17.8% | 9    | 25.7% | 9    | 13.5% | 12   | 15.0% | 9    | 9.2%  | 11   | 7.7%  | 7    | 8.2%  | 7    |
| Mean:             |       | 3.38 |       | 3.63 |       | 3.31 |       | 3.32 |       | 3.11 |       | 3.34 |       | 3.48 |       | 3.72 |       | 3.80 |
| Weighted base:    |       | 1602 |       | 126  |       | 52   |       | 35   |       | 86   |       | 60   |       | 118  |       | 92   |       | 84   |
| Sample:           |       | 1602 |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 101  |

**A wider variety of leisure uses in the city centre**

|                   |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |
|-------------------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| Strongly agree    | 24.0% | 384  | 27.6% | 35   | 13.4% | 7    | 10.4% | 4    | 21.0% | 18   | 26.0% | 15   | 27.0% | 32   | 25.9% | 24   | 29.7% | 25   |
| Slightly agree    | 36.8% | 590  | 30.1% | 38   | 36.8% | 19   | 31.3% | 11   | 32.9% | 28   | 41.0% | 24   | 39.3% | 46   | 34.5% | 32   | 40.3% | 34   |
| Neither           | 14.6% | 234  | 17.4% | 22   | 20.8% | 11   | 24.2% | 9    | 16.1% | 14   | 10.3% | 6    | 16.6% | 20   | 15.7% | 14   | 15.7% | 13   |
| Slightly disagree | 11.8% | 189  | 9.0%  | 11   | 15.5% | 8    | 11.4% | 4    | 13.8% | 12   | 11.7% | 7    | 11.0% | 13   | 10.8% | 10   | 6.4%  | 5    |
| Strongly disagree | 3.3%  | 53   | 1.6%  | 2    | 0.6%  | 0    | 2.6%  | 1    | 5.6%  | 5    | 1.9%  | 1    | 2.2%  | 3    | 2.9%  | 3    | 1.2%  | 1    |
| Don't know        | 9.5%  | 152  | 14.4% | 18   | 12.9% | 7    | 20.0% | 7    | 10.6% | 9    | 9.1%  | 5    | 3.9%  | 5    | 10.1% | 9    | 6.8%  | 6    |
| Mean:             |       | 3.73 |       | 3.86 |       | 3.54 |       | 3.44 |       | 3.56 |       | 3.85 |       | 3.81 |       | 3.78 |       | 3.97 |
| Weighted base:    |       | 1602 |       | 126  |       | 52   |       | 35   |       | 86   |       | 60   |       | 118  |       | 92   |       | 84   |
| Sample:           |       | 1602 |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 101  |

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |      |       |      |       |      |       |      |       |      |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|------|-------|------|-------|------|-------|------|-------|------|
| <b>More / better places to eat and drink in the city centre</b>  |       |        |        |        |        |        |        |        |        |      |       |      |       |      |       |      |       |      |
| Strongly agree   | 18.1% | 290    | 17.0%  | 21     | 9.8%   | 5      | 5.9%   | 2      | 13.7%  | 12   | 21.4% | 13   | 28.0% | 33   | 24.5% | 23   | 18.0% | 15   |
| Slightly agree   | 28.1% | 451    | 26.7%  | 34     | 33.2%  | 17     | 29.0%  | 10     | 31.4%  | 27   | 30.9% | 18   | 21.1% | 25   | 29.7% | 27   | 24.0% | 20   |
| Neither  | 16.0% | 257    | 20.4%  | 26     | 18.0%  | 9      | 17.6%  | 6      | 13.2%  | 11   | 6.1%  | 4    | 21.2% | 25   | 11.7% | 11   | 21.7% | 18   |
| Slightly disagree  | 20.2% | 323    | 17.7%  | 22     | 20.2%  | 11     | 24.1%  | 8      | 25.9%  | 22   | 22.7% | 14   | 13.1% | 15   | 17.5% | 16   | 20.6% | 17   |
| Strongly disagree  | 9.4%  | 150    | 4.7%   | 6      | 3.9%   | 2      | 4.9%   | 2      | 7.4%   | 6    | 6.6%  | 4    | 13.2% | 16   | 10.1% | 9    | 9.9%  | 8    |
| Don't know   | 8.2%  | 131    | 13.5%  | 17     | 15.0%  | 8      | 18.6%  | 7      | 8.4%   | 7    | 12.3% | 7    | 3.3%  | 4    | 6.5%  | 6    | 5.8%  | 5    |
| Mean:  |       | 3.28   |        | 3.39   |        | 3.29   |        | 3.09   |        | 3.20 |       | 3.43 |       | 3.39 |       | 3.44 |       | 3.21 |
| Weighted base:   |       | 1602   |        | 126    |        | 52     |        | 35     |        | 86   |       | 60   |       | 118  |       | 92   |       | 84   |
| Sample:  |       | 1602   |        | 100    |        | 100    |        | 100    |        | 100  |       | 100  |       | 100  |       | 100  |       | 101  |
| <b>More places to eat and drink outdoors in the city centre</b>  |       |        |        |        |        |        |        |        |        |      |       |      |       |      |       |      |       |      |
| Strongly agree   | 22.7% | 364    | 27.2%  | 34     | 19.5%  | 10     | 9.1%   | 3      | 17.2%  | 15   | 19.6% | 12   | 31.5% | 37   | 28.9% | 27   | 20.8% | 18   |
| Slightly agree   | 35.1% | 563    | 27.6%  | 35     | 33.5%  | 18     | 26.8%  | 9      | 36.2%  | 31   | 41.0% | 24   | 29.8% | 35   | 36.0% | 33   | 38.5% | 33   |
| Neither  | 12.9% | 207    | 14.7%  | 18     | 15.2%  | 8      | 19.6%  | 7      | 10.9%  | 9    | 8.2%  | 5    | 23.2% | 27   | 8.2%  | 8    | 16.9% | 14   |
| Slightly disagree  | 14.2% | 228    | 13.8%  | 17     | 15.2%  | 8      | 20.3%  | 7      | 16.3%  | 14   | 11.9% | 7    | 9.0%  | 11   | 14.4% | 13   | 11.3% | 10   |
| Strongly disagree  | 6.6%  | 105    | 3.8%   | 5      | 1.6%   | 1      | 5.0%   | 2      | 6.9%   | 6    | 6.4%  | 4    | 4.6%  | 5    | 7.4%  | 7    | 7.5%  | 6    |
| Don't know   | 8.4%  | 135    | 13.0%  | 16     | 15.0%  | 8      | 19.2%  | 7      | 12.5%  | 11   | 12.9% | 8    | 1.9%  | 2    | 5.1%  | 5    | 5.0%  | 4    |
| Mean:  |       | 3.58   |        | 3.70   |        | 3.64   |        | 3.18   |        | 3.46 |       | 3.64 |       | 3.76 |       | 3.68 |       | 3.57 |
| Weighted base:   |       | 1602   |        | 126    |        | 52     |        | 35     |        | 86   |       | 60   |       | 118  |       | 92   |       | 84   |
| Sample:  |       | 1602   |        | 100    |        | 100    |        | 100    |        | 100  |       | 100  |       | 100  |       | 100  |       | 101  |
| <b>Improve the city centre environment generally, e.g. seating, flower planters, improved pavements, etc</b> |       |        |        |        |        |        |        |        |        |      |       |      |       |      |       |      |       |      |
| Strongly agree   | 39.1% | 627    | 27.5%  | 35     | 27.1%  | 14     | 22.9%  | 8      | 40.0%  | 34   | 49.6% | 30   | 42.7% | 50   | 36.0% | 33   | 44.0% | 37   |
| Slightly agree   | 34.8% | 558    | 39.2%  | 49     | 40.8%  | 21     | 44.8%  | 16     | 35.8%  | 31   | 31.7% | 19   | 32.3% | 38   | 36.0% | 33   | 30.6% | 26   |
| Neither  | 10.2% | 164    | 15.4%  | 19     | 17.4%  | 9      | 10.7%  | 4      | 5.9%   | 5    | 2.4%  | 1    | 8.3%  | 10   | 10.9% | 10   | 11.2% | 9    |
| Slightly disagree  | 6.2%  | 99     | 6.4%   | 8      | 5.0%   | 3      | 5.3%   | 2      | 9.0%   | 8    | 1.9%  | 1    | 5.7%  | 7    | 6.8%  | 6    | 5.6%  | 5    |
| Strongly disagree  | 3.2%  | 51     | 0.5%   | 1      | 0.6%   | 0      | 1.3%   | 0      | 0.6%   | 1    | 2.8%  | 2    | 7.7%  | 9    | 5.2%  | 5    | 5.1%  | 4    |
| Don't know   | 6.5%  | 104    | 10.9%  | 14     | 9.2%   | 5      | 15.0%  | 5      | 8.7%   | 7    | 11.6% | 7    | 3.3%  | 4    | 5.1%  | 5    | 3.5%  | 3    |
| Mean:  |       | 4.08   |        | 3.97   |        | 3.98   |        | 3.97   |        | 4.16 |       | 4.40 |       | 4.00 |       | 3.96 |       | 4.07 |
| Weighted base:   |       | 1602   |        | 126    |        | 52     |        | 35     |        | 86   |       | 60   |       | 118  |       | 92   |       | 84   |
| Sample:  |       | 1602   |        | 100    |        | 100    |        | 100    |        | 100  |       | 100  |       | 100  |       | 100  |       | 101  |
| <b>Repurpose vacant shops in the city centre to housing / residential developments</b>                       |       |        |        |        |        |        |        |        |        |      |       |      |       |      |       |      |       |      |
| Strongly agree   | 22.1% | 355    | 21.7%  | 27     | 10.8%  | 6      | 18.9%  | 7      | 22.7%  | 19   | 28.7% | 17   | 24.7% | 29   | 20.7% | 19   | 23.5% | 20   |
| Slightly agree   | 29.2% | 468    | 29.2%  | 37     | 34.6%  | 18     | 29.8%  | 11     | 31.6%  | 27   | 33.1% | 20   | 27.3% | 32   | 28.3% | 26   | 34.5% | 29   |
| Neither  | 14.8% | 237    | 17.5%  | 22     | 21.4%  | 11     | 13.2%  | 5      | 10.5%  | 9    | 6.7%  | 4    | 19.7% | 23   | 16.0% | 15   | 7.2%  | 6    |
| Slightly disagree  | 14.2% | 228    | 14.2%  | 18     | 12.4%  | 6      | 12.0%  | 4      | 15.9%  | 14   | 14.1% | 8    | 9.8%  | 12   | 16.5% | 15   | 15.4% | 13   |
| Strongly disagree  | 11.2% | 179    | 6.9%   | 9      | 7.9%   | 4      | 7.2%   | 3      | 7.6%   | 7    | 4.7%  | 3    | 13.8% | 16   | 8.9%  | 8    | 13.4% | 11   |
| Don't know   | 8.5%  | 136    | 10.4%  | 13     | 12.9%  | 7      | 18.9%  | 7      | 11.7%  | 10   | 12.7% | 8    | 4.7%  | 6    | 9.5%  | 9    | 6.0%  | 5    |
| Mean:  |       | 3.40   |        | 3.50   |        | 3.32   |        | 3.51   |        | 3.52 |       | 3.77 |       | 3.41 |       | 3.39 |       | 3.42 |
| Weighted base:   |       | 1602   |        | 126    |        | 52     |        | 35     |        | 86   |       | 60   |       | 118  |       | 92   |       | 84   |
| Sample:  |       | 1602   |        | 100    |        | 100    |        | 100    |        | 100  |       | 100  |       | 100  |       | 100  |       | 101  |
| <b>Improve wi-fi / 5G / digital connectivity for homes, businesses and schools</b>                           |       |        |        |        |        |        |        |        |        |      |       |      |       |      |       |      |       |      |
| Strongly agree   | 27.9% | 446    | 30.4%  | 38     | 19.0%  | 10     | 17.3%  | 6      | 16.8%  | 14   | 32.7% | 19   | 28.6% | 34   | 28.9% | 27   | 35.2% | 30   |
| Slightly agree   | 31.8% | 509    | 31.8%  | 40     | 39.0%  | 20     | 25.0%  | 9      | 38.0%  | 32   | 31.4% | 19   | 30.9% | 36   | 37.5% | 35   | 37.4% | 32   |
| Neither  | 17.8% | 285    | 18.8%  | 24     | 22.1%  | 12     | 24.3%  | 9      | 16.7%  | 14   | 11.0% | 7    | 19.5% | 23   | 11.4% | 11   | 13.3% | 11   |
| Slightly disagree  | 6.9%  | 110    | 6.1%   | 8      | 3.9%   | 2      | 8.1%   | 3      | 3.3%   | 3    | 7.1%  | 4    | 11.4% | 13   | 7.2%  | 7    | 2.9%  | 2    |
| Strongly disagree  | 3.1%  | 49     | 0.0%   | 0      | 1.9%   | 1      | 0.7%   | 0      | 0.6%   | 1    | 2.4%  | 1    | 4.0%  | 5    | 1.4%  | 1    | 2.4%  | 2    |
| Don't know   | 12.6% | 203    | 12.9%  | 16     | 14.0%  | 7      | 24.6%  | 9      | 24.6%  | 21   | 15.4% | 9    | 5.6%  | 7    | 13.6% | 12   | 8.8%  | 7    |
| Mean:  |       | 3.85   |        | 3.99   |        | 3.81   |        | 3.67   |        | 3.89 |       | 4.01 |       | 3.73 |       | 3.99 |       | 4.10 |
| Weighted base:   |       | 1602   |        | 126    |        | 52     |        | 35     |        | 86   |       | 60   |       | 118  |       | 92   |       | 84   |
| Sample:  |       | 1602   |        | 100    |        | 100    |        | 100    |        | 100  |       | 100  |       | 100  |       | 100  |       | 101  |



# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |      |       |      |       |      |       |      |       |      |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|------|-------|------|-------|------|-------|------|-------|------|
| <b>More electric car charging points / stations</b> |       |        |        |        |        |        |        |        |        |      |       |      |       |      |       |      |       |      |
| Strongly agree                                      | 25.0% | 400    | 33.3%  | 42     | 20.3%  | 11     | 15.1%  | 5      | 17.9%  | 15   | 27.9% | 17   | 30.1% | 35   | 21.7% | 20   | 37.1% | 31   |
| Slightly agree                                      | 33.7% | 540    | 32.4%  | 41     | 35.0%  | 18     | 38.6%  | 14     | 37.4%  | 32   | 35.9% | 21   | 32.3% | 38   | 30.4% | 28   | 23.7% | 20   |
| Neither   | 18.0% | 289    | 15.5%  | 20     | 22.3%  | 12     | 18.5%  | 6      | 18.0%  | 15   | 8.5%  | 5    | 15.5% | 18   | 23.8% | 22   | 19.3% | 16   |
| Slightly disagree                                   | 8.3%  | 133    | 6.2%   | 8      | 5.7%   | 3      | 8.0%   | 3      | 9.4%   | 8    | 6.1%  | 4    | 7.1%  | 8    | 6.8%  | 6    | 6.0%  | 5    |
| Strongly disagree                                   | 3.2%  | 51     | 2.7%   | 3      | 0.0%   | 0      | 2.8%   | 1      | 1.7%   | 1    | 5.2%  | 3    | 2.6%  | 3    | 5.9%  | 5    | 4.7%  | 4    |
| Don't know  | 11.8% | 189    | 9.9%   | 12     | 16.7%  | 9      | 17.0%  | 6      | 15.6%  | 13   | 16.5% | 10   | 12.4% | 15   | 11.3% | 10   | 9.2%  | 8    |
| Mean:   |       | 3.78   |        | 3.97   |        | 3.84   |        | 3.66   |        | 3.71 |       | 3.90 |       | 3.92 |       | 3.62 |       | 3.91 |
| Weighted base:                                      |       | 1602   |        | 126    |        | 52     |        | 35     |        | 86   |       | 60   |       | 118  |       | 92   |       | 84   |
| Sample:   |       | 1602   |        | 100    |        | 100    |        | 100    |        | 100  |       | 100  |       | 100  |       | 100  |       | 101  |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |      |       |      |       |      |       |      |       |      |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|------|-------|------|-------|------|-------|------|-------|------|
| <b>Develop routes to relieve city centre congestion and improve traffic flow</b> |       |        |        |        |        |        |        |        |        |      |       |      |       |      |       |      |       |      |
| Strongly agree   | 39.2% | 628    | 49.1%  | 62     | 38.6%  | 20     | 41.3%  | 15     | 27.8%  | 24   | 41.7% | 25   | 46.7% | 55   | 38.3% | 35   | 48.8% | 41   |
| Slightly agree   | 33.1% | 530    | 29.8%  | 38     | 36.2%  | 19     | 31.4%  | 11     | 37.5%  | 32   | 39.1% | 23   | 23.8% | 28   | 36.8% | 34   | 32.0% | 27   |
| Neither  | 10.3% | 165    | 10.8%  | 14     | 12.8%  | 7      | 5.1%   | 2      | 11.5%  | 10   | 4.5%  | 3    | 10.3% | 12   | 5.6%  | 5    | 6.2%  | 5    |
| Slightly disagree  | 5.9%  | 94     | 1.0%   | 1      | 4.3%   | 2      | 2.6%   | 1      | 5.8%   | 5    | 3.6%  | 2    | 7.1%  | 8    | 7.2%  | 7    | 1.2%  | 1    |
| Strongly disagree  | 3.7%  | 59     | 1.4%   | 2      | 0.0%   | 0      | 2.5%   | 1      | 5.3%   | 5    | 1.9%  | 1    | 7.8%  | 9    | 4.8%  | 4    | 5.3%  | 4    |
| Don't know   | 7.9%  | 127    | 7.8%   | 10     | 8.1%   | 4      | 17.0%  | 6      | 12.1%  | 10   | 9.2%  | 5    | 4.2%  | 5    | 7.2%  | 7    | 6.5%  | 6    |
| Mean:  |       | 4.07   |        | 4.35   |        | 4.19   |        | 4.28   |        | 3.87 |       | 4.27 |       | 3.99 |       | 4.04 |       | 4.26 |
| Weighted base:   |       | 1602   |        | 126    |        | 52     |        | 35     |        | 86   |       | 60   |       | 118  |       | 92   |       | 84   |
| Sample:  |       | 1602   |        | 100    |        | 100    |        | 100    |        | 100  |       | 100  |       | 100  |       | 100  |       | 101  |

**Q35 Do you do any of these types of electronic shopping? [MR/PR]**

|   |       |      |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
|---|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Internet shopping                                   | 62.2% | 997  | 59.6% | 75  | 57.4% | 30  | 71.5% | 25  | 60.0% | 51  | 69.2% | 41  | 61.8% | 73  | 51.3% | 47  | 59.5% | 50  |
| Portable internet shopping,<br>through mobile phone | 50.1% | 803  | 62.2% | 78  | 56.1% | 29  | 53.3% | 19  | 44.5% | 38  | 60.3% | 36  | 48.8% | 58  | 47.2% | 43  | 49.7% | 42  |
| TV Shopping   | 5.2%  | 84   | 3.3%  | 4   | 2.1%  | 1   | 1.1%  | 0   | 2.2%  | 2   | 7.2%  | 4   | 5.7%  | 7   | 5.0%  | 5   | 5.4%  | 5   |
| (No)  | 18.1% | 289  | 12.0% | 15  | 20.2% | 11  | 9.9%  | 3   | 23.7% | 20  | 10.3% | 6   | 13.0% | 15  | 23.8% | 22  | 18.3% | 15  |
| Weighted base:                                      |       | 1602 |       | 126 |       | 52  |       | 35  |       | 86  |       | 60  |       | 118 |       | 92  |       | 84  |
| Sample:   |       | 1602 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 101 |

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q36 Which goods or services do you currently purchase via electronic shopping? [MR]</b>                             |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Those that said 'Internet shopping', 'Portable internet shopping, through mobile phone' or 'TV Shopping' at Q35</i> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Baby items   | 1.5%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 0      | 2.5%   | 2  | 3.7%  | 2  | 5.8%  | 6  | 0.0%  | 0  | 7.7%  | 5  |
| Banking / finance / insurance / utilities  | 7.8%  | 102    | 12.1%  | 13     | 5.3%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 2.7%  | 1  | 10.4% | 11 | 1.9%  | 1  | 10.5% | 7  |
| Books  | 36.2% | 475    | 51.1%  | 57     | 25.4%  | 11     | 48.2%  | 15     | 32.1%  | 21 | 52.2% | 28 | 20.6% | 21 | 23.2% | 16 | 42.7% | 29 |
| CDs, DVDs, Vinyl (physical products)   | 21.4% | 281    | 25.4%  | 28     | 8.9%   | 4      | 23.5%  | 7      | 19.6%  | 13 | 32.0% | 17 | 12.3% | 13 | 12.2% | 9  | 21.6% | 15 |
| Cleaning products  | 4.8%  | 62     | 1.8%   | 2      | 1.3%   | 1      | 0.0%   | 0      | 3.7%   | 2  | 0.0%  | 0  | 12.0% | 12 | 1.9%  | 1  | 7.7%  | 5  |
| Clothes / shoes  | 46.9% | 615    | 46.8%  | 52     | 44.9%  | 19     | 37.9%  | 12     | 47.7%  | 31 | 46.1% | 25 | 53.3% | 55 | 41.1% | 29 | 50.9% | 35 |
| Computer / printer accessories   | 8.9%  | 117    | 9.6%   | 11     | 2.0%   | 1      | 0.0%   | 0      | 0.8%   | 1  | 5.4%  | 3  | 14.8% | 15 | 9.8%  | 7  | 15.4% | 11 |
| Console / PC games   | 8.0%  | 106    | 3.5%   | 4      | 5.3%   | 2      | 0.0%   | 0      | 3.8%   | 3  | 0.0%  | 0  | 13.5% | 14 | 9.1%  | 6  | 12.5% | 9  |
| Craft / hobby items (including stationary and cards)   | 14.8% | 194    | 16.6%  | 18     | 10.4%  | 4      | 7.4%   | 2      | 11.3%  | 7  | 16.1% | 9  | 11.0% | 11 | 10.1% | 7  | 18.7% | 13 |
| DIY / hardware goods / tools   | 10.7% | 141    | 5.9%   | 6      | 1.3%   | 1      | 13.9%  | 4      | 7.4%   | 5  | 5.2%  | 3  | 8.1%  | 8  | 10.1% | 7  | 24.2% | 17 |
| Domestic electrical appliances (white goods)   | 20.2% | 265    | 18.8%  | 21     | 5.6%   | 2      | 19.3%  | 6      | 5.3%   | 3  | 23.8% | 13 | 13.7% | 14 | 11.7% | 8  | 26.9% | 19 |
| Downloadable content (e.g. music / movies / tv / games / apps)   | 8.0%  | 105    | 8.6%   | 9      | 9.3%   | 4      | 2.7%   | 1      | 6.3%   | 4  | 6.2%  | 3  | 5.8%  | 6  | 4.9%  | 3  | 8.4%  | 6  |
| Food / groceries / alcohol / coffee pods (not takeaways)   | 22.9% | 301    | 25.5%  | 28     | 49.1%  | 21     | 29.3%  | 9      | 16.9%  | 11 | 24.3% | 13 | 19.2% | 20 | 13.1% | 9  | 22.6% | 16 |
| Furniture / soft furnishings / floor coverings   | 13.6% | 179    | 11.9%  | 13     | 14.6%  | 6      | 5.3%   | 2      | 21.0%  | 14 | 11.0% | 6  | 3.8%  | 4  | 7.5%  | 5  | 16.1% | 11 |
| Garden items / flowers / plants  | 8.2%  | 108    | 5.7%   | 6      | 5.0%   | 2      | 3.7%   | 1      | 11.3%  | 7  | 7.8%  | 4  | 3.6%  | 4  | 4.9%  | 3  | 15.7% | 11 |
| Gifts  | 15.5% | 203    | 18.0%  | 20     | 19.2%  | 8      | 5.6%   | 2      | 12.8%  | 8  | 9.7%  | 5  | 10.7% | 11 | 9.1%  | 6  | 13.1% | 9  |
| Health / beauty / chemist goods (includes PPE)   | 15.0% | 197    | 19.2%  | 21     | 7.0%   | 3      | 10.1%  | 3      | 7.4%   | 5  | 17.8% | 10 | 10.2% | 10 | 13.3% | 9  | 18.5% | 13 |
| Holiday and / or Travel / Event Tickets  | 7.2%  | 95     | 13.1%  | 15     | 0.0%   | 0      | 0.7%   | 0      | 2.1%   | 1  | 4.1%  | 2  | 3.8%  | 4  | 3.8%  | 3  | 3.9%  | 3  |
| Jewellery  | 5.8%  | 76     | 2.3%   | 3      | 3.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 5.1%  | 3  | 10.5% | 11 | 11.3% | 8  | 2.4%  | 2  |
| Mobile phone / tablet / pad accessories  | 8.6%  | 113    | 6.3%   | 7      | 5.3%   | 2      | 1.4%   | 0      | 2.3%   | 1  | 3.7%  | 2  | 14.5% | 15 | 1.9%  | 1  | 10.1% | 7  |
| Musical instruments / accessories  | 1.1%  | 14     | 2.3%   | 3      | 2.7%   | 1      | 0.0%   | 0      | 1.3%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 1  | 3.2%  | 2  |
| Pet food / products  | 5.9%  | 77     | 5.3%   | 6      | 10.4%  | 4      | 6.9%   | 2      | 3.6%   | 2  | 2.1%  | 1  | 5.0%  | 5  | 0.0%  | 0  | 5.3%  | 4  |
| Photographs  | 2.6%  | 34     | 2.3%   | 3      | 2.4%   | 1      | 1.3%   | 0      | 0.0%   | 0  | 2.3%  | 1  | 5.2%  | 5  | 1.9%  | 1  | 2.4%  | 2  |
| Small electrical items (e.g. kettles / toasters / hairdryers etc)  | 20.6% | 270    | 19.4%  | 22     | 8.8%   | 4      | 22.5%  | 7      | 20.4%  | 13 | 25.5% | 14 | 11.9% | 12 | 13.6% | 10 | 24.5% | 17 |
| Small household goods  | 17.4% | 228    | 15.5%  | 17     | 20.2%  | 8      | 17.3%  | 5      | 8.3%   | 5  | 13.8% | 7  | 13.7% | 14 | 15.4% | 11 | 17.5% | 12 |
| Sports goods (includes fishing & cycling items)  | 5.8%  | 76     | 14.5%  | 16     | 5.3%   | 2      | 11.6%  | 4      | 0.0%   | 0  | 9.5%  | 5  | 2.8%  | 3  | 0.0%  | 0  | 2.7%  | 2  |
| Takeaway food  | 8.0%  | 104    | 9.8%   | 11     | 5.3%   | 2      | 0.0%   | 0      | 3.8%   | 3  | 1.4%  | 1  | 15.7% | 16 | 4.1%  | 3  | 4.9%  | 3  |
| Toys   | 9.1%  | 120    | 11.0%  | 12     | 12.3%  | 5      | 5.5%   | 2      | 11.2%  | 7  | 5.6%  | 3  | 8.6%  | 9  | 10.8% | 8  | 8.3%  | 6  |
| TVs, Hi-Fi's, computers  | 14.2% | 186    | 14.9%  | 16     | 3.6%   | 2      | 16.2%  | 5      | 7.5%   | 5  | 22.5% | 12 | 9.1%  | 9  | 16.0% | 11 | 13.1% | 9  |
| Vehicle parts  | 1.6%  | 22     | 1.2%   | 1      | 0.0%   | 0      | 1.3%   | 0      | 2.8%   | 2  | 1.2%  | 1  | 0.0%  | 0  | 2.2%  | 2  | 1.3%  | 1  |
| Vehicles   | 0.6%  | 8      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 2  | 0.0%  | 0  |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Antiques   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Batteries  | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Postage stamps   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Vape products  | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know)   | 1.6%  | 20     | 1.2%   | 1      | 2.7%   | 1      | 2.7%   | 1      | 3.8%   | 3  | 0.0%  | 0  | 1.4%  | 1  | 1.2%  | 1  | 0.0%  | 0  |
| (Nothing / Nothing else)   | 1.4%  | 18     | 0.6%   | 1      | 0.0%   | 0      | 2.8%   | 1      | 0.8%   | 1  | 1.4%  | 1  | 0.0%  | 0  | 1.0%  | 1  | 2.8%  | 2  |
| Weighted base:   | 1313  |        | 111    |        | 42     |        | 32     |        | 65     |    | 53    |    | 103   |    | 70    |    | 69    |    |
| Sample:  | 1238  |        | 84     |        | 72     |        | 88     |        | 76     |    | 89    |    | 82    |    | 71    |    | 76    |    |

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |     |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|-----|-------|----|-------|----|
| <b>Q37 For your last electronic shopping order, how did you receive your goods?</b>                                    |       |        |        |        |        |        |        |        |        |    |       |    |       |     |       |    |       |    |
| <i>Those that said 'Internet shopping', 'Portable internet shopping, through mobile phone' or 'TV Shopping' at Q35</i> |       |        |        |        |        |        |        |        |        |    |       |    |       |     |       |    |       |    |
| Home delivery  | 87.1% | 1144   | 89.5%  | 99     | 92.7%  | 39     | 92.5%  | 29     | 93.1%  | 61 | 91.9% | 49 | 83.0% | 85  | 82.3% | 58 | 89.7% | 62 |
| Delivery to place of work  | 2.0%  | 27     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.4%  | 1  | 1.4%  | 1   | 3.0%  | 2  | 0.0%  | 0  |
| Collection at store  | 6.2%  | 82     | 5.1%   | 6      | 4.1%   | 2      | 0.7%   | 0      | 2.6%   | 2  | 5.4%  | 3  | 7.9%  | 8   | 11.3% | 8  | 3.6%  | 2  |
| Collection at click and collect hub  | 1.6%  | 21     | 2.0%   | 2      | 2.4%   | 1      | 2.4%   | 1      | 1.3%   | 1  | 0.0%  | 0  | 5.0%  | 5   | 1.1%  | 1  | 3.2%  | 2  |
| Collection at other location   | 0.8%  | 11     | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.7%  | 0  | 1.4%  | 1   | 0.0%  | 0  | 0.0%  | 0  |
| Downloaded   | 0.7%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies)  | 1.4%  | 19     | 2.3%   | 3      | 0.7%   | 0      | 2.4%   | 1      | 3.0%   | 2  | 0.7%  | 0  | 1.4%  | 1   | 2.2%  | 2  | 3.6%  | 2  |
| Weighted base:   |       | 1313   |        | 111    |        | 42     |        | 32     |        | 65 |       | 53 |       | 103 |       | 70 |       | 69 |
| Sample:  |       | 1238   |        | 84     |        | 72     |        | 88     |        | 76 |       | 89 |       | 82  |       | 71 |       | 76 |

**Q38 Which of these leisure activities did you participate in before the lockdowns? [MR/PR]**

|  |       |      |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
|--|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Indoor sports or health and fitness activity                                     | 32.0% | 512  | 39.9% | 50  | 28.4% | 15  | 32.6% | 11  | 31.8% | 27  | 27.5% | 16  | 38.9% | 46  | 24.2% | 22  | 27.2% | 23  |
| Cinema   | 56.1% | 899  | 57.4% | 72  | 48.3% | 25  | 57.2% | 20  | 54.2% | 46  | 53.2% | 32  | 58.3% | 69  | 52.8% | 49  | 51.8% | 44  |
| Restaurant   | 76.4% | 1223 | 85.4% | 107 | 73.1% | 38  | 80.2% | 28  | 79.1% | 68  | 76.0% | 45  | 70.6% | 83  | 66.2% | 61  | 73.7% | 62  |
| Pub / bars / nightclubs  | 52.5% | 840  | 66.7% | 84  | 59.5% | 31  | 66.3% | 23  | 58.6% | 50  | 49.1% | 29  | 34.3% | 40  | 33.0% | 30  | 47.2% | 40  |
| Ten pin bowling  | 26.8% | 429  | 28.9% | 36  | 28.1% | 15  | 28.3% | 10  | 17.9% | 15  | 21.6% | 13  | 30.0% | 35  | 28.4% | 26  | 18.6% | 16  |
| Bingo  | 7.0%  | 113  | 5.3%  | 7   | 4.5%  | 2   | 4.6%  | 2   | 6.3%  | 5   | 4.4%  | 3   | 5.5%  | 7   | 7.0%  | 6   | 8.2%  | 7   |
| Theatres / concert halls / museums / art galleries and other cultural facilities | 50.7% | 813  | 65.0% | 82  | 55.7% | 29  | 62.1% | 22  | 63.5% | 54  | 66.9% | 40  | 30.5% | 36  | 28.1% | 26  | 53.2% | 45  |
| Casino   | 4.7%  | 75   | 6.5%  | 8   | 1.1%  | 1   | 1.1%  | 0   | 1.1%  | 1   | 2.7%  | 2   | 5.7%  | 7   | 4.4%  | 4   | 3.0%  | 3   |
| Organised outdoor events / specialist markets in centres                         | 39.9% | 638  | 49.6% | 62  | 46.4% | 24  | 47.7% | 17  | 40.6% | 35  | 49.6% | 30  | 26.8% | 32  | 30.3% | 28  | 36.4% | 31  |
| (None mentioned)   | 10.4% | 166  | 3.6%  | 5   | 10.6% | 6   | 7.6%  | 3   | 12.7% | 11  | 11.2% | 7   | 6.3%  | 7   | 12.5% | 12  | 13.5% | 11  |
| Weighted base:   |       | 1602 |       | 126 |       | 52  |       | 35  |       | 86  |       | 60  |       | 118 |       | 92  |       | 84  |
| Sample:  |       | 1602 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 101 |

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |       |   |       |   |       |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|-------|---|-------|---|-------|---|
| <b>Q39 Which centre / facility did you last visit for an indoor sports / health and fitness activity?</b> |       |        |        |        |        |        |        |        |        |   |      |   |       |   |       |   |       |   |
| <i>Those that said 'Indoor sports or health and fitness activity' at Q38 AND Excl. Nulls &amp; SFT</i>    |       |        |        |        |        |        |        |        |        |   |      |   |       |   |       |   |       |   |
| <b>Zone 1</b>   |       |        |        |        |        |        |        |        |        |   |      |   |       |   |       |   |       |   |
| Burbage Village   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Empire Fitness, Druid Street, Hinckley  | 1.0%  | 5      | 10.3%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Fields Health & Fitness Club, Wheatfield Way, Hinckley  | 0.3%  | 1      | 2.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Hinckley Leisure Centre (Everyone Active), Hinckley   | 5.1%  | 23     | 41.6%  | 19     | 28.2%  | 4      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Hinckley Rugby Club, Leicester Road, Hinckley   | 0.1%  | 0      | 0.0%   | 0      | 2.1%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Hinckley Squash & Racketball Club, Maple Drive, Hinckley  | 0.2%  | 1      | 2.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Hinckley Town Centre  | 0.4%  | 2      | 1.5%   | 1      | 8.0%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Places Gym, Station Road, Hinckley  | 0.7%  | 3      | 7.0%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Romans Health And Leisure Spa, Sketchley Grange Hotel, Hinckley   | 1.6%  | 7      | 15.0%  | 7      | 2.1%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Stoney Stanton Village  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 2</b>   |       |        |        |        |        |        |        |        |        |   |      |   |       |   |       |   |       |   |
| Desford Village Centre  | 0.1%  | 0      | 0.0%   | 0      | 2.1%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Earl Shilton Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 3.5%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Elmsthorpe Village Hall, Wilkinson Lane, Elmsthorpe, Leicester  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Huncote Leisure Centre, Huncote   | 0.8%  | 4      | 3.9%   | 2      | 3.5%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Sport in Desford, Peckleton Lane, Desford   | 0.2%  | 1      | 0.0%   | 0      | 2.1%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 3</b>   |       |        |        |        |        |        |        |        |        |   |      |   |       |   |       |   |       |   |
| Broughton Astley Village  | 1.3%  | 6      | 5.5%   | 3      | 0.0%   | 0      | 31.1%  | 3      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Ullesthorpe Hotel & Golf Club, Frolesworth Road, Ullesthorpe  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 5.7%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Ullesthorpe Village   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 5.7%   | 1      | 3.4%   | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 4</b>   |       |        |        |        |        |        |        |        |        |   |      |   |       |   |       |   |       |   |
| Blaby Village   | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.8%   | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Cosby Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.8%   | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Countesthorpe Village   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.4%   | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Whetstone Village   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.4%   | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 5</b>   |       |        |        |        |        |        |        |        |        |   |      |   |       |   |       |   |       |   |
| Great Glen Village  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 4.1% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Kibworth Village (Beauchamp & Harcourt)   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 7.9% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 6</b>   |       |        |        |        |        |        |        |        |        |   |      |   |       |   |       |   |       |   |
| Active Wesley Hall, Hartington Road, Leicester  | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 5.1%  | 2 | 0.0%  | 0 | 0.0%  | 0 |
| Danielle Brown Sports Centre, University of Leicester, Leicester  | 0.9%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 4.6% | 1 | 3.6%  | 1 | 0.0%  | 0 | 3.9%  | 1 |
| Everlast Fitness, Halford Street, Leicester   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 4.3%  | 1 | 0.0%  | 0 | 0.0%  | 0 |
| Evington Road District Centre, Leicester  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 4.3%  | 1 | 0.0%  | 0 | 0.0%  | 0 |
| Highfields Centre, Melbourne Road, Leicester  | 0.7%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 9.4%  | 3 | 0.0%  | 0 | 0.0%  | 0 |
| Highfields Local Centre   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 5.1%  | 2 | 0.0%  | 0 | 0.0%  | 0 |
| Leicester City Centre   | 2.8%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.4%   | 1 | 0.0% | 0 | 13.0% | 4 | 3.9%  | 1 | 3.9%  | 1 |
| Morningside Arena, Charter Street, Leicester  | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 7.5%   | 2 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| PureGym, St Georges Way, Leicester  | 4.0%  | 18     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 12.7% | 3 | 20.4% | 5 |
| Spence Street Sports Centre (Leicester Council Leisure Centre), Leicester                                 | 2.1%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 12.4% | 4 | 17.0% | 4 | 2.3%  | 1 |
| The Gym, High Cross, Leicester  | 2.3%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 7.6%  | 2 | 0.0%  | 0 | 7.6%  | 2 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |       |   |       |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|-------|---|-------|---|
| Victoria Park, Granville Road, Leicester                                      | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.3% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Wyggeston and Queen Elizabeth I College, University Road, Leicester           | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 7.5%   | 2 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 7</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |       |   |       |   |
| S&S Fitness, Gwendolen Road, Leicester  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 6.3%  | 1 | 0.0%  | 0 |
| Sugar's Gym, Elizabeth Street, Leicester                                      | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 8</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |       |   |       |   |
| Evington Leisure Centre (Leicester Council Leisure Centre), Leicester         | 2.5%  | 12     | 0.0%   | 0      | 2.1%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.4% | 0 | 0.0% | 0 | 29.0% | 6 | 16.5% | 4 |
| Evington Village (NOT Evington Road, Leicester)                               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 2.3%  | 1 |
| Judgemeadow Community College, Marydene Drive, Evington, Leicester            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 4.1% | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 9</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |       |   |       |   |
| BAPS Shri Swaminarayan Mandir, Gipsy Lane, Leicester                          | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Belgrave Road / Melton Road District Centre, Leicester                        | 0.8%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Cossington Street Sports Centre (Leicester Council Leisure Centre), Leicester | 0.9%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 6.3%  | 1 | 4.5%  | 1 |
| Peepul Centre, Orchardson Avenue, Leicester                                   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| The Engine Room, Troon Way Business Centre, Humberstone Lane, Leicester       | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.5% | 1 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 10</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |       |   |       |   |
| Abbey Retail Park, Leicester  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Beaumont Leys Town Centre, Leicester  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Beaumont Shopping Centre, Beaumont Leys, Leicester                            | 1.4%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 4.3% | 1 | 0.0%  | 0 | 7.6%  | 2 |
| Leicester Leys Leisure Centre (Leicester Council Leisure Centre), Leicester   | 0.7%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 1.9%  | 0 | 2.3%  | 1 |
| Nuffield Health & Fitness, 1 Byford Way, Leicester                            | 4.1%  | 19     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 2.3%  | 1 |
| <b>Zone 11</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |       |   |       |   |
| Aylestone Leisure Centre (Leicester Council Leisure Centre), Leicester        | 2.4%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 3.7%  | 1 | 3.9%  | 1 |
| The Leicestershire Tennis & Squash Club, Westernhay Road, Leicester           | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 4.1% | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| The Roger Bettles Sport Centre, Oadby Student Village                         | 0.8%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 4.6% | 1 | 0.0% | 0 | 1.9%  | 0 | 0.0%  | 0 |
| <b>Zone 12</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |       |   |       |   |
| Abbey Sports & Leisure, Slater Street, Frog Island, Leicester                 | 1.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 6.9% | 2 | 3.3%  | 1 | 2.3%  | 1 |
| Bannatyne Health Club, Welford Road, Leicester                                | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Braunstone Leisure Centre (Leicester Council Leisure Centre), Braunstone      | 5.4%  | 25     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| CrossFit LE3, The Store Room, Foxholes Road, Leicester                        | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| De Montfort University, Duns Lane, Leicester                                  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Leicester Indoor Bowls & Social Club, Slater Street, Leicester                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Leicester Sports Centre,  | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|---|------|---|------|---|------|---|
| Commercial Square,<br>Leicester  |       |        |        |        |        |        |        |        |        |   |       |   |      |   |      |   |      |   |
| New Parks Leisure Centre<br>(Leicester Council Leisure<br>Centre), Leicester | 1.0%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Premier Inn, Braunstone<br>Lane East, Leicester                              | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| PureGym, Walnut Street,<br>Leicester   | 1.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 7.4% | 2 | 0.0% | 0 |
| Saffron Lane Athletics<br>Stadium, Saffron Lane,<br>Leicester                | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Gym, Aylestone Road,<br>Leicester  | 1.0%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.8%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 13</b>   |       |        |        |        |        |        |        |        |        |   |       |   |      |   |      |   |      |   |
| Dance Activate, Wigston<br>College, Station Road,<br>Wigston                 | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evolution Fitness Gym,<br>Mandervell Road, Oadby                             | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 6.3% | 1 | 0.0% | 0 |
| Oadby Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 4.8%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Parklands Leisure Centre<br>(Everyone Active), Oadby                         | 7.1%  | 33     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 24.9%  | 6 | 26.8% | 4 | 7.3% | 2 | 0.0% | 0 | 6.3% | 1 |
| Respect Fitness, Kenilworth<br>Drive, Oadby, Leicester                       | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| South Wigston Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Fitness Bank, Cornwall<br>Road, Wigston                                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Salvation Army<br>Conference Centre,<br>Ladysmith Road, Wigston          | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Unique Physique, Belvoir<br>House, Paddock Street,<br>Wigston                | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.8%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wigston Pool & Fitness<br>Centre, Station Road,<br>Wigston                   | 3.1%  | 14     | 0.0%   | 0      | 4.0%   | 1      | 0.0%   | 0      | 9.6%   | 2 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 14</b>   |       |        |        |        |        |        |        |        |        |   |       |   |      |   |      |   |      |   |
| Anstey Village   | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birstall Watermead Tennis<br>Club, Birstall Road,<br>Birstall                | 0.8%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sibley Village   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 9.2%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Soar Valley Leisure Centre,<br>Kingfisher Road,<br>Mountsorrel               | 4.0%  | 18     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| South Chamwood Leisure<br>Centre, Parkstone Road,<br>Syston                  | 1.2%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 4.1%  | 1 | 0.0% | 0 | 0.0% | 0 | 9.1% | 2 |
| <b>Zone 15</b>   |       |        |        |        |        |        |        |        |        |   |       |   |      |   |      |   |      |   |
| Brookvale Groby Learning<br>Campus, Ratby Road,<br>Groby                     | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kirby Muxloe Village   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 16</b>   |       |        |        |        |        |        |        |        |        |   |       |   |      |   |      |   |      |   |
| David Lloyd Leisure, Carlton<br>Park, Narborough                             | 2.3%  | 11     | 5.5%   | 3      | 10.1%  | 1      | 0.0%   | 0      | 6.7%   | 2 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| David Lloyd Leisure,<br>Meridian Leisure Park,<br>Leicester                  | 5.1%  | 24     | 0.0%   | 0      | 0.0%   | 0      | 10.9%  | 1      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Enderby Leisure & Golf<br>Centre (Everyone Active),<br>Enderby               | 4.4%  | 20     | 0.0%   | 0      | 8.2%   | 1      | 0.0%   | 0      | 11.1%  | 3 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Enderby Village Institute,<br>Cross Street, Enderby                          | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fosse Shopping Park,<br>Leicester  | 0.5%  | 2      | 0.0%   | 0      | 4.0%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Leicester Forest East Village  | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Living Well Leicester,<br>Junction Approach,<br>Leicester                    | 1.3%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Narborough Village (NOT<br>Narborough Road,<br>Leicester)                    | 0.2%  | 1      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |    |       |    |      |    |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|----|-------|----|------|----|------|---|
| <b>Outside Survey Area</b>  |       |        |        |        |        |        |        |        |        |    |      |    |       |    |      |    |      |   |
| Abroad  | 1.9%  | 9      | 0.0%   | 0      | 6.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 13.0% | 4  | 0.0% | 0  | 0.0% | 0 |
| Barnsdale Country Club,<br>Stamford Road, Oakham                      | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.6% | 1  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Barwell Constitutional Club,<br>Chapel Street, Barwell,<br>Leicester  | 0.1%  | 1      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Birstall Local Centre,<br>Leicester                                   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Central London  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Harborough Leisure Centre,<br>Northampton Road,<br>Market Harborough  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.8% | 1  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Junction One Retail Park,<br>Leicester Road, Rugby                    | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Loughborough Leisure<br>Centre, Browns Lane,<br>Loughborough          | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 2.3% | 1 |
| Loughborough Town Centre  | 1.4%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Loughborough University,<br>Epinal Way,<br>Loughborough               | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Lutterworth Sports Centre,<br>Lutterworth                             | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 22.6%  | 3      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Lutterworth Town Centre   | 0.4%  | 2      | 0.0%   | 0      | 3.5%   | 1      | 12.0%  | 1      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Market Harborough Town<br>Centre                                      | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.6% | 1  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Melton & District Indoor<br>Bowls, Leicester Road,<br>Melton Mowbray  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 2.3% | 1 |
| Melton Mowbray Town<br>Centre   | 0.5%  | 2      | 0.0%   | 0      | 2.1%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| More Fitness, Rockingham<br>Road, Market Harborough                   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 9.2% | 1  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Ragdale Hall Spa, Ragdale,<br>Melton Mowbray                          | 0.7%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Rugby Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Spindles Health Club &<br>Gym, Market Bosworth,<br>Nuneaton           | 0.4%  | 2      | 1.5%   | 1      | 7.6%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| The Climbing Station, Off<br>Moor Lane, Empress<br>Road, Loughborough | 0.8%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Weighted base:  | 461   | 46     |        | 15     |        | 11     |        | 26     |        | 16 |      | 33 |       | 21 |      | 22 |      |   |
| Sample:   | 443   | 35     |        | 28     |        | 32     |        | 28     |        | 23 |      | 27 |       | 21 |      | 26 |      |   |

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q40 Which cinema did you last visit?</b>                      |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Those that said 'Cinema' at Q38 AND Excl. Nulls &amp; SFT</i> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <b>Zone 1</b>  |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Cineworld, The Crescent,<br>Hinckley                             | 7.3%  | 62     | 74.7%  | 54     | 24.2%  | 6      | 5.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 6</b>  |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Curve Theatre, Alexandra<br>House, Rutland Street,<br>Leicester  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Phoenix Cinema and Art<br>Centre, Midland Street,<br>Leicester   | 5.9%  | 50     | 0.0%   | 0      | 1.2%   | 0      | 4.4%   | 1      | 5.1%   | 2  | 13.8% | 4  | 6.1%  | 4  | 3.5%  | 2  | 8.8%  | 4  |
| Piccadilly Cinema, Green<br>Lane Road, Leicester                 | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.4%  | 1  | 6.0%  | 3  | 0.0%  | 0  |
| Showcase Cinema de Lux,<br>Highcross Lane, Leicester             | 22.7% | 193    | 0.0%   | 0      | 2.1%   | 1      | 7.8%   | 2      | 19.4%  | 9  | 34.7% | 11 | 45.5% | 27 | 36.6% | 16 | 31.2% | 13 |
| <b>Zone 12</b>   |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Odeon Luxe, Freemans Park,<br>Leicester                          | 20.8% | 176    | 0.0%   | 0      | 0.0%   | 0      | 3.5%   | 1      | 27.1%  | 13 | 21.9% | 7  | 29.5% | 17 | 47.5% | 21 | 39.0% | 17 |
| <b>Zone 16</b>   |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Vue, Meridian Leisure Park,<br>Leicester                         | 29.2% | 248    | 11.7%  | 8      | 61.4%  | 16     | 44.3%  | 9      | 45.4%  | 21 | 4.8%  | 1  | 1.4%  | 1  | 5.5%  | 2  | 17.2% | 7  |
| Cardiff City Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.9%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Central London   | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.7%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cineworld, Baxter Gate,<br>Loughborough                          | 4.7%  | 40     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.3%  | 1  | 2.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Cineworld, Junction One,<br>Leicester Road, Rugby                | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 20.5%  | 4      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cineworld, Newnham<br>Avenue, Bedford                            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 4.5%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Odeon Luxe, Bermuda Park,<br>Nuneaton                            | 0.8%  | 7      | 1.6%   | 1      | 4.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Odeon, Cattle Market,<br>Loughborough                            | 2.9%  | 24     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 6.7%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Odeon, Exeter Crescent,<br>Bournemouth                           | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Odeon, Pegasus Court,<br>Kettering                               | 0.1%  | 1      | 0.0%   | 0      | 2.4%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 2.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Regal Cinema, King Street,<br>Melton Mowbray                     | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.2%  | 0  | 0.0%  | 0  | 0.9%  | 0  | 0.0%  | 0  |
| Showcase Cinema de Lux,<br>Walsgrave on Sowe,<br>Coventry        | 1.4%  | 12     | 12.1%  | 9      | 0.0%   | 0      | 8.7%   | 2      | 0.0%   | 0  | 4.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Spinney Theatre, Spinney<br>Hill Road, Northampton               | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| The Core at Corby Cube,<br>George Street, Corby                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Outside Survey Area</b>                                       |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Abroad   | 1.6%  | 13     | 0.0%   | 0      | 4.0%   | 1      | 1.2%   | 0      | 0.0%   | 0  | 4.0%  | 1  | 7.2%  | 4  | 0.0%  | 0  | 3.9%  | 2  |
| Weighted base:   | 849   |        | 72     |        | 25     |        | 20     |        | 46     |    | 31    |    | 59    |    | 44    |    | 43    |    |
| Sample:  | 804   |        | 58     |        | 44     |        | 52     |        | 55     |    | 47    |    | 49    |    | 43    |    | 49    |    |



Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |      |       |      |       |      |       |      |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|------|-------|------|-------|------|-------|------|-------|----|
| <b>Q41 Where did you last visit to go to a restaurant?</b>           |       |        |        |        |        |        |        |        |        |      |       |      |       |      |       |      |       |    |
| <i>Those that said 'Restaurant' at Q38 AND Excl. Nulls &amp; SFT</i> |       |        |        |        |        |        |        |        |        |      |       |      |       |      |       |      |       |    |
| <b>Zone 1</b>  |       |        |        |        |        |        |        |        |        |      |       |      |       |      |       |      |       |    |
| Barnacles Restaurant,<br>Watling Street (off A5),<br>Hinckley        | 0.2%  | 3      | 2.6%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Burbage Village  | 0.8%  | 8      | 7.8%   | 8      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Hinckley Town Centre   | 5.7%  | 61     | 48.1%  | 48     | 22.7%  | 8      | 5.4%   | 1      | 0.0%   | 0    | 0.0%  | 0    | 2.0%  | 1    | 0.0%  | 0    | 0.0%  | 0  |
| Stoney Stanton Village   | 0.5%  | 6      | 3.7%   | 4      | 0.0%   | 0      | 1.6%   | 0      | 1.4%   | 1    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Trinity Marina, Wharf Farm,<br>Coventry Road, Hinckley               | 0.1%  | 1      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Wolvey Village Centre  | 0.4%  | 5      | 4.4%   | 4      | 0.0%   | 0      | 1.6%   | 0      | 0.0%   | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| <b>Zone 2</b>  |       |        |        |        |        |        |        |        |        |      |       |      |       |      |       |      |       |    |
| Botcheston Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Brascote Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Desford Village Centre   | 1.5%  | 16     | 0.0%   | 0      | 11.9%  | 4      | 0.0%   | 0      | 1.6%   | 1    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Earl Shilton Town Centre   | 0.5%  | 5      | 3.7%   | 4      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Elmesthorpe Village Centre   | 0.3%  | 3      | 0.7%   | 1      | 3.5%   | 1      | 0.0%   | 0      | 0.0%   | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Leicester Forest West Local<br>Centre                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Newbold Verdon Village   | 0.2%  | 2      | 0.7%   | 1      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Thurlaston Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 2.7%   | 1      | 0.0%   | 0      | 0.0%   | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| <b>Zone 3</b>  |       |        |        |        |        |        |        |        |        |      |       |      |       |      |       |      |       |    |
| Ashby Parva Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Broughton Astley Village   | 0.5%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 15.0%  | 4      | 0.0%   | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Bruntingthorpe Village<br>Centre                                     | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Claybrooke Magna Village<br>Centre                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 0      | 0.0%   | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Gilmorton Village Centre   | 0.7%  | 7      | 2.6%   | 3      | 0.0%   | 0      | 8.6%   | 2      | 0.0%   | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Leire Village Centre   | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 6.4%   | 2      | 0.0%   | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Peatling Parva   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 4.3%   | 1      | 0.0%   | 0    | 0.0%  | 0    | 0.0%  | 0    | 1.3%  | 1    | 0.0%  | 0  |
| Ullesthorpe Village  | 0.2%  | 2      | 1.8%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| <b>Zone 4</b>  |       |        |        |        |        |        |        |        |        |      |       |      |       |      |       |      |       |    |
| Blaby Village  | 1.1%  | 12     | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0      | 5.7%   | 3    | 0.9%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Cosby Village Centre   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 0      | 1.7%   | 1    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Countesthorpe Village  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 1    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Fleckney Village   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.0%   | 2    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Peatling Magna Village<br>Centre                                     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Whetstone Golf Club,<br>Cambridge Road, Cosby                        | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Whetstone Village  | 1.0%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.7%   | 3    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| <b>Zone 5</b>  |       |        |        |        |        |        |        |        |        |      |       |      |       |      |       |      |       |    |
| Billesden Village Centre   | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0    | 2.4%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1  |
| Burton Overy Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0    | 0.9%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Great Glen Village   | 0.6%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 2    | 4.3%  | 2    | 0.0%  | 0    | 0.0%  | 0    | 1.9%  | 1  |
| Houghton on the Hill Village<br>Centre                               | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0    | 2.6%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Hungarton Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Kibworth Village<br>(Beauchamp & Harcourt)                           | 0.8%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 0      | 2.4%   | 1    | 10.0% | 4    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1  |
| Queniborough Village<br>Centre                                       | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0    | 1.5%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 1.9%  | 1  |
| Saddington Village Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| Scraptoft Village Centre   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0    | 0.0%  | 0    | 1.2%  | 1    | 0.8%  | 0    | 4.8%  | 3  |
| South Croxton Village<br>Centre                                      | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 1.0%  | 1  |
| Thurnby Village Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0    | 1.7%  | 1    | 0.0%  | 0    | 0.8%  | 0    | 1.9%  | 1  |
| Tur Langton Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  |
| <b>Zone 6</b>  |       |        |        |        |        |        |        |        |        |      |       |      |       |      |       |      |       |    |
| Clarendon Park Local Centre  | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.2%   | 2    | 0.0%  | 0    | 1.6%  | 1    | 0.0%  | 0    | 0.0%  | 0  |
| Evington Road District<br>Centre, Leicester                          | 1.3%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0    | 0.0%  | 0    | 4.9%  | 4    | 5.6%  | 3    | 5.1%  | 3  |
| Haute Dolci, Granby Street,<br>Leicester                             | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0    | 0.0%  | 0    | 0.0%  | 0    | 2.6%  | 1    | 0.0%  | 0  |
| Leicester City Centre<br>London Road, Leicester                      | 33.9% | 364    | 7.4%   | 7      | 17.8%  | 6      | 10.9%  | 3      | 29.2%  | 18   | 26.4% | 11   | 50.0% | 36   | 60.8% | 31   | 52.8% | 28 |
| Phoenix Cinema and Art<br>Centre, Midland Street,<br>Leicester       | 2.7%  | 29     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1    | 0.0%  | 0    | 23.2% | 17   | 7.1%  | 4    | 0.0%  | 0  |
| 0.1%   | 1     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0% | 0     | 0.0% | 0     | 0.0% | 0     | 0.0% | 0     |    |
| <b>Zone 8</b>  |       |        |        |        |        |        |        |        |        |      |       |      |       |      |       |      |       |    |
| Evington Village (NOT  | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 2.9%  | 2  |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Evington Road, Leicester)                                   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Hamilton Local Centre, Leicester                            | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Humberstone Local Centre, Leicester                         | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Belgrave Road / Melton Road District Centre, Leicester      | 2.6%  | 28     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.5% | 1 | 2.3% | 2 | 3.9% | 2 | 6.6% | 3 |
| Rushey Mead Local Centre, Leicester                         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 10</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Abbey Retail Park, Leicester                                | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 2 |
| Beaumont Leys Town Centre, Leicester                        | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Beaumont Shopping Centre, Beaumont Leys, Leicester          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blackbird Road, Leicester                                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 11</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aylestone Local Centre, Leicester                           | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Knighton Local Centre, Leicester                            | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoneygate Local Centre                                     | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoughton Village Centre                                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Welford Road, Leicester                                     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 | 0.0% | 0 |
| <b>Zone 12</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aylestone Road, Leicester                                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 |
| Braunstone Town Centre                                      | 0.3%  | 4      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Freemant Common, Leicester                                  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Freeman's Leisure Park, Aylestone Road, Leicester           | 0.5%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 |
| Narborough Road District Centre, Leicester                  | 1.0%  | 10     | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 2 | 0.0% | 0 |
| Westcotes Local Centre                                      | 0.4%  | 4      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Winstanley House, Braunstone Park, Hinckley Road, Leicester | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Woodgate Local Centre, Leicester                            | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oadby Town Centre   | 1.8%  | 19     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 9.2%   | 6 | 1.8% | 1 | 1.0% | 1 | 2.1% | 1 | 1.9% | 1 |
| South Wigston Local Centre                                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wigston Town Centre   | 1.8%  | 19     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1 | 0.9% | 0 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 14</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Anstey Village  | 1.1%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barrow-upon-Soar Village Centre                             | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cropston Village Centre                                     | 0.9%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hobbyhorse Farm, Glebe Way, Leicester                       | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hope & Anchor, Wanlip Road, Leicester                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mountsorrel Village Centre                                  | 1.1%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.9% | 0 | 2.3% | 2 | 0.0% | 0 | 0.0% | 0 |
| Quorn Village Centre  | 0.9%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rothley Village   | 0.7%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Swithland Village Centre                                    | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Syston Town Centre  | 1.4%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.4% | 1 | 0.6% | 0 | 0.0% | 0 | 1.0% | 1 |
| Thurmaston Shopping Centre, Thurmaston                      | 0.6%  | 7      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 | 4.7% | 2 |
| Thurmaston Village Centre                                   | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Woodhouse Eaves Village Centre                              | 1.1%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 15</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Bradgate Park, Newtown Linford, Leicester                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Glenfield Village   | 0.6%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Groby Village   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kirby Muxloe Village  | 0.8%  | 9      | 0.0%   | 0      | 3.5%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.9% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newton Linford Village Centre                               | 0.5%  | 6      | 0.7%   | 1      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ratby Village   | 0.6%  | 6      | 0.7%   | 1      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 | 0.0% | 0 |
| <b>Zone 16</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Enderby Town Centre   | 0.8%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.2%   | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fosse Shopping Park,  | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|---|------|---|------|---|------|---|
| Leicester   |       |        |        |        |        |        |        |        |        |   |       |   |      |   |      |   |      |   |
| Grove Farm Triangle, Leicester                                | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Leicester Forest East Village                                 | 0.7%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 2.6% | 1 | 0.0% | 0 |
| Littlethorpe Village Centre                                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Meridian Leisure Park, Lubbethorpe Way, Braunstone, Leicester | 4.3%  | 46     | 1.2%   | 1      | 5.3%   | 2      | 4.8%   | 1      | 8.3%   | 5 | 0.0%  | 0 | 0.0% | 0 | 0.8% | 0 | 0.0% | 0 |
| Narborough Village (NOT Narborough Road, Leicester)           | 0.8%  | 8      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0      | 0.8%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Outside Survey Area</b>                                    |       |        |        |        |        |        |        |        |        |   |       |   |      |   |      |   |      |   |
| Abroad  | 3.1%  | 33     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1 | 0.0%  | 0 | 5.9% | 4 | 2.6% | 1 | 0.0% | 0 |
| Barlestone Village Centre                                     | 0.0%  | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barwell Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bath City Centre  | 0.2%  | 2      | 2.2%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Belton Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birmingham City Centre  | 0.7%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 4.7%  | 2 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 |
| Birstall Local Centre, Leicester                              | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bletchley Local Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brighton City Centre  | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brinklow Village Centre                                       | 0.0%  | 1      | 0.0%   | 0      | 1.6%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Broadway Village Centre                                       | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Bude Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Central London  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 0      | 1.4%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clipsham Village Centre                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coalville Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Copt Oak Local Centre   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.3%  | 3      | 2.2%   | 2      | 0.0%   | 0      | 1.6%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cromer Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Croydon Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dadlington Village Centre                                     | 0.1%  | 1      | 0.0%   | 0      | 1.6%   | 1      | 0.9%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| East Bridgford Village Centre                                 | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| East Langton Village Centre                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.9%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gloucester Quays, St Ann Way, Gloucester                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hallaton Village Centre                                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.8% | 0 | 0.0% | 0 |
| Hartshill Village Centre                                      | 0.1%  | 1      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kilworth House Hotel & Theatre, Lutterworth Road, Lutterworth | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Long Whatton Village Centre                                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Loughborough Town Centre                                      | 1.5%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.9%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lutterworth Town Centre                                       | 0.5%  | 6      | 1.3%   | 1      | 0.0%   | 0      | 15.9%  | 4      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marchwood Village Centre                                      | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Market Bosworth Town Centre                                   | 0.1%  | 1      | 0.0%   | 0      | 4.3%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Market Harborough Town Centre                                 | 1.6%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 3.4%   | 1      | 5.8%   | 3 | 16.9% | 7 | 0.0% | 0 | 0.0% | 0 | 2.9% | 2 |
| Markfield Village Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Medbourne Village Centre                                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Melton Mowbray Town Centre                                    | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Meriden Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Middleton Village Centre                                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Norwich City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nottingham City Centre  | 0.7%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nuneaton Town Centre  | 0.1%  | 1      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oakhham Town Centre   | 0.2%  | 2      | 1.2%   | 1      | 0.0%   | 0      | 1.6%   | 0      | 0.0%   | 0 | 1.8%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Port Isaac Village Centre                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rowsley Village Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rugby Town Centre   | 0.1%  | 1      | 0.7%   | 1      | 0.0%   | 0      | 1.8%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sheepy Magna Village Centre                                   | 0.1%  | 1      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shepshed Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shrewsbury Town Centre  | 0.0%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Snarestone Village Centre                                     | 0.0%  | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stapleford Village  | 0.0%  | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stratford-upon-Avon Town Centre                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sutton Cheney Village   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|                            | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|----------------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Centre                     |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Swansea City Centre        | 0.0%  | 1      | 0.0%   | 0      | 1.6%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tamworth Town Centre       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Uppingham Town Centre      | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 5.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| West Down Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| West Runton Village Centre | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wimborne Minster Town      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Centre                     |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Worstead Village Centre    | 0.1%  | 1      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wymeswold Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.9% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base:             | 1073  | 99     | 34     | 25     | 61     | 42     | 72     | 52     | 53     |   |      |   |      |   |      |   |      |   |
| Sample:                    | 1100  | 81     | 68     | 73     | 73     | 71     | 62     | 57     | 68     |   |      |   |      |   |      |   |      |   |

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |   |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|---|-------|----|-------|----|-------|----|
| <b>Q42 Where did you last visit to go to a pub, bar or nightclub?</b>             |       |        |        |        |        |        |        |        |        |   |       |   |       |    |       |    |       |    |
| <i>Those that said 'Pub / bars / nightclubs' at Q38 AND Excl. Nulls &amp; SFT</i> |       |        |        |        |        |        |        |        |        |   |       |   |       |    |       |    |       |    |
| Burbage Village   | 2.5%  | 19     | 22.1%  | 18     | 1.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hinckley Town Centre  | 5.2%  | 39     | 41.5%  | 34     | 13.2%  | 4      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sapcote Village   | 0.2%  | 1      | 1.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sharnford Village Centre  | 0.5%  | 3      | 2.4%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Stoney Stanton Village  | 1.1%  | 9      | 10.3%  | 8      | 0.0%   | 0      | 1.1%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Trinity Marina, Wharf Farm,<br>Coventry Road, Hinckley                            | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wolvey Village Centre   | 0.3%  | 2      | 3.0%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 2</b>   |       |        |        |        |        |        |        |        |        |   |       |   |       |    |       |    |       |    |
| Botcheston Local Centre   | 0.0%  | 0      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Brascote Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Croft Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Desford Village Centre  | 0.9%  | 7      | 0.0%   | 0      | 12.8%  | 4      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Earl Shilton Town Centre  | 0.4%  | 3      | 0.0%   | 0      | 9.5%   | 3      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Elmesthorpe Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Huncote Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kirkby Mallory Village<br>Centre  | 0.1%  | 1      | 0.0%   | 0      | 3.4%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Leicester Forest West Local<br>Centre   | 0.1%  | 1      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Newbold Verdon Village  | 0.0%  | 0      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Thurlaston Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 4.1%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 3</b>   |       |        |        |        |        |        |        |        |        |   |       |   |       |    |       |    |       |    |
| Ashby Parva Village Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Broughton Astley Village  | 1.2%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 33.8%  | 7      | 3.4%   | 2 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bruntingthorpe Village<br>Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 5.9%   | 1      | 1.0%   | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Claybrooke Magna Village<br>Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.9%   | 1      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Dunton Bassett Village<br>Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Gilmorton Village Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 8.9%   | 2      | 1.0%   | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Leire Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 6.3%   | 1      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Peatling Parva  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ullesthorpe Village   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 4.0%   | 1      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 4</b>   |       |        |        |        |        |        |        |        |        |   |       |   |       |    |       |    |       |    |
| Blaby Village   | 2.5%  | 19     | 0.0%   | 0      | 2.1%   | 1      | 0.0%   | 0      | 8.9%   | 4 | 1.3%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cosby Village Centre  | 0.5%  | 4      | 1.4%   | 1      | 0.0%   | 0      | 1.1%   | 0      | 4.2%   | 2 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Countesthorpe Village   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fleckney Village  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Peatling Magna Village<br>Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.8%   | 2 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Whetstone Village   | 1.1%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 10.2%  | 5 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 5</b>   |       |        |        |        |        |        |        |        |        |   |       |   |       |    |       |    |       |    |
| Billesden Village Centre  | 0.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 10.5% | 3 | 0.0%  | 0  | 0.0%  | 0  | 4.3%  | 2  |
| Burton Overy Village Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.3%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Great Glen Village  | 1.4%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.0%   | 3 | 19.4% | 6 | 0.0%  | 0  | 1.5%  | 0  | 1.4%  | 1  |
| Houghton on the Hill Village<br>Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.3%  | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Illston on the Hill Village<br>Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.3%  | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kibworth Village<br>(Beauchamp & Harcourt)  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 1 | 7.2%  | 2 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Queniborough Village<br>Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 2.7%  | 1  |
| Scraptoft Village Centre  | 1.0%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 3.2%  | 1  | 6.4%  | 2  | 12.2% | 4  |
| Smeeton Westerby Village<br>Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 3.6%  | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Thunby Village Centre   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 3.9%  | 1 | 0.0%  | 0  | 1.5%  | 0  | 0.0%  | 0  |
| Tilton on the Hill Village<br>Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 1.5%  | 0  | 0.0%  | 0  |
| Tur Langton Village Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wistow Village  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 6</b>   |       |        |        |        |        |        |        |        |        |   |       |   |       |    |       |    |       |    |
| Clarendon Park Local Centre   | 0.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Evington Road District<br>Centre, Leicester                                       | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 3.2%  | 1  | 4.9%  | 1  | 3.9%  | 1  |
| Leicester City Centre   | 22.2% | 170    | 7.0%   | 6      | 4.1%   | 1      | 11.8%  | 3      | 7.8%   | 4 | 12.5% | 4 | 42.4% | 11 | 39.5% | 11 | 28.5% | 10 |
| London Road, Leicester  | 0.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 12.2% | 3  | 1.5%  | 0  | 0.0%  | 0  |
| <b>Zone 7</b>   |       |        |        |        |        |        |        |        |        |   |       |   |       |    |       |    |       |    |
| Northfield Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |       |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|-------|---|
| <b>Zone 8</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |       |   |
| Evington Village (NOT Evington Road, Leicester)               | 0.7%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 9.7% | 3 | 8.2%  | 3 |
| Humberstone Local Centre, Leicester                           | 0.7%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 3.2% | 1 | 9.7% | 3 | 0.0%  | 0 |
| <b>Zone 9</b>   |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |       |   |
| Abbey Lane, Leicester   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Belgrave Road / Melton Road District Centre, Leicester        | 1.5%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 6.5% | 2 | 2.9% | 1 | 5.2%  | 2 |
| Rushey Mead Local Centre, Leicester                           | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Beaumont Leys Town Centre, Leicester                          | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Blackbird Road, Leicester                                     | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 6.5% | 2 | 0.0% | 0 | 0.0%  | 0 |
| <b>Zone 11</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |       |   |
| Aylestone Local Centre, Leicester                             | 0.8%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4%  | 1 |
| Eyres Monsell Local Centre                                    | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Glen Parva Local Centre                                       | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Knightholme Local Centre, Leicester                           | 1.0%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 5.5% | 1 | 0.0% | 0 | 2.4%  | 1 |
| Stoneygate Local Centre                                       | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 5.5% | 1 | 0.0% | 0 | 0.0%  | 0 |
| Stoughton Village Centre                                      | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1 | 0.0% | 0 | 0.0% | 0 | 1.5% | 0 | 1.4%  | 1 |
| <b>Zone 12</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |       |   |
| Aylestone Road, Leicester                                     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 1 | 0.0%  | 0 |
| Braunstone Town Centre  | 0.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Narborough Road District Centre, Leicester                    | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| New Parks Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Westcotes Local Centre  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Oadby Town Centre   | 3.3%  | 26     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 11.8%  | 6 | 6.3% | 2 | 2.9% | 1 | 3.0% | 1 | 12.4% | 4 |
| South Wigston Local Centre                                    | 0.7%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Wigston Town Centre   | 4.9%  | 37     | 0.0%   | 0      | 5.4%   | 2      | 0.0%   | 0      | 16.4%  | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| <b>Zone 14</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |       |   |
| Anstey Village  | 1.4%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Barrow-upon-Soar Village Centre                               | 0.7%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Charwood District Centre                                      | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Cropston Village Centre                                       | 1.1%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Gaddesby Village Centre                                       | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Mountsorrel Village Centre                                    | 0.8%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Quorn Village Centre  | 2.0%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.3% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Rothley Village   | 0.8%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Swithland Village Centre                                      | 0.7%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Syston Town Centre  | 1.5%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.5%  | 2 |
| Thrusington Village Centre                                    | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Thurmaston Bowling Club, Elizabeth Drive, Thurmaston          | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Thurmaston Shopping Centre, Thurmaston                        | 0.7%  | 6      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 0 | 1.4%  | 1 |
| Thurmaston Village Centre                                     | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4%  | 1 |
| Woodhouse Eaves Village Centre                                | 1.6%  | 12     | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Glenfield Village   | 1.6%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Groby Village   | 0.8%  | 6      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Kirby Muxloe Village  | 1.5%  | 11     | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.3% | 0 | 0.0% | 0 | 2.5% | 1 | 0.0%  | 0 |
| Newton Linford Village Centre                                 | 0.2%  | 1      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Ratby Village   | 1.2%  | 9      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| <b>Zone 16</b>  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |       |   |
| Enderby Town Centre   | 0.8%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Fosse Shopping Park, Leicester                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Grove Farm Triangle, Leicester                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Leicester Forest East Village                                 | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Littlethorpe Village Centre                                   | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Meridian Leisure Park, Lubbethorpe Way, Braunstone, Leicester | 0.8%  | 6      | 0.0%   | 0      | 4.0%   | 1      | 0.0%   | 0      | 1.8%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Narborough Village (NOT Narborough Road,                      | 1.3%  | 10     | 0.0%   | 0      | 1.0%   | 0      | 3.5%   | 1      | 2.8%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|---|------|---|------|---|------|---|
| Leicester)                                     |       |        |        |        |        |        |        |        |        |   |       |   |      |   |      |   |      |   |
| The Bulls Head, Hinckley Road, Leicester       | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thorpe Astley Local Centre                     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Outside Survey Area</b>                     |       |        |        |        |        |        |        |        |        |   |       |   |      |   |      |   |      |   |
| Abroad   | 1.8%  | 13     | 0.0%   | 0      | 3.4%   | 1      | 0.0%   | 0      | 1.8%   | 1 | 0.0%  | 0 | 5.5% | 1 | 4.9% | 1 | 4.7% | 2 |
| Ashby-de-la-Zouch Town Centre                  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barwell Village Centre                         | 0.1%  | 1      | 0.0%   | 0      | 3.1%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bath City Centre                               | 0.3%  | 2      | 2.7%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birstall Local Centre, Leicester               | 0.8%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bletchley Local Centre                         | 0.0%  | 0      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bude Town Centre                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cambridge City Centre                          | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Central London                                 | 0.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Charmouth Village, Dorset                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Church Langton Village Centre                  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.3%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coalville Town Centre                          | 0.1%  | 1      | 0.0%   | 0      | 2.1%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Copt Oak Local Centre                          | 0.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cotgrave Town Centre                           | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Coventry City Centre                           | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dadlington Village Centre                      | 0.2%  | 2      | 1.4%   | 1      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Duddington Village Centre                      | 0.0%  | 0      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| East Langton Village Centre                    | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.3%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| East Midlands Designer Outlet, South Normanton | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 4.9% | 1 | 0.0% | 0 |
| Edinburgh City Centre                          | 0.1%  | 1      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Elston Village Centre                          | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Giltbrook Retail Park, Ikea Way, Giltbrook     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Great Dalby Village Centre                     | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gumley Village Centre                          | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.3%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Keswick Town Centre                            | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Loughborough Town Centre                       | 2.0%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.3%  | 1 | 3.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Lutterworth Town Centre                        | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 8.4%   | 2      | 1.8%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Market Bosworth Town Centre                    | 0.2%  | 1      | 0.0%   | 0      | 3.9%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Market Harborough Town Centre                  | 1.0%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.8%   | 1 | 11.3% | 3 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Markfield Village Centre                       | 0.0%  | 0      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Melton Mowbray Town Centre                     | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morthew Village Centre                         | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nottingham City Centre                         | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nuneaton Town Centre                           | 0.0%  | 0      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oakham Town Centre                             | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.3%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Royal Leamington Spa Town Centre               | 0.3%  | 2      | 2.7%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Snettersham Village Centre                     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Somerby Village Centre                         | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.3%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stamford Town Centre                           | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stone Town Centre                              | 0.0%  | 0      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stratford-upon-Avon Town Centre                | 0.1%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sutton Cheney Village Centre                   | 0.2%  | 2      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thornton Local Centre                          | 0.1%  | 1      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Upper Oddington Village Centre                 | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Uppingham Town Centre                          | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.3%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whitwick Retail Park, Coalville                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Willoughby Village Centre                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wimborne Minster Town Centre                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base:                                 | 764   |        | 81     |        | 30     |        | 22     |        | 49     |   | 28    |   | 26   |   | 27   |   | 36   |   |
| Sample:  | 798   |        | 64     |        | 58     |        | 58     |        | 59     |   | 51    |   | 25   |   | 34   |   | 45   |   |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q43 Which bowling alley did you last visit for ten-pin bowling?</b>    |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Those that said 'Ten pin bowling' at Q38 AND Excl. Nulls &amp; SFT</i> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <b>Zone 06</b>  |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| East Street Lanes, East Street, Leicester                                 | 4.5%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 12.6%  | 2  | 11.8% | 1  | 11.4% | 3  | 6.7%  | 1  | 18.0% | 3  |
| <b>Zone 16</b>  |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Hollywood Bowl, Meridian Leisure Park, Leicester                          | 82.3% | 322    | 20.8%  | 8      | 81.7%  | 12     | 79.1%  | 8      | 87.4%  | 13 | 72.1% | 9  | 77.2% | 19 | 86.7% | 17 | 63.2% | 9  |
| <b>Outside Survey Area</b>  |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Abroad  | 1.8%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 5.7%  | 1  | 0.0%  | 0  | 18.8% | 3  |
| Hollywood Bowl, Broadway, Birmingham                                      | 0.8%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hollywood Bowl, Great Park, Rubery, Birmingham                            | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.5%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hollywood Bowl, Xscape, Marlborough Gate, Milton Keynes                   | 0.3%  | 1      | 0.0%   | 0      | 2.1%   | 0      | 9.4%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Lane 7, The Cube, Wharfside Street, Birmingham                            | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 10.2% | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Nuneaton Bowl, St Davids Way, Nuneaton                                    | 4.8%  | 19     | 35.0%  | 13     | 16.2%  | 2      | 2.5%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tenpin Birmingham, Star City, Birmingham                                  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 6.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tenpin Coventry, Crosspoint Business Park, Coventry                       | 4.3%  | 17     | 44.2%  | 16     | 0.0%   | 0      | 6.6%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tenpin Nottingham, Clifton Boulevard, Nottingham                          | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.7%  | 1  | 0.0%  | 0  |
| Thunderbowl, Rockingham Road, Kettering                                   | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 5.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Weighted base:  |       | 392    |        | 36     |        | 15     |        | 10     |        | 15 |       | 12 |       | 25 |       | 20 |       | 14 |
| Sample:   |       | 322    |        | 23     |        | 21     |        | 21     |        | 15 |       | 14 |       | 20 |       | 22 |       | 13 |



Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |   |       |   |       |   |       |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|---|-------|---|-------|---|-------|---|
| <b>Q44 Which bingo hall / venue did you last visit to play bingo?</b> |       |        |        |        |        |        |        |        |        |   |       |   |       |   |       |   |       |   |
| <i>Those that said 'Bingo' at Q38 AND Excl. Nulls &amp; SFT</i>       |       |        |        |        |        |        |        |        |        |   |       |   |       |   |       |   |       |   |
| <b>Zone 1</b>   |       |        |        |        |        |        |        |        |        |   |       |   |       |   |       |   |       |   |
| Ashby Road Sports Club,<br>Ashby Road, Hinckley                       | 0.7%  | 1      | 12.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 2</b>   |       |        |        |        |        |        |        |        |        |   |       |   |       |   |       |   |       |   |
| Newbold Verdon Village<br>Centre                                      | 0.3%  | 0      | 0.0%   | 0      | 13.3%  | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 3</b>   |       |        |        |        |        |        |        |        |        |   |       |   |       |   |       |   |       |   |
| Ullesthorpe Village Centre  | 0.2%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 14.4%  | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 8</b>   |       |        |        |        |        |        |        |        |        |   |       |   |       |   |       |   |       |   |
| The Royal British Legion,<br>Main Street, Humberstone                 | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 7.9%  | 1 |
| Thurnby Lodge Community<br>Centre, Thurncourt Road,<br>Leicester      | 0.4%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 14.4% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 10</b>  |       |        |        |        |        |        |        |        |        |   |       |   |       |   |       |   |       |   |
| Buzz Bingo, Beaumont Way,<br>Leicester                                | 31.3% | 30     | 0.0%   | 0      | 43.4%  | 1      | 0.0%   | 0      | 10.4%  | 1 | 0.0%  | 0 | 37.0% | 1 | 57.5% | 3 | 23.2% | 1 |
| <b>Zone 11</b>  |       |        |        |        |        |        |        |        |        |   |       |   |       |   |       |   |       |   |
| Duncan Road Social Club,<br>Saffron Lane, Leicester                   | 0.8%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 12</b>  |       |        |        |        |        |        |        |        |        |   |       |   |       |   |       |   |       |   |
| Mecca Bingo, Freemans<br>Park, Leicester                              | 39.2% | 37     | 23.4%  | 1      | 0.0%   | 0      | 71.3%  | 1      | 68.9%  | 3 | 38.8% | 1 | 0.0%  | 0 | 42.5% | 3 | 42.9% | 3 |
| <b>Zone 13</b>  |       |        |        |        |        |        |        |        |        |   |       |   |       |   |       |   |       |   |
| Oadby Town Centre   | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 10.4%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| South Wigston Conservative<br>Club, Blaby Road, South<br>Wigston      | 0.6%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| The Elms Social & Services<br>Club, Bushloe End,<br>Wigston           | 0.6%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Wigston Liberal Club, Bull<br>Head Street, Wigston                    | 0.6%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Wigston Town Centre   | 0.6%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 15</b>  |       |        |        |        |        |        |        |        |        |   |       |   |       |   |       |   |       |   |
| Groby Village   | 1.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 16</b>  |       |        |        |        |        |        |        |        |        |   |       |   |       |   |       |   |       |   |
| Enderby District & Social<br>Club, Coleridge Drive,<br>Enderby        | 1.6%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Outside Survey Area</b>  |       |        |        |        |        |        |        |        |        |   |       |   |       |   |       |   |       |   |
| Abroad  | 12.4% | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 46.9% | 1 | 63.0% | 1 | 0.0%  | 0 | 26.0% | 2 |
| Ashley Club, Victoria Road<br>East, Thornton                          | 0.2%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 14.4%  | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Beacon Bingo, Baxter Gate,<br>Loughborough                            | 2.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Buzz Bingo, Gala Way,<br>Nottingham                                   | 1.1%  | 1      | 0.0%   | 0      | 43.4%  | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Buzz Bingo, Walsgrave,<br>Coventry                                    | 0.7%  | 1      | 12.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Cardiff City Centre   | 0.5%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 10.4%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Palace Bingo, Priory Plain,<br>Great Yarmouth                         | 0.7%  | 1      | 12.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| The Palace Grand Nuneaton,<br>Camp Hill Road,<br>Nuneaton             | 2.3%  | 2      | 39.9%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Weighted base:  | 95    | 6      |        | 2      |        | 5      |        | 3      |        | 2 |       | 2 |       | 6 |       | 6 |       | 6 |
| Sample:   | 86    | 5      |        | 3      |        | 4      |        | 4      |        | 2 |       | 2 |       | 8 |       | 8 |       | 8 |

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q45 Where did you last visit for theatres / concert halls / museums / art galleries or other cultural facilities?</b>                   |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Those that said 'Theatres / concert halls / museums / art galleries and other cultural facilities' at Q38 AND Excl. Nulls &amp; SFT</i> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Hinckley Town Centre   | 2.5%  | 18     | 17.8%  | 14     | 12.7%  | 3      | 3.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Stoney Stanton Village   | 0.3%  | 3      | 3.4%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kibworth Village<br>(Beauchamp & Harcourt)   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 6</b>  |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Curve Theatre, Alexandra<br>House, Rutland Street,<br>Leicester  | 1.9%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.5%   | 2  | 1.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.7%  | 3  |
| De Montfort Hall, Granville<br>Road, Leicester   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.7%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Leicester City Centre  | 66.7% | 501    | 42.8%  | 32     | 64.4%  | 17     | 52.9%  | 11     | 61.0%  | 31 | 69.5% | 26 | 74.2% | 21 | 89.2% | 22 | 70.3% | 28 |
| Leicester Museum & Art<br>Gallery, New Walk,<br>Leicester  | 1.7%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.3%  | 1  | 10.8% | 3  | 0.0%  | 0  | 4.3%  | 2  |
| The Little Theatre, Dover<br>Street, Leicester   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Victoria Park, Granville<br>Road, Leicester  | 0.4%  | 3      | 0.0%   | 0      | 2.3%   | 1      | 0.0%   | 0      | 2.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| National Space Centre,<br>Exploration Drive,<br>Leicester  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Peepul Centre, Orchardson<br>Avenue, Leicester   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Narborough House,<br>Narborough Road,<br>Leicester   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 4.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Odeon Luxe, Freemans Park,<br>Aylestone Road, Leicester  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wigston Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Outside Survey Area</b>   |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Abroad   | 2.4%  | 18     | 3.2%   | 2      | 1.1%   | 0      | 0.0%   | 0      | 1.0%   | 1  | 0.0%  | 0  | 10.0% | 3  | 0.0%  | 0  | 4.2%  | 2  |
| Birmingham City Centre   | 2.9%  | 22     | 11.1%  | 8      | 6.3%   | 2      | 7.0%   | 1      | 1.9%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Buxton Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Central London   | 9.8%  | 74     | 12.5%  | 9      | 10.8%  | 3      | 16.9%  | 4      | 11.6%  | 6  | 14.1% | 5  | 0.0%  | 0  | 10.8% | 3  | 6.6%  | 3  |
| Coalville Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Coventry City Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 0      | 1.0%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cromer Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Derby City Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kettering Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kilworth House Hotel &<br>Theatre, Lutterworth<br>Road, Lutterworth  | 0.8%  | 6      | 0.9%   | 1      | 1.1%   | 0      | 0.0%   | 0      | 1.9%   | 1  | 0.0%  | 0  | 5.0%  | 1  | 0.0%  | 0  | 2.5%  | 1  |
| Kings Lynn Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Lichfield Garrick Theatre,<br>Castle Dyke, Lichfield   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Little Angel Theatre,<br>Dagmar Passage, The<br>Angel, Islington   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Longleat Safari Park,<br>Warminster  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Loughborough Town Centre   | 0.7%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Lutterworth Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Manchester City Centre   | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Market Harborough Town<br>Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Milton Keynes Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 1.1%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Mold Town Centre   | 0.2%  | 1      | 1.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Motorpoint Arena<br>Nottingham, Bolero<br>Square, Nottingham   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Natural History Museum,<br>Cromwell Road, South<br>Kensington  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.2%  | 2  |
| North Kilworth Village<br>Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Nottingham City Centre   | 2.9%  | 22     | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 0      | 2.9%   | 1  | 4.6%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Royal Albert Hall,<br>Kensington Gore, South<br>Kensington   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.2%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Royal Leamington Spa Town<br>Centre  | 0.2%  | 1      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|---|------|---|------|---|------|---|
| Rugby Town Centre  | 0.1%  | 1      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sealife Centre, The Water's Edge, Brindley Place, Birmingham | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shakespeare's Globe, New Globe Walk, Bankside                | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sheffield Arena, Broughton Lane, Sheffield                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sheffield City Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stratford Upon Avon Town Centre                              | 0.5%  | 4      | 2.6%   | 2      | 0.0%   | 0      | 5.2%   | 1      | 1.9%   | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sutton on Sea Village Centre                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tate Modern, Bankside, Southwark                             | 0.2%  | 1      | 1.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The SSE Arena Wembley, Engineers Way, Wembley                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 |
| Victoria & Albert Museum, Cromwell Road, Knightsbridge       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Warwick Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wells-next-the-Sea Town Centre                               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base:   | 752   | 76     |        | 27     | 21     | 52     | 38     | 28     | 25     | 40 |      |   |      |   |      |   |      |   |
| Sample:  | 834   | 64     |        | 51     | 61     | 64     | 65     | 29     | 32     | 53 |      |   |      |   |      |   |      |   |

**Q46 Which casino did you last visit?***Those that said 'Casino' at Q38 AND Excl. Nulls & SFT***Zone 6**

|   |       |    |       |   |       |   |        |   |        |   |        |   |       |   |        |   |       |   |
|---|-------|----|-------|---|-------|---|--------|---|--------|---|--------|---|-------|---|--------|---|-------|---|
| Genting Casino, East Bond Street, Leicester   | 5.6%  | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 |
| Grosvenor Casino, Highcross Street, Leicester | 64.8% | 40 | 57.0% | 5 | 99.9% | 1 | 0.0%   | 0 | 100.0% | 1 | 100.0% | 1 | 61.3% | 2 | 100.0% | 4 | 0.0%  | 0 |
| Leicester City Centre                         | 5.1%  | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 34.2% | 1 |
| <b>Outside Survey Area</b>                    |       |    |       |   |       |   |        |   |        |   |        |   |       |   |        |   |       |   |
| Abroad  | 9.6%  | 6  | 15.9% | 1 | 0.0%  | 0 | 100.1% | 0 | 0.0%   | 0 | 0.0%   | 0 | 38.7% | 1 | 0.0%   | 0 | 65.8% | 2 |
| Central London                                | 6.3%  | 4  | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 |
| Genting Casino, Edgbaston, Birmingham         | 5.0%  | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 |
| Genting Casino, Resorts World, Birmingham     | 3.5%  | 2  | 27.1% | 2 | 0.0%  | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 |
| Weighted base:                                | 62    | 8  |       | 1 | 0     | 1 | 1      | 4 | 4      | 3 |        |   |       |   |        |   |       |   |
| Sample:                                       | 45    | 5  |       | 1 | 1     | 1 | 1      | 3 | 4      | 2 |        |   |       |   |        |   |       |   |

Weighted:

March 2021

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |   |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|---|-------|----|-------|----|-------|----|
| <b>Q47 Where did you last visit for an outdoor event / specialist market?</b>                                      |       |        |        |        |        |        |        |        |        |   |       |   |       |    |       |    |       |    |
| <i>Those that said 'Organised outdoor events / specialist markets in centres' at Q38 AND Excl. Nulls &amp; SFT</i> |       |        |        |        |        |        |        |        |        |   |       |   |       |    |       |    |       |    |
| Burbage Village  | 1.8%  | 10     | 15.3%  | 8      | 2.6%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hinckley Golf Club,<br>Leicester Road, Hinckley  | 0.2%  | 1      | 2.4%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hinckley Town Centre   | 3.6%  | 19     | 26.2%  | 14     | 13.0%  | 3      | 1.6%   | 0      | 3.7%   | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Stoney Stanton Village   | 0.1%  | 1      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Desford Village Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Earl Shilton Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 1.6%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Elmesthorpe Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 3.0%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Newbold Verdon Village   | 0.1%  | 0      | 0.0%   | 0      | 1.6%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Thurlaston Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 3.0%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Broughton Astley Village   | 0.7%  | 3      | 1.2%   | 1      | 0.0%   | 0      | 10.3%  | 2      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 4</b>  |       |        |        |        |        |        |        |        |        |   |       |   |       |    |       |    |       |    |
| Blaby Village  | 1.7%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.8%   | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cosby Golf Club, Chapel<br>Lane, Cosby   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Great Glen Village   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 3.1%  | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kibworth Village<br>(Beauchamp & Harcourt)   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 3.1%  | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wistow Village   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 0      | 3.7%   | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Leicester City Centre  | 39.7% | 209    | 10.3%  | 6      | 34.7%  | 7      | 29.2%  | 4      | 20.1%  | 5 | 27.8% | 7 | 73.6% | 18 | 56.7% | 15 | 66.5% | 18 |
| Victoria Park, Granville<br>Road, Leicester  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 3.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 8</b>  |       |        |        |        |        |        |        |        |        |   |       |   |       |    |       |    |       |    |
| Evington Village (NOT<br>Evington Road, Leicester)   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 3.0%  | 1  | 0.0%  | 0  | 1.9%  | 1  |
| Belgrave Road / Melton<br>Road District Centre,<br>Leicester   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 6.7%  | 2  | 1.6%  | 0  | 0.0%  | 0  |
| <b>Zone 10</b>   |       |        |        |        |        |        |        |        |        |   |       |   |       |    |       |    |       |    |
| Abbey Retail Park, Leicester   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 3.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Beaumont Leys Town<br>Centre, Leicester  | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Stoneygate Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.9%  | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Stoughton Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 1  |
| Welford Road, Leicester  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.6%  | 1 | 0.0%  | 0  | 1.6%  | 0  | 0.0%  | 0  |
| Bede Island, Leicester   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 3.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| King Power Stadium, Filbert<br>Way, Leicester  | 0.3%  | 2      | 0.0%   | 0      | 1.6%   | 0      | 0.0%   | 0      | 1.9%   | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Narborough Road District<br>Centre, Leicester  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 13</b>   |       |        |        |        |        |        |        |        |        |   |       |   |       |    |       |    |       |    |
| Leicester Racecourse,<br>Leicester Road, Oadby   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 6.0%  | 2  | 0.0%  | 0  |
| Oadby Town Centre  | 1.1%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 4.1%  | 1 | 0.0%  | 0  | 1.6%  | 0  | 0.0%  | 0  |
| Wigston Town Centre  | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.7%   | 1 | 1.5%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Charnwood District Centre  | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Quorn Village Centre   | 1.9%  | 10     | 4.8%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kirby Muxloe Village   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Newton Linford Village<br>Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 16</b>   |       |        |        |        |        |        |        |        |        |   |       |   |       |    |       |    |       |    |
| Enderby Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 1.6%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Meridian Leisure Park,<br>Lubbesthorpe Way,<br>Braunstone, Leicester   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Narborough Village (NOT<br>Narborough Road,<br>Leicester)  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Palmers Garden Centre, St<br>Johns, Enderby  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Outside Survey Area</b>   |       |        |        |        |        |        |        |        |        |   |       |   |       |    |       |    |       |    |
| Abroad   | 2.1%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 5.1%  | 1  | 6.2%  | 2  |
| Alton Towers, Farley Lane,<br>Alton, Stoke-on-Trent  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 6.0%  | 2  | 0.0%  | 0  |
| Ashby-de-la-Zouch Town<br>Centre   | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.2%   | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bakewell Showground,<br>Bakewell   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bakewell Town Centre   | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Birmingham City Centre   | 5.6%  | 29     | 13.4%  | 7      | 4.5%   | 1      | 0.0%   | 0      | 9.5%   | 3 | 2.9%  | 1 | 6.7%  | 2  | 5.1%  | 1  | 3.6%  | 1  |
| Birstall Local Centre,   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 1  |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |   |      |   |       |   |       |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|---|------|---|-------|---|-------|---|
| Leicester   |       |        |        |        |        |        |        |        |        |   |       |   |      |   |       |   |       |   |
| Blenheim Palace, Woodstock  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.6%  | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Bolesworth Castle,<br>Tattenhall                                    | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Brighton City Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Burley Village Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Cardiff City Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Cattows Farm, Swepestone<br>Road, Heather, Coalville                | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Central London  | 2.1%  | 11     | 1.2%   | 1      | 0.0%   | 0      | 1.6%   | 0      | 1.9%   | 1 | 5.0%  | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Chatsworth House & Park,<br>Bakewell                                | 0.3%  | 1      | 0.0%   | 0      | 2.6%   | 1      | 0.0%   | 0      | 3.7%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Chesterfield Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.5%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Coombe Abbey, Brinklow<br>Road, Binley, Coventry                    | 0.5%  | 3      | 4.8%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Cotswold Wildlife Park &<br>Gardens, Bradwell Grove,<br>Burford     | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Coventry City Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Cromer Town Centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Croyde Village Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Dawlish Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Donington Park, Castle<br>Donington                                 | 0.7%  | 4      | 0.0%   | 0      | 1.6%   | 0      | 3.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| East of England<br>Showground, Oundle<br>Road, Alwalton             | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.9%  | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Franklin's Gardens, Weedon<br>Road, Northampton                     | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Great Yorkshire<br>Showground, Harrogate                            | 0.1%  | 1      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Ingoldmells Village Centre  | 0.2%  | 1      | 2.1%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Kilworth House Hotel &<br>Theatre, Lutterworth<br>Road, Lutterworth | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.7%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Lincoln City Centre   | 1.2%  | 6      | 2.4%   | 1      | 3.0%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Liverpool City Centre   | 0.1%  | 1      | 0.0%   | 0      | 3.0%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Loughborough Town Centre  | 2.6%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.5%  | 0 | 0.0% | 0 | 3.0%  | 1 | 0.0%  | 0 |
| Lutterworth Town Centre   | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 17.8%  | 3      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Manchester City Centre  | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.7%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Mansfield Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Market Bosworth Town<br>Centre                                      | 2.5%  | 13     | 4.6%   | 2      | 19.7%  | 4      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Market Harborough Town<br>Centre                                    | 4.9%  | 26     | 2.4%   | 1      | 1.6%   | 0      | 10.3%  | 2      | 3.8%   | 1 | 25.6% | 6 | 0.0% | 0 | 0.0%  | 0 | 3.2%  | 1 |
| Matlock Town Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Melton Mowbray Town<br>Centre                                       | 4.2%  | 22     | 2.1%   | 1      | 0.0%   | 0      | 4.3%   | 1      | 1.9%   | 1 | 3.1%  | 1 | 0.0% | 0 | 10.6% | 3 | 12.8% | 3 |
| Middleton Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Moreton-in-Marsh Town<br>Centre                                     | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Newquay Town Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Northampton Town Centre   | 0.8%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.2%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Nottingham City Centre  | 4.3%  | 23     | 2.1%   | 1      | 1.6%   | 0      | 0.0%   | 0      | 1.9%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 1.9%  | 1 |
| Nuneaton Town Centre  | 0.2%  | 1      | 2.1%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Oakham Town Centre  | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.6%  | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Oxford City Centre  | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 7.3%   | 2 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Peterborough City Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.9%  | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Plymouth City Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.5%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Poole Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Rowsley Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Royal Leamington Spa Town<br>Centre                                 | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Rugby Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Sherwood Forest, Mansfield  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.7%   | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Silverstone Circuit,<br>Towcester                                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Southampton City Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Stamford Town Centre  | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.2%   | 2 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Stratford-upon-Avon Town<br>Centre                                  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Uppingham Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Warwick City Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0 | 2.7% | 1 | 0.0%  | 0 | 0.0%  | 0 |
| Warwick Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.6%  | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|                              | Total  | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Wimborne Minster Town Centre | 0.2% 1 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| Wollaton Hall, Nottingham    | 0.2% 1 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 3.7% 1 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| York City Centre             | 0.1% 1 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 1.9% 1 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| Weighted base:               | 527    | 54     | 20     | 15     | 26     | 25     | 25     | 26     | 27     |
| Sample:                      | 575    | 47     | 40     | 41     | 32     | 42     | 24     | 31     | 38     |



Weighted:

March 2021

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |     |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|-----|-------|----|-------|----|
| <b>Q49 How do you normally travel when visiting leisure destinations?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |     |       |    |       |    |
| <i>Not those that said '(None mentioned)' at Q38</i>                      |       |        |        |        |        |        |        |        |        |    |       |    |       |     |       |    |       |    |
| Car / van (as driver)   | 59.1% | 848    | 70.1%  | 85     | 68.0%  | 32     | 82.5%  | 27     | 72.0%  | 54 | 83.1% | 44 | 35.0% | 39  | 48.1% | 39 | 54.3% | 40 |
| Car / van (as passenger)  | 11.6% | 166    | 7.3%   | 9      | 5.7%   | 3      | 8.5%   | 3      | 6.1%   | 5  | 7.2%  | 4  | 13.8% | 15  | 17.9% | 14 | 18.4% | 13 |
| Bus, minibus or coach   | 5.7%  | 82     | 0.9%   | 1      | 10.9%  | 5      | 2.2%   | 1      | 8.1%   | 6  | 1.4%  | 1  | 5.3%  | 6   | 10.2% | 8  | 10.1% | 7  |
| Motorcycle, scooter or moped  | 1.2%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.7%  | 0  | 0.0%  | 0   | 3.3%  | 3  | 0.0%  | 0  |
| Walk  | 11.3% | 162    | 14.0%  | 17     | 6.7%   | 3      | 4.8%   | 2      | 4.5%   | 3  | 1.9%  | 1  | 34.0% | 38  | 9.1%  | 7  | 8.7%  | 6  |
| Taxi  | 4.2%  | 60     | 0.9%   | 1      | 1.9%   | 1      | 0.0%   | 0      | 2.0%   | 1  | 3.6%  | 2  | 4.6%  | 5   | 5.2%  | 4  | 3.6%  | 3  |
| Train   | 1.1%  | 15     | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.6%  | 3   | 0.0%  | 0  | 0.0%  | 0  |
| Metro   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.3%  | 1   | 0.0%  | 0  | 0.0%  | 0  |
| Bicycle   | 0.7%  | 10     | 0.0%   | 0      | 0.7%   | 0      | 0.0%   | 0      | 3.7%   | 3  | 0.0%  | 0  | 1.4%  | 2   | 1.6%  | 1  | 0.0%  | 0  |
| Mobility scooter / disability vehicle                                     | 0.5%  | 7      | 0.6%   | 1      | 0.7%   | 0      | 0.7%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Park & ride   | 0.0%  | 1      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies)   | 4.5%  | 65     | 5.2%   | 6      | 4.2%   | 2      | 1.4%   | 0      | 3.6%   | 3  | 2.1%  | 1  | 2.0%  | 2   | 4.7%  | 4  | 4.8%  | 4  |
| Weighted base:  |       | 1436   |        | 121    |        | 47     |        | 33     |        | 75 |       | 53 |       | 110 |       | 81 |       | 73 |
| Sample:   |       | 1454   |        | 97     |        | 90     |        | 94     |        | 91 |       | 92 |       | 91  |       | 88 |       | 91 |

**GEN Gender of respondent.**

|                |       |      |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
|----------------|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Male           | 35.9% | 575  | 36.3% | 46  | 25.3% | 13  | 31.3% | 11  | 28.1% | 24  | 42.1% | 25  | 40.9% | 48  | 57.7% | 53  | 32.1% | 27  |
| Female         | 64.1% | 1027 | 63.7% | 80  | 74.7% | 39  | 68.7% | 24  | 71.9% | 61  | 57.9% | 34  | 59.1% | 70  | 42.3% | 39  | 67.9% | 57  |
| Weighted base: |       | 1602 |       | 126 |       | 52  |       | 35  |       | 86  |       | 60  |       | 118 |       | 92  |       | 84  |
| Sample:        |       | 1602 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 101 |

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

|                |       |      |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
|----------------|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| 18 – 24 years  | 12.6% | 202  | 3.5%  | 4   | 5.8%  | 3   | 2.2%  | 1   | 5.8%  | 5   | 4.2%  | 2   | 25.3% | 30  | 23.1% | 21  | 9.9%  | 8   |
| 25 – 34 years  | 12.6% | 202  | 7.0%  | 9   | 9.7%  | 5   | 6.5%  | 2   | 9.7%  | 8   | 8.3%  | 5   | 22.9% | 27  | 18.7% | 17  | 9.9%  | 8   |
| 35 – 44 years  | 18.9% | 302  | 22.4% | 28  | 18.1% | 9   | 10.1% | 4   | 15.8% | 14  | 12.2% | 7   | 28.1% | 33  | 21.8% | 20  | 16.2% | 14  |
| 45 – 54 years  | 18.0% | 289  | 31.8% | 40  | 21.6% | 11  | 21.7% | 8   | 20.4% | 17  | 18.3% | 11  | 12.0% | 14  | 13.5% | 12  | 9.3%  | 8   |
| 55 – 64 years  | 17.1% | 275  | 18.2% | 23  | 15.1% | 8   | 23.7% | 8   | 21.1% | 18  | 23.8% | 14  | 7.5%  | 9   | 10.5% | 10  | 20.6% | 17  |
| 65+ years      | 20.7% | 331  | 17.1% | 22  | 29.7% | 16  | 35.9% | 13  | 27.2% | 23  | 33.2% | 20  | 4.1%  | 5   | 12.4% | 11  | 34.0% | 29  |
| (Refused)      | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Weighted base: |       | 1602 |       | 126 |       | 52  |       | 35  |       | 86  |       | 60  |       | 118 |       | 92  |       | 84  |
| Sample:        |       | 1602 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 101 |

**QUOTA Zone**

|                |       |      |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |
|----------------|-------|------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Zone 1         | 7.9%  | 126  | 100.0% | 126 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 2         | 3.3%  | 52   | 0.0%   | 0   | 100.0% | 52  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 3         | 2.2%  | 35   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 35  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 4         | 5.3%  | 86   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 86  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 5         | 3.7%  | 60   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 60  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 6         | 7.4%  | 118  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 118 | 0.0%   | 0   | 0.0%   | 0   |
| Zone 7         | 5.7%  | 92   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 92  | 0.0%   | 0   |
| Zone 8         | 5.3%  | 84   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 84  |
| Zone 9         | 6.5%  | 105  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 10        | 4.4%  | 71   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 11        | 8.8%  | 141  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 12        | 12.8% | 206  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 13        | 6.7%  | 107  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 14        | 11.9% | 191  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 15        | 3.9%  | 63   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 16        | 4.1%  | 66   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Weighted base: |       | 1602 |        | 126 |        | 52  |        | 35  |        | 86  |        | 60  |        | 118 |        | 92  |        | 84  |
| Sample:        |       | 1602 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 101 |



# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|                           | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |
|---------------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|
| <b>PC Postcode Sector</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |
| LE1 1                     | 0.9%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  |       |    |       |    |       |    |
| LE1 2                     | 0.7%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 9.9%   | 12 | 0.0%  | 0  | 0.0%  | 0  |       |    |
| LE1 3                     | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.6%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| LE1 4                     | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.9%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| LE1 5                     | 0.1%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.4%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| LE1 6                     | 0.2%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.3%  | 4  | 0.0%  | 0  | 0.0%  | 0  |
| LE1 7                     | 0.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.6%  | 4  | 0.0%  | 0  | 0.0%  | 0  |
| LE1 9                     | 0.2%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.4%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| LE10 0                    | 2.9%  | 46     | 36.7%  | 46     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE10 1                    | 1.0%  | 16     | 12.5%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE10 2                    | 2.0%  | 32     | 25.6%  | 32     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE10 3                    | 0.3%  | 6      | 4.4%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE12 7                    | 1.7%  | 28     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE12 8                    | 2.3%  | 37     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE17 5                    | 1.1%  | 18     | 0.0%   | 0      | 0.0%   | 0      | 51.8%  | 18     | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE18 1                    | 0.9%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE18 2                    | 2.2%  | 36     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE18 3                    | 2.3%  | 37     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 42.8%  | 37 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE18 4                    | 1.7%  | 28     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE19 2                    | 0.8%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE19 3                    | 1.1%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE19 4                    | 1.0%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE2 0                     | 1.6%  | 26     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 22.0% | 26 | 0.0%  | 0  | 0.0%  | 0  |
| LE2 1                     | 1.3%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 17.2% | 20 | 0.0%  | 0  | 0.0%  | 0  |
| LE2 2                     | 1.1%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE2 3                     | 1.7%  | 28     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE2 4                     | 1.4%  | 23     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE2 5                     | 0.4%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE2 6                     | 1.6%  | 26     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE2 7                     | 0.5%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE2 8                     | 1.3%  | 21     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE2 9                     | 3.1%  | 49     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE3 0                     | 1.7%  | 28     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE3 1                     | 2.3%  | 36     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE3 2                     | 2.8%  | 44     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE3 3                     | 1.3%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE3 5                     | 1.3%  | 22     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE3 6                     | 1.8%  | 28     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE3 8                     | 0.8%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE3 9                     | 2.5%  | 40     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE4 0                     | 1.4%  | 22     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE4 1                     | 0.5%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE4 2                     | 2.5%  | 41     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE4 3                     | 0.6%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE4 4                     | 1.6%  | 26     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE4 5                     | 1.0%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE4 6                     | 0.9%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE4 7                     | 3.0%  | 49     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE4 8                     | 0.9%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE4 9                     | 1.6%  | 26     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE5 0                     | 0.7%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 11.6% | 11 | 0.0%  | 0  |
| LE5 1                     | 1.4%  | 22     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 26.1% | 22 |
| LE5 2                     | 1.5%  | 23     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 27.7% | 23 |
| LE5 3                     | 1.8%  | 29     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 23.1% | 27 | 0.0%  | 0  | 0.0%  | 0  |
| LE5 4                     | 1.4%  | 22     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 24.1% | 22 | 0.0%  | 0  |
| LE5 5                     | 3.7%  | 59     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 64.3% | 59 | 0.0%  | 0  |
| LE5 6                     | 2.4%  | 39     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 46.2% | 39 |
| LE6 0                     | 1.5%  | 23     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE7 1                     | 0.2%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE7 2                     | 1.2%  | 19     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE7 3                     | 0.4%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 11.5% | 7  | 0.0%  | 0  | 0.0%  | 0  |
| LE7 4                     | 0.5%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE7 7                     | 2.8%  | 45     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE7 9                     | 1.3%  | 21     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 35.1% | 21 | 0.0%  | 0  | 0.0%  | 0  |
| LE8 0                     | 0.6%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 16.6% | 10 | 0.0%  | 0  | 0.0%  | 0  |
| LE8 4                     | 0.7%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 12.5%  | 11 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE8 5                     | 0.7%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 12.6%  | 11 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE8 6                     | 0.8%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 15.5%  | 13 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE8 8                     | 0.5%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 8.6%   | 7  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE8 9                     | 1.4%  | 22     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 36.8% | 22 | 0.0%  | 0  | 0.0%  | 0  |
| LE9 1                     | 0.4%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 8.0%   | 7  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| LE9 2                     | 1.7%  | 27     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|                | Total   | Zone 1   | Zone 2   | Zone 3   | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|----------------|---------|----------|----------|----------|--------|--------|--------|--------|--------|
| LE9 3          | 0.4% 6  | 0.0% 0   | 10.8% 6  | 0.0% 0   | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| LE9 4          | 1.6% 26 | 20.8% 26 | 0.0% 0   | 0.0% 0   | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| LE9 6          | 1.1% 17 | 0.0% 0   | 0.0% 0   | 48.2% 17 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| LE9 7          | 1.5% 24 | 0.0% 0   | 46.7% 24 | 0.0% 0   | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| LE9 9          | 1.4% 22 | 0.0% 0   | 42.5% 22 | 0.0% 0   | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| Weighted base: | 1602    | 126      | 52       | 35       | 86     | 60     | 118    | 92     | 84     |
| Sample:        | 1602    | 100      | 100      | 100      | 100    | 100    | 100    | 100    | 101    |

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| <b>Q01 Where did you last go for a typical main food and grocery shop?</b> |       |        |         |         |         |         |         |         |         |
| <i>Excl. Nulls &amp; SFT</i>   |       |        |         |         |         |         |         |         |         |
| <b>Zone 1</b>  |       |        |         |         |         |         |         |         |         |
| Aldi, Holliers Walk, Hinckley  | 1.1%  | 16     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Aldi, Watling Street, Hinckley   | 0.3%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Asda, Barwell Lane, Hinckley   | 3.1%  | 44     | 0.0%    | 0       | 0.0%    | 0       | 3.7%    | 6       | 1.2%    |
| B&J Palmer, Station Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| B&M, Castle Street, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, Boyslade Road, Burbage, Hinckley                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, Church Street, Sapcote  | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, Long Street, Stoney Stanton   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, Trent Road, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Foodbank, Hope Community Church, Deveron Way, Hinckley                     | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Hinckley Convenience Stores, Forest Road, Hinckley                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Iceland, Rugby Road, Hinckley  | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Lidl, Coventry Road, Hinckley  | 0.5%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Hinckley Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Stoney Stanton Village Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons, Normandy Way, Hinckley  | 1.2%  | 17     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.4%    |
| One Stop, Stoke Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Post Office, Long Street, Stoney Stanton                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Post Office, The Square, Wolvey, Hinckley                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Local, Clifton Way, Hinckley                                   | 0.3%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, Rugby Road, Hinckley                               | 1.5%  | 21     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Spar, Lutterworth Road, Burbage, Hinckley                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, London Road, Hinckley                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Superstore, Station Yard, Hinckley                                   | 0.8%  | 11     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 2</b>  |       |        |         |         |         |         |         |         |         |
| Co-op, High Street, Desford  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, Main Street, Newbold Verdon, Leicester                              | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, Newbold Road, Desford, Leicester                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, Pochin Street, Croft  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, Wood Street, Earl Shilton   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local market, Earl Shilton Village Centre                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Earl Shilton Town Centre                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Kirkby Mallory Village Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Newbold Verdon Village Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Mill Lane Stores, Mill Lane, Earl Shilton, Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Nisa Local, Main Street,   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Newbold Road, Leicester  |       |        |         |         |         |         |         |         |         |
| Premier, The Hollow, Earl Shilton, Leicester                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Spar, Main Street, Huncote   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Thurlaston Garden Centre & Tea Room, Croft Road, Thurlaston          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 3</b>  |       |        |         |         |         |         |         |         |         |
| Aldi, Buxton Crescent, Broughton Astley                              | 1.7%  | 24     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 5.2%    |
| Co-op, Main Street, Broughton Astley                                 | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Gilmorton Village Store, Main Street, Gilmorton                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local market, Broughton Astley Village Centre                        | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.2%    |
| Local shops, Broughton Astley Village Centre                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Ullesthorpe Village Centre                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Londis, Main Street, Broughton Astley                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Mace, Dunton Road, Broughton Astley                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Made By Alison, Geveze Way, Broughton Astley, Leicester              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Marcus Stevens Butchers, Station Road, Ullesthorpe                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Post Office, Main Street, Ullesthorpe                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Post Office, Station Road, Broughton Astley                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Ringrose Butchers, Main Street, Broughton Astley                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 4</b>  |       |        |         |         |         |         |         |         |         |
| Aldi, Brackley Court, Welford Road, Blaby                            | 1.7%  | 24     | 0.0%    | 0       | 0.0%    | 0       | 4.3%    | 6       | 0.0%    |
| Attfield's Farm Shop, Whetstone Lodge, Countesthorpe Road, Leicester | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Church Street Butchers, Church Street, Countesthorpe                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, (Petrol), Lutterworth Road, Blaby                             | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.1%    |
| Co-op, Cambridge Road, Whetstone                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.7%    |
| Co-op, Dog And Gun Lane, Lutterworth Road, Whetstone                 | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, High Street, Fleckney, Leicester                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, Main Street, Cosby  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, Main Street, Countesthorpe                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Iceland, Johns Court, Blaby  | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 1.0%    | 1       | 0.0%    |
| Jet Petrol Station, Oadby Road, Wigston                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Joseph Morris Butchers, Newton Lane, Wigston                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Cosby Village Centre                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Fleckney Village Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, The Square, Countesthorpe                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 5</b>  |       |        |         |         |         |         |         |         |         |
| Billesden Village Shop, Market Road, Billesdon                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Bridge 67, High Street, Kibworth Harcourt, Kibworth Beauchamp        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| Co-op, High Street, Kibworth Beauchamp                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Great Glen                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Houghton On The Hill                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Scraptoft                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Station Road, Thurnby                                    | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, East Goscote Village Centre                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Queniborough Village Centre                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (BP), Melton Road, Syston                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, Merchants Common, East Goscote, Leicester          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, Stretton Road, Great Glen                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Roots Thorpe Farm, Thorpe Farm, Barkby Thorpe, Leicester        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| S&J News, Syston Road, Queniborough, Leicester                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Select Convenience, High Street, Kibworth Beauchamp             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 6</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| A1 Cash & Carry, Green Lane Road, Leicester                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Adam Groceries, Holland Road, Leicester                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, St Georges Way, Leicester                                 | 2.6%  | 37     | 3.7%    | 4       | 1.9%    | 1       | 2.0%    | 3       | 0.0%    | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Apna Supermarket, Melbourne Road, Leicester                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clays Butchers of Leicester, Cheapside, Leicester               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Evington Road, Leicester                                 | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Falcon Cash & Carry, Syston Street West, Leicester              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Foodland Supermarket, Melbourne Road, Leicester                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Heron Foods, Haymarket Centre, Belgrave Gate, Leicester         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, (The Food Warehouse) St Georges Retail Park, Leicester | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Belgrave Gate, Leicester                               | 0.3%  | 4      | 0.5%    | 1       | 1.0%    | 1       | 0.6%    | 1       | 0.6%    | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| KP Supermarket, Melbourne Road, Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Leicester Market, Market Place, Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Burton Street, Leicester                                  | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Clarendon Park Local Centre                        | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Florence Road, Leicester                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Green Lane Road, Leicester                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Highfields Local Centre                            | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Leicester City Centre                              | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Spinney Hills Local Centre                         | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, Gallowtree Gate,   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.6%    | 1       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Leicester   |       |        |         |         |         |         |         |         |         |
| Post Office, Evington Road, Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Quickway, Melbourne Road, Leicester                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Local, Granby Street, Leicester                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Local, London Road, Leicester                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Local, Queens Road, Clarendon Park, Leicester   | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, Humberstone Gate, Leicester         | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.6%    | 1       | 0.0%    |
| Savers, Cheapside, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, Belgrave Gate, Haymarket Centre, Leicester   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, Granby Street, Leicester                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, Haymarket Centre, Belgrave Gate, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, London Road, Leicester                       | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, Welford Place, Leicester                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| W Archer & Son, Queens Road, Clarendon Park, Leicester      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 7</b>   |       |        |         |         |         |         |         |         |         |
| Co-op, Rowllatts Hill Road, Rowllatts Hill, Leicester       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, Uppingham Road, Rowllatts Hill, Leicester            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Ethal Bakeries, Ethel Road, Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Frozen World, St Saviours Road, Leicester                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Iceland, Uppingham Road, Rowllatts Hill, Leicester          | 0.5%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Chesterfield Road, Evington                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Coleman Road, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, East Park Road, Leicester                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Egginton Street, Leicester                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Evington Valley Road, Leicester                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Kitchener Road, Leicester                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, New Humberston Local Centre                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Overton Road, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| One Stop, Hastings Road, Leicester                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Pak Foods, Chesterfield Road, Evington                      | 0.3%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Quality Supermarket, Green Lane Road, Rowllatts Hill        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Savers Choice Cash & Carry, Egginton Street, Leicester      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Metro, Ethel Road, Evington                           | 0.8%  | 11     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Uppingham Road Convenience Store, Uppingham Road, Leicester | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 8</b>   |       |        |         |         |         |         |         |         |         |
| Co-op, Downing Drive,                                       | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Evington, Leicester  |       |        |         |         |         |         |         |         |         |
| Co-op, Thurncourt Road,<br>Thurnby Lodge, Leicester                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Evington<br>Village Local Centre                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Humberstone<br>Local Centre                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Mercury News, Cardinals<br>Walk, Leicester                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Nisa Local, Main Street,<br>Evington                                 | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Local, Sandhills<br>Avenue, Hamilton,<br>Leicester       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Extra, Maidenwell<br>Avenue, Hamilton,<br>Leicester            | 5.4%  | 76     | 16.3%   | 16      | 1.1%    | 1       | 0.6%    | 1       | 0.0%    |
| <b>Zone 9</b>  |       |        |         |         |         |         |         |         |         |
| Aldi, Fletton Close,<br>Hamilton, Leicester                          | 1.9%  | 27     | 6.8%    | 7       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Asda, Exploration Drive,<br>Abbey Lane, Leicester                    | 2.9%  | 41     | 6.0%    | 6       | 21.0%   | 13      | 0.0%    | 0       | 5.3%    |
| Bombay Supermarket,<br>Melton Road, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Finest Stores, Canon Street,<br>Leicester                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Jalpur Millers Online,<br>Harrison Road, Leicester                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Lidl, Gypsy Lane, Leicester  | 1.0%  | 15     | 8.8%    | 9       | 0.0%    | 0       | 0.0%    | 0       | 1.8%    |
| Lidl, Loughborough Road,<br>Leicester                                | 0.8%  | 11     | 4.5%    | 4       | 3.9%    | 2       | 0.0%    | 0       | 0.0%    |
| Local shops, Abbey Lane,<br>Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Belgrave Road,<br>Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Catherine<br>Street, Leicester                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Doncaster<br>Road, Leicester                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Fairfax Road,<br>Leicester                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Gypsy Lane,<br>Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Melton Road,<br>Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons (Daily in Petrol<br>Station), Melton Road,<br>Leicester    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons (Daily in Petrol<br>Station), Thurmaston<br>Lane, Hamilton | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Post Office, Brackley Close,<br>Leicester                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Post Office, Melrose Street,<br>Leicester                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore,<br>Melton Road, Leicester                    | 3.5%  | 49     | 25.6%   | 25      | 4.9%    | 3       | 0.0%    | 0       | 0.0%    |
| Shiva Shakti Foods,<br>MacDonald Road,<br>Leicester                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, Humberstone<br>Lane, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, Melton Road,<br>Leicester                             | 0.1%  | 2      | 2.0%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 10</b>   |       |        |         |         |         |         |         |         |         |
| Aldi, Abbey Lane,<br>Humphreys Way,<br>Leicester                     | 1.8%  | 25     | 3.7%    | 4       | 5.2%    | 3       | 3.0%    | 4       | 2.1%    |
| Aldi, Beaumont Shopping<br>Centre, Beaumont Leys                     | 0.7%  | 10     | 0.0%    | 0       | 4.6%    | 3       | 0.0%    | 0       | 0.0%    |
| Appleton Mini Market,<br>Appleton Avenue,<br>Leicester               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Beaumont News, Astill  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.

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|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |      |   |      |    |       |   |       |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|------|---|------|----|-------|---|-------|---|
| Lodge Road, Leicester  |       |        |         |         |         |         |         |         |         |    |      |   |      |    |       |   |       |   |
| Home Bargains, St Margaret's Retail Park, Leicester              | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |      |   |      |    |       |   |       |   |
| Iceland, Beaumont Shopping Centre, Beaumont Leys, Leicester      | 0.1%  | 1      | 0.0%    | 0       | 1.2%    | 1       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 1.3% | 1  | 0.0%  | 0 |       |   |
| Local shops, Beaumont Leys Town Centre                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 |       |   |
| McColls, Belgrave Boulevard, Leicester                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 |       |   |
| Nisa Local, Marwood Road, Stocking Farm Estate, Leicester        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 |       |   |
| One Stop, Bewcastle Grove, Mowmacre Hill                         | 0.1%  | 1      | 0.0%    | 0       | 1.1%    | 1       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 |       |   |
| Tesco Extra, Beaumont Shopping Centre, Beaumont Leys, Leicester  | 5.4%  | 75     | 1.6%    | 2       | 44.1%   | 28      | 0.6%    | 1       | 11.8%   | 20 | 0.0% | 0 | 7.5% | 12 | 12.5% | 7 | 5.5%  | 3 |
| Wilko, Beaumont Leys Shopping Centre, Leicester                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 11</b>   |       |        |         |         |         |         |         |         |         |    |      |   |      |    |       |   |       |   |
| Aldi, Aylestone Road, Leicester                                  | 1.4%  | 20     | 0.0%    | 0       | 0.0%    | 0       | 9.9%    | 13      | 1.6%    | 3  | 0.6% | 1 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Clarendon Park Road, Leicester                            | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Hillsborough Road, Glen Parva, Leicester                  | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 1.2%    | 2       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, London Road, Leicester                                    | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.6%    | 1       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Sturdee Road, Eyres Monsell, Leicester                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Gainsborough Stores, Gainsborough Road, Leicester                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Iceland, Saffron Lane, Leicester                                 | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 2.3%    | 3       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Knighton Self Service Petrol Station, Welford Road, Leicester    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Local shops, Glen Parva Local Centre                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Local shops, Saffron Lane, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Local shops, Stoneygate Local Centre                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Londis, Knighton Church Road, Leicester                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Tesco Express, Aberdale Road, West Knighton, Leicester           | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 1.0%    | 1       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Tesco Express, Lutterworth Road, Aylestone, Leicester            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Tesco Express, Saffron Lane, Leicester                           | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 1.0%    | 1       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 12</b>   |       |        |         |         |         |         |         |         |         |    |      |   |      |    |       |   |       |   |
| Aldi, Woodgate, Leicester  | 1.0%  | 15     | 1.7%    | 2       | 1.2%    | 1       | 0.0%    | 0       | 5.3%    | 9  | 0.0% | 0 | 0.0% | 0  | 1.5%  | 1 | 0.0%  | 0 |
| Asda, (Fosse Park), Narborough Road South, Braunstone, Leicester | 4.0%  | 57     | 0.0%    | 0       | 0.0%    | 0       | 11.7%   | 15      | 14.1%   | 24 | 4.1% | 4 | 0.0% | 0  | 2.3%  | 1 | 15.0% | 9 |
| Co-op, Aikman Avenue, New Parks Estate, Leicester                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Hallam Crescent, Braunstone, Leicester                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Hinckley Road, Leicester Forest East                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.8%  | 0 | 0.0%  | 0 |
| Co-op, Narborough Road, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Sharmon Crescent, Braunstone Frith, Leicester             | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.5%    | 3  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Turnbull Drive, Leicester                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0 |

Column %ges.



# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |       |    |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|-------|----|------|---|------|---|------|---|
| Braunstone, Leicester   |       |        |         |         |         |         |         |         |         |   |       |    |      |   |      |   |      |   |
| Iceland, Narborough Road, Leicester                                   | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.8%    | 3 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| J Scattergood & Son, Sharnon Crescent, Leicester                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Fosse Road North, Leicester                                     | 0.9%  | 12     | 0.0%    | 0       | 1.9%    | 1       | 0.0%    | 0       | 4.9%    | 8 | 0.0%  | 0  | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 |
| Lidl, Upperton Road, Leicester  | 0.7%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 4.4%    | 7 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Bosworth Street, Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Braunstone Town Centre                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Cavendish Road, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Heyford Road, Leicester                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Imperial Avenue, Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Keightley Road, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Leicester Forest East Village Centre                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Sandhurst Road, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Shakespeare Street, Leicester                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Sunway, Braunstone  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Aylestone Road, Leicester                                  | 1.5%  | 21     | 0.0%    | 0       | 0.0%    | 0       | 7.4%    | 10      | 1.8%    | 3 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Nutfield Corner Shop, Nutfield Road, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Grasmere Street, Leicester                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Watergate Lane, Braunstone Town                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Hinckley Road, Leicester Forest East               | 0.3%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.8%    | 3 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spar, Buckminster Road, Leicester                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spar, St James Service Station, Hinckley Road, Leicester              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, (Esso), Fosse Road North, Leicester                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, (Esso), Narborough Road, Rowley Fields, Leicester      | 0.8%  | 12     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 4.0%    | 7 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Bede Island, Leicester                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Hinckley Road, Leicester                               | 0.3%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.8%    | 3 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 2.6% | 1 |
| Tesco Express, Penrice Garage, Hinckley Road, Leicester Forest East   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Ryder Road, Kirby Frith                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, New Park Street, Leicester                          | 0.5%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.7%    | 5 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, M1, Junction 21/21A (North Services), Leicester Forest East | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, M1, Junction 21/21A (South Services), Leicester Forest East | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 13</b>  |       |        |         |         |         |         |         |         |         |   |       |    |      |   |      |   |      |   |
| Aldi, Bullhead Street, Wigston  | 2.5%  | 35     | 0.0%    | 0       | 0.0%    | 0       | 3.6%    | 5       | 0.0%    | 0 | 15.7% | 15 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Leicester Road, Oadby   | 5.4%  | 76     | 1.7%    | 2       | 0.0%    | 0       | 11.0%   | 14      | 1.8%    | 3 | 13.9% | 13 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Blaby Road, Wigston  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Launceston Road, Wigston                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |       |    |      |   |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|-------|----|------|---|------|---|------|---|
| Co-op, Uplands Road, Oadby                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farmfoods, Bell Street, Wigston                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Bell Street, Wigston                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Blaby Road, South Wigston                                | 0.4%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.6%    | 1       | 0.0%    | 0 | 1.1%  | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Harborough Road, Oadby                                   | 0.7%  | 10     | 0.0%    | 0       | 0.0%    | 0       | 2.0%    | 3       | 0.0%    | 0 | 2.0%  | 2  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Oadby Town Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Wigston Town Centre                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Parade, Oadby                             | 0.5%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 0.6%    | 1       | 0.0%    | 0 | 3.4%  | 3  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Milners Bakery, Blaby Road, South Wigston                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons (Daily in Petrol Station), Bull Head Street, Wigston | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Aylestone Lane, Wigston                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Gloucester Crescent, Wigston                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Leicester Road, Wigston                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Moat Street, Wigston                        | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Bell Street, Wigston                   | 1.1%  | 16     | 0.0%    | 0       | 0.0%    | 0       | 0.6%    | 1       | 0.0%    | 0 | 9.6%  | 9  | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 |
| Sainsbury's Superstore, Glen Road, Oadby                       | 3.6%  | 50     | 0.0%    | 0       | 0.0%    | 0       | 8.8%    | 11      | 0.0%    | 0 | 14.7% | 14 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Blaby Road, South Wigston                    | 4.3%  | 60     | 0.0%    | 0       | 0.0%    | 0       | 13.0%   | 17      | 1.0%    | 2 | 26.9% | 25 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 |
| Waitrose, Harborough Road, Oadby, Leicester                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| WH Cox Greengrocer, Leicester Road, Wigston                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wilson Wragg Butchers, London Road, Oadby                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 14</b>   |       |        |         |         |         |         |         |         |         |   |       |    |      |   |      |   |      |   |
| Aldi, Melton Road, Syston                                      | 0.8%  | 11     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 6.6%  | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barkby Thorpe Lane, Thurmaston                           | 3.3%  | 46     | 15.6%   | 16      | 3.2%    | 2       | 0.0%    | 0       | 0.0%    | 0 | 15.1% | 24 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Cropston Road, Anstey                                   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-op, High Street, Barrow-On-Soar                             | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Loughborough Road, Quorn                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Loughborough Road, Rothley                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Rothley Road, Mountsorrel                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Wanlip Lane, Birstall                                   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Costco, Westmoreland Avenue, Thurmaston                        | 0.1%  | 2      | 1.4%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Costcutter, Barrow Road, Sileby, Loughborough                  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Johnsons of Woodhouse, Main Street, Woodhouse Eaves            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Anstey Village Centre                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Barrow upon Soar Village Centre                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Rothley Village Centre                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Syston Town Centre                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Woodhouse Eaves Village Centre                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, The Nook, Anstey, Leicester                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |      |   |       |    |       |    |       |    |  |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|------|---|-------|----|-------|----|-------|----|--|
| M&S, (Foodhall), Thorpe Lane, Leicester                            | 0.5%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 1.2%  | 2  | 0.0%  | 0  | 0.0%  | 0  |  |
| Nisa Local, Station Road, Quorn                                    | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  |  |
| Roberts of Mountsorrel, Leicester Road, Mountsorrel, Loughborough  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| Syston Bakery, Town Square, Syston                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| Tesco Express, High Street, Sileby                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| Tesco Express, Sibson Road, Birstall, Leicester                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| Tesco Metro, Melton Road, Syston                                   | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 1.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  |  |
| The Family Cellar, Melton Road, Syston, Leicester                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| Waitrose, Granite Way, Mountsorrel                                 | 1.0%  | 13     | 0.0%    | 0       | 1.0%    | 1       | 0.0%    | 0       | 0.6%    | 1  | 0.0% | 0 | 6.4%  | 10 | 2.2%  | 1  | 0.0%  | 0  |  |
| Wanlip Lane News, Birstall   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| <b>Zone 15</b>   |       |        |         |         |         |         |         |         |         |    |      |   |       |    |       |    |       |    |  |
| Co-op, Laundon Way, Groby  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| Co-op, Leicester Road, Groby                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| Co-op, Old Bakery Close, Leicester                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.8%  | 0  | 0.0%  | 0  |  |
| Local shops, Groby Village Centre                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| Local shops, Kirby Muxloe Village Centre                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| Local shops, Ratby Village centre                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| Moores of Ratby, Station Road, Ratby                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| Morrisons, Station Road, Glenfield                                 | 1.2%  | 17     | 0.0%    | 0       | 0.6%    | 0       | 0.0%    | 0       | 2.2%    | 4  | 0.0% | 0 | 0.6%  | 1  | 22.0% | 12 | 0.7%  | 0  |  |
| One Stop, Main Street, Kirby Muxloe                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| Tesco Express, Dominion Road, Glenfield, Leicester                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| The Royal Oak, Main Street, Kirby Muxloe                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| <b>Zone 16</b>   |       |        |         |         |         |         |         |         |         |    |      |   |       |    |       |    |       |    |  |
| Aldi, Meridian Way, Braunstone                                     | 1.7%  | 24     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 9.9%    | 17 | 0.0% | 0 | 0.0%  | 0  | 8.1%  | 4  | 3.2%  | 2  |  |
| Co-op, Cross Street, Enderby (Next to the Methodist Church)        | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 2.7%  | 2  |  |
| Co-op, Mill Lane, Enderby (Opposite Newsagents & Estate Agents)    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  |  |
| Co-op, Station Road, Narborough                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  |  |
| Costcutter, Forest Road, Narborough, Enderby, Leicester            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| Local shops, Narborough Village Centre                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| M&S, Fosse Park Shopping Centre, Leicester                         | 1.1%  | 16     | 0.0%    | 0       | 1.1%    | 1       | 0.6%    | 1       | 1.5%    | 3  | 0.0% | 0 | 0.0%  | 0  | 5.1%  | 3  | 2.7%  | 2  |  |
| Palmers at Enderby, St Johns, Enderby, Leicester                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| Sainsbury's Superstore, Fosse Park, Grove Farm Triangle, Leicester | 6.0%  | 84     | 0.0%    | 0       | 0.0%    | 0       | 8.9%    | 11      | 10.7%   | 18 | 3.1% | 3 | 0.0%  | 0  | 28.7% | 15 | 37.3% | 21 |  |
| Tesco Express, Copt Oak Court, Narborough                          | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.1%    | 2  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |  |
| <b>Outside Survey Area</b>   |       |        |         |         |         |         |         |         |         |    |      |   |       |    |       |    |       |    |  |
| Aldi, Adcock Road, Coalville                                       | 0.3%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 1.2%  | 2  | 1.3%  | 1  | 0.0%  | 0  |  |
| Aldi, Allendale Road, Loughborough                                 | 1.3%  | 18     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 11.0% | 18 | 0.0%  | 0  | 0.0%  | 0  |  |
| Aldi, Belton Road,   | 0.3%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 2.3%  | 4  | 0.0%  | 0  | 0.0%  | 0  |  |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total |    | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |      |   |      |   |      |   |      |   |
|--|-------|----|--------|---------|---------|---------|---------|---------|---------|---------|------|---|------|---|------|---|------|---|
| Loughborough   |       |    |        |         |         |         |         |         |         |         |      |   |      |   |      |   |      |   |
| Aldi, Hackamore Way, Oakham                                    | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Leicester Road, Melton Mowbray                           | 0.0%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Springfield Street, Market Harborough                    | 0.3%  | 4  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Stanier Retail Park, Kettering                           | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Brade Drive, Coventry                                    | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Chamwood Road, Shepshed                                  | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Newtown Road, Nuneaton                                   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Baines Bakery, High Street West, Uppingham                     | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bates Butchers, Market Street, Atherstone                      | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Ashby Road, Ibstock                                     | 0.0%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Coventry Road, Market Harborough                        | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Malt Mill Bank, Barwell                                 | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, North Street East, Uppingham                            | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, School Road, Bulkington, Bedworth                       | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre, Woodlands, Ashby Road, Stapleton        | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farndon Fields Farm Shop, Farndon Road, Market Harborough      | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, Mill Street, Bedworth                           | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Market Street, Loughborough, Loughborough             | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Joseph Morris Butchers, Walcote Road, Lutterworth              | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Kettering Road, Market Harborough                        | 0.0%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Station Avenue, Loughborough                             | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Thornborough Road, Coalville                             | 0.1%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 1.1% | 2 | 0.0% | 0 | 0.0% | 0 |
| Local market, Loughborough Town Centre                         | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Lutterworth Town Centre                           | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Markfield Village Centre                          | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Stamford Town Centre                              | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Hampton Road, Redland, Bristol                         | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (BP), Melton Road, Market Harborough                      | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Rushes, Loughborough                      | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Leicester Road, Elliott's Field, Rugby        | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons (Daily in Petrol Station), Lutterworth Road, Walcote | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Bitteswell Road, Lutterworth                        | 0.8%  | 11 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Gorse Covert Centre, Loughborough                   | 0.4%  | 5  | 0.0%   | 0       | 1.0%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 3.0% | 5 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Rutland Street, Melton Mowbray                      | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Whitwick Retail                                     | 0.0%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Park, Coalville   |       |        |         |         |         |         |         |         |         |
| Sainsbury's Local, Queens Road, Nuneaton                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, Greenclose Lane, Loughborough       | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, Nottingham Road, Melton Mowbray     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, St. Mary's Place, Market Harborough | 0.3%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, Vicarage Street, Nuneaton           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, Leicester Road, Loughborough                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, Shelton Square, Coventry                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Extra, Arena Shopping Park, Rowleys Green, Coventry   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Extra, Leicester Street, Bedworth                     | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Extra, Oakley Road, Corby                             | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Extra, Park Road, Loughborough                        | 2.7%  | 38     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 22.7%   |
| Tesco Superstore, Clifford Bridge Road, Coventry            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Superstore, Leicester Road, Rugby                     | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Superstore, South Street, Oakham                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Superstore, The Rushes, Loughborough                  | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.6%    |
| Waitrose, Lower Leicester Road, Lutterworth                 | 0.7%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Waitrose, Springfield Street, Market Harborough             | 0.6%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 2.6%    | 3       | 0.0%    |
| WF Chapman, High Street, Lutterworth                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Others</b>   |       |        |         |         |         |         |         |         |         |
| Other   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Internet / delivery   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| (Don't know / can't remember)                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| (Don't do this type of shopping)                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| (Same place as before)                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Weighted base:  | 1401  | 99     | 62      | 129     | 170     | 93      | 161     | 53      | 58      |
| Sample:   | 1442  | 96     | 89      | 92      | 88      | 91      | 87      | 87      | 90      |

**Q02 Which retailer did you purchase your main food internet / home delivery shopping from?***Those that said 'Internet / delivery' at Q01*

|                               |       |    |       |    |       |    |       |    |       |    |       |   |       |    |       |   |       |
|-------------------------------|-------|----|-------|----|-------|----|-------|----|-------|----|-------|---|-------|----|-------|---|-------|
| Amazon Pantry                 | 1.2%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |       |
| Asda                          | 38.2% | 76 | 64.4% | 3  | 21.7% | 2  | 35.8% | 4  | 50.3% | 17 | 38.2% | 5 | 51.5% | 16 | 11.9% | 1 | 44.2% |
| Iceland                       | 6.0%  | 12 | 18.9% | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 7.8%  | 1  | 0.0%  | 0 |       |
| Marks & Spencer               | 2.3%  | 5  | 0.0%  | 0  | 13.6% | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |       |
| Morrisons                     | 5.4%  | 11 | 0.0%  | 0  | 0.0%  | 0  | 6.5%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |       |
| Ocado                         | 6.4%  | 13 | 0.0%  | 0  | 13.6% | 1  | 17.5% | 2  | 0.0%  | 0  | 0.0%  | 0 | 12.8% | 4  | 4.1%  | 0 |       |
| Sainsbury's                   | 8.7%  | 17 | 0.0%  | 0  | 35.6% | 3  | 0.0%  | 0  | 0.0%  | 0  | 11.7% | 2 | 12.8% | 4  | 7.8%  | 1 |       |
| Tesco                         | 26.1% | 52 | 16.7% | 1  | 11.3% | 1  | 27.7% | 3  | 49.7% | 16 | 35.8% | 5 | 6.7%  | 2  | 54.7% | 5 |       |
| Waitrose                      | 3.9%  | 8  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 14.2% | 2 | 9.8%  | 3  | 13.8% | 1 |       |
| Other                         | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |       |
| Aldi                          | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 12.5% | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |       |
| Co-op                         | 0.2%  | 0  | 0.0%  | 0  | 4.2%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |       |
| (Don't know / can't remember) | 1.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.4%  | 2 | 0.0%  | 0  | 0.0%  | 0 |       |
| Weighted base:                | 198   | 5  | 9     | 12 | 33    | 13 | 30    | 10 | 8     |    |       |   |       |    |       |   |       |
| Sample:                       | 159   | 4  | 11    | 8  | 11    | 9  | 13    | 13 | 11    |    |       |   |       |    |       |   |       |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |     |       |     |       |     |       |     |       |    |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|-----|-------|-----|-------|-----|-------|-----|-------|----|
| <b>Q03 What is the main reason you chose (STORE MENTIONED AT Q01) for your main food and grocery shopping?</b> |       |        |         |         |         |         |         |         |         |     |       |     |       |     |       |     |       |    |
| Accessibility by public transport  | 0.7%  | 11     | 1.6%    | 2       | 1.7%    | 1       | 0.0%    | 0       | 1.5%    | 3   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Car parking prices   | 0.3%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.5%    | 3   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.9%  | 1  |
| Car parking provision available  | 1.9%  | 30     | 1.3%    | 1       | 1.0%    | 1       | 0.0%    | 0       | 1.2%    | 3   | 0.5%  | 1   | 1.7%  | 3   | 1.3%  | 1   | 2.5%  | 2  |
| Choice of food goods   | 8.4%  | 134    | 7.7%    | 8       | 10.4%   | 7       | 11.1%   | 16      | 11.8%   | 24  | 9.4%  | 10  | 1.6%  | 3   | 11.6% | 7   | 5.8%  | 4  |
| Choice of shops nearby selling non-food goods  | 0.8%  | 12     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.8%    | 4   | 0.0%  | 0   | 0.9%  | 2   | 0.0%  | 0   | 0.0%  | 0  |
| Choice of shops selling food goods   | 1.1%  | 17     | 0.5%    | 1       | 1.7%    | 1       | 2.1%    | 3       | 3.0%    | 6   | 0.0%  | 0   | 0.9%  | 2   | 1.1%  | 1   | 0.0%  | 0  |
| Cleanliness  | 1.0%  | 17     | 0.0%    | 0       | 1.0%    | 1       | 0.0%    | 0       | 1.5%    | 3   | 0.0%  | 0   | 3.5%  | 7   | 2.1%  | 1   | 1.1%  | 1  |
| Cycle parking availability   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Delivery service   | 3.1%  | 50     | 0.0%    | 0       | 1.7%    | 1       | 1.1%    | 2       | 4.8%    | 10  | 2.1%  | 2   | 1.6%  | 3   | 8.6%  | 5   | 5.0%  | 3  |
| Easy to get to by car  | 1.6%  | 25     | 1.6%    | 2       | 0.9%    | 1       | 0.0%    | 0       | 0.9%    | 2   | 1.8%  | 2   | 3.8%  | 7   | 0.0%  | 0   | 0.0%  | 0  |
| Entertainment / events   | 0.5%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 2.1%    | 3       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Facilities within the store eg Café, Beauty Salon, Dry Cleaners etc.   | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 0   | 0.0%  | 0  |
| Good internal layout   | 1.2%  | 19     | 1.0%    | 1       | 0.5%    | 0       | 0.0%    | 0       | 1.4%    | 3   | 2.5%  | 3   | 0.5%  | 1   | 1.7%  | 1   | 1.0%  | 1  |
| Good service / friendly staff  | 1.4%  | 22     | 1.0%    | 1       | 2.8%    | 2       | 1.1%    | 2       | 3.0%    | 6   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 0   | 0.6%  | 0  |
| Habit / always use it / preference for retailer  | 7.8%  | 124    | 10.2%   | 11      | 3.9%    | 3       | 6.4%    | 9       | 5.1%    | 10  | 4.7%  | 5   | 15.5% | 30  | 10.4% | 7   | 8.7%  | 6  |
| Internet shopping is convenient  | 3.9%  | 62     | 0.8%    | 1       | 3.7%    | 3       | 3.5%    | 5       | 3.4%    | 7   | 3.6%  | 4   | 7.8%  | 15  | 6.1%  | 4   | 6.6%  | 4  |
| Lower prices   | 11.3% | 181    | 13.9%   | 15      | 7.7%    | 5       | 16.8%   | 24      | 9.2%    | 19  | 13.7% | 15  | 10.7% | 20  | 9.2%  | 6   | 8.2%  | 5  |
| Loyalty card / points scheme   | 1.5%  | 25     | 0.0%    | 0       | 0.9%    | 1       | 4.2%    | 6       | 4.7%    | 10  | 0.5%  | 1   | 1.4%  | 3   | 0.0%  | 0   | 0.6%  | 0  |
| Near to home   | 29.8% | 477    | 33.4%   | 35      | 52.4%   | 37      | 30.2%   | 42      | 17.7%   | 37  | 29.6% | 32  | 30.6% | 58  | 20.4% | 13  | 35.3% | 23 |
| Near to work   | 1.2%  | 19     | 1.9%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 1.8%    | 4   | 1.0%  | 1   | 2.6%  | 5   | 1.1%  | 1   | 2.7%  | 2  |
| Nice shopping environment  | 1.2%  | 18     | 0.0%    | 0       | 1.0%    | 1       | 0.0%    | 0       | 0.9%    | 2   | 0.9%  | 1   | 1.7%  | 3   | 1.1%  | 1   | 0.6%  | 0  |
| Only one in the area / no other choice   | 0.3%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 1.0%  | 2   | 0.0%  | 0   | 0.0%  | 0  |
| Provision of leisure facilities nearby   | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Provision of services nearby, such as banks and other financial services                                       | 0.2%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 1.8%  | 2   | 0.9%  | 2   | 0.0%  | 0   | 0.0%  | 0  |
| Public information, signposts and public facilities  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Quality of food goods available  | 4.8%  | 77     | 6.1%    | 6       | 1.0%    | 1       | 3.7%    | 5       | 1.8%    | 4   | 4.4%  | 5   | 6.2%  | 12  | 9.8%  | 6   | 4.9%  | 3  |
| Quality of shops selling food goods  | 0.8%  | 12     | 0.0%    | 0       | 1.7%    | 1       | 1.8%    | 3       | 1.5%    | 3   | 1.8%  | 2   | 0.0%  | 0   | 1.2%  | 1   | 0.0%  | 0  |
| Safety (during the day)  | 0.9%  | 14     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.5%    | 7   | 0.9%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Safety (during the evening / night time)   | 0.3%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 1.8%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Speciality foods   | 0.3%  | 4      | 1.6%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Staff discount / work there  | 1.1%  | 18     | 1.6%    | 2       | 0.0%    | 0       | 0.6%    | 1       | 0.0%    | 0   | 5.7%  | 6   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Value for money  | 5.2%  | 83     | 6.2%    | 6       | 3.1%    | 2       | 4.5%    | 6       | 9.9%    | 20  | 4.6%  | 5   | 4.1%  | 8   | 5.0%  | 3   | 6.0%  | 4  |
| Other  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Easy access by bicycle   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 1.1%    | 1       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| For a change   | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Good non-food range  | 0.3%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.8%    | 4   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Good offers  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.9%    | 1       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Good opening hours   | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.5%  | 1   | 0.0%  | 0   | 0.0%  | 0  |
| Has a petrol station   | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.1%  | 1   | 0.0%  | 0  |
| Has everything I need  | 0.6%  | 10     | 1.6%    | 2       | 0.0%    | 0       | 2.0%    | 3       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 0   | 1.6%  | 1  |
| Large store  | 0.3%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.5%    | 1   | 0.0%  | 0   | 0.5%  | 1   | 0.0%  | 0   | 0.0%  | 0  |
| Modern store   | 0.1%  | 2      | 1.9%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Near to family   | 0.1%  | 1      | 0.5%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Near to school   | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Not too busy   | 0.4%  | 6      | 0.5%    | 1       | 0.9%    | 1       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.2%  | 1   | 2.2%  | 1  |
| Offers Click & Collect service   | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 1.1%    | 1       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Offers scan-as-you-shop service  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Range of products available  | 0.8%  | 12     | 0.0%    | 0       | 1.7%    | 1       | 0.6%    | 1       | 0.0%    | 0   | 3.6%  | 4   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 0  |
| Smaller / quieter store  | 0.7%  | 12     | 0.0%    | 0       | 0.0%    | 0       | 0.9%    | 1       | 0.9%    | 2   | 0.5%  | 1   | 0.9%  | 2   | 2.7%  | 2   | 0.0%  | 0  |
| They accept vouchers (Don't know / varies)   | 0.2%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.2%  | 1  |
| (No reason in particular)  | 0.4%  | 7      | 0.8%    | 1       | 0.0%    | 0       | 1.5%    | 2       | 1.5%    | 3   | 0.5%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
|  | 2.6%  | 42     | 4.2%    | 4       | 0.5%    | 0       | 2.7%    | 4       | 3.4%    | 7   | 3.9%  | 4   | 0.9%  | 2   | 1.3%  | 1   | 1.8%  | 1  |
| Weighted base:   | 1602  | 105    |         | 71      |         | 141     |         | 206     |         | 107 |       | 191 |       | 63  |       | 66  |       |    |
| Sample:  | 1602  | 100    |         | 100     |         | 100     |         | 100     |         | 100 |       | 100 |       | 100 |       | 101 |       |    |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |     |       |     |       |     |       |     |       |     |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| <b>Q04 What, if anything, is the one thing you most dislike about (STORE MENTIONED AT Q01)?</b> |       |        |         |         |         |         |         |         |         |     |       |     |       |     |       |     |       |     |
| Change layout too often   | 1.2%  | 19     | 0.0%    | 0       | 1.7%    | 1       | 0.0%    | 0       | 3.5%    | 7   | 0.0%  | 0   | 1.7%  | 3   | 2.1%  | 1   | 0.0%  | 0   |
| Difficult to get to   | 1.1%  | 18     | 0.0%    | 0       | 1.7%    | 1       | 0.0%    | 0       | 6.0%    | 12  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Difficult to park / lack of parking   | 2.2%  | 35     | 0.5%    | 1       | 0.5%    | 0       | 7.5%    | 11      | 2.4%    | 5   | 4.1%  | 4   | 0.9%  | 2   | 0.0%  | 0   | 0.0%  | 0   |
| Expensive parking   | 0.3%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Expensive prices  | 2.9%  | 46     | 2.1%    | 2       | 3.6%    | 3       | 3.8%    | 5       | 1.5%    | 3   | 3.1%  | 3   | 3.3%  | 6   | 1.2%  | 1   | 1.8%  | 1   |
| Lack of cycle parking   | 0.7%  | 11     | 0.0%    | 0       | 1.7%    | 1       | 2.1%    | 3       | 0.0%    | 0   | 2.1%  | 2   | 1.7%  | 3   | 0.0%  | 0   | 0.0%  | 0   |
| Lack of public transport  | 0.5%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.5%    | 3   | 1.8%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Lack of stock on shelves  | 2.1%  | 34     | 1.0%    | 1       | 3.3%    | 2       | 2.4%    | 3       | 3.5%    | 7   | 0.0%  | 0   | 0.0%  | 0   | 1.3%  | 1   | 0.6%  | 0   |
| Limited range of goods  | 5.0%  | 80     | 5.3%    | 6       | 5.1%    | 4       | 5.7%    | 8       | 1.3%    | 3   | 2.7%  | 3   | 7.2%  | 14  | 3.5%  | 2   | 5.7%  | 4   |
| No petrol station   | 0.5%  | 7      | 1.6%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 1.8%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Not enough tills open / queues at tills   | 2.4%  | 38     | 0.8%    | 1       | 1.7%    | 1       | 0.0%    | 0       | 3.0%    | 6   | 1.8%  | 2   | 2.8%  | 5   | 4.5%  | 3   | 2.2%  | 1   |
| Poor internal layout  | 0.5%  | 8      | 0.0%    | 0       | 0.9%    | 1       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 2.6%  | 5   | 0.0%  | 0   | 0.0%  | 0   |
| Poor quality goods  | 1.5%  | 24     | 0.0%    | 0       | 0.5%    | 0       | 2.1%    | 3       | 0.9%    | 2   | 0.9%  | 1   | 3.2%  | 6   | 3.5%  | 2   | 2.7%  | 2   |
| Rushed through checkouts  | 0.8%  | 13     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.0%    | 4   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.2%  | 1   |
| Staff rude / unhelpful  | 1.3%  | 21     | 0.0%    | 0       | 2.2%    | 2       | 0.9%    | 1       | 3.0%    | 6   | 0.0%  | 0   | 0.0%  | 0   | 2.1%  | 1   | 0.0%  | 0   |
| Too big   | 0.8%  | 13     | 0.8%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 2.0%    | 4   | 0.0%  | 0   | 1.7%  | 3   | 0.6%  | 0   | 0.0%  | 0   |
| Too busy  | 4.6%  | 73     | 2.9%    | 3       | 6.7%    | 5       | 4.1%    | 6       | 3.9%    | 8   | 4.9%  | 5   | 10.5% | 20  | 1.2%  | 1   | 2.2%  | 1   |
| Too far away  | 0.7%  | 11     | 1.6%    | 2       | 1.0%    | 1       | 0.0%    | 0       | 0.0%    | 0   | 2.7%  | 3   | 0.9%  | 2   | 0.6%  | 0   | 0.0%  | 0   |
| Too small   | 2.2%  | 36     | 0.0%    | 0       | 0.9%    | 1       | 3.4%    | 5       | 2.0%    | 4   | 3.0%  | 3   | 1.7%  | 3   | 1.7%  | 1   | 0.6%  | 0   |
| Traffic congestion  | 0.7%  | 12     | 0.8%    | 1       | 0.0%    | 0       | 2.1%    | 3       | 1.5%    | 3   | 0.0%  | 0   | 1.6%  | 3   | 0.0%  | 0   | 1.9%  | 1   |
| Unclean / dirty   | 0.3%  | 5      | 0.0%    | 0       | 1.0%    | 1       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 0   |
| Other   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Cold store  | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.9%    | 1       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Customer service desk is always closed  | 0.0%  | 1      | 0.0%    | 0       | 0.9%    | 1       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Disorganised store  | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.4%  | 2   | 0.0%  | 0   |
| Have to pay for trollies  | 0.0%  | 0      | 0.0%    | 0       | 0.5%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Incorrectly priced items  | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.9%    | 1       | 0.0%    | 0   | 0.9%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Internet - can't pick your own goods  | 0.7%  | 11     | 0.0%    | 0       | 0.0%    | 0       | 0.9%    | 1       | 0.9%    | 2   | 0.0%  | 0   | 1.9%  | 4   | 0.0%  | 0   | 1.1%  | 1   |
| Internet - delivery charges   | 0.2%  | 3      | 0.8%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Internet - delivery slots unavailable   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.6%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Internet - doesn't deliver goods in bags  | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Internet - leave shopping outside instead of bringing it up to my flat                          | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Internet - receiving substitute items   | 0.9%  | 15     | 0.0%    | 0       | 0.5%    | 0       | 0.9%    | 1       | 0.0%    | 0   | 2.1%  | 2   | 0.0%  | 0   | 4.3%  | 3   | 1.1%  | 1   |
| Internet - time consuming   | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Internet - use too many plastic bags  | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.6%    | 1       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Lack of available trollies  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.9%  | 1   |
| Lighting is too bright  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.9%  | 1   |
| Narrow aisles   | 0.3%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.6%    | 1       | 1.5%    | 3   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Needs a refurb  | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| No electric car charging points   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| No fresh food counters  | 0.1%  | 2      | 0.0%    | 0       | 1.0%    | 1       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Not enough staff  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 0   | 0.0%  | 0   |
| People are ignoring the covid safety rules  | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Poor offers   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.5%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| Poor own-brand goods  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Poor reward scheme  | 0.1%  | 1      | 0.0%    | 0       | 0.9%    | 1       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Self-scanners often don't work  | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.1%  | 1   |
| Short sell-by dates   | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.9%  | 2   | 0.0%  | 0   | 0.0%  | 0   |
| Some of the people that go there  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Toilets are in poor condition (Don't know / varies)   | 1.0%  | 17     | 0.0%    | 0       | 0.9%    | 1       | 0.0%    | 0       | 2.2%    | 5   | 1.0%  | 1   | 0.5%  | 1   | 0.0%  | 0   | 2.2%  | 1   |
| (Nothing)   | 62.6% | 1003   | 81.6%   | 85      | 62.9%   | 45      | 61.1%   | 86      | 57.3%   | 118 | 67.1% | 72  | 56.2% | 108 | 69.5% | 44  | 69.9% | 46  |
| Weighted base:  |       | 1602   |         | 105     |         | 71      |         | 141     |         | 206 |       | 107 |       | 191 |       | 63  |       | 66  |
| Sample:   |       | 1602   |         | 100     |         | 100     |         | 100     |         | 100 |       | 100 |       | 100 |       | 100 |       | 101 |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |       |    |       |     |       |    |       |    |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|-------|----|-------|-----|-------|----|-------|----|
| <b>Q05 How did you travel to (STORE MENTIONED AT Q01) to undertake your main food shop?</b> |       |        |         |         |         |         |         |         |         |    |       |    |       |     |       |    |       |    |
| <i>Not those that said 'Internet / delivery' at Q01</i>                                     |       |        |         |         |         |         |         |         |         |    |       |    |       |     |       |    |       |    |
| Car / van (as driver)   | 71.0% | 997    | 70.7%   | 70      | 62.5%   | 39      | 69.4%   | 89      | 52.5%   | 91 | 63.0% | 59 | 79.6% | 128 | 81.2% | 43 | 83.8% | 48 |
| Car / van (as passenger)  | 15.0% | 211    | 18.3%   | 18      | 16.3%   | 10      | 18.0%   | 23      | 21.8%   | 38 | 21.4% | 20 | 12.1% | 19  | 12.6% | 7  | 6.2%  | 4  |
| Bus, minibus or coach   | 2.1%  | 30     | 0.5%    | 1       | 5.0%    | 3       | 4.1%    | 5       | 6.5%    | 11 | 0.6%  | 1  | 0.0%  | 0   | 0.0%  | 0  | 0.7%  | 0  |
| Motorcycle, scooter or moped  | 0.3%  | 5      | 0.0%    | 0       | 0.6%    | 0       | 0.0%    | 0       | 1.8%    | 3  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Walk  | 9.8%  | 137    | 10.0%   | 10      | 15.6%   | 10      | 6.7%    | 9       | 14.5%   | 25 | 11.4% | 11 | 8.3%  | 13  | 3.7%  | 2  | 9.3%  | 5  |
| Taxi  | 1.1%  | 16     | 0.5%    | 1       | 0.0%    | 0       | 0.6%    | 1       | 2.9%    | 5  | 1.2%  | 1  | 0.0%  | 0   | 2.5%  | 1  | 0.0%  | 0  |
| Train   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Metro   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Bicycle   | 0.3%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 2.4%  | 2  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Mobility scooter / disability vehicle   | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Other   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / can't remember)   | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 1.2%    | 1       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Weighted base:  | 1404  | 99     | 62      | 129     | 173     | 93      | 161     | 53      | 58      |    |       |    |       |     |       |    |       |    |
| Sample:   | 1443  | 96     | 89      | 92      | 89      | 91      | 87      | 87      | 90      |    |       |    |       |     |       |    |       |    |

**Meanscore: [Time in minutes]****Q06 How long did your last journey to (STORE MENTIONED AT Q01) to undertake main food shopping take?***Not those that said 'Internet / delivery' at Q01*

|                               |       |      |       |       |       |       |       |       |       |     |       |    |       |    |       |    |       |    |
|-------------------------------|-------|------|-------|-------|-------|-------|-------|-------|-------|-----|-------|----|-------|----|-------|----|-------|----|
| 1 - 10 minutes                | 62.8% | 882  | 83.0% | 82    | 69.0% | 43    | 69.1% | 89    | 58.3% | 101 | 62.9% | 59 | 58.3% | 94 | 53.6% | 28 | 66.0% | 38 |
| 11 - 20 minutes               | 22.7% | 318  | 8.6%  | 9     | 23.2% | 14    | 19.9% | 26    | 23.4% | 40  | 13.7% | 13 | 23.3% | 38 | 39.0% | 21 | 27.1% | 16 |
| 21 - 30 minutes               | 4.2%  | 59   | 0.0%  | 0     | 0.0%  | 0     | 2.8%  | 4     | 5.4%  | 9   | 6.8%  | 6  | 4.8%  | 8  | 2.5%  | 1  | 0.0%  | 0  |
| 31 - 40 minutes               | 0.7%  | 10   | 0.0%  | 0     | 0.0%  | 0     | 2.3%  | 3     | 0.0%  | 0   | 0.0%  | 0  | 2.1%  | 3  | 2.5%  | 1  | 0.0%  | 0  |
| 41 - 50 minutes               | 0.9%  | 13   | 1.7%  | 2     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0   | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| 51 - 60 minutes               | 3.6%  | 51   | 0.0%  | 0     | 4.3%  | 3     | 2.0%  | 3     | 1.8%  | 3   | 11.3% | 11 | 3.1%  | 5  | 2.5%  | 1  | 3.2%  | 2  |
| Over an hour                  | 1.8%  | 25   | 0.0%  | 0     | 3.5%  | 2     | 0.0%  | 0     | 0.0%  | 0   | 2.0%  | 2  | 5.7%  | 9  | 0.0%  | 0  | 2.5%  | 1  |
| (Don't know / can't remember) | 3.0%  | 42   | 6.7%  | 7     | 0.0%  | 0     | 2.0%  | 3     | 11.1% | 19  | 1.2%  | 1  | 2.7%  | 4  | 0.0%  | 0  | 1.1%  | 1  |
| (Refused)                     | 0.4%  | 5    | 0.0%  | 0     | 0.0%  | 0     | 2.0%  | 3     | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Mean:                         | 14.36 | 8.51 | 14.62 | 11.68 | 11.43 | 18.23 | 18.68 | 13.63 | 14.23 |     |       |    |       |    |       |    |       |    |
| Weighted base:                | 1404  | 99   | 62    | 129   | 173   | 93    | 161   | 53    | 58    |     |       |    |       |    |       |    |       |    |
| Sample:                       | 1443  | 96   | 89    | 92    | 89    | 91    | 87    | 87    | 90    |     |       |    |       |    |       |    |       |    |



Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q07 When you undertook the main food shop at (STORE MENTIONED AT Q01), did you link your trip with any other activity?</b> |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| <i>Not those that said 'Internet / delivery' at Q01</i>   |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| Yes – NON-FOOD shopping   | 8.5%  | 120    | 2.5%    | 2       | 12.4%   | 8       | 5.7%    | 7       | 11.6%   | 20 | 6.6%  | 6  | 7.8%  | 13 | 5.6%  | 3  | 4.7%  | 3  |
| Yes – other FOOD shopping   | 9.7%  | 135    | 9.7%    | 10      | 4.0%    | 2       | 5.9%    | 8       | 11.1%   | 19 | 11.4% | 11 | 13.4% | 21 | 15.8% | 8  | 14.2% | 8  |
| Yes – visiting services such as banks and other financial institutions  | 1.7%  | 24     | 0.0%    | 0       | 1.0%    | 1       | 0.6%    | 1       | 1.8%    | 3  | 2.7%  | 3  | 2.1%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| Yes – leisure activity  | 2.6%  | 36     | 0.5%    | 1       | 3.0%    | 2       | 2.0%    | 3       | 1.8%    | 3  | 4.4%  | 4  | 1.7%  | 3  | 0.8%  | 0  | 0.7%  | 0  |
| Yes – visiting café / pub / restaurant  | 1.8%  | 25     | 0.0%    | 0       | 1.2%    | 1       | 0.0%    | 0       | 3.4%    | 6  | 3.6%  | 3  | 0.6%  | 1  | 2.8%  | 1  | 4.5%  | 3  |
| Yes – visiting other service such as hairdressers, beautician, laundrette etc   | 0.3%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes – travelling to / from work   | 4.0%  | 57     | 7.3%    | 7       | 1.0%    | 1       | 5.4%    | 7       | 4.2%    | 7  | 4.6%  | 4  | 4.3%  | 7  | 2.8%  | 1  | 7.9%  | 5  |
| Yes – travelling to / from school / college / university  | 1.4%  | 20     | 1.0%    | 1       | 6.4%    | 4       | 0.0%    | 0       | 3.6%    | 6  | 2.4%  | 2  | 1.2%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Yes – getting petrol  | 3.9%  | 55     | 0.9%    | 1       | 0.0%    | 0       | 6.5%    | 8       | 2.3%    | 4  | 4.1%  | 4  | 8.3%  | 13 | 5.8%  | 3  | 3.4%  | 2  |
| Yes – visiting family / friends   | 1.8%  | 25     | 0.0%    | 0       | 0.0%    | 0       | 3.0%    | 4       | 0.6%    | 1  | 1.1%  | 1  | 0.0%  | 0  | 3.5%  | 2  | 4.9%  | 3  |
| Yes – visiting health service such as doctor, dentist, hospital   | 0.5%  | 7      | 0.5%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 1.3%  | 2  | 0.0%  | 0  | 0.7%  | 0  |
| Yes – other activity  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - visiting market   | 0.2%  | 2      | 0.0%    | 0       | 2.2%    | 1       | 0.6%    | 1       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - window shopping / browsing  | 0.3%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.6%  | 1  | 1.1%  | 2  | 2.5%  | 1  | 0.0%  | 0  |
| (No activity)   | 61.3% | 861    | 75.6%   | 75      | 68.3%   | 43      | 67.7%   | 87      | 56.3%   | 97 | 56.4% | 53 | 57.7% | 93 | 60.5% | 32 | 59.0% | 34 |
| (Don't know / varies)   | 2.0%  | 28     | 2.0%    | 2       | 0.6%    | 0       | 2.6%    | 3       | 3.4%    | 6  | 2.0%  | 2  | 0.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Weighted base:  | 1404  |        | 99      |         | 62      |         | 129     |         | 173     |    | 93    |    | 161   |    | 53    |    | 58    |    |
| Sample:   | 1443  |        | 96      |         | 89      |         | 92      |         | 89      |    | 91    |    | 87    |    | 87    |    | 90    |    |

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| <b>Q08 Where did you do this linked trip?</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| <i>Those that said 'Non Food shopping', 'Food shopping', 'Services such as banks and other financial institutions', 'Leisure activity', 'Café / pub / restaurant', 'Other service such as hairdressers, beautician, laundrette etc' or Other at Q07 AND Excl.</i> |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| <b>Zone 1</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Holliers Walk, Hinckley   | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barwell Lane, Hinckley  | 1.5%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 8.9%    | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, New Buildings, Hinckley  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Burbage Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpet World, Hollier's Walk, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Retail Park, Stoke Road, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Town Centre  | 6.2%  | 19     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.8% | 0 |
| KP Appliances, Oaklands Farm, Higham Lane, Wykin  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Coventry Road, Hinckley   | 0.4%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Normandy Way, Hinckley   | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Hawley Road, Hinckley   | 0.4%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rugby Road, Hinckley  | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Garden Centre, Hinckley Road, Sapcote   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Apex Court, Maple Drive, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Star Carpets, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoney Stanton Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Station Yard, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Rainbow Way, Burbage, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Sword Drive, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 2</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Co-op, Wood Street, Earl Shilton, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Croft Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Desford Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Earl Shilton Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Huncote Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newbold Verdon Village  | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thurlaston Garden Centre, Croft Road, Thurlaston  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 3</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Buxton Crescent, Broughton Astley   | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.8% | 0 |
| Broughton Astley Village  | 0.5%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.8% | 1 |
| Charlie Browns Garden Centre, Dunton Road, Broughton Astley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Broughton Astley, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Palmers Garden Centre, Ullesthorpe, Lutterworth Road, Ullesthorpe   | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Box Road, Broughton Astley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ullesthorpe Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 4</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Brackley Court, Welford Road, Blaby   | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attfield's Farm Shop, Narborough Road, Cosby  | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blaby Village   | 2.9%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 16.7%   | 3       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.6% | 1 |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |       |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|-------|---|
| Cherry Lane Glebe, Foston Road, Countesthorpe  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Cosby Village Centre   | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Countesthorpe Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Fleckney Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Iceland, Johns Court, Blaby  | 1.2%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 10.7% | 1 |
| Keiths Discount Carpets, Oadby Road, Wigston   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Whetstone Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| <b>Zone 5</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |       |   |
| Billesden Village Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Coles Plant Centre, Uppingham Road, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| East Goscote Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Great Glen Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Houghton on the Hill Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Kibworth Village (Beauchamp & Harcourt)  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Parsons Nurseries, Leicester Road, Billesdon   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Queniborough Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Thurnby Village Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Wistow Rural Centre, Kibworth Road, Wistow   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Wistow Village   | 0.6%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| <b>Zone 6</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |       |   |
| Aldi, St Georges Way, Leicester  | 1.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 10.7% | 1 |
| Clarendon Park Local Centre  | 0.7%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Evington Road District Centre, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Green Lane Road, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Highfields Local Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Iceland, Belgrave Gate, Leicester  | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.7%    | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Iceland, St Georges Retail Park, Leicester   | 0.6%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 7.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Leicester City Centre (includes Haymarket, Highcross & Silver Arcade shopping centres) | 3.5%  | 10     | 13.2%   | 1       | 19.3%   | 2       | 0.0%    | 0       | 5.2%    | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Lidl, Burton Street, Leicester   | 0.5%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| M&S, Gallowtree Gate, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Sainsbury's Local, Queens Road, Clarendon Park, Leicester                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Sainsbury's Superstore, Humberstone Gate, Leicester                                    | 0.6%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Spinney Hills Local Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| St Georges Retail Park, Leicester  | 3.2%  | 10     | 9.4%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 8.9%    | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| <b>Zone 7</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |       |   |
| Al-Shinwari Halal Meat, Evington Valley Road, Leicester                                | 0.4%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Chesterfield Road, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Daynight Pharmacy, Chesterfield Road, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| East Park Road, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Moins Chemist, East Park Road, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Moroccan Yassine Fruit & Veg, Uppingham Road, Rowllatts Hill                           | 0.6%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| North Evington Local Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Rainbow Carpets & Flooring, East Park Road, Leicester                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| Rowlands Pharmacy, Ethel Road, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Samat Chemist, Victoria Road East, Leicester                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Metro, Ethel Road, Evington                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Victoria Road East, Leicester                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 8</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Asha Pharmacy, The Parkway, Leicester                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Colchester Road, Leicester                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evington Village (NOT Evington Road, Leicester)                 | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hamilton Local Centre, Leicester                                | 0.3%  | 1      | 4.9%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Humberstone Local Centre, Leicester                             | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rowlatts Hill Local Centre                                      | 1.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Maidenwell Avenue, Hamilton, Leicester             | 4.0%  | 12     | 9.4%    | 1       | 0.0%    | 0       | 16.1%   | 3       | 0.0%    | 0 | 0.0% | 0 | 8.8% | 3 | 0.0% | 0 | 0.0% | 0 |
| Well Pharmacy, Thurmcourt Road, Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Welland Vale Road, Leicester                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Young Thurnby Lodge Gardeners, Somers Road, Leicester           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 9</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Fletton Close, Hamilton, Leicester                        | 0.6%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Exploration Drive, Abbey Lane, Leicester                  | 0.4%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 5.2% | 1 | 0.0% | 0 |
| B&M, Belgrave Road, Belgrave Gate, Leicester                    | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barkby Road, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Belgrave Local Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Belgrave Road / Melton Road District Centre, Leicester          | 0.5%  | 2      | 14.7%   | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Canon Street, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpetshire, Barkby Road, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Colourbank, Crest Rise, Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Doncaster Road, Leicester                                       | 0.3%  | 1      | 8.3%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Empire Industrial Estate, Ulverscroft Road, Leicester           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Floors 2 Go, Abbey Lane, Leicester                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| FM Furnishers, Melton Road, Leicester                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Gipsy Lane, Leicester                                     | 0.3%  | 1      | 8.3%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Loughborough Road, Leicester                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Melton Road, Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mr Pickford's Pharmacy, Lockerbie Walk, Leicester               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pennywise Discount Store, Gipsy Lane, Leicester                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| ReUse Shop, Gypsum Close, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rushey Mead Local Centre, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Melton Road, Leicester                  | 1.1%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 8.8% | 3 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Empire Industrial Estate, Ulverscroft Road, Leicester | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Wenlock Way, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Star Carpets & Furnishings,                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Melton Road, Leicester  |       |        |         |         |         |         |         |         |         |
| Troon Industrial Estate,<br>Wenlock Way,<br>Thurmaston                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| United Carpets & Beds,<br>Melton Road, Leicester                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 10</b>  |       |        |         |         |         |         |         |         |         |
| Abbey Retail Park, Leicester  | 1.3%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 2.7%    | 1       | 0.0%    |
| Aldi, Abbey Lane,<br>Humphreys Way,<br>Leicester                                  | 1.1%  | 3      | 0.0%    | 0       | 26.7%   | 3       | 0.0%    | 0       | 0.0%    |
| Aldi, Beaumont Shopping<br>Centre, Beaumont Leys                                  | 0.8%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Astill Lodge Road, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| B&Q, Devonshire Road,<br>Leicester  | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 2.7%    | 1       | 0.0%    |
| Beaumont Leys Town<br>Centre, Leicester   | 1.2%  | 4      | 0.0%    | 0       | 8.7%    | 1       | 4.9%    | 1       | 0.0%    |
| Beaumont Shopping Centre,<br>Beaumont Leys, Leicester                             | 5.9%  | 18     | 0.0%    | 0       | 36.7%   | 4       | 0.0%    | 0       | 10.6%   |
| Belgrave Boulevard,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Blackbird Road, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Halfords, St Margaret's Way,<br>Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Iceland, Beaumont Shopping<br>Centre, Beaumont Leys                               | 0.6%  | 2      | 0.0%    | 0       | 5.7%    | 1       | 0.0%    | 0       | 2.7%    |
| Mr Pickford's Pharmacy,<br>Norwich Road, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Norris Close, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Parker Drive, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| St Margaret's Retail Park,<br>Devonshire Road,<br>Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Extra, Beaumont<br>Shopping Centre,<br>Beaumont Leys, Leicester             | 1.5%  | 4      | 0.0%    | 0       | 3.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Toolstation, Ravensbridge<br>Drive, Leicester                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 11</b>  |       |        |         |         |         |         |         |         |         |
| Aldi, Aylestone Road,<br>Leicester  | 0.5%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 9.4%    | 1       | 0.0%    |
| Aylestone Local Centre,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Aylestone Park Local Centre,<br>Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Eyres Monsell Local Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Glen Parva Local Centre   | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 4.9%    | 1       | 0.0%    |
| Knighton Local Centre,<br>Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Saffron Lane, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Stoneygate Local Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| United Carpets and Beds,<br>Aylestone Road, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Welford Road, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 12</b>  |       |        |         |         |         |         |         |         |         |
| Aldi, Woodgate, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Alif Carpets, East Park Road,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Asda, Narborough Road<br>South, Braunstone,<br>Leicester                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Braunstone Town Centre  | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Buckminster Road, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Colourbank Superstore,<br>Cavendish Road, Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Evelyn Drive, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Fosse Road North, Leicester   | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 5.8%    |
| Freeman's Leisure Park,<br>Aylestone Road, Leicester                              | 0.5%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Freemen's Common<br>Household Recycling<br>Centre, Islington Street,<br>Leicester | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |       |   |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|-------|---|------|---|------|---|------|---|
| Freemens Common                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Industrial Estate, Leicester                          |       |        |         |         |         |         |         |         |         |   |       |   |      |   |      |   |      |   |
| Halfords, Putney Road, Leicester                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hockley Farm Road, Leicester                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Putney Road, Off Welford Road, Leicester    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Fosse Road North, Leicester                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Upperton Road, Leicester                        | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 2.8% | 0 |
| Londis, Bloxham Road, Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks Electrical, King Richards Road, Leicester       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mecca Bingo, Freeman's Park, Leicester                | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Michael John Flooring, Narborough Road, Leicester     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Aylestone Road, Leicester                  | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.7%    | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Narborough Road District Centre, Leicester            | 1.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 11.6%   | 4 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| New Parks Local Centre                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Stephenson Drive, Leicester                 | 0.6%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Freemans Common, Ealing Road, Leicester     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, New Park Street, Leicester          | 0.7%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 8.2%  | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Commercial Square, Leicester             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Travis Perkins, Commercial Square, Leicester          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vision Pharmacy, Narborough Road, Leicester           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westcote Local Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 13</b>  |       |        |         |         |         |         |         |         |         |   |       |   |      |   |      |   |      |   |
| Aldi, Bullhead Street, Wigston                        | 1.3%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 5.8%  | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Leicester Road, Oadby                           | 0.9%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Bull Head Street, Wigston                        | 0.4%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Launceston Road, Wigston                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dalkard & Elliott, Aylestone Lane, Wigston, Leicester | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Blaby Road, South Wigston                       | 0.6%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 7.1%  | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Harborough Road, Oadby                          | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Parade, Oadby                    | 1.1%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 9.4%    | 1       | 0.0%    | 0 | 3.7%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oadby Town Centre                                     | 5.2%  | 15     | 0.0%    | 0       | 0.0%    | 0       | 4.9%    | 1       | 0.0%    | 0 | 26.2% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Potters Superstore, Leicester Road, Wigston           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Bell Street, Wigston          | 0.5%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Glen Road, Oadby              | 0.6%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 4.2%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Chartwell Drive, Wigston                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| South Wigston Local Centre                            | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Blaby Road, South Wigston           | 0.6%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 4.3%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Blagby Road, Wigston                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wigston Town Centre                                   | 4.6%  | 14     | 0.0%    | 0       | 0.0%    | 0       | 4.9%    | 1       | 0.0%    | 0 | 22.6% | 6 | 0.0% | 0 | 0.0% | 0 | 2.8% | 0 |
| <b>Zone 14</b>  |       |        |         |         |         |         |         |         |         |   |       |   |      |   |      |   |      |   |
| Aldi, Melton Road, Syston                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |       |   |       |   |       |   |       |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|-------|---|-------|---|-------|---|-------|---|
| Anstey Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Asda, Barkby Thorpe Lane, Thurmaston                               | 1.4%  | 4      | 4.9%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 4.6%  | 2 | 0.0%  | 0 | 0.0%  | 0 |
| Barrow-upon-Soar Village Centre                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Costco, Westmoreland Avenue, Thurmaston                            | 0.9%  | 3      | 18.7%   | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Derrys Nurseries, Main Street, Cossington                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Dobbies Garden Centre Leicester, Loughborough Road, Rothley        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| George Walker, Fosse Way, Syston                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Lingdale Golf Club, Joe Moores Lane, Woodhouse Eaves               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| M&S, (Foodhall), Thorpe Lane, Leicester                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Mountsorrel Village Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Potters Carpets & Beds, Leicester Road, Anstey, Leicester          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Quorn Village Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Rothley Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Sibley Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Syston Town Centre   | 1.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 10.3% | 4 | 0.0%  | 0 | 0.0%  | 0 |
| Tesco Metro, Melton Road, Syston                                   | 0.7%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 5.2%  | 2 | 0.0%  | 0 | 0.0%  | 0 |
| Thurmaston Shopping Centre, Thurmaston                             | 1.2%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Thurmaston Village Centre  | 0.5%  | 1      | 8.3%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Waitrose, Granite Way, Mountsorrel                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Wickes, Thurmaston, Leicester                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Woodhouse Eaves Village Centre                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 15</b>   |       |        |         |         |         |         |         |         |         |   |       |   |       |   |       |   |       |   |
| Glenfield Village  | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 3.0%  | 0 | 0.0%  | 0 |
| Groby Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Kirby Muxloe Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Morrisons, Station Road, Glenfield                                 | 0.4%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 10.0% | 1 | 0.0%  | 0 |
| Palmers Garden Centre Enderby, Saint Johns, Enderby                | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 4.9%    | 1       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Parkem Chemists, Dominion Road, Glenfield, Leicester               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Ratby Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 16</b>   |       |        |         |         |         |         |         |         |         |   |       |   |       |   |       |   |       |   |
| Aldi, Meridian Way, Braunstone                                     | 0.8%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 3.0%  | 0 | 13.5% | 2 |
| Co-op, Station Road, Narborough, Leicester                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Enderby Town Centre  | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 5.6%  | 1 |
| Fosse Shopping Park, Leicester                                     | 7.2%  | 22     | 0.0%    | 0       | 0.0%    | 0       | 23.7%   | 4       | 10.6%   | 4 | 10.7% | 3 | 0.0%  | 0 | 5.2%  | 1 | 29.8% | 4 |
| Grove Farm Triangle, Leicester                                     | 1.0%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 8.9%    | 3 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Hawgrip Plant Centre, Seine Lane, Enderby                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Hinckley Road, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Leicester Forest East Village                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| M&S, Fosse Park Shopping Centre, Leicester                         | 2.4%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 10.3%   | 4 | 0.0%  | 0 | 0.0%  | 0 | 8.2%  | 1 | 5.4%  | 1 |
| Meridian Business Park, Meridian East, Leicester                   | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 3.0%  | 0 | 0.0%  | 0 |
| Narborough Village (NOT Narborough Road, Leicester)                | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 2.8%  | 0 |
| Sainsbury's Superstore, Fosse Park, Grove Farm Triangle, Leicester | 0.9%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0 | 21.2% | 3 | 0.0%  | 0 |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |       |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|-------|---|------|---|------|---|
| Thorpe Astley Local Centre<br><b>Outside Survey Area</b>          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Abroad  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Airport Retail Park, London<br>Road, Coventry                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Adcock Road,<br>Coalville                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Allendale Road,<br>Loughborough                             | 1.9%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 11.5% | 4 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Belton Road,<br>Loughborough                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Arena Shopping Park,<br>Rowleys Green, Coventry                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Charnwood Road,<br>Shepshed                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Newtown Road,<br>Nuneaton                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Attleborough Fields<br>Industrial Estate,<br>Nuneaton             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, Rockingham Road,<br>Euro Business Park,<br>Market Harborough | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Alvis Retail Park,<br>Coventry                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Brandon Road, Binley<br>Woods, Coventry                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Jubilee Drive, Belton<br>Road, Loughborough                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Leicester Road,<br>Melton Mowbray                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Barwell Village Centre  | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.7%    | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicester Village, Pingle<br>Drive, Bicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Birmingham City Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Birstall Local Centre,<br>Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Bolton Town Centre  | 1.0%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 8.9%    | 3 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpetright, Bond Street,<br>Nuneaton                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Castle Donnington Town<br>Centre                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Central London  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Chapel St Leonards Village<br>Centre                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Coalville Town Centre   | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Ashby Road, Ibstock  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Derby City Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Designer Outlet York, St<br>Nicholas Avenue, York                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| DFS, Tamworth Road,<br>Measham, Swadlincote                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre<br>Stapleton, Ashby Road,<br>Stapleton      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre,<br>Nuneaton Road,<br>Atherstone            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Downtown Superstore,<br>Gonerby Junction, A1,<br>Grantham         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Dunelm, Regent Street,<br>Nuneaton                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| East Midlands Designer<br>Outlet, South Normanton                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Elliott's Field Shopping Park,<br>Rugby                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Gates Garden Centre,<br>Somerby Road, Cold<br>Overton, Oakham     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Giant Store, Normanton Car<br>Park, Rutland Water                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.



# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |       |   |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|-------|---|------|---|------|---|
| Giltbrook Retail Park, Ikea Way, Giltbrook                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Go Outdoors, Bishop Meadow Road, Loughborough              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Go Outdoors, Coventry Business Park, Canley Road, Coventry | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| High Point Retail Park, Victoria Street North, Grimsby     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, Belton Road West, Loughborough              | 0.6%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 4.6%  | 2 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Canley, Coventry                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Springfield Street, Market Harborough            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Hoton Village Centre                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Ibstock Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| IKEA, Croft Road, Coventry                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| IKEA, Giltbrook, Nottingham                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| IKEA, Park Lane, Wednesbury                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Junction One Retail Park, Leicester Road, Rugby            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Karpet Kingdom, Bilton Road, Rugby                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Kettering Town Centre                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Station Avenue, Loughborough                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Loughborough Town Centre                                   | 1.6%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 12.7% | 5 | 0.0% | 0 | 0.0% | 0 |
| Lutterworth Golf Club, Rugby Road, Lutterworth             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Lutterworth Town Centre                                    | 0.9%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Rushes, Loughborough                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Market Harborough Town Centre                              | 1.3%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Arena Park, Rowley's Green, Coventry      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Matlock Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Meadowhall Shopping Centre, Sheffield                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Melton Mowbray Town Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Milton Keynes Town Centre                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Miners Welfare Park, Bedworth                              | 0.4%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Bitteswell Road, Lutterworth                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Gorse Covert Centre, Loughborough               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Rutland Street, Melton Mowbray                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Whitwick Retail Park, Coalville                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Newton Retail Park, Nuneaton                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Northfields Industrial Estate, Peterborough                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Nottingham City Centre                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Nuneaton Town Centre                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Oakham Town Centre   | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Peterborough City Centre                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Hinckley Road, Walsgrave on Sowe             | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Phoenix Parkway Retail Park, Corby                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Ponsford, London Road, Heeley, Sheffield                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Regent Place Retail Park, Loughborough                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Rockingham Industrial                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| Estate, Rockingham Road,<br>Market Harborough                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Royal Leamington Spa Town<br>Centre                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Royal Tunbridge Wells<br>Town Centre                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rugby Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Greenclose Lane,<br>Loughborough            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Nottingham Road, Melton<br>Mowbray          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, St.<br>Mary's Place, Market<br>Harborough      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Vicarage Street, Nuneaton                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Skegness Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Solihull Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Springfields Outlet Shopping<br>& Leisure, Camel Gate,<br>Spalding     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stamford Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stapleton Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Talent Cricket, Bakewell<br>Road, Loughborough                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Technology Retail Park,<br>Technology Drive, Rugby                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Arena Shopping<br>Park, Rowleys Green,<br>Coventry        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Leicester Street,<br>Bedworth                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Park Road,<br>Loughborough                                | 0.5%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, The<br>Rushes, Loughborough                          | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| The Gallagher Retail Park,<br>Stoney Stanton Road,<br>Coventry         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Herb Nursery, Main<br>Station, Thistleton,<br>Oakham               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Range, Austin Drive,<br>Court House Green,<br>Coventry             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Range, Willowbrook<br>Park, Derby Road,<br>Loughborough            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Prince William<br>Road, Loughborough                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ventura Retail Park, Ventura<br>Park Road, Tamworth                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Lower Leicester<br>Road, Lutterworth                         | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Springfield Street,<br>Market Harborough                     | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weddington Local Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whitwick Retail Park,<br>Coalville                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Belton Road,<br>Loughborough                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Technology Park,<br>Rugby                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Weddington Road,<br>Nuneaton                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Woodlands Wholesale<br>Nursery (not Dobbies),<br>Ashby Road, Stapleton | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Others</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Other  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mail order / catalogue   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| TV shopping                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies / can't remember) | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't do this type of shopping)       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base:                         | 300   | 11     | 12      | 16      | 35      | 27      | 38      | 13      | 14      |   |      |   |      |   |      |   |      |   |
| Sample:                                | 312   | 13     | 17      | 12      | 20      | 25      | 18      | 20      | 22      |   |      |   |      |   |      |   |      |   |

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| <b>Q09 Where did you undertake your main food and grocery shopping the time before last? Was it the same place or somewhere different?</b> |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| <i>Excl. Nulls &amp; SFT</i>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| <b>Zone 1</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Holliers Walk, Hinckley  | 1.3%  | 17     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Watling Street, Hinckley   | 0.4%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barwell Lane, Hinckley   | 2.4%  | 33     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&J Palmer, Station Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, Castle Street, Hinckley   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Boyslade Road, Burbage, Hinckley  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Church Street, Sapcote  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Long Street, Stoney Stanton   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Trent Road, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Foodbank, Hope Community Church, Deveron Way, Hinckley   | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Convenience Stores, Forest Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Rugby Road, Hinckley  | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Coventry Road, Hinckley  | 0.5%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Hinckley Town Centre  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Stoney Stanton Village Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Normandy Way, Hinckley  | 1.1%  | 15     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Stoke Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, Long Street, Stoney Stanton   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, The Square, Wolvey, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Clifton Way, Hinckley   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rugby Road, Hinckley   | 1.3%  | 17     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spar, Lutterworth Road, Burbage, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, London Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Station Yard, Hinckley   | 1.0%  | 14     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 2</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Co-op, High Street, Desford  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Newbold Verdon, Leicester  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Newbold Road, Desford, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Pochin Street, Croft  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Wood Street, Earl Shilton   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local market, Earl Shilton Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Earl Shilton Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Kirkby Mallory Village Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Newbold Verdon Village Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mill Lane Stores, Mill Lane, Earl Shilton, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nisa Local, Main Street,   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Newbold Road, Leicester  |       |        |         |         |         |         |         |         |         |
| Premier, The Hollow, Earl Shilton, Leicester                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Spar, Main Street, Huncote   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Thurlaston Garden Centre & Tea Room, Croft Road, Thurlaston          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 3</b>  |       |        |         |         |         |         |         |         |         |
| Aldi, Buxton Crescent, Broughton Astley                              | 1.5%  | 20     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 7.0%    |
| Co-op, Main Street, Broughton Astley                                 | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Gilmorton Village Store, Main Street, Gilmorton                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local market, Broughton Astley Village Centre                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Broughton Astley Village Centre                         | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.3%    |
| Local shops, Ullesthorpe Village Centre                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Londis, Main Street, Broughton Astley                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Mace, Dunton Road, Broughton Astley                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Made By Alison, Geveze Way, Broughton Astley, Leicester              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Marcus Stevens Butchers, Station Road, Ullesthorpe                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Post Office, Main Street, Ullesthorpe                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Post Office, Station Road, Broughton Astley                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Ringrose Butchers, Main Street, Broughton Astley                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 4</b>  |       |        |         |         |         |         |         |         |         |
| Aldi, Brackley Court, Welford Road, Blaby                            | 1.6%  | 21     | 0.0%    | 0       | 0.0%    | 0       | 5.4%    | 7       | 0.0%    |
| Attfield's Farm Shop, Whetstone Lodge, Countesthorpe Road, Leicester | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Church Street Butchers, Church Street, Countesthorpe                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, (Petrol), Lutterworth Road, Blaby                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, Cambridge Road, Whetstone                                     | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.7%    |
| Co-op, Dog And Gun Lane, Lutterworth Road, Whetstone                 | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.7%    |
| Co-op, High Street, Fleckney, Leicester                              | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, Main Street, Cosby  | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, Main Street, Countesthorpe                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Iceland, Johns Court, Blaby  | 0.3%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 1.0%    | 1       | 0.0%    |
| Jet Petrol Station, Oadby Road, Wigston                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Joseph Morris Butchers, Newton Lane, Wigston                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Cosby Village Centre                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Fleckney Village Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, The Square, Countesthorpe                             | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 5</b>  |       |        |         |         |         |         |         |         |         |
| Billesden Village Shop, Market Road, Billesdon                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Bridge 67, High Street, Kibworth Harcourt, Kibworth Beauchamp        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| Co-op, High Street, Kibworth Beauchamp                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Great Glen                                  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Houghton On The Hill                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Scraptoft                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Station Road, Thurnby                                    | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, East Goscote Village Centre                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Queniborough Village Centre                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (BP), Melton Road, Syston                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, Merchants Common, East Goscote, Leicester          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, Stretton Road, Great Glen                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Roots Thorpe Farm, Thorpe Farm, Barkby Thorpe, Leicester        | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 1.2% | 2 | 0.0% | 0 | 0.0% | 0 |
| S&J News, Syston Road, Queniborough, Leicester                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Select Convenience, High Street, Kibworth Beauchamp             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 6</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| A1 Cash & Carry, Green Lane Road, Leicester                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Adam Groceries, Holland Road, Leicester                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, St Georges Way, Leicester                                 | 3.0%  | 40     | 3.6%    | 4       | 2.0%    | 1       | 2.0%    | 3       | 0.6%    | 1 | 2.0% | 2 | 1.3% | 2 | 0.0% | 0 | 2.7% | 1 |
| Apna Supermarket, Melbourne Road, Leicester                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clays Butchers of Leicester, Cheapside, Leicester               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Evington Road, Leicester                                 | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Falcon Cash & Carry, Syston Street West, Leicester              | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Foodland Supermarket, Melbourne Road, Leicester                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Heron Foods, Haymarket Centre, Belgrave Gate, Leicester         | 0.0%  | 1      | 0.0%    | 0       | 1.0%    | 1       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, (The Food Warehouse) St Georges Retail Park, Leicester | 0.4%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.6%    | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Belgrave Gate, Leicester                               | 0.3%  | 4      | 0.5%    | 1       | 0.0%    | 0       | 0.6%    | 1       | 0.6%    | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| KP Supermarket, Melbourne Road, Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Leicester Market, Market Place, Leicester                       | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Burton Street, Leicester                                  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 |
| Local shops, Clarendon Park Local Centre                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Florence Road, Leicester                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Green Lane Road, Leicester                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Highfields Local Centre                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Leicester City Centre                              | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Spinney Hills Local Centre                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, Gallowtree Gate,   | 0.3%  | 4      | 0.0%    | 0       | 1.0%    | 1       | 0.6%    | 1       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Leicester   |       |        |         |         |         |         |         |         |         |
| Post Office, Evington Road, Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Quickway, Melbourne Road, Leicester                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Local, Granby Street, Leicester                 | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Local, London Road, Leicester                   | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.6%    | 1       | 0.0%    |
| Sainsbury's Local, Queens Road, Clarendon Park, Leicester   | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, Humberstone Gate, Leicester         | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Savers, Cheapside, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, Belgrave Gate, Haymarket Centre, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, Granby Street, Leicester                     | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, Haymarket Centre, Belgrave Gate, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, London Road, Leicester                       | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, Welford Place, Leicester                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| W Archer & Son, Queens Road, Clarendon Park, Leicester      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 7</b>   |       |        |         |         |         |         |         |         |         |
| Co-op, Rowllatts Hill Road, Rowllatts Hill, Leicester       | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, Uppingham Road, Rowllatts Hill, Leicester            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Ethel Bakeries, Ethel Road, Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Frozen World, St Saviours Road, Leicester                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Iceland, Uppingham Road, Rowllatts Hill, Leicester          | 0.3%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Chesterfield Road, Evington                    | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Coleman Road, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, East Park Road, Leicester                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Egginton Street, Leicester                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Evington Valley Road, Leicester                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Kitchener Road, Leicester                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, New Humberston Local Centre                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Overton Road, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| One Stop, Hastings Road, Leicester                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Pak Foods, Chesterfield Road, Evington                      | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Quality Supermarket, Green Lane Road, Rowllatts Hill        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Savers Choice Cash & Carry, Egginton Street, Leicester      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Metro, Ethel Road, Evington                           | 0.5%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Uppingham Road Convenience Store, Uppingham Road, Leicester | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 8</b>   |       |        |         |         |         |         |         |         |         |
| Co-op, Downing Drive,                                       | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Evington, Leicester  |       |        |         |         |         |         |         |         |         |
| Co-op, Thurncourt Road,<br>Thurnby Lodge, Leicester                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Evington<br>Village Local Centre                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Humberstone<br>Local Centre                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Mercury News, Cardinals<br>Walk, Leicester                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Nisa Local, Main Street,<br>Evington                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Local, Sandhills<br>Avenue, Hamilton,<br>Leicester       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Extra, Maidenwell<br>Avenue, Hamilton,<br>Leicester            | 5.3%  | 72     | 12.7%   | 13      | 0.6%    | 1       | 0.0%    | 0       | 0.0%    |
| <b>Zone 9</b>  |       |        |         |         |         |         |         |         |         |
| Aldi, Fletton Close,<br>Hamilton, Leicester                          | 2.2%  | 29     | 4.6%    | 5       | 0.0%    | 0       | 0.6%    | 1       | 2.1%    |
| Asda, Exploration Drive,<br>Abbey Lane, Leicester                    | 2.8%  | 39     | 10.6%   | 11      | 19.1%   | 12      | 0.0%    | 0       | 3.6%    |
| Bombay Supermarket,<br>Melton Road, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Finest Stores, Canon Street,<br>Leicester                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Jalpur Millers Online,<br>Harrison Road, Leicester                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Lidl, Gipsy Lane, Leicester  | 0.9%  | 12     | 7.2%    | 7       | 2.0%    | 1       | 0.0%    | 0       | 0.0%    |
| Lidl, Loughborough Road,<br>Leicester                                | 1.0%  | 13     | 4.9%    | 5       | 6.8%    | 4       | 0.0%    | 0       | 0.0%    |
| Local shops, Abbey Lane,<br>Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Belgrave Road,<br>Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Catherine<br>Street, Leicester                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Doncaster<br>Road, Leicester                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Fairfax Road,<br>Leicester                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Gipsy Lane,<br>Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Melton Road,<br>Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons (Daily in Petrol<br>Station), Melton Road,<br>Leicester    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons (Daily in Petrol<br>Station), Thurmaston<br>Lane, Hamilton | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Post Office, Brackley Close,<br>Leicester                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Post Office, Melrose Street,<br>Leicester                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore,<br>Melton Road, Leicester                    | 3.6%  | 48     | 28.1%   | 28      | 5.2%    | 3       | 0.0%    | 0       | 1.7%    |
| Shiva Shakti Foods,<br>MacDonald Road,<br>Leicester                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, Humberstone<br>Lane, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, Melton Road,<br>Leicester                             | 0.3%  | 4      | 2.0%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 10</b>   |       |        |         |         |         |         |         |         |         |
| Aldi, Abbey Lane,<br>Humphreys Way,<br>Leicester                     | 1.1%  | 15     | 1.7%    | 2       | 4.0%    | 2       | 0.0%    | 0       | 2.4%    |
| Aldi, Beaumont Shopping<br>Centre, Beaumont Leys                     | 0.9%  | 12     | 0.0%    | 0       | 7.7%    | 5       | 0.0%    | 0       | 0.6%    |
| Appleton Mini Market,<br>Appleton Avenue,<br>Leicester               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Beaumont News, Astill  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.



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|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |      |   |      |    |       |   |       |    |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|------|---|------|----|-------|---|-------|----|
| Lodge Road, Leicester  |       |        |         |         |         |         |         |         |         |    |      |   |      |    |       |   |       |    |
| Home Bargains, St Margaret's Retail Park, Leicester              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |      |   |      |    |       |   |       |    |
| Iceland, Beaumont Shopping Centre, Beaumont Leys, Leicester      | 0.4%  | 6      | 0.0%    | 0       | 3.2%    | 2       | 0.0%    | 0       | 2.1%    | 3  | 0.0% | 0 | 0.0% | 0  | 1.3%  | 1 | 0.0%  | 0  |
| Local shops, Beaumont Leys Town Centre                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |
| McColls, Belgrave Boulevard, Leicester                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Nisa Local, Marwood Road, Stocking Farm Estate, Leicester        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |
| One Stop, Bewcastle Grove, Mowmacre Hill                         | 0.1%  | 1      | 0.0%    | 0       | 1.1%    | 1       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Tesco Extra, Beaumont Shopping Centre, Beaumont Leys, Leicester  | 4.3%  | 59     | 0.5%    | 1       | 35.1%   | 21      | 0.6%    | 1       | 6.3%    | 10 | 0.0% | 0 | 9.6% | 14 | 13.9% | 8 | 2.1%  | 1  |
| Wilko, Beaumont Leys Shopping Centre, Leicester                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |
| <b>Zone 11</b>   |       |        |         |         |         |         |         |         |         |    |      |   |      |    |       |   |       |    |
| Aldi, Aylestone Road, Leicester                                  | 1.3%  | 18     | 0.0%    | 0       | 0.0%    | 0       | 7.1%    | 9       | 2.3%    | 3  | 0.6% | 1 | 0.0% | 0  | 3.6%  | 2 | 0.0%  | 0  |
| Co-op, Clarendon Park Road, Leicester                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Co-op, Hillsborough Road, Glen Parva, Leicester                  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.6%    | 1       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Co-op, London Road, Leicester                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Co-op, Sturdee Road, Eyres Monsell, Leicester                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Gainsborough Stores, Gainsborough Road, Leicester                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Iceland, Saffron Lane, Leicester                                 | 0.5%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 5.2%    | 7       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Knighton Self Service Petrol Station, Welford Road, Leicester    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Local shops, Glen Parva Local Centre                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Local shops, Saffron Lane, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Local shops, Stoneygate Local Centre                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Londis, Knighton Church Road, Leicester                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Tesco Express, Aberdale Road, West Knighton, Leicester           | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 1.0%    | 1       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Tesco Express, Lutterworth Road, Aylestone, Leicester            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Tesco Express, Saffron Lane, Leicester                           | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 2.4%    | 3       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |
| <b>Zone 12</b>   |       |        |         |         |         |         |         |         |         |    |      |   |      |    |       |   |       |    |
| Aldi, Woodgate, Leicester  | 1.5%  | 20     | 0.0%    | 0       | 1.6%    | 1       | 0.0%    | 0       | 9.3%    | 14 | 0.0% | 0 | 0.0% | 0  | 2.0%  | 1 | 0.0%  | 0  |
| Asda, (Fosse Park), Narborough Road South, Braunstone, Leicester | 4.1%  | 56     | 0.0%    | 0       | 0.0%    | 0       | 6.9%    | 9       | 16.0%   | 24 | 1.7% | 2 | 0.0% | 0  | 4.2%  | 2 | 19.5% | 11 |
| Co-op, Aikman Avenue, New Parks Estate, Leicester                | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Co-op, Hallam Crescent, Braunstone, Leicester                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Co-op, Hinckley Road, Leicester Forest East                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.7%  | 0 | 0.0%  | 0  |
| Co-op, Narborough Road, Leicester                                | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.1%    | 3  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Co-op, Sharmon Crescent, Braunstone Frith, Leicester             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |
| Co-op, Turnbull Drive, Leicester                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |       |    |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|-------|----|------|---|------|---|------|---|
| Braunstone, Leicester   |       |        |         |         |         |         |         |         |         |   |       |    |      |   |      |   |      |   |
| Iceland, Narborough Road, Leicester                                   | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.2%    | 2 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| J Scattergood & Son, Sharnon Crescent, Leicester                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Fosse Road North, Leicester                                     | 0.8%  | 11     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 5.1%    | 8 | 0.0%  | 0  | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 |
| Lidl, Upperton Road, Leicester  | 0.3%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.4%    | 4 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Bosworth Street, Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Braunstone Town Centre                                   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.6%    | 1 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Cavendish Road, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Heyford Road, Leicester                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Imperial Avenue, Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Keightley Road, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Leicester Forest East Village Centre                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Sandhurst Road, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Shakespeare Street, Leicester                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Sunway, Braunstone  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Aylestone Road, Leicester                                  | 2.1%  | 29     | 1.7%    | 2       | 2.0%    | 1       | 10.3%   | 13      | 5.1%    | 8 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nutfield Corner Shop, Nutfield Road, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Grasmere Street, Leicester                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Watergate Lane, Braunstone Town                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Hinckley Road, Leicester Forest East               | 0.3%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.1%    | 3 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 |
| Spar, Buckminster Road, Leicester                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spar, St James Service Station, Hinckley Road, Leicester              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, (Esso), Fosse Road North, Leicester                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, (Esso), Narborough Road, Rowley Fields, Leicester      | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.6%    | 1 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Tesco Express, Bede Island, Leicester                                 | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Hinckley Road, Leicester                               | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.1%    | 3 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Penrice Garage, Hinckley Road, Leicester Forest East   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Ryder Road, Kirby Frith                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, New Park Street, Leicester                          | 0.5%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.1%    | 3 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, M1, Junction 21/21A (North Services), Leicester Forest East | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, M1, Junction 21/21A (South Services), Leicester Forest East | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 13</b>  |       |        |         |         |         |         |         |         |         |   |       |    |      |   |      |   |      |   |
| Aldi, Bullhead Street, Wigston  | 1.8%  | 25     | 0.0%    | 0       | 0.0%    | 0       | 1.0%    | 1       | 0.0%    | 0 | 14.2% | 13 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Leicester Road, Oadby   | 4.7%  | 64     | 1.7%    | 2       | 0.0%    | 0       | 9.2%    | 12      | 0.0%    | 0 | 11.1% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Blaby Road, Wigston  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Launceston Road, Wigston                                       | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 2.1%  | 2  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |       |    |       |    |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|-------|----|-------|----|------|---|------|---|
| Co-op, Uplands Road, Oadby                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Farmfoods, Bell Street, Wigston                                | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 1.0%    | 1       | 0.0%    | 0 | 0.6%  | 1  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Iceland, Bell Street, Wigston                                  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.6%  | 1  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Lidl, Blaby Road, South Wigston                                | 1.1%  | 16     | 0.0%    | 0       | 0.0%    | 0       | 1.8%    | 2       | 0.0%    | 0 | 8.2%  | 8  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Lidl, Harborough Road, Oadby                                   | 0.5%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 2.0%  | 2  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Oadby Town Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Wigston Town Centre                               | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Parade, Oadby                             | 0.7%  | 10     | 0.0%    | 0       | 0.0%    | 0       | 2.4%    | 3       | 0.0%    | 0 | 4.6%  | 4  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Milners Bakery, Blaby Road, South Wigston                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Morrisons (Daily in Petrol Station), Bull Head Street, Wigston | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| One Stop, Aylestone Lane, Wigston                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| One Stop, Gloucester Crescent, Wigston                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Leicester Road, Wigston                     | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.6%  | 1  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Moat Street, Wigston                        | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Bell Street, Wigston                   | 1.2%  | 16     | 0.0%    | 0       | 0.0%    | 0       | 1.2%    | 2       | 0.0%    | 0 | 7.5%  | 7  | 0.0%  | 0  | 0.0% | 0 | 2.3% | 1 |
| Sainsbury's Superstore, Glen Road, Oadby                       | 3.6%  | 48     | 0.0%    | 0       | 0.0%    | 0       | 10.2%   | 13      | 0.0%    | 0 | 15.4% | 14 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Blaby Road, South Wigston                    | 3.6%  | 49     | 0.0%    | 0       | 0.0%    | 0       | 15.3%   | 19      | 2.1%    | 3 | 15.8% | 15 | 0.0%  | 0  | 0.0% | 0 | 3.0% | 2 |
| Waitrose, Harborough Road, Oadby, Leicester                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| WH Cox Greengrocer, Leicester Road, Wigston                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Wilson Wragg Butchers, London Road, Oadby                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 14</b>   |       |        |         |         |         |         |         |         |         |   |       |    |       |    |      |   |      |   |
| Aldi, Melton Road, Syston                                      | 0.3%  | 5      | 0.5%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 1.9%  | 3  | 0.0% | 0 | 0.0% | 0 |
| Asda, Barkby Thorpe Lane, Thurmaston                           | 4.2%  | 57     | 17.5%   | 18      | 5.3%    | 3       | 0.0%    | 0       | 2.1%    | 3 | 0.0%  | 0  | 18.0% | 26 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Cropston Road, Anstey                                   | 0.1%  | 1      | 0.0%    | 0       | 0.6%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.7%  | 1  | 0.0% | 0 | 0.0% | 0 |
| Co-op, High Street, Barrow-On-Soar                             | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.7%  | 1  | 0.0% | 0 | 0.0% | 0 |
| Co-op, Loughborough Road, Quorn                                | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.7%  | 1  | 0.0% | 0 | 0.0% | 0 |
| Co-op, Loughborough Road, Rothley                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Co-op, Rothley Road, Mountsorrel                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Co-op, Wanlip Lane, Birstall                                   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.7%  | 1  | 0.0% | 0 | 0.0% | 0 |
| Costco, Westmoreland Avenue, Thurmaston                        | 0.3%  | 4      | 0.5%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Costcutter, Barrow Road, Sileby, Loughborough                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Johnsons of Woodhouse, Main Street, Woodhouse Eaves            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Anstey Village Centre                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Barrow upon Soar Village Centre                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Rothley Village Centre                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Syston Town Centre                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Woodhouse Eaves Village Centre                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Londis, The Nook, Anstey, Leicester                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |      |   |      |    |       |    |       |    |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|------|---|------|----|-------|----|-------|----|
| M&S, (Foodhall), Thorpe Lane, Leicester                            | 0.6%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 4.9% | 7  | 0.0%  | 0  | 0.0%  | 0  |
| Nisa Local, Station Road, Quorn                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Roberts of Mountsorrel, Leicester Road, Mountsorrel, Loughborough  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Syston Bakery, Town Square, Syston                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Express, High Street, Sileby                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Express, Sibson Road, Birstall, Leicester                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Metro, Melton Road, Syston                                   | 0.4%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 2.7% | 4  | 0.0%  | 0  | 0.0%  | 0  |
| The Family Cellar, Melton Road, Syston, Leicester                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Waitrose, Granite Way, Mountsorrel                                 | 1.0%  | 13     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.0%    | 5  | 0.0% | 0 | 4.1% | 6  | 2.2%  | 1  | 0.0%  | 0  |
| Wanlip Lane News, Birstall   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 15</b>   |       |        |         |         |         |         |         |         |         |    |      |   |      |    |       |    |       |    |
| Co-op, Laundon Way, Groby  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 1.3%  | 1  | 0.0%  | 0  |
| Co-op, Leicester Road, Groby                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.7%  | 0  | 0.0%  | 0  |
| Co-op, Old Bakery Close, Leicester                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.7%  | 0  | 0.0%  | 0  |
| Local shops, Groby Village Centre                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Local shops, Kirby Muxloe Village Centre                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Local shops, Ratby Village centre                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Moores of Ratby, Station Road, Ratby                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Morrisons, Station Road, Glenfield                                 | 1.2%  | 16     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 4.6%    | 7  | 0.0% | 0 | 0.0% | 0  | 17.0% | 9  | 0.0%  | 0  |
| One Stop, Main Street, Kirby Muxloe                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Express, Dominion Road, Glenfield, Leicester                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| The Royal Oak, Main Street, Kirby Muxloe                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 16</b>   |       |        |         |         |         |         |         |         |         |    |      |   |      |    |       |    |       |    |
| Aldi, Meridian Way, Braunstone                                     | 1.3%  | 18     | 0.0%    | 0       | 0.6%    | 0       | 0.0%    | 0       | 5.7%    | 9  | 0.0% | 0 | 0.0% | 0  | 11.6% | 6  | 4.0%  | 2  |
| Co-op, Cross Street, Enderby (Next to the Methodist Church)        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  | 0.7%  | 0  |
| Co-op, Mill Lane, Enderby (Opposite Newsagents & Estate Agents)    | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  | 1.4%  | 1  |
| Co-op, Station Road, Narborough                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Costcutter, Forest Road, Narborough, Enderby, Leicester            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Local shops, Narborough Village Centre                             | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.8%    | 3  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| M&S, Fosse Park Shopping Centre, Leicester                         | 1.6%  | 22     | 0.0%    | 0       | 1.1%    | 1       | 0.0%    | 0       | 0.6%    | 1  | 2.6% | 2 | 0.0% | 0  | 8.3%  | 5  | 2.6%  | 1  |
| Palmers at Enderby, St Johns, Enderby, Leicester                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Fosse Park, Grove Farm Triangle, Leicester | 5.9%  | 80     | 0.0%    | 0       | 0.6%    | 0       | 9.5%    | 12      | 8.6%    | 13 | 4.0% | 4 | 0.0% | 0  | 19.2% | 10 | 38.6% | 21 |
| Tesco Express, Copt Oak Court, Narborough                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Outside Survey Area</b>   |       |        |         |         |         |         |         |         |         |    |      |   |      |    |       |    |       |    |
| Aldi, Adcock Road, Coalville                                       | 0.3%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 2.5% | 4  | 0.0%  | 0  | 0.0%  | 0  |
| Aldi, Allendale Road, Loughborough                                 | 0.9%  | 12     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 8.3% | 12 | 0.0%  | 0  | 0.0%  | 0  |
| Aldi, Belton Road,   | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 1.2% | 2  | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| Loughborough   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Hackamore Way, Oakham                                    | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Leicester Road, Melton Mowbray                           | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Springfield Street, Market Harborough                    | 0.3%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Stanier Retail Park, Kettering                           | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Brade Drive, Coventry                                    | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Chamwood Road, Shepshed                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Newtown Road, Nuneaton                                   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Baines Bakery, High Street West, Uppingham                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bates Butchers, Market Street, Atherstone                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Ashby Road, Ibstock                                     | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Coventry Road, Market Harborough                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Malt Mill Bank, Barwell                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, North Street East, Uppingham                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, School Road, Bulkington, Bedworth                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre, Woodlands, Ashby Road, Stapleton        | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farndon Fields Farm Shop, Farndon Road, Market Harborough      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, Mill Street, Bedworth                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Market Street, Loughborough, Loughborough             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Joseph Morris Butchers, Walcote Road, Lutterworth              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Kettering Road, Market Harborough                        | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Station Avenue, Loughborough                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Thornborough Road, Coalville                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local market, Loughborough Town Centre                         | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Lutterworth Town Centre                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Markfield Village Centre                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Stamford Town Centre                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Hampton Road, Redland, Bristol                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (BP), Melton Road, Market Harborough                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Rushes, Loughborough                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Leicester Road, Elliott's Field, Rugby        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons (Daily in Petrol Station), Lutterworth Road, Walcote | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Bitteswell Road, Lutterworth                        | 0.6%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Gorse Covert Centre, Loughborough                   | 0.5%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 4.7% | 7 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Rutland Street, Melton Mowbray                      | 0.1%  | 2      | 1.7%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Whitwick Retail                                     | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Park, Coalville   |       |        |         |         |         |         |         |         |         |
| Sainsbury's Local, Queens Road, Nuneaton                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, Greenclose Lane, Loughborough       | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, Nottingham Road, Melton Mowbray     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, St. Mary's Place, Market Harborough | 0.3%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, Vicarage Street, Nuneaton           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, Leicester Road, Loughborough                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, Shelton Square, Coventry                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Extra, Arena Shopping Park, Rowleys Green, Coventry   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Extra, Leicester Street, Bedworth                     | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Extra, Oakley Road, Corby                             | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Extra, Park Road, Loughborough                        | 2.9%  | 40     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 23.9%   |
| Tesco Superstore, Clifford Bridge Road, Coventry            | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Superstore, Leicester Road, Rugby                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Superstore, South Street, Oakham                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Superstore, The Rushes, Loughborough                  | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Waitrose, Lower Leicester Road, Lutterworth                 | 0.6%  | 8      | 0.0%    | 0       | 0.6%    | 1       | 0.0%    | 0       | 1.2%    |
| Waitrose, Springfield Street, Market Harborough             | 0.6%  | 9      | 0.0%    | 0       | 2.0%    | 3       | 0.0%    | 0       | 0.0%    |
| WF Chapman, High Street, Lutterworth                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Others</b>   |       |        |         |         |         |         |         |         |         |
| Other   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Internet / delivery   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| (Don't know / can't remember)                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| (Don't do this type of shopping)                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| (Same place as before)                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Weighted base:  | 1357  | 101    | 61      | 125     | 152     | 94      | 147     | 54      | 55      |
| Sample:   | 1417  | 96     | 87      | 91      | 82      | 91      | 82      | 90      | 86      |

**Q10 Which retailer did you purchase your main food internet / home delivery shopping from?***Those that said 'Internet / delivery' at Q09*

|                               |       |    |       |    |       |    |       |   |       |    |       |   |       |    |       |   |       |
|-------------------------------|-------|----|-------|----|-------|----|-------|---|-------|----|-------|---|-------|----|-------|---|-------|
| Amazon Pantry                 | 1.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 |       |
| Asda                          | 34.9% | 71 | 65.3% | 2  | 22.3% | 2  | 35.1% | 4 | 35.7% | 17 | 7.8%  | 1 | 51.1% | 16 | 30.2% | 2 | 43.6% |
| Iceland                       | 8.8%  | 18 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 20.5% | 10 | 0.0%  | 0 | 0.0%  | 0  | 10.1% | 1 | 0.0%  |
| Marks & Spencer               | 1.5%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 6.5%  | 3  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  |
| Morrisons                     | 4.2%  | 9  | 0.0%  | 0  | 14.0% | 1  | 22.1% | 3 | 0.0%  | 0  | 15.0% | 2 | 0.0%  | 0  | 0.0%  | 0 | 8.7%  |
| Ocado                         | 10.4% | 21 | 34.7% | 1  | 14.0% | 1  | 11.5% | 1 | 6.5%  | 3  | 15.0% | 2 | 22.8% | 7  | 0.0%  | 0 | 8.7%  |
| Sainsbury's                   | 8.8%  | 18 | 0.0%  | 0  | 18.3% | 2  | 11.5% | 1 | 0.0%  | 0  | 17.0% | 2 | 0.0%  | 0  | 10.1% | 1 | 7.7%  |
| Tesco                         | 23.2% | 47 | 0.0%  | 0  | 27.1% | 2  | 6.8%  | 1 | 24.3% | 12 | 30.1% | 4 | 16.7% | 5  | 40.7% | 3 | 17.5% |
| Waitrose                      | 3.5%  | 7  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 15.0% | 2 | 3.2%  | 1  | 8.9%  | 1 | 9.1%  |
| Other                         | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  |
| Co-op                         | 0.9%  | 2  | 0.0%  | 0  | 4.3%  | 0  | 13.0% | 1 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  |
| Wiltshire Farm Foods          | 0.2%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 4.6%  |
| (Don't know / can't remember) | 2.5%  | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 6.5%  | 3  | 0.0%  | 0 | 6.2%  | 2  | 0.0%  | 0 | 0.0%  |
| Weighted base:                | 203   | 3  | 8     | 11 | 48    | 13 | 32    | 8 | 9     | 12 | 8     | 9 | 12    | 8  | 9     | 9 | 12    |
| Sample:                       | 153   | 3  | 11    | 7  | 16    | 9  | 12    | 9 | 12    | 9  | 12    | 9 | 12    | 9  | 12    | 9 | 12    |

Column %ges.

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |       |    |       |    |       |    |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|-------|----|-------|----|-------|----|
| <b>Meanscore: [£]</b>  |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |
| <b>Q11 Thinking more generally, how much does your household spend on average on main food and grocery shopping in a week?</b> |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |
| £1 - £5  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £6 - £10   | 0.5%  | 7      | 0.0%    | 0       | 0.5%    | 0       | 2.1%    | 3       | 0.5%    | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £11 - £15  | 0.4%  | 7      | 0.5%    | 1       | 0.5%    | 0       | 0.0%    | 0       | 2.0%    | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £16 - £20  | 2.1%  | 33     | 5.0%    | 5       | 1.7%    | 1       | 3.0%    | 4       | 2.3%    | 5  | 2.9%  | 3  | 2.1%  | 4  | 0.0%  | 0  |
| £21 - £25  | 2.3%  | 37     | 3.9%    | 4       | 2.0%    | 1       | 2.2%    | 3       | 1.2%    | 3  | 4.6%  | 5  | 1.1%  | 2  | 1.3%  | 1  |
| £26 - £30  | 3.1%  | 49     | 1.3%    | 1       | 6.1%    | 4       | 3.3%    | 5       | 3.1%    | 6  | 2.7%  | 3  | 0.0%  | 0  | 0.6%  | 0  |
| £31 - £35  | 1.9%  | 31     | 5.1%    | 5       | 0.0%    | 0       | 1.1%    | 2       | 0.0%    | 0  | 1.9%  | 2  | 2.3%  | 4  | 0.0%  | 0  |
| £36 - £40  | 5.5%  | 89     | 10.7%   | 11      | 9.0%    | 6       | 6.6%    | 9       | 0.9%    | 2  | 5.3%  | 6  | 6.5%  | 12 | 4.2%  | 3  |
| £41 - £45  | 3.6%  | 57     | 8.5%    | 9       | 4.6%    | 3       | 2.6%    | 4       | 3.6%    | 7  | 2.6%  | 3  | 1.6%  | 3  | 6.5%  | 4  |
| £46 - £50  | 7.6%  | 121    | 6.9%    | 7       | 5.7%    | 4       | 7.4%    | 10      | 10.3%   | 21 | 5.1%  | 5  | 7.7%  | 15 | 8.7%  | 5  |
| £51 - £60  | 9.5%  | 152    | 7.6%    | 8       | 4.6%    | 3       | 12.3%   | 17      | 8.3%    | 17 | 9.6%  | 10 | 6.7%  | 13 | 13.5% | 8  |
| £61 - £70  | 7.8%  | 125    | 6.1%    | 6       | 8.4%    | 6       | 8.6%    | 12      | 8.2%    | 17 | 8.0%  | 8  | 7.1%  | 13 | 12.4% | 8  |
| £71 - £80  | 10.1% | 161    | 5.5%    | 6       | 10.8%   | 8       | 7.7%    | 11      | 8.1%    | 17 | 12.2% | 13 | 17.8% | 34 | 7.8%  | 5  |
| £81 - £90  | 4.8%  | 77     | 4.0%    | 4       | 3.5%    | 3       | 2.6%    | 4       | 2.9%    | 6  | 4.0%  | 4  | 6.4%  | 12 | 5.4%  | 3  |
| £91 - £100   | 13.6% | 218    | 9.2%    | 10      | 12.2%   | 9       | 14.5%   | 20      | 13.9%   | 29 | 12.2% | 13 | 14.0% | 27 | 26.7% | 17 |
| £101 - £110  | 0.9%  | 14     | 0.0%    | 0       | 0.0%    | 0       | 0.6%    | 1       | 0.8%    | 2  | 5.6%  | 6  | 0.0%  | 0  | 0.0%  | 0  |
| £111 - £120  | 3.9%  | 63     | 1.9%    | 2       | 5.6%    | 4       | 3.7%    | 5       | 4.1%    | 8  | 6.6%  | 7  | 2.9%  | 6  | 1.3%  | 1  |
| £121 - £130  | 2.1%  | 34     | 0.0%    | 0       | 2.8%    | 2       | 3.0%    | 4       | 3.0%    | 6  | 2.0%  | 2  | 3.7%  | 7  | 1.2%  | 1  |
| £131 - £140  | 0.8%  | 13     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.5%    | 1  | 0.0%  | 0  | 2.0%  | 4  | 0.0%  | 0  |
| £141 - £150  | 3.7%  | 59     | 7.3%    | 8       | 3.4%    | 2       | 4.3%    | 6       | 4.7%    | 10 | 4.5%  | 5  | 5.1%  | 10 | 1.7%  | 1  |
| £151 - £175  | 0.8%  | 12     | 0.5%    | 1       | 2.0%    | 1       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  |
| £176 - £200  | 1.8%  | 29     | 1.6%    | 2       | 1.7%    | 1       | 2.5%    | 4       | 1.5%    | 3  | 1.6%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| £201 - £225  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £226 - £250  | 1.0%  | 16     | 0.0%    | 0       | 0.0%    | 0       | 0.9%    | 1       | 2.4%    | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £251 - £275  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £276 - £300  | 0.3%  | 5      | 0.0%    | 0       | 1.7%    | 1       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £301+  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies)  | 9.3%  | 150    | 14.2%   | 15      | 10.3%   | 7       | 7.6%    | 11      | 13.2%   | 27 | 8.0%  | 9  | 10.4% | 20 | 7.6%  | 5  |
| (Refused)  | 2.5%  | 41     | 0.0%    | 0       | 2.9%    | 2       | 3.3%    | 5       | 4.5%    | 9  | 0.5%  | 1  | 2.8%  | 5  | 0.0%  | 0  |
| Mean:  | 79.70 | 68.71  | 81.15   | 77.29   | 82.85   | 79.02   | 80.20   | 76.85   | 89.43   |    |       |    |       |    |       |    |
| Weighted base:   | 1602  | 105    | 71      | 141     | 206     | 107     | 191     | 63      | 66      |    |       |    |       |    |       |    |
| Sample:  | 1602  | 100    | 100     | 100     | 100     | 100     | 100     | 100     | 101     |    |       |    |       |    |       |    |

**Meanscore: [Number of times per week]****Q12 And still thinking more generally, how often does your household do a main food and grocery shop?**

|                        |       |      |       |      |       |      |       |      |       |     |       |    |       |     |       |    |
|------------------------|-------|------|-------|------|-------|------|-------|------|-------|-----|-------|----|-------|-----|-------|----|
| 7 times a week         | 0.5%  | 7    | 0.0%  | 0    | 0.0%  | 0    | 1.1%  | 1    | 0.5%  | 1   | 0.0%  | 0  | 1.7%  | 3   | 0.0%  | 0  |
| 4-6 times a week       | 1.3%  | 20   | 0.0%  | 0    | 0.0%  | 0    | 0.6%  | 1    | 2.4%  | 5   | 0.9%  | 1  | 2.3%  | 4   | 0.0%  | 0  |
| 2-3 times a week       | 10.6% | 170  | 10.9% | 11   | 11.9% | 8    | 12.2% | 17   | 14.3% | 29  | 10.2% | 11 | 6.8%  | 13  | 3.3%  | 2  |
| Once a week            | 68.5% | 1097 | 71.4% | 75   | 71.0% | 51   | 71.7% | 101  | 69.4% | 143 | 77.0% | 82 | 63.5% | 121 | 79.5% | 50 |
| Once a fortnight       | 13.3% | 212  | 12.3% | 13   | 8.5%  | 6    | 9.5%  | 13   | 4.9%  | 10  | 8.5%  | 9  | 18.2% | 35  | 15.9% | 10 |
| Once a month           | 4.6%  | 74   | 3.8%  | 4    | 7.1%  | 5    | 5.1%  | 7    | 7.3%  | 15  | 2.3%  | 2  | 7.0%  | 13  | 1.3%  | 1  |
| Less than once a month | 0.1%  | 2    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.6%  | 0  |
| (Don't know / varies)  | 1.1%  | 18   | 1.6%  | 2    | 1.5%  | 1    | 0.0%  | 0    | 1.2%  | 3   | 1.1%  | 1  | 0.5%  | 1   | 0.0%  | 0  |
| Mean:                  | 1.14  | 1.08 | 1.09  | 1.19 | 1.27  | 1.13 | 1.16  | 0.96 | 1.09  |     |       |    |       |     |       |    |
| Weighted base:         | 1602  | 105  | 71    | 141  | 206   | 107  | 191   | 63   | 66    |     |       |    |       |     |       |    |
| Sample:                | 1602  | 100  | 100   | 100  | 100   | 100  | 100   | 100  | 101   |     |       |    |       |     |       |    |

**Q13 Do you make 'top up' shopping trips in between your main food shopping trips? Top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops, but could also include online food shopping.**

|                |       |      |       |     |       |     |       |     |       |     |       |    |       |     |       |    |
|----------------|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|----|-------|-----|-------|----|
| Yes            | 71.9% | 1152 | 70.1% | 73  | 70.2% | 50  | 77.3% | 109 | 69.4% | 143 | 72.9% | 78 | 75.8% | 145 | 77.0% | 48 |
| No             | 28.1% | 450  | 29.9% | 31  | 29.8% | 21  | 22.8% | 32  | 30.6% | 63  | 27.1% | 29 | 24.2% | 46  | 23.0% | 14 |
| Weighted base: | 1602  | 105  | 71    | 141 | 206   | 107 | 191   | 63  | 66    |     |       |    |       |     |       |    |
| Sample:        | 1602  | 100  | 100   | 100 | 100   | 100 | 100   | 100 | 101   |     |       |    |       |     |       |    |

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| <b>Q14 Where did you last undertake your 'top up' shopping?</b>       |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| <i>Those that do top-up shopping at Q13 AND Excl. Nulls &amp; SFT</i> |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| <b>Zone 1</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Holliers Walk, Hinckley   | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Watling Street, Hinckley  | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barwell Lane, Hinckley  | 0.6%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&J Palmer, Station Road, Hinckley                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, Castle Street, Hinckley  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Boyslade Road, Burbage, Hinckley                               | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Church Street, Sapcote   | 1.1%  | 11     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Long Street, Stoney Stanton                                    | 0.6%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Trent Road, Hinckley   | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Foodbank, Hope Community Church, Deveron Way, Hinckley                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Convenience Stores, Forest Road, Hinckley                    | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Rugby Road, Hinckley   | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Coventry Road, Hinckley   | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 |
| Local shops, Hinckley Town Centre                                     | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Stoney Stanton Village Centre                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Normandy Way, Hinckley                                     | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Stoke Road, Hinckley  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, Long Street, Stoney Stanton                              | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, The Square, Wolvey, Hinckley                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Clifton Way, Hinckley                              | 0.8%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rugby Road, Hinckley                          | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spar, Lutterworth Road, Burbage, Hinckley                             | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, London Road, Hinckley                                  | 0.7%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Station Yard, Hinckley                              | 0.8%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 2</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Co-op, High Street, Desford   | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Newbold Verdon, Leicester                         | 0.7%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Newbold Road, Desford, Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Pochin Street, Croft   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Wood Street, Earl Shilton                                      | 0.6%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local market, Earl Shilton Village Centre                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Earl Shilton Town Centre                                 | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Kirkby Mallory Village Centre                            | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Newbold Verdon Village Centre                            | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mill Lane Stores, Mill Lane, Earl Shilton, Leicester                  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nisa Local, Main Street,  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.



Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|
| Newbold Road, Leicester  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |
| Premier, The Hollow, Earl Shilton, Leicester                         | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spar, Main Street, Huncote   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thurlaston Garden Centre & Tea Room, Croft Road, Thurlaston          | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 3</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |
| Aldi, Buxton Crescent, Broughton Astley                              | 0.7%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 |
| Co-op, Main Street, Broughton Astley                                 | 0.8%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gilmorton Village Store, Main Street, Gilmorton                      | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local market, Broughton Astley Village Centre                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Broughton Astley Village Centre                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Ullesthorpe Village Centre                              | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Main Street, Broughton Astley                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mace, Dunton Road, Broughton Astley                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Made By Alison, Geveze Way, Broughton Astley, Leicester              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marcus Stevens Butchers, Station Road, Ullesthorpe                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, Main Street, Ullesthorpe                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, Station Road, Broughton Astley                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ringrose Butchers, Main Street, Broughton Astley                     | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 4</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |
| Aldi, Brackley Court, Welford Road, Blaby                            | 0.6%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 1.5%    | 1       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 1 |
| Attfield's Farm Shop, Whetstone Lodge, Countesthorpe Road, Leicester | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Church Street Butchers, Church Street, Countesthorpe                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, (Petrol), Lutterworth Road, Blaby                             | 0.5%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 |
| Co-op, Cambridge Road, Whetstone                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Dog And Gun Lane, Lutterworth Road, Whetstone                 | 0.3%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 |
| Co-op, High Street, Fleckney, Leicester                              | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Cosby  | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Countesthorpe                                    | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Johns Court, Blaby  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Jet Petrol Station, Oadby Road, Wigston                              | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Joseph Morris Butchers, Newton Lane, Wigston                         | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Cosby Village Centre                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Fleckney Village Centre                                 | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, The Square, Countesthorpe                             | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 5</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |
| Billesden Village Shop, Market Road, Billesdon                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bridge 67, High Street, Kibworth Harcourt, Kibworth Beauchamp        | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total |    | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |      |   |      |   |      |   |      |   |
|---|-------|----|--------|---------|---------|---------|---------|---------|---------|---------|------|---|------|---|------|---|------|---|
| Co-op, High Street, Kibworth Beauchamp                          | 0.4%  | 4  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Great Glen                                  | 0.8%  | 8  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Houghton On The Hill                        | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Scraptoft                                   | 0.2%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Station Road, Thurnby                                    | 0.9%  | 10 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, East Goscote Village Centre                        | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Queniborough Village Centre                        | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (BP), Melton Road, Syston                                  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, Merchants Common, East Goscote, Leicester          | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, Stretton Road, Great Glen                          | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Roots Thorpe Farm, Thorpe Farm, Barkby Thorpe, Leicester        | 0.2%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 1.3% | 2 | 0.0% | 0 | 0.0% | 0 |
| S&J News, Syston Road, Queniborough, Leicester                  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Select Convenience, High Street, Kibworth Beauchamp             | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 6</b>   |       |    |        |         |         |         |         |         |         |         |      |   |      |   |      |   |      |   |
| A1 Cash & Carry, Green Lane Road, Leicester                     | 0.3%  | 3  | 3.0%   | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Adam Groceries, Holland Road, Leicester                         | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, St Georges Way, Leicester                                 | 0.7%  | 8  | 0.0%   | 0       | 0.0%    | 0       | 3.9%    | 4       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.4% | 2 |
| Apna Supermarket, Melbourne Road, Leicester                     | 0.2%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clays Butchers of Leicester, Cheapside, Leicester               | 0.1%  | 1  | 0.0%   | 0       | 1.6%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Evington Road, Leicester                                 | 0.3%  | 3  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Falcon Cash & Carry, Syston Street West, Leicester              | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Foodland Supermarket, Melbourne Road, Leicester                 | 0.2%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Heron Foods, Haymarket Centre, Belgrave Gate, Leicester         | 0.2%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, (The Food Warehouse) St Georges Retail Park, Leicester | 0.3%  | 3  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Belgrave Gate, Leicester                               | 0.2%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| KP Supermarket, Melbourne Road, Leicester                       | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Leicester Market, Market Place, Leicester                       | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 1.3%    | 1       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Burton Street, Leicester                                  | 0.4%  | 5  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.9%    | 3       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Clarendon Park Local Centre                        | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Florence Road, Leicester                           | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Green Lane Road, Leicester                         | 0.3%  | 3  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Highfields Local Centre                            | 0.4%  | 4  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Leicester City Centre                              | 0.5%  | 5  | 3.7%   | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Spinney Hills Local Centre                         | 0.5%  | 6  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, Gallowtree Gate,   | 0.2%  | 2  | 0.8%   | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Leicester   |       |        |         |         |         |         |         |         |         |
| Post Office, Evington Road, Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Quickway, Melbourne Road, Leicester                         | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Local, Granby Street, Leicester                 | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Local, London Road, Leicester                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Local, Queens Road, Clarendon Park, Leicester   | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 1.3%    | 1       | 0.0%    |
| Sainsbury's Superstore, Humberstone Gate, Leicester         | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.8%    | 1       | 0.0%    |
| Savers, Cheapside, Leicester                                | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, Belgrave Gate, Haymarket Centre, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, Granby Street, Leicester                     | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.8%    | 1       | 0.0%    |
| Tesco Express, Haymarket Centre, Belgrave Gate, Leicester   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, London Road, Leicester                       | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.8%    | 1       | 0.0%    |
| Tesco Express, Welford Place, Leicester                     | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 2.9%    | 3       | 0.0%    |
| W Archer & Son, Queens Road, Clarendon Park, Leicester      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 7</b>   |       |        |         |         |         |         |         |         |         |
| Co-op, Rowllatts Hill Road, Rowllatts Hill, Leicester       | 0.3%  | 3      | 0.0%    | 0       | 0.9%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, Uppingham Road, Rowllatts Hill, Leicester            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Ethel Bakeries, Ethel Road, Leicester                       | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Frozen World, St Saviours Road, Leicester                   | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Iceland, Uppingham Road, Rowllatts Hill, Leicester          | 0.8%  | 8      | 0.8%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Chesterfield Road, Evington                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Coleman Road, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, East Park Road, Leicester                      | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Egginton Street, Leicester                     | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Evington Valley Road, Leicester                | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Kitchener Road, Leicester                      | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, New Humberston Local Centre                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Overton Road, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| One Stop, Hastings Road, Leicester                          | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Pak Foods, Chesterfield Road, Evington                      | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Quality Supermarket, Green Lane Road, Rowllatts Hill        | 0.3%  | 3      | 0.0%    | 0       | 3.2%    | 1       | 0.0%    | 0       | 0.0%    |
| Savers Choice Cash & Carry, Egginton Street, Leicester      | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Metro, Ethel Road, Evington                           | 2.0%  | 20     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Uppingham Road Convenience Store, Uppingham Road, Leicester | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 8</b>   |       |        |         |         |         |         |         |         |         |
| Co-op, Downing Drive,                                       | 0.8%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| Evington, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Thurncourt Road,<br>Thurnby Lodge, Leicester                  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.8%    | 1       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Evington<br>Village Local Centre                        | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Humberstone<br>Local Centre                             | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mercury News, Cardinals<br>Walk, Leicester                           | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nisa Local, Main Street,<br>Evington                                 | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Sandhills<br>Avenue, Hamilton,<br>Leicester       | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Maidenwell<br>Avenue, Hamilton,<br>Leicester            | 1.2%  | 12     | 2.6%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 9</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Fletton Close,<br>Hamilton, Leicester                          | 1.0%  | 10     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.9%    | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Exploration Drive,<br>Abbey Lane, Leicester                    | 0.5%  | 5      | 0.0%    | 0       | 10.7%   | 5       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bombay Supermarket,<br>Melton Road, Leicester                        | 0.1%  | 1      | 1.5%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Finest Stores, Canon Street,<br>Leicester                            | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Jalpur Millers Online,<br>Harrison Road, Leicester                   | 0.1%  | 1      | 0.8%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Gypsy Lane, Leicester  | 1.0%  | 11     | 14.3%   | 10      | 2.8%    | 1       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Loughborough Road,<br>Leicester                                | 0.8%  | 8      | 8.7%    | 6       | 4.4%    | 2       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Abbey Lane,<br>Leicester                                | 0.1%  | 1      | 0.0%    | 0       | 1.4%    | 1       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Belgrave Road,<br>Leicester                             | 0.2%  | 2      | 3.0%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Catherine<br>Street, Leicester                          | 0.1%  | 1      | 1.3%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Doncaster<br>Road, Leicester                            | 0.1%  | 1      | 1.3%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Fairfax Road,<br>Leicester                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Gypsy Lane,<br>Leicester                                | 0.1%  | 2      | 2.3%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Melton Road,<br>Leicester                               | 0.2%  | 2      | 3.3%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons (Daily in Petrol<br>Station), Melton Road,<br>Leicester    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons (Daily in Petrol<br>Station), Thurmaston<br>Lane, Hamilton | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, Brackley Close,<br>Leicester                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, Melrose Street,<br>Leicester                            | 0.1%  | 1      | 0.8%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Melton Road, Leicester                    | 1.7%  | 17     | 17.9%   | 12      | 1.4%    | 1       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 2.6% | 3 | 0.0% | 0 | 0.0% | 0 |
| Shiva Shakti Foods,<br>MacDonald Road,<br>Leicester                  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.8%    | 1       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Humberstone<br>Lane, Leicester                        | 0.7%  | 7      | 8.1%    | 5       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Melton Road,<br>Leicester                             | 0.7%  | 8      | 8.4%    | 6       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 10</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Abbey Lane,<br>Humphreys Way,<br>Leicester                     | 1.6%  | 16     | 8.1%    | 5       | 6.4%    | 3       | 0.0%    | 0       | 3.4%    | 4 | 0.0% | 0 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Beaumont Shopping<br>Centre, Beaumont Leys                     | 0.2%  | 3      | 0.0%    | 0       | 5.9%    | 3       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Appleton Mini Market,<br>Appleton Avenue,<br>Leicester               | 0.0%  | 0      | 0.0%    | 0       | 0.9%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Beaumont News, Astill  | 0.0%  | 0      | 0.0%    | 0       | 0.9%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| Lodge Road, Leicester  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Home Bargains, St Margaret's Retail Park, Leicester              | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.4%    | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Beaumont Shopping Centre, Beaumont Leys, Leicester      | 0.3%  | 3      | 1.5%    | 1       | 4.5%    | 2       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 0 | 0.0% | 0 |
| Local shops, Beaumont Leys Town Centre                           | 0.1%  | 1      | 0.0%    | 0       | 1.7%    | 1       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| McColls, Belgrave Boulevard, Leicester                           | 0.3%  | 3      | 0.0%    | 0       | 6.0%    | 3       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nisa Local, Marwood Road, Stocking Farm Estate, Leicester        | 0.3%  | 3      | 0.0%    | 0       | 7.0%    | 3       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Bewcastle Grove, Mowmacre Hill                         | 0.3%  | 3      | 0.0%    | 0       | 6.7%    | 3       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Beaumont Shopping Centre, Beaumont Leys, Leicester  | 1.1%  | 11     | 0.8%    | 1       | 20.6%   | 9       | 0.0%    | 0       | 0.9%    | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 0 | 0.0% | 0 |
| Wilko, Beaumont Leys Shopping Centre, Leicester                  | 0.0%  | 0      | 0.0%    | 0       | 0.9%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 11</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Aylestone Road, Leicester                                  | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 2.9%    | 3       | 0.0%    | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Clarendon Park Road, Leicester                            | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Hillsborough Road, Glen Parva, Leicester                  | 0.6%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 6.4%    | 7       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, London Road, Leicester                                    | 0.6%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 4.1%    | 4       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Sturdee Road, Eyres Monsell, Leicester                    | 0.5%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 4.2%    | 4       | 0.0%    | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gainsborough Stores, Gainsborough Road, Leicester                | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 1.3%    | 1       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Saffron Lane, Leicester                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Knighton Self Service Petrol Station, Welford Road, Leicester    | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 1.5%    | 1       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Glen Parva Local Centre                             | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 1.5%    | 1       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Saffron Lane, Leicester                             | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 2.9%    | 3       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Stoneygate Local Centre                             | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.8%    | 1       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Knighton Church Road, Leicester                          | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 1.3%    | 1       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Aberdale Road, West Knighton, Leicester           | 0.4%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 4.5%    | 5       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Lutterworth Road, Aylestone, Leicester            | 0.8%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 6.8%    | 7       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Saffron Lane, Leicester                           | 0.7%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 7.1%    | 7       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 12</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Woodgate, Leicester  | 0.7%  | 7      | 0.0%    | 0       | 2.5%    | 1       | 0.0%    | 0       | 4.9%    | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 |
| Asda, (Fosse Park), Narborough Road South, Braunstone, Leicester | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 2.6%    | 3       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Aikman Avenue, New Parks Estate, Leicester                | 0.5%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.4%    | 4 | 0.0% | 0 | 0.0% | 0 | 2.8% | 1 | 0.0% | 0 |
| Co-op, Hallam Crescent, Braunstone, Leicester                    | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.6%    | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Hinckley Road, Leicester Forest East                      | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 4.4% | 2 |
| Co-op, Narborough Road, Leicester                                | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.9%    | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Sharmon Crescent, Braunstone Frith, Leicester             | 0.8%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 5.7%    | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Turnbull Drive, Leicester                                 | 0.7%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 6.2%    | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |       |    |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|-------|----|------|---|------|---|------|---|
| Braunstone, Leicester   |       |        |         |         |         |         |         |         |         |    |       |    |      |   |      |   |      |   |
| Iceland, Narborough Road, Leicester                                   | 0.2%  | 2      | 0.0%    | 0       | 2.8%    | 1       | 0.0%    | 0       | 0.9%    | 1  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| J Scattergood & Son, Sharnon Crescent, Leicester                      | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.7%    | 2  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Fosse Road North, Leicester                                     | 0.7%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 4.2%    | 5  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Upperton Road, Leicester  | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Bosworth Street, Leicester                               | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.4%    | 4  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Braunstone Town Centre                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Cavendish Road, Leicester                                | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.5%    | 2  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Heyford Road, Leicester                                  | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.9%    | 3  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Imperial Avenue, Leicester                               | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.9%    | 1  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Keightley Road, Leicester                                | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.5%    | 2  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Leicester Forest East Village Centre                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 |
| Local shops, Sandhurst Road, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Shakespeare Street, Leicester                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Sunway, Braunstone  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Aylestone Road, Leicester                                  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.8%    | 1       | 0.0%    | 0  | 1.4%  | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nutfield Corner Shop, Nutfield Road, Leicester                        | 0.1%  | 1      | 0.8%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Grasmere Street, Leicester                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Watergate Lane, Braunstone Town                             | 1.1%  | 11     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 10.1%   | 11 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Hinckley Road, Leicester Forest East               | 0.8%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.9%    | 1  | 0.0%  | 0  | 0.0% | 0 | 9.4% | 4 | 6.5% | 3 |
| Spar, Buckminster Road, Leicester                                     | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.5%    | 2  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spar, St James Service Station, Hinckley Road, Leicester              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, (Esso), Fosse Road North, Leicester                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, (Esso), Narborough Road, Rowley Fields, Leicester      | 1.2%  | 12     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 9.2%    | 10 | 0.0%  | 0  | 0.0% | 0 | 1.6% | 1 | 2.9% | 1 |
| Tesco Express, Bede Island, Leicester                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Hinckley Road, Leicester                               | 0.8%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.7%    | 2  | 0.0%  | 0  | 0.0% | 0 | 4.1% | 2 | 4.8% | 2 |
| Tesco Express, Penrice Garage, Hinckley Road, Leicester Forest East   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 |
| Tesco Express, Ryder Road, Kirby Frith                                | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.9%    | 3  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, New Park Street, Leicester                          | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.9%    | 3  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, M1, Junction 21/21A (North Services), Leicester Forest East | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, M1, Junction 21/21A (South Services), Leicester Forest East | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 13</b>  |       |        |         |         |         |         |         |         |         |    |       |    |      |   |      |   |      |   |
| Aldi, Bullhead Street, Wigston  | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 4.8%  | 3  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Leicester Road, Oadby   | 1.9%  | 20     | 0.0%    | 0       | 0.0%    | 0       | 6.2%    | 6       | 0.0%    | 0  | 8.2%  | 6  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Blaby Road, Wigston  | 1.4%  | 14     | 0.0%    | 0       | 0.0%    | 0       | 9.7%    | 10      | 0.0%    | 0  | 4.9%  | 3  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Launceston Road, Wigston                                       | 1.3%  | 14     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 15.7% | 11 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total |    | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |       |   |       |    |      |   |      |   |
|--|-------|----|--------|---------|---------|---------|---------|---------|---------|---------|-------|---|-------|----|------|---|------|---|
| Co-op, Uplands Road, Oadby                                     | 0.9%  | 9  | 0.0%   | 0       | 0.0%    | 0       | 2.5%    | 3       | 0.0%    | 0       | 9.2%  | 6 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Farmfoods, Bell Street, Wigston                                | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.8%  | 1 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Iceland, Bell Street, Wigston                                  | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.4%  | 1 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Lidl, Blaby Road, South Wigston                                | 0.1%  | 1  | 0.0%   | 0       | 2.8%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Lidl, Harborough Road, Oadby                                   | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Oadby Town Centre                                 | 0.2%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.8%  | 1 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Wigston Town Centre                               | 0.4%  | 4  | 0.0%   | 0       | 0.0%    | 0       | 0.8%    | 1       | 0.0%    | 0       | 1.6%  | 1 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Parade, Oadby                             | 0.9%  | 10 | 0.0%   | 0       | 0.0%    | 0       | 3.7%    | 4       | 0.0%    | 0       | 1.7%  | 1 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Milners Bakery, Blaby Road, South Wigston                      | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Morrisons (Daily in Petrol Station), Bull Head Street, Wigston | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| One Stop, Aylestone Lane, Wigston                              | 0.4%  | 4  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 5.5%  | 4 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| One Stop, Gloucester Crescent, Wigston                         | 0.2%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.2%  | 2 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Leicester Road, Wigston                     | 0.3%  | 3  | 0.0%   | 0       | 0.0%    | 0       | 0.8%    | 1       | 0.0%    | 0       | 3.0%  | 2 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Moat Street, Wigston                        | 1.0%  | 10 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 8.6%  | 6 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Bell Street, Wigston                   | 1.4%  | 15 | 0.0%   | 0       | 0.0%    | 0       | 0.8%    | 1       | 0.0%    | 0       | 6.5%  | 5 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Glen Road, Oadby                       | 0.8%  | 8  | 0.0%   | 0       | 0.0%    | 0       | 3.0%    | 3       | 0.0%    | 0       | 5.5%  | 4 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Blaby Road, South Wigston                    | 1.7%  | 18 | 0.0%   | 0       | 0.0%    | 0       | 6.3%    | 6       | 0.0%    | 0       | 13.2% | 9 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Harborough Road, Oadby, Leicester                    | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| WH Cox Greengrocer, Leicester Road, Wigston                    | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Wilson Wragg Butchers, London Road, Oadby                      | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 14</b>   |       |    |        |         |         |         |         |         |         |         |       |   |       |    |      |   |      |   |
| Aldi, Melton Road, Syston                                      | 0.5%  | 5  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 3.8%  | 5  | 0.0% | 0 | 0.0% | 0 |
| Asda, Barkby Thorpe Lane, Thurmaston                           | 1.5%  | 16 | 5.4%   | 4       | 0.0%    | 0       | 0.0%    | 0       | 2.9%    | 3       | 0.0%  | 0 | 6.4%  | 8  | 0.0% | 0 | 0.0% | 0 |
| Co-op, Cropston Road, Anstey                                   | 1.4%  | 15 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 11.5% | 15 | 0.0% | 0 | 0.0% | 0 |
| Co-op, High Street, Barrow-On-Soar                             | 0.8%  | 8  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 6.2%  | 8  | 0.0% | 0 | 0.0% | 0 |
| Co-op, Loughborough Road, Quorn                                | 0.2%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 1.6%  | 2  | 0.0% | 0 | 0.0% | 0 |
| Co-op, Loughborough Road, Rothley                              | 0.6%  | 6  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 4.6%  | 6  | 0.0% | 0 | 0.0% | 0 |
| Co-op, Rothley Road, Mountsorrel                               | 1.3%  | 14 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 9.4%  | 12 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Wanlip Lane, Birstall                                   | 0.6%  | 7  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 5.1%  | 7  | 0.0% | 0 | 0.0% | 0 |
| Costco, Westmoreland Avenue, Thurmaston                        | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Costcutter, Barrow Road, Sileby, Loughborough                  | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 0.8%  | 1  | 0.0% | 0 | 0.0% | 0 |
| Johnsons of Woodhouse, Main Street, Woodhouse Eaves            | 0.2%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 1.3%  | 2  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Anstey Village Centre                             | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Barrow upon Soar Village Centre                   | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 0.8%  | 1  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Rothley Village Centre                            | 0.3%  | 3  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 2.1%  | 3  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Syston Town Centre                                | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Woodhouse Eaves Village Centre                    | 0.2%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 1.5%  | 2  | 0.0% | 0 | 0.0% | 0 |
| Londis, The Nook, Anstey, Leicester                            | 0.2%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 1.3%  | 2  | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |    |       |   |       |    |  |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|----|-------|---|-------|----|--|
| M&S, (Foodhall), Thorpe Lane, Leicester                            | 0.3%  | 4      | 0.0%    | 0       | 2.5%    | 1       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 1.5% | 2  | 0.0%  | 0 | 0.0%  | 0  |  |
| Nisa Local, Station Road, Quorn                                    | 0.5%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 3.8% | 5  | 0.0%  | 0 | 0.0%  | 0  |  |
| Roberts of Mountsorrel, Leicester Road, Mountsorrel, Loughborough  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 1.5% | 2  | 0.0%  | 0 | 0.0%  | 0  |  |
| Syston Bakery, Town Square, Syston                                 | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |  |
| Tesco Express, High Street, Sileby                                 | 0.6%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 5.1% | 7  | 0.0%  | 0 | 0.0%  | 0  |  |
| Tesco Express, Sibson Road, Birstall, Leicester                    | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 2.9% | 4  | 0.0%  | 0 | 0.0%  | 0  |  |
| Tesco Metro, Melton Road, Syston                                   | 0.8%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 5.9% | 8  | 0.0%  | 0 | 0.0%  | 0  |  |
| The Family Cellar, Melton Road, Syston, Leicester                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |  |
| Waitrose, Granite Way, Mountsorrel                                 | 1.1%  | 11     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 8.6% | 11 | 0.0%  | 0 | 0.0%  | 0  |  |
| Wanlip Lane News, Birstall   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.8% | 1  | 0.0%  | 0 | 0.0%  | 0  |  |
| <b>Zone 15</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |    |       |   |       |    |  |
| Co-op, Laundon Way, Groby  | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 8.7%  | 4 | 0.0%  | 0  |  |
| Co-op, Leicester Road, Groby                                       | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 4.8%  | 2 | 0.0%  | 0  |  |
| Co-op, Old Bakery Close, Leicester                                 | 0.5%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 9.6%  | 5 | 0.0%  | 0  |  |
| Local shops, Groby Village Centre                                  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 4.1%  | 2 | 0.0%  | 0  |  |
| Local shops, Kirby Muxloe Village Centre                           | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 4.6%  | 2 | 0.0%  | 0  |  |
| Local shops, Ratby Village centre                                  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 1.4%  | 1 | 0.0%  | 0  |  |
| Moores of Ratby, Station Road, Ratby                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.9%  | 0 | 0.0%  | 0  |  |
| Morrisons, Station Road, Glenfield                                 | 0.9%  | 10     | 0.0%    | 0       | 1.6%    | 1       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 18.9% | 9 | 0.0%  | 0  |  |
| One Stop, Main Street, Kirby Muxloe                                | 0.6%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 12.4% | 6 | 0.0%  | 0  |  |
| Tesco Express, Dominion Road, Glenfield, Leicester                 | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.4%    | 3 | 0.0% | 0 | 0.0% | 0  | 1.7%  | 1 | 0.0%  | 0  |  |
| The Royal Oak, Main Street, Kirby Muxloe                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |  |
| <b>Zone 16</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |    |       |   |       |    |  |
| Aldi, Meridian Way, Braunstone                                     | 0.6%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 4.6%    | 5 | 0.0% | 0 | 0.0% | 0  | 1.4%  | 1 | 0.8%  | 0  |  |
| Co-op, Cross Street, Enderby (Next to the Methodist Church)        | 0.7%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 13.7% | 7  |  |
| Co-op, Mill Lane, Enderby (Opposite Newsagents & Estate Agents)    | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 1.5%  | 1  |  |
| Co-op, Station Road, Narborough                                    | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 1.6%  | 1 | 5.8%  | 3  |  |
| Costcutter, Forest Road, Narborough, Enderby, Leicester            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.8%  | 0  |  |
| Local shops, Narborough Village Centre                             | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.9%    | 1 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |  |
| M&S, Fosse Park Shopping Centre, Leicester                         | 0.9%  | 9      | 0.8%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 3.9%  | 2 | 1.5%  | 1  |  |
| Palmers at Enderby, St Johns, Enderby, Leicester                   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.8%    | 1       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |  |
| Sainsbury's Superstore, Fosse Park, Grove Farm Triangle, Leicester | 1.5%  | 15     | 0.0%    | 0       | 0.0%    | 0       | 2.9%    | 3       | 1.7%    | 2 | 0.0% | 0 | 0.0% | 0  | 1.6%  | 1 | 11.8% | 6  |  |
| Tesco Express, Copt Oak Court, Narborough                          | 1.7%  | 17     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.7%    | 2 | 0.0% | 0 | 0.0% | 0  | 0.9%  | 0 | 28.2% | 14 |  |
| <b>Outside Survey Area</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |    |       |   |       |    |  |
| Aldi, Adcock Road, Coalville                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0  |  |
| Aldi, Allendale Road, Loughborough                                 | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 1.5% | 2  | 0.0%  | 0 | 0.0%  | 0  |  |
| Aldi, Belton Road,   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.9%  | 0 | 0.0%  | 0  |  |

Column %ges.



# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| Loughborough   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Hackamore Way, Oakham                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Leicester Road, Melton Mowbray                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Springfield Street, Market Harborough                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Stanier Retail Park, Kettering                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Brade Drive, Coventry                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Chamwood Road, Shepshed                                  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Asda, Newtown Road, Nuneaton                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Baines Bakery, High Street West, Uppingham                     | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bates Butchers, Market Street, Atherstone                      | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Ashby Road, Ibstock                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Coventry Road, Market Harborough                        | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Malt Mill Bank, Barwell                                 | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, North Street East, Uppingham                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, School Road, Bulkington, Bedworth                       | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre, Woodlands, Ashby Road, Stapleton        | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farndon Fields Farm Shop, Farndon Road, Market Harborough      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, Mill Street, Bedworth                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Market Street, Loughborough, Loughborough             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Joseph Morris Butchers, Walcote Road, Lutterworth              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Kettering Road, Market Harborough                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Station Avenue, Loughborough                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Thornborough Road, Coalville                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local market, Loughborough Town Centre                         | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Lutterworth Town Centre                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Markfield Village Centre                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Stamford Town Centre                              | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 |
| Londis, Hampton Road, Redland, Bristol                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (BP), Melton Road, Market Harborough                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Rushes, Loughborough                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Leicester Road, Elliott's Field, Rugby        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons (Daily in Petrol Station), Lutterworth Road, Walcote | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Bitteswell Road, Lutterworth                        | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Gorse Covert Centre, Loughborough                   | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Rutland Street, Melton Mowbray                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Whitwick Retail                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| Park, Coalville   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Sainsbury's Local, Queens Road, Nuneaton                    | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 1.3%    | 1       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Greenclose Lane, Loughborough       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Nottingham Road, Melton Mowbray     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, St. Mary's Place, Market Harborough | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Vicarage Street, Nuneaton           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Leicester Road, Loughborough                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Shelton Square, Coventry                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Arena Shopping Park, Rowleys Green, Coventry   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Leicester Street, Bedworth                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Oakley Road, Corby                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Park Road, Loughborough                        | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Clifford Bridge Road, Coventry            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Leicester Road, Rugby                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, South Street, Oakham                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, The Rushes, Loughborough                  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Lower Leicester Road, Lutterworth                 | 0.6%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 1.3%    | 1       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 |
| Waitrose, Springfield Street, Market Harborough             | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| WF Chapman, High Street, Lutterworth                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Others</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Other   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet / delivery   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember)                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't do this type of shopping)                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Same place as before)                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base:  | 1030  |        | 67      |         | 43      |         | 102     |         | 108     |   | 71   |   | 129  |   | 47   |   | 50   |   |
| Sample:   | 1034  |        | 62      |         | 57      |         | 68      |         | 53      |   | 67   |   | 65   |   | 74   |   | 76   |   |

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| <b>Q15 Where did you undertake your 'top up' food shopping the time before last? Was it the same place or somewhere different?</b> |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| <i>Those that do top-up shopping at Q13 AND Excl. Nulls &amp; SFT</i>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| <b>Zone 1</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Holliers Walk, Hinckley  | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Watling Street, Hinckley   | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barwell Lane, Hinckley   | 0.6%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&J Palmer, Station Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, Castle Street, Hinckley   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Boyslade Road, Burbage, Hinckley  | 0.6%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Church Street, Sapcote  | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Long Street, Stoney Stanton   | 0.7%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Trent Road, Hinckley  | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Foodbank, Hope Community Church, Deveron Way, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Convenience Stores, Forest Road, Hinckley   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Rugby Road, Hinckley  | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Coventry Road, Hinckley  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Hinckley Town Centre  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Stoney Stanton Village Centre   | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Normandy Way, Hinckley  | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Stoke Road, Hinckley   | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, Long Street, Stoney Stanton   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, The Square, Wolvey, Hinckley  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Clifton Way, Hinckley   | 0.6%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rugby Road, Hinckley   | 0.9%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spar, Lutterworth Road, Burbage, Hinckley  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, London Road, Hinckley   | 0.5%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Station Yard, Hinckley   | 0.7%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 2</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Co-op, High Street, Desford  | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Newbold Verdon, Leicester  | 0.9%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Newbold Road, Desford, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Pochin Street, Croft  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Wood Street, Earl Shilton   | 0.8%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local market, Earl Shilton Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Earl Shilton Town Centre  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Kirkby Mallory Village Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Newbold Verdon Village Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mill Lane Stores, Mill Lane, Earl Shilton, Leicester   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nisa Local, Main Street,   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Newbold Road, Leicester  |       |        |         |         |         |         |         |         |         |
| Premier, The Hollow, Earl Shilton, Leicester                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Spar, Main Street, Huncote   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Thurlaston Garden Centre & Tea Room, Croft Road, Thurlaston          | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 3</b>  |       |        |         |         |         |         |         |         |         |
| Aldi, Buxton Crescent, Broughton Astley                              | 0.9%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.4%    |
| Co-op, Main Street, Broughton Astley                                 | 0.9%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Gilmorton Village Store, Main Street, Gilmorton                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local market, Broughton Astley Village Centre                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Broughton Astley Village Centre                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Ullesthorpe Village Centre                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Londis, Main Street, Broughton Astley                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Mace, Dunton Road, Broughton Astley                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Made By Alison, Geveze Way, Broughton Astley, Leicester              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Marcus Stevens Butchers, Station Road, Ullesthorpe                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Post Office, Main Street, Ullesthorpe                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Post Office, Station Road, Broughton Astley                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Ringrose Butchers, Main Street, Broughton Astley                     | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 4</b>  |       |        |         |         |         |         |         |         |         |
| Aldi, Brackley Court, Welford Road, Blaby                            | 0.8%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 1.3%    | 1       | 0.0%    |
| Attfield's Farm Shop, Whetstone Lodge, Countesthorpe Road, Leicester | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Church Street Butchers, Church Street, Countesthorpe                 | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, (Petrol), Lutterworth Road, Blaby                             | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.3%    |
| Co-op, Cambridge Road, Whetstone                                     | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, Dog And Gun Lane, Lutterworth Road, Whetstone                 | 0.5%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.5%    |
| Co-op, High Street, Fleckney, Leicester                              | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, Main Street, Cosby  | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, Main Street, Countesthorpe                                    | 0.8%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Iceland, Johns Court, Blaby  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.1%    |
| Jet Petrol Station, Oadby Road, Wigston                              | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Joseph Morris Butchers, Newton Lane, Wigston                         | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Cosby Village Centre                                    | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.8%    | 1       | 0.0%    |
| Local shops, Fleckney Village Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, The Square, Countesthorpe                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 5</b>  |       |        |         |         |         |         |         |         |         |
| Billesden Village Shop, Market Road, Billesdon                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Bridge 67, High Street, Kibworth Harcourt, Kibworth Beauchamp        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total |    | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |      |   |      |   |      |   |      |   |
|---|-------|----|--------|---------|---------|---------|---------|---------|---------|---------|------|---|------|---|------|---|------|---|
| Co-op, High Street, Kibworth Beauchamp                          | 0.4%  | 4  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Great Glen                                  | 0.5%  | 5  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Houghton On The Hill                        | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Scraptoft                                   | 0.3%  | 3  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Station Road, Thurnby                                    | 0.9%  | 9  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, East Goscote Village Centre                        | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Queniborough Village Centre                        | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (BP), Melton Road, Syston                                  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, Merchants Common, East Goscote, Leicester          | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office, Stretton Road, Great Glen                          | 0.2%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Roots Thorpe Farm, Thorpe Farm, Barkby Thorpe, Leicester        | 0.2%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 1.4% | 2 | 0.0% | 0 | 0.0% | 0 |
| S&J News, Syston Road, Queniborough, Leicester                  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Select Convenience, High Street, Kibworth Beauchamp             | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 6</b>   |       |    |        |         |         |         |         |         |         |         |      |   |      |   |      |   |      |   |
| A1 Cash & Carry, Green Lane Road, Leicester                     | 0.3%  | 3  | 3.0%   | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Adam Groceries, Holland Road, Leicester                         | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, St Georges Way, Leicester                                 | 1.2%  | 13 | 0.0%   | 0       | 0.0%    | 0       | 2.5%    | 3       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 |
| Apna Supermarket, Melbourne Road, Leicester                     | 0.2%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clays Butchers of Leicester, Cheapside, Leicester               | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Evington Road, Leicester                                 | 0.3%  | 4  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Falcon Cash & Carry, Syston Street West, Leicester              | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Foodland Supermarket, Melbourne Road, Leicester                 | 0.2%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Heron Foods, Haymarket Centre, Belgrave Gate, Leicester         | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, (The Food Warehouse) St Georges Retail Park, Leicester | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Belgrave Gate, Leicester                               | 0.2%  | 2  | 0.8%   | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| KP Supermarket, Melbourne Road, Leicester                       | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Leicester Market, Market Place, Leicester                       | 0.2%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 2.1%    | 2       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Burton Street, Leicester                                  | 0.3%  | 3  | 0.0%   | 0       | 0.0%    | 0       | 1.5%    | 1       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Clarendon Park Local Centre                        | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Florence Road, Leicester                           | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Green Lane Road, Leicester                         | 0.3%  | 3  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Highfields Local Centre                            | 0.5%  | 5  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Leicester City Centre                              | 0.5%  | 5  | 0.0%   | 0       | 0.0%    | 0       | 0.8%    | 1       | 0.0%    | 0       | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Spinney Hills Local Centre                         | 0.7%  | 7  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, Gallowtree Gate,   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Leicester   |       |        |         |         |         |         |         |         |         |
| Post Office, Evington Road, Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Quickway, Melbourne Road, Leicester                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Local, Granby Street, Leicester                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Local, London Road, Leicester                   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Local, Queens Road, Clarendon Park, Leicester   | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 3.4%    | 3       | 0.0%    |
| Sainsbury's Superstore, Humberstone Gate, Leicester         | 0.1%  | 1      | 0.0%    | 0       | 1.0%    | 0       | 0.0%    | 0       | 0.9%    |
| Savers, Cheapside, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, Belgrave Gate, Haymarket Centre, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, Granby Street, Leicester                     | 0.5%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 2.5%    | 3       | 0.0%    |
| Tesco Express, Haymarket Centre, Belgrave Gate, Leicester   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, London Road, Leicester                       | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, Welford Place, Leicester                     | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.9%    |
| W Archer & Son, Queens Road, Clarendon Park, Leicester      | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 1.3%    | 1       | 0.0%    |
| <b>Zone 7</b>   |       |        |         |         |         |         |         |         |         |
| Co-op, Rowllatts Hill Road, Rowllatts Hill, Leicester       | 0.3%  | 3      | 0.0%    | 0       | 1.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, Uppingham Road, Rowllatts Hill, Leicester            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Ethel Bakeries, Ethel Road, Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Frozen World, St Saviours Road, Leicester                   | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Iceland, Uppingham Road, Rowllatts Hill, Leicester          | 0.8%  | 8      | 0.8%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Chesterfield Road, Evington                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Coleman Road, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, East Park Road, Leicester                      | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Egginton Street, Leicester                     | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Evington Valley Road, Leicester                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Kitchener Road, Leicester                      | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, New Humberston Local Centre                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Overton Road, Leicester                        | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| One Stop, Hastings Road, Leicester                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Pak Foods, Chesterfield Road, Evington                      | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Quality Supermarket, Green Lane Road, Rowllatts Hill        | 0.3%  | 3      | 0.0%    | 0       | 3.7%    | 1       | 0.0%    | 0       | 0.0%    |
| Savers Choice Cash & Carry, Egginton Street, Leicester      | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Metro, Ethel Road, Evington                           | 1.4%  | 14     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Uppingham Road Convenience Store, Uppingham Road, Leicester | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 8</b>   |       |        |         |         |         |         |         |         |         |
| Co-op, Downing Drive,                                       | 0.7%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Evington, Leicester  |       |        |         |         |         |         |         |         |         |
| Co-op, Thurncourt Road,<br>Thurnby Lodge, Leicester                  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Evington<br>Village Local Centre                        | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Humberstone<br>Local Centre                             | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Mercury News, Cardinals<br>Walk, Leicester                           | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Nisa Local, Main Street,<br>Evington                                 | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Local, Sandhills<br>Avenue, Hamilton,<br>Leicester       | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Extra, Maidenwell<br>Avenue, Hamilton,<br>Leicester            | 1.8%  | 18     | 6.2%    | 4       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 9</b>  |       |        |         |         |         |         |         |         |         |
| Aldi, Fletton Close,<br>Hamilton, Leicester                          | 1.5%  | 15     | 3.4%    | 2       | 0.0%    | 0       | 2.9%    | 3       | 0.0%    |
| Asda, Exploration Drive,<br>Abbey Lane, Leicester                    | 0.7%  | 8      | 5.2%    | 3       | 5.0%    | 2       | 0.0%    | 0       | 0.0%    |
| Bombay Supermarket,<br>Melton Road, Leicester                        | 0.1%  | 1      | 1.5%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Finest Stores, Canon Street,<br>Leicester                            | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Jalpur Millers Online,<br>Harrison Road, Leicester                   | 0.1%  | 1      | 0.8%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Lidl, Gypsy Lane, Leicester  | 1.4%  | 15     | 19.3%   | 13      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Lidl, Loughborough Road,<br>Leicester                                | 0.4%  | 4      | 2.9%    | 2       | 6.4%    | 2       | 0.0%    | 0       | 0.0%    |
| Local shops, Abbey Lane,<br>Leicester                                | 0.1%  | 1      | 0.0%    | 0       | 1.6%    | 1       | 0.0%    | 0       | 0.0%    |
| Local shops, Belgrave Road,<br>Leicester                             | 0.3%  | 3      | 3.0%    | 2       | 0.0%    | 0       | 1.3%    | 1       | 0.0%    |
| Local shops, Catherine<br>Street, Leicester                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Doncaster<br>Road, Leicester                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Fairfax Road,<br>Leicester                              | 0.1%  | 1      | 1.3%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Gypsy Lane,<br>Leicester                                | 0.2%  | 2      | 3.1%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Local shops, Melton Road,<br>Leicester                               | 0.2%  | 2      | 3.4%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons (Daily in Petrol<br>Station), Melton Road,<br>Leicester    | 0.2%  | 2      | 3.0%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons (Daily in Petrol<br>Station), Thurmaston<br>Lane, Hamilton | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Post Office, Brackley Close,<br>Leicester                            | 0.2%  | 2      | 3.0%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Post Office, Melrose Street,<br>Leicester                            | 0.1%  | 1      | 0.8%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore,<br>Melton Road, Leicester                    | 1.7%  | 17     | 18.9%   | 12      | 1.6%    | 1       | 0.0%    | 0       | 0.0%    |
| Shiva Shakti Foods,<br>MacDonald Road,<br>Leicester                  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.8%    | 1       | 0.0%    |
| Tesco Express, Humberstone<br>Lane, Leicester                        | 0.2%  | 2      | 1.5%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Express, Melton Road,<br>Leicester                             | 0.8%  | 8      | 8.8%    | 6       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 10</b>   |       |        |         |         |         |         |         |         |         |
| Aldi, Abbey Lane,<br>Humphreys Way,<br>Leicester                     | 1.2%  | 13     | 0.0%    | 0       | 9.6%    | 4       | 0.0%    | 0       | 3.4%    |
| Aldi, Beaumont Shopping<br>Centre, Beaumont Leys                     | 0.8%  | 8      | 0.0%    | 0       | 13.3%   | 5       | 0.0%    | 0       | 2.9%    |
| Appleton Mini Market,<br>Appleton Avenue,<br>Leicester               | 0.0%  | 0      | 0.0%    | 0       | 1.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Beaumont News, Astill  | 0.1%  | 1      | 0.0%    | 0       | 1.8%    | 1       | 0.0%    | 0       | 0.0%    |

Column %ges.

# Leicester Household Survey for Nexus Planning

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March 2021

|  | Total          | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |
|--|----------------|--------|---------|---------|---------|---------|---------|---------|---------|---|
| Lodge Road, Leicester  | 0.0%           | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Home Bargains, St Margaret's Retail Park, Leicester              | 0.4%           | 4      | 0.0%    | 0       | 9.8%    | 4       | 0.0%    | 0       | 0.0%    | 0 |
| Iceland, Beaumont Shopping Centre, Beaumont Leys, Leicester      | 0.1%           | 1      | 0.0%    | 0       | 1.9%    | 1       | 0.0%    | 0       | 0.0%    | 0 |
| Local shops, Beaumont Leys Town Centre                           | 0.1%           | 1      | 0.0%    | 0       | 3.7%    | 1       | 0.0%    | 0       | 0.0%    | 0 |
| McColls, Belgrave Boulevard, Leicester                           | 0.1%           | 1      | 0.0%    | 0       | 3.8%    | 1       | 0.0%    | 0       | 0.0%    | 0 |
| Nisa Local, Marwood Road, Stocking Farm Estate, Leicester        | 0.3%           | 3      | 0.0%    | 0       | 7.6%    | 3       | 0.0%    | 0       | 0.0%    | 0 |
| One Stop, Bewcastle Grove, Mowmacre Hill                         | 1.0%           | 10     | 0.8%    | 1       | 16.7%   | 6       | 0.0%    | 0       | 1.8%    | 2 |
| Tesco Extra, Beaumont Shopping Centre, Beaumont Leys, Leicester  | 0.0%           | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Wilko, Beaumont Leys Shopping Centre, Leicester                  | <b>Zone 11</b> |        |         |         |         |         |         |         |         |   |
| Aldi, Aylestone Road, Leicester                                  | 0.7%           | 7      | 0.0%    | 0       | 0.0%    | 0       | 3.7%    | 4       | 0.0%    | 0 |
| Co-op, Clarendon Park Road, Leicester                            | 0.4%           | 4      | 0.0%    | 0       | 0.0%    | 0       | 1.3%    | 1       | 0.0%    | 0 |
| Co-op, Hillsborough Road, Glen Parva, Leicester                  | 0.3%           | 3      | 0.0%    | 0       | 0.0%    | 0       | 2.8%    | 3       | 0.0%    | 0 |
| Co-op, London Road, Leicester                                    | 0.4%           | 5      | 0.0%    | 0       | 0.0%    | 0       | 1.6%    | 2       | 0.0%    | 0 |
| Co-op, Sturdee Road, Eyres Monsell, Leicester                    | 0.1%           | 1      | 0.0%    | 0       | 0.0%    | 0       | 1.3%    | 1       | 0.0%    | 0 |
| Gainsborough Stores, Gainsborough Road, Leicester                | 0.0%           | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Iceland, Saffron Lane, Leicester                                 | 0.1%           | 1      | 0.0%    | 0       | 0.0%    | 0       | 1.5%    | 1       | 0.0%    | 0 |
| Knighton Self Service Petrol Station, Welford Road, Leicester    | 0.1%           | 1      | 0.0%    | 0       | 0.0%    | 0       | 1.5%    | 1       | 0.0%    | 0 |
| Local shops, Glen Parva Local Centre                             | 0.3%           | 3      | 0.0%    | 0       | 0.0%    | 0       | 3.0%    | 3       | 0.0%    | 0 |
| Local shops, Saffron Lane, Leicester                             | 0.1%           | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.8%    | 1       | 0.0%    | 0 |
| Local shops, Stoneygate Local Centre                             | 0.0%           | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Londis, Knighton Church Road, Leicester                          | 0.6%           | 6      | 0.0%    | 0       | 0.0%    | 0       | 6.0%    | 6       | 0.0%    | 0 |
| Tesco Express, Aberdale Road, West Knighton, Leicester           | 0.3%           | 3      | 0.0%    | 0       | 0.0%    | 0       | 1.5%    | 1       | 0.0%    | 0 |
| Tesco Express, Lutterworth Road, Aylestone, Leicester            | 0.7%           | 7      | 0.0%    | 0       | 0.0%    | 0       | 7.2%    | 7       | 0.0%    | 0 |
| Tesco Express, Saffron Lane, Leicester                           | <b>Zone 12</b> |        |         |         |         |         |         |         |         |   |
| Aldi, Woodgate, Leicester  | 0.4%           | 4      | 0.0%    | 0       | 2.8%    | 1       | 0.0%    | 0       | 2.4%    | 3 |
| Asda, (Fosse Park), Narborough Road South, Braunstone, Leicester | 1.0%           | 10     | 0.0%    | 0       | 0.0%    | 0       | 2.8%    | 3       | 0.0%    | 0 |
| Co-op, Aikman Avenue, New Parks Estate, Leicester                | 0.4%           | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.4%    | 4 |
| Co-op, Hallam Crescent, Braunstone, Leicester                    | 0.6%           | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 5.5%    | 6 |
| Co-op, Hinckley Road, Leicester Forest East                      | 0.4%           | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Co-op, Narborough Road, Leicester                                | 0.3%           | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.9%    | 3 |
| Co-op, Sharmon Crescent, Braunstone Frith, Leicester             | 0.5%           | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 4.9%    | 5 |
| Co-op, Turnbull Drive, Leicester                                 | 0.4%           | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.4%    | 4 |

Column %ges.



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March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |       |   |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|-------|---|------|---|------|---|------|---|
| Braunstone, Leicester   |       |        |         |         |         |         |         |         |         |    |       |   |      |   |      |   |      |   |
| Iceland, Narborough Road, Leicester                                   | 0.3%  | 3      | 0.0%    | 0       | 3.1%    | 1       | 0.0%    | 0       | 1.8%    | 2  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| J Scattergood & Son, Sharnon Crescent, Leicester                      | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.7%    | 2  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Fosse Road North, Leicester                                     | 0.5%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 4.3%    | 5  | 0.0%  | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 |
| Lidl, Upperton Road, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Bosworth Street, Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Braunstone Town Centre                                   | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.8%    | 4  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Cavendish Road, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Heyford Road, Leicester                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Imperial Avenue, Leicester                               | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.9%    | 1  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Keightley Road, Leicester                                | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.5%    | 2  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Leicester Forest East Village Centre                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 |
| Local shops, Sandhurst Road, Leicester                                | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.9%    | 1  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Shakespeare Street, Leicester                            | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.5%    | 2  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Sunway, Braunstone  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 |
| Morrisons, Aylestone Road, Leicester                                  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nutfield Corner Shop, Nutfield Road, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Grasmere Street, Leicester                                  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Watergate Lane, Braunstone Town                             | 0.8%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 7.3%    | 8  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Hinckley Road, Leicester Forest East               | 0.7%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0% | 0 | 9.4% | 4 | 4.3% | 2 |
| Spar, Buckminster Road, Leicester                                     | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.5%    | 2  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spar, St James Service Station, Hinckley Road, Leicester              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, (Esso), Fosse Road North, Leicester                    | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.7%    | 2  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, (Esso), Narborough Road, Rowley Fields, Leicester      | 1.5%  | 15     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 10.3%   | 11 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 1 |
| Tesco Express, Bede Island, Leicester                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Hinckley Road, Leicester                               | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.9%    | 1  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 4.1% | 2 |
| Tesco Express, Penrice Garage, Hinckley Road, Leicester Forest East   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 |
| Tesco Express, Ryder Road, Kirby Frith                                | 0.5%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.4%    | 4  | 0.0%  | 0 | 0.0% | 0 | 3.6% | 2 | 0.0% | 0 |
| Tesco Superstore, New Park Street, Leicester                          | 0.7%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 6.3%    | 7  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, M1, Junction 21/21A (North Services), Leicester Forest East | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, M1, Junction 21/21A (South Services), Leicester Forest East | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 13</b>  |       |        |         |         |         |         |         |         |         |    |       |   |      |   |      |   |      |   |
| Aldi, Bullhead Street, Wigston  | 0.6%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.8%    | 1       | 0.0%    | 0  | 3.8%  | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Leicester Road, Oadby   | 1.8%  | 18     | 2.6%    | 2       | 0.0%    | 0       | 5.9%    | 6       | 0.0%    | 0  | 9.5%  | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Blaby Road, Wigston  | 0.8%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 6.7%    | 7       | 0.0%    | 0  | 1.4%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Launceston Road, Wigston                                       | 0.8%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 11.3% | 8 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total |    | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |       |   |       |    |      |   |      |   |
|--|-------|----|--------|---------|---------|---------|---------|---------|---------|---------|-------|---|-------|----|------|---|------|---|
| Co-op, Uplands Road, Oadby                                     | 0.9%  | 9  | 0.0%   | 0       | 0.0%    | 0       | 2.5%    | 3       | 0.0%    | 0       | 9.4%  | 7 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Farmfoods, Bell Street, Wigston                                | 0.3%  | 3  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.8%  | 1 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Iceland, Bell Street, Wigston                                  | 0.3%  | 3  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.7%  | 1 | 0.0%  | 0  | 0.0% | 0 | 0.8% | 0 |
| Lidl, Blaby Road, South Wigston                                | 1.1%  | 11 | 0.0%   | 0       | 3.1%    | 1       | 0.0%    | 0       | 2.9%    | 3       | 7.4%  | 5 | 0.0%  | 0  | 0.0% | 0 | 1.5% | 1 |
| Lidl, Harborough Road, Oadby                                   | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.4%  | 1 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Oadby Town Centre                                 | 0.2%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Wigston Town Centre                               | 0.3%  | 3  | 0.0%   | 0       | 0.0%    | 0       | 0.8%    | 1       | 0.0%    | 0       | 1.4%  | 1 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Parade, Oadby                             | 1.3%  | 13 | 0.0%   | 0       | 0.0%    | 0       | 6.6%    | 7       | 0.0%    | 0       | 4.8%  | 3 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Milners Bakery, Blaby Road, South Wigston                      | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Morrisons (Daily in Petrol Station), Bull Head Street, Wigston | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| One Stop, Aylestone Lane, Wigston                              | 0.4%  | 4  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 5.5%  | 4 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| One Stop, Gloucester Crescent, Wigston                         | 0.3%  | 3  | 0.0%   | 0       | 0.0%    | 0       | 1.5%    | 1       | 0.0%    | 0       | 2.2%  | 2 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Leicester Road, Wigston                     | 0.4%  | 4  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 4.6%  | 3 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Moat Street, Wigston                        | 1.4%  | 14 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 11.7% | 8 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Bell Street, Wigston                   | 1.1%  | 11 | 0.0%   | 0       | 0.0%    | 0       | 0.8%    | 1       | 0.0%    | 0       | 7.1%  | 5 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Glen Road, Oadby                       | 0.6%  | 6  | 0.0%   | 0       | 0.0%    | 0       | 0.8%    | 1       | 0.0%    | 0       | 3.0%  | 2 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Blaby Road, South Wigston                    | 1.8%  | 18 | 0.0%   | 0       | 0.0%    | 0       | 10.3%   | 10      | 0.0%    | 0       | 10.5% | 7 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Harborough Road, Oadby, Leicester                    | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| WH Cox Greengrocer, Leicester Road, Wigston                    | 0.2%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Wilson Wragg Butchers, London Road, Oadby                      | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 14</b>   |       |    |        |         |         |         |         |         |         |         |       |   |       |    |      |   |      |   |
| Aldi, Melton Road, Syston                                      | 0.5%  | 5  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 3.8%  | 5  | 0.0% | 0 | 0.0% | 0 |
| Asda, Barkby Thorpe Lane, Thurmaston                           | 0.6%  | 6  | 0.8%   | 1       | 0.0%    | 0       | 0.0%    | 0       | 2.9%    | 3       | 0.0%  | 0 | 1.6%  | 2  | 0.0% | 0 | 0.0% | 0 |
| Co-op, Cropston Road, Anstey                                   | 1.4%  | 14 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 11.6% | 14 | 0.0% | 0 | 0.0% | 0 |
| Co-op, High Street, Barrow-On-Soar                             | 0.8%  | 8  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 6.5%  | 8  | 0.0% | 0 | 0.0% | 0 |
| Co-op, Loughborough Road, Quorn                                | 0.4%  | 4  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 3.1%  | 4  | 0.0% | 0 | 0.0% | 0 |
| Co-op, Loughborough Road, Rothley                              | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 0.8%  | 1  | 0.0% | 0 | 0.0% | 0 |
| Co-op, Rothley Road, Mountsorrel                               | 1.0%  | 10 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 6.6%  | 8  | 0.0% | 0 | 0.0% | 0 |
| Co-op, Wanlip Lane, Birstall                                   | 0.8%  | 9  | 3.0%   | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 5.4%  | 7  | 0.0% | 0 | 0.0% | 0 |
| Costco, Westmoreland Avenue, Thurmaston                        | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Costcutter, Barrow Road, Sileby, Loughborough                  | 0.5%  | 5  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 4.0%  | 5  | 0.0% | 0 | 0.0% | 0 |
| Johnsons of Woodhouse, Main Street, Woodhouse Eaves            | 0.2%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 1.4%  | 2  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Anstey Village Centre                             | 0.3%  | 3  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 2.2%  | 3  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Barrow upon Soar Village Centre                   | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 0.8%  | 1  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Rothley Village Centre                            | 0.3%  | 3  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 2.2%  | 3  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Syston Town Centre                                | 0.1%  | 1  | 1.3%   | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Local shops, Woodhouse Eaves Village Centre                    | 0.3%  | 3  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 2.4%  | 3  | 0.0% | 0 | 0.0% | 0 |
| Londis, The Nook, Anstey, Leicester                            | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |       |    |       |   |       |    |  |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|-------|----|-------|---|-------|----|--|
| M&S, (Foodhall), Thorpe Lane, Leicester                            | 0.4%  | 4      | 0.8%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 1.6%  | 2  | 0.0%  | 0 | 0.0%  | 0  |  |
| Nisa Local, Station Road, Quorn                                    | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 3.0%  | 4  | 0.0%  | 0 | 0.0%  | 0  |  |
| Roberts of Mountsorrel, Leicester Road, Mountsorrel, Loughborough  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 1.6%  | 2  | 0.0%  | 0 | 0.0%  | 0  |  |
| Syston Bakery, Town Square, Syston                                 | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |  |
| Tesco Express, High Street, Sileby                                 | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 1.4%  | 2  | 0.0%  | 0 | 0.0%  | 0  |  |
| Tesco Express, Sibson Road, Birstall, Leicester                    | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 3.0%  | 4  | 0.0%  | 0 | 0.0%  | 0  |  |
| Tesco Metro, Melton Road, Syston                                   | 0.4%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 3.1%  | 4  | 0.0%  | 0 | 0.0%  | 0  |  |
| The Family Cellar, Melton Road, Syston, Leicester                  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 1.6%  | 2  | 0.0%  | 0 | 0.0%  | 0  |  |
| Waitrose, Granite Way, Mountsorrel                                 | 1.4%  | 14     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 11.6% | 14 | 0.0%  | 0 | 0.0%  | 0  |  |
| Wanlip Lane News, Birstall   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.8%  | 1  | 0.0%  | 0 | 0.0%  | 0  |  |
| <b>Zone 15</b>   |       |        |         |         |         |         |         |         |         |   |      |   |       |    |       |   |       |    |  |
| Co-op, Laundon Way, Groby  | 0.5%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 10.3% | 5 | 0.0%  | 0  |  |
| Co-op, Leicester Road, Groby                                       | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 3.2%  | 1 | 0.0%  | 0  |  |
| Co-op, Old Bakery Close, Leicester                                 | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 8.2%  | 4 | 0.0%  | 0  |  |
| Local shops, Groby Village Centre                                  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 4.1%  | 2 | 0.0%  | 0  |  |
| Local shops, Kirby Muxloe Village Centre                           | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 6.2%  | 3 | 0.0%  | 0  |  |
| Local shops, Ratby Village centre                                  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 2.9%  | 1 | 0.0%  | 0  |  |
| Moores of Ratby, Station Road, Ratby                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.9%  | 0 | 0.0%  | 0  |  |
| Morrisons, Station Road, Glenfield                                 | 1.0%  | 10     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 19.0% | 9 | 2.3%  | 1  |  |
| One Stop, Main Street, Kirby Muxloe                                | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 9.3%  | 4 | 0.0%  | 0  |  |
| Tesco Express, Dominion Road, Glenfield, Leicester                 | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.5%    | 2 | 0.0% | 0 | 0.0%  | 0  | 4.1%  | 2 | 0.0%  | 0  |  |
| The Royal Oak, Main Street, Kirby Muxloe                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |  |
| <b>Zone 16</b>   |       |        |         |         |         |         |         |         |         |   |      |   |       |    |       |   |       |    |  |
| Aldi, Meridian Way, Braunstone                                     | 0.5%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 4.6%    | 5 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |  |
| Co-op, Cross Street, Enderby (Next to the Methodist Church)        | 0.6%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 | 12.4% | 6  |  |
| Co-op, Mill Lane, Enderby (Opposite Newsagents & Estate Agents)    | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 | 5.4%  | 3  |  |
| Co-op, Station Road, Narborough                                    | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 1.6%  | 1 | 6.4%  | 3  |  |
| Costcutter, Forest Road, Narborough, Enderby, Leicester            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |  |
| Local shops, Narborough Village Centre                             | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.9%    | 1 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.8%  | 0  |  |
| M&S, Fosse Park Shopping Centre, Leicester                         | 0.8%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 2.1%    | 2       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 4.6%  | 2 | 2.3%  | 1  |  |
| Palmers at Enderby, St Johns, Enderby, Leicester                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |  |
| Sainsbury's Superstore, Fosse Park, Grove Farm Triangle, Leicester | 1.2%  | 13     | 0.0%    | 0       | 0.0%    | 0       | 5.9%    | 6       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 2.5%  | 1 | 7.9%  | 4  |  |
| Tesco Express, Copt Oak Court, Narborough                          | 1.3%  | 14     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.7%    | 2 | 0.0% | 0 | 0.0%  | 0  | 0.9%  | 0 | 21.6% | 11 |  |
| <b>Outside Survey Area</b>   |       |        |         |         |         |         |         |         |         |   |      |   |       |    |       |   |       |    |  |
| Aldi, Adcock Road, Coalville                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |  |
| Aldi, Allendale Road, Loughborough                                 | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |  |
| Aldi, Belton Road,   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0  |  |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| Loughborough   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Hackamore Way, Oakham                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Leicester Road, Melton Mowbray                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Springfield Street, Market Harborough                    | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Stanier Retail Park, Kettering                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Brade Drive, Coventry                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Chamwood Road, Shepshed                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Newtown Road, Nuneaton                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Baines Bakery, High Street West, Uppingham                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bates Butchers, Market Street, Atherstone                      | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Ashby Road, Ibstock                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Coventry Road, Market Harborough                        | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Malt Mill Bank, Barwell                                 | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 |
| Co-op, North Street East, Uppingham                            | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, School Road, Bulkington, Bedworth                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre, Woodlands, Ashby Road, Stapleton        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farndon Fields Farm Shop, Farndon Road, Market Harborough      | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, Mill Street, Bedworth                           | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Market Street, Loughborough, Loughborough             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Joseph Morris Butchers, Walcote Road, Lutterworth              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Kettering Road, Market Harborough                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Station Avenue, Loughborough                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Thornborough Road, Coalville                             | 0.1%  | 1      | 0.0%    | 0       | 1.6%    | 1       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local market, Loughborough Town Centre                         | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Lutterworth Town Centre                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Markfield Village Centre                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Stamford Town Centre                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Hampton Road, Redland, Bristol                         | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.9%    | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (BP), Melton Road, Market Harborough                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Rushes, Loughborough                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Leicester Road, Elliott's Field, Rugby        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons (Daily in Petrol Station), Lutterworth Road, Walcote | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Bitteswell Road, Lutterworth                        | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Gorse Covert Centre, Loughborough                   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Rutland Street, Melton Mowbray                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Whitwick Retail                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| Park, Coalville   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Sainsbury's Local, Queens Road, Nuneaton                    | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 1.3%    | 1       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Greenclose Lane, Loughborough       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Nottingham Road, Melton Mowbray     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, St. Mary's Place, Market Harborough | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Vicarage Street, Nuneaton           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Leicester Road, Loughborough                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Shelton Square, Coventry                     | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Arena Shopping Park, Rowleys Green, Coventry   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Leicester Street, Bedworth                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Oakley Road, Corby                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Park Road, Loughborough                        | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 1.6% | 2 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Clifford Bridge Road, Coventry            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Leicester Road, Rugby                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, South Street, Oakham                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, The Rushes, Loughborough                  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Lower Leicester Road, Lutterworth                 | 0.5%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Springfield Street, Market Harborough             | 0.5%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.8%    | 1       | 0.0%    | 0 | 0.0% | 0 | 1.6% | 2 | 0.0% | 0 | 0.0% | 0 |
| WF Chapman, High Street, Lutterworth                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Others</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Other   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet / delivery   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember)                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't do this type of shopping)                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Same place as before)                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base:  | 1015  |        | 66      |         | 38      |         | 100     |         | 108     |   | 70   |   | 124  |   | 47   |   | 50   |   |
| Sample:   | 1021  |        | 61      |         | 53      |         | 67      |         | 52      |   | 66   |   | 62   |   | 73   |   | 76   |   |

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Meanscore: [£]</b>   |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| <b>Q16 Thinking more generally how much does your household spend on average on 'top up' food and grocery shopping in a week? Once again, top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops.</b> |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| <i>Those that do top-up shopping at Q13</i>   |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| £1 - £5   | 12.6% | 146    | 9.5%    | 7       | 12.4%   | 6       | 6.6%    | 7       | 9.9%    | 14 | 22.2% | 17 | 8.1%  | 12 | 19.7% | 10 | 13.2% | 7  |
| £6 - £10  | 23.0% | 265    | 35.0%   | 26      | 24.1%   | 12      | 15.6%   | 17      | 29.7%   | 42 | 21.2% | 17 | 21.8% | 32 | 24.7% | 12 | 27.4% | 14 |
| £11 - £15   | 10.6% | 122    | 12.4%   | 9       | 10.3%   | 5       | 6.4%    | 7       | 11.3%   | 16 | 4.6%  | 4  | 11.7% | 17 | 20.2% | 10 | 17.0% | 9  |
| £16 - £20   | 16.3% | 188    | 12.9%   | 9       | 12.9%   | 6       | 22.4%   | 24      | 5.9%    | 8  | 18.8% | 15 | 22.7% | 33 | 15.9% | 8  | 11.8% | 6  |
| £21 - £25   | 5.1%  | 59     | 7.5%    | 5       | 4.3%    | 2       | 5.6%    | 6       | 2.2%    | 3  | 5.2%  | 4  | 5.5%  | 8  | 4.7%  | 2  | 4.6%  | 2  |
| £26 - £30   | 7.4%  | 86     | 4.2%    | 3       | 2.8%    | 1       | 13.0%   | 14      | 7.8%    | 11 | 3.5%  | 3  | 9.8%  | 14 | 6.3%  | 3  | 9.2%  | 5  |
| £31 - £35   | 1.1%  | 13     | 1.4%    | 1       | 2.0%    | 1       | 1.4%    | 1       | 0.7%    | 1  | 1.3%  | 1  | 0.0%  | 0  | 1.7%  | 1  | 1.5%  | 1  |
| £36 - £40   | 3.3%  | 38     | 1.4%    | 1       | 7.9%    | 4       | 2.6%    | 3       | 0.0%    | 0  | 6.6%  | 5  | 3.6%  | 5  | 3.8%  | 2  | 4.4%  | 2  |
| £41 - £45   | 0.3%  | 4      | 2.3%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  |
| £46 - £50   | 3.3%  | 38     | 0.0%    | 0       | 4.8%    | 2       | 4.1%    | 4       | 4.4%    | 6  | 0.7%  | 1  | 2.7%  | 4  | 3.0%  | 1  | 1.5%  | 1  |
| £51 - £60   | 1.8%  | 21     | 0.0%    | 0       | 0.0%    | 0       | 5.0%    | 5       | 3.2%    | 5  | 0.0%  | 0  | 3.5%  | 5  | 0.0%  | 0  | 0.8%  | 0  |
| £61 - £70   | 1.1%  | 13     | 0.0%    | 0       | 1.4%    | 1       | 0.0%    | 0       | 2.2%    | 3  | 3.7%  | 3  | 1.3%  | 2  | 0.0%  | 0  | 0.8%  | 0  |
| £71 - £80   | 0.6%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 2.7%    | 3       | 0.0%    | 0  | 2.9%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £81 - £90   | 0.5%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 1.2%    | 1       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £91 - £100  | 1.3%  | 15     | 2.3%    | 2       | 8.4%    | 4       | 2.3%    | 3       | 2.2%    | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £101 - £110   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £111 - £120   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £121 - £130   | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £131 - £140   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £141 - £150   | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £151 - £175   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £176 - £200   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £201 - £225   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £226 - £250   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £251 - £275   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £276 - £300   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| £301+   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies)   | 9.8%  | 113    | 11.1%   | 8       | 7.3%    | 4       | 11.0%   | 12      | 17.9%   | 26 | 8.6%  | 7  | 7.9%  | 11 | 0.0%  | 0  | 4.0%  | 2  |
| (Refused)   | 1.2%  | 13     | 0.0%    | 0       | 1.4%    | 1       | 0.0%    | 0       | 2.8%    | 4  | 0.7%  | 1  | 1.3%  | 2  | 0.0%  | 0  | 2.5%  | 1  |
| Mean:   | 21.68 | 17.22  | 26.55   | 27.64   | 21.33   | 19.73   | 20.25   | 15.91   | 17.77   |    |       |    |       |    |       |    |       |    |
| Weighted base:  | 1152  | 73     | 50      | 109     | 143     | 78      | 145     | 48      | 51      |    |       |    |       |    |       |    |       |    |
| Sample:   | 1110  | 67     | 64      | 72      | 64      | 72      | 71      | 76      | 77      |    |       |    |       |    |       |    |       |    |

**Meanscore: [Number of times per week]****Q17 And still thinking more generally, how often does your household do a top-up food and grocery shop?***Those that do top-up shopping at Q13*

|                        |       |      |       |      |       |      |       |      |       |    |       |    |       |    |       |    |       |    |
|------------------------|-------|------|-------|------|-------|------|-------|------|-------|----|-------|----|-------|----|-------|----|-------|----|
| 7 times a week         | 2.3%  | 27   | 0.7%  | 1    | 1.2%  | 1    | 2.6%  | 3    | 0.7%  | 1  | 2.4%  | 2  | 3.4%  | 5  | 2.2%  | 1  | 5.8%  | 3  |
| 4-6 times a week       | 3.4%  | 40   | 2.7%  | 2    | 4.8%  | 2    | 3.4%  | 4    | 5.6%  | 8  | 1.3%  | 1  | 1.3%  | 2  | 3.8%  | 2  | 6.7%  | 3  |
| 2-3 times a week       | 34.5% | 398  | 48.5% | 36   | 29.6% | 15   | 23.3% | 25   | 43.1% | 62 | 41.6% | 32 | 31.7% | 46 | 37.3% | 18 | 28.5% | 14 |
| Once a week            | 43.6% | 503  | 27.3% | 20   | 49.1% | 25   | 54.1% | 59   | 36.8% | 53 | 39.4% | 31 | 54.6% | 79 | 43.0% | 21 | 41.0% | 21 |
| Once a fortnight       | 10.8% | 124  | 15.0% | 11   | 7.9%  | 4    | 13.9% | 15   | 10.3% | 15 | 9.2%  | 7  | 4.2%  | 6  | 10.6% | 5  | 9.3%  | 5  |
| Once a month           | 1.7%  | 19   | 0.7%  | 1    | 2.9%  | 1    | 1.4%  | 2    | 0.0%  | 0  | 0.7%  | 1  | 2.8%  | 4  | 2.2%  | 1  | 0.8%  | 0  |
| Less than once a month | 1.0%  | 11   | 0.0%  | 0    | 0.7%  | 0    | 1.2%  | 1    | 2.2%  | 3  | 0.0%  | 0  | 1.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies)  | 2.7%  | 31   | 5.0%  | 4    | 3.8%  | 2    | 0.0%  | 0    | 1.3%  | 2  | 5.4%  | 4  | 0.7%  | 1  | 0.8%  | 0  | 8.0%  | 4  |
| Mean:                  | 1.74  | 1.84 | 1.67  | 1.55 | 1.85  | 1.81 | 1.69  | 1.79 | 2.07  |    |       |    |       |    |       |    |       |    |
| Weighted base:         | 1152  | 73   | 50    | 109  | 143   | 78   | 145   | 48   | 51    |    |       |    |       |    |       |    |       |    |
| Sample:                | 1110  | 67   | 64    | 72   | 64    | 72   | 71    | 76   | 77    |    |       |    |       |    |       |    |       |    |

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |      |       |      |       |      |       |      |       |      |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|------|-------|------|-------|------|-------|------|-------|------|
| <b>Meanscore: [Number of times per week]</b>   |       |        |         |         |         |         |         |         |         |      |       |      |       |      |       |      |       |      |
| <b>LOCK1 BEFORE any of the Covid lockdowns - how often were you shopping online for groceries?</b> |       |        |         |         |         |         |         |         |         |      |       |      |       |      |       |      |       |      |
| 7 days a week  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    |
| 4-6 days a week  | 0.5%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.0%    | 6    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    |
| 2-3 days a week  | 2.5%  | 41     | 1.6%    | 2       | 0.0%    | 0       | 1.8%    | 3       | 8.9%    | 18   | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 5.5%  | 4    |
| One day a week   | 8.8%  | 141    | 3.1%    | 3       | 14.1%   | 10      | 7.3%    | 10      | 11.6%   | 24   | 10.8% | 12   | 7.3%  | 14   | 11.5% | 7    | 9.1%  | 6    |
| Every two weeks  | 5.4%  | 87     | 3.5%    | 4       | 1.7%    | 1       | 9.7%    | 14      | 4.0%    | 8    | 0.0%  | 0    | 13.8% | 26   | 8.5%  | 5    | 3.3%  | 2    |
| Every three weeks  | 1.3%  | 20     | 0.0%    | 0       | 0.0%    | 0       | 4.7%    | 7       | 0.9%    | 2    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    |
| Monthly  | 4.4%  | 71     | 2.7%    | 3       | 2.5%    | 2       | 0.0%    | 0       | 5.0%    | 10   | 6.3%  | 7    | 4.6%  | 9    | 4.8%  | 3    | 2.2%  | 1    |
| Once every two months  | 1.7%  | 28     | 2.8%    | 3       | 3.6%    | 3       | 0.9%    | 1       | 1.8%    | 4    | 0.0%  | 0    | 1.0%  | 2    | 2.1%  | 1    | 5.0%  | 3    |
| Three-four times a year  | 2.1%  | 33     | 5.8%    | 6       | 1.0%    | 1       | 0.6%    | 1       | 0.0%    | 0    | 2.7%  | 3    | 2.0%  | 4    | 4.8%  | 3    | 0.6%  | 0    |
| Twice a year   | 2.5%  | 40     | 0.5%    | 1       | 3.3%    | 2       | 2.7%    | 4       | 3.8%    | 8    | 2.8%  | 3    | 6.6%  | 13   | 3.4%  | 2    | 0.0%  | 0    |
| Once a year  | 1.0%  | 16     | 0.0%    | 0       | 2.5%    | 2       | 0.0%    | 0       | 0.0%    | 0    | 0.0%  | 0    | 4.8%  | 9    | 1.1%  | 1    | 0.0%  | 0    |
| Less often   | 3.1%  | 50     | 0.0%    | 0       | 5.3%    | 4       | 2.4%    | 3       | 4.5%    | 9    | 2.1%  | 2    | 3.5%  | 7    | 2.1%  | 1    | 3.6%  | 2    |
| Never  | 65.8% | 1054   | 76.4%   | 80      | 66.0%   | 47      | 69.9%   | 98      | 56.0%   | 115  | 75.3% | 80   | 55.9% | 107  | 61.8% | 39   | 69.0% | 46   |
| (Don't know)   | 0.2%  | 3      | 1.9%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    |
| (Varies)   | 0.6%  | 9      | 1.6%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.5%    | 1    | 0.0%  | 0    | 0.5%  | 1    | 0.0%  | 0    | 1.7%  | 1    |
| Mean:  |       | 0.23   |         | 0.11    |         | 0.16    |         | 0.18    |         | 0.53 |       | 0.13 |       | 0.16 |       | 0.18 |       | 0.26 |
| Weighted base:   |       | 1602   |         | 105     |         | 71      |         | 141     |         | 206  |       | 107  |       | 191  |       | 63   |       | 66   |
| Sample:  |       | 1602   |         | 100     |         | 100     |         | 100     |         | 100  |       | 100  |       | 100  |       | 100  |       | 101  |

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |      |       |      |       |      |       |      |       |      |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|------|-------|------|-------|------|-------|------|-------|------|
| <b>Meanscore: [Number of times per week]</b>   |       |        |         |         |         |         |         |         |         |      |       |      |       |      |       |      |       |      |
| <b>LOCK2 DURING the Covid lockdowns how often have you been shopping online for groceries?</b> |       |        |         |         |         |         |         |         |         |      |       |      |       |      |       |      |       |      |
| 7 days a week  | 0.4%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.0%    | 6    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    |
| 4-6 days a week  | 0.4%  | 6      | 1.6%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    |
| 2-3 days a week  | 2.5%  | 40     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 8.4%    | 17   | 0.0%  | 0    | 1.7%  | 3    | 0.0%  | 0    | 4.5%  | 3    |
| One day a week   | 18.4% | 295    | 6.9%    | 7       | 14.5%   | 10      | 21.3%   | 30      | 16.2%   | 33   | 19.2% | 21   | 17.9% | 34   | 29.6% | 19   | 23.8% | 16   |
| Every two weeks  | 7.6%  | 121    | 1.8%    | 2       | 3.3%    | 2       | 4.6%    | 7       | 6.5%    | 13   | 7.2%  | 8    | 18.5% | 35   | 7.3%  | 5    | 4.9%  | 3    |
| Every three weeks  | 1.6%  | 25     | 2.1%    | 2       | 4.8%    | 3       | 2.7%    | 4       | 0.0%    | 0    | 1.8%  | 2    | 1.0%  | 2    | 0.0%  | 0    | 0.0%  | 0    |
| Monthly  | 5.0%  | 81     | 3.7%    | 4       | 7.5%    | 5       | 2.9%    | 4       | 10.7%   | 22   | 6.9%  | 7    | 7.9%  | 15   | 5.9%  | 4    | 0.6%  | 0    |
| Once every two months  | 3.5%  | 57     | 4.5%    | 5       | 4.5%    | 3       | 5.7%    | 8       | 3.0%    | 6    | 2.1%  | 2    | 1.6%  | 3    | 3.5%  | 2    | 4.2%  | 3    |
| Three-four times a year  | 2.6%  | 42     | 3.2%    | 3       | 4.6%    | 3       | 2.1%    | 3       | 3.1%    | 6    | 1.9%  | 2    | 3.8%  | 7    | 4.6%  | 3    | 0.6%  | 0    |
| Twice a year   | 2.1%  | 33     | 2.6%    | 3       | 1.5%    | 1       | 0.0%    | 0       | 4.5%    | 9    | 0.0%  | 0    | 3.8%  | 7    | 3.0%  | 2    | 1.0%  | 1    |
| Once a year  | 1.4%  | 22     | 3.4%    | 4       | 1.7%    | 1       | 2.7%    | 4       | 0.0%    | 0    | 1.6%  | 2    | 1.0%  | 2    | 0.0%  | 0    | 1.9%  | 1    |
| Less often   | 2.8%  | 44     | 0.0%    | 0       | 3.6%    | 3       | 3.2%    | 4       | 2.4%    | 5    | 1.8%  | 2    | 6.1%  | 12   | 2.4%  | 1    | 0.0%  | 0    |
| Never  | 50.2% | 805    | 66.6%   | 70      | 52.5%   | 37      | 54.8%   | 77      | 38.6%   | 79   | 55.8% | 60   | 36.7% | 70   | 40.4% | 25   | 58.6% | 39   |
| (Don't know)   | 0.2%  | 3      | 1.9%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0    | 0.0%  | 0    | 0.0%  | 0    | 2.1%  | 1    | 0.0%  | 0    |
| (Varies)   | 1.3%  | 21     | 1.6%    | 2       | 1.5%    | 1       | 0.0%    | 0       | 3.5%    | 7    | 1.8%  | 2    | 0.0%  | 0    | 1.2%  | 1    | 0.0%  | 0    |
| Mean:  |       | 0.36   |         | 0.19    |         | 0.21    |         | 0.26    |         | 0.68 |       | 0.26 |       | 0.35 |       | 0.37 |       | 0.38 |
| Weighted base:   |       | 1602   |         | 105     |         | 71      |         | 141     |         | 206  |       | 107  |       | 191  |       | 63   |       | 66   |
| Sample:  |       | 1602   |         | 100     |         | 100     |         | 100     |         | 100  |       | 100  |       | 100  |       | 100  |       | 101  |

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |      |       |      |       |      |       |      |       |      |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|------|-------|------|-------|------|-------|------|-------|------|
| <b>Meanscore: [More = 1, Same = 0, Less = -1]</b>                              |       |        |         |         |         |         |         |         |         |      |       |      |       |      |       |      |       |      |
| <b>QA Online grocery shopping DURING lockdown compared to BEFORE lockdown:</b> |       |        |         |         |         |         |         |         |         |      |       |      |       |      |       |      |       |      |
| More   | 30.0% | 481    | 18.9%   | 20      | 27.1%   | 19      | 28.5%   | 40      | 31.7%   | 65   | 29.5% | 31   | 37.8% | 72   | 34.6% | 22   | 23.6% | 16   |
| Same   | 57.8% | 927    | 71.2%   | 74      | 59.8%   | 43      | 59.6%   | 84      | 49.0%   | 101  | 65.4% | 70   | 46.9% | 90   | 57.0% | 36   | 64.7% | 43   |
| Less   | 10.3% | 165    | 6.4%    | 7       | 11.6%   | 8       | 11.9%   | 17      | 15.8%   | 33   | 3.4%  | 4    | 14.7% | 28   | 5.1%  | 3    | 9.9%  | 7    |
| (Don't know / varies)  | 1.8%  | 29     | 3.5%    | 4       | 1.5%    | 1       | 0.0%    | 0       | 3.5%    | 7    | 1.8%  | 2    | 0.5%  | 1    | 3.3%  | 2    | 1.7%  | 1    |
| Mean:  |       | 0.20   |         | 0.13    |         | 0.16    |         | 0.17    |         | 0.16 |       | 0.27 |       | 0.23 |       | 0.31 |       | 0.14 |
| Weighted base:   |       | 1602   |         | 105     |         | 71      |         | 141     |         | 206  |       | 107  |       | 191  |       | 63   |       | 66   |
| Sample:  |       | 1602   |         | 100     |         | 100     |         | 100     |         | 100  |       | 100  |       | 100  |       | 100  |       | 101  |

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|
| <b>Meanscore: [Number of times per week]</b>   |       |        |         |         |         |         |         |         |         |    |
| <b>LOCK3 Once all lockdowns have ended - how often do you think you will be shopping online for groceries?</b> |       |        |         |         |         |         |         |         |         |    |
| 7 days a week  | 0.5%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| 4-6 days a week  | 0.7%  | 11     | 0.0%    | 0       | 0.0%    | 0       | 1.5%    | 3       | 0.0%    | 0  |
| 2-3 days a week  | 1.7%  | 27     | 0.0%    | 0       | 0.0%    | 0       | 2.1%    | 3       | 4.2%    | 9  |
| One day a week   | 12.8% | 205    | 5.8%    | 6       | 15.3%   | 11      | 18.4%   | 26      | 14.3%   | 29 |
| Every two weeks  | 8.0%  | 127    | 3.3%    | 3       | 4.3%    | 3       | 7.8%    | 11      | 6.4%    | 13 |
| Every three weeks  | 1.3%  | 21     | 2.1%    | 2       | 2.8%    | 2       | 0.0%    | 0       | 0.0%    | 0  |
| Monthly  | 5.6%  | 90     | 1.9%    | 2       | 4.1%    | 3       | 6.1%    | 9       | 7.4%    | 15 |
| Once every two months  | 2.4%  | 38     | 2.8%    | 3       | 3.6%    | 3       | 0.0%    | 0       | 3.0%    | 6  |
| Three-four times a year  | 1.2%  | 19     | 4.1%    | 4       | 2.9%    | 2       | 0.0%    | 0       | 1.8%    | 4  |
| Twice a year   | 1.3%  | 21     | 3.5%    | 4       | 2.9%    | 2       | 1.9%    | 3       | 0.0%    | 0  |
| Once a year  | 0.9%  | 14     | 0.0%    | 0       | 3.6%    | 3       | 1.8%    | 3       | 1.5%    | 3  |
| Less often   | 1.9%  | 31     | 0.0%    | 0       | 5.5%    | 4       | 0.0%    | 0       | 0.0%    | 0  |
| Never  | 54.5% | 873    | 62.1%   | 65      | 49.5%   | 35      | 56.1%   | 79      | 44.0%   | 90 |
| (Don't know)   | 5.9%  | 95     | 13.4%   | 14      | 5.3%    | 4       | 5.7%    | 8       | 8.3%    | 17 |
| (Varies)   | 1.4%  | 22     | 0.8%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 4.7%    | 10 |
| Mean:  | 0.33  |        | 0.11    |         | 0.21    |         | 0.31    |         | 0.68    |    |
| Weighted base:   | 1602  | 105    | 71      | 141     | 206     | 107     | 191     | 63      | 66      |    |
| Sample:  | 1602  | 100    | 100     | 100     | 100     | 100     | 100     | 100     | 101     |    |

**Meanscore: [More = 1, Same = 0, Less = -1]**

**QB Online grocery shopping AFTER lockdown compared to DURING lockdown:**

|                       |       |      |       |     |       |     |       |     |       |     |       |    |       |     |       |    |       |    |
|-----------------------|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|----|-------|-----|-------|----|-------|----|
| More                  | 9.1%  | 145  | 6.2%  | 6   | 16.7% | 12  | 16.9% | 24  | 10.3% | 21  | 3.8%  | 4  | 12.7% | 24  | 4.0%  | 3  | 3.8%  | 3  |
| Same                  | 63.2% | 1012 | 62.5% | 65  | 57.7% | 41  | 61.5% | 86  | 59.5% | 122 | 71.8% | 77 | 57.6% | 110 | 64.8% | 41 | 72.5% | 48 |
| Less                  | 19.7% | 316  | 17.0% | 18  | 18.8% | 13  | 15.9% | 22  | 15.8% | 32  | 15.8% | 17 | 26.2% | 50  | 24.3% | 15 | 19.4% | 13 |
| (Don't know / varies) | 8.0%  | 128  | 14.3% | 15  | 6.8%  | 5   | 5.7%  | 8   | 14.5% | 30  | 8.6%  | 9  | 3.5%  | 7   | 6.9%  | 4  | 4.3%  | 3  |
| Mean:                 | -0.12 |      | -0.13 |     | -0.02 |     | 0.01  |     | -0.06 |     | -0.13 |    | -0.14 |     | -0.22 |    | -0.16 |    |
| Weighted base:        | 1602  | 105  | 71    | 141 | 206   | 107 | 191   | 63  | 66    |     |       |    |       |     |       |    |       |    |
| Sample:               | 1602  | 100  | 100   | 100 | 100   | 100 | 100   | 100 | 101   |     |       |    |       |     |       |    |       |    |

**Meanscore: [More = 1, Same = 0, Less = -1]**

**QC Online grocery shopping AFTER lockdown compared to BEFORE lockdown:**

|                       |       |      |       |     |       |     |       |     |       |     |       |    |       |     |       |    |       |    |
|-----------------------|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|----|-------|-----|-------|----|-------|----|
| More                  | 18.5% | 296  | 8.2%  | 9   | 23.9% | 17  | 24.5% | 34  | 17.4% | 36  | 20.0% | 21 | 23.1% | 44  | 16.6% | 10 | 12.8% | 8  |
| Same                  | 65.5% | 1050 | 68.0% | 71  | 64.1% | 46  | 65.5% | 92  | 57.8% | 119 | 70.9% | 76 | 60.7% | 116 | 73.2% | 46 | 74.0% | 49 |
| Less                  | 8.4%  | 135  | 9.5%  | 10  | 6.6%  | 5   | 4.3%  | 6   | 11.9% | 24  | 2.3%  | 2  | 12.1% | 23  | 5.3%  | 3  | 8.4%  | 6  |
| (Don't know / varies) | 7.6%  | 121  | 14.3% | 15  | 5.3%  | 4   | 5.7%  | 8   | 13.0% | 27  | 6.9%  | 7  | 4.1%  | 8   | 4.8%  | 3  | 4.8%  | 3  |
| Mean:                 | 0.11  |      | -0.02 |     | 0.18  |     | 0.21  |     | 0.06  |     | 0.19  |    | 0.11  |     | 0.12  |    | 0.05  |    |
| Weighted base:        | 1602  | 105  | 71    | 141 | 206   | 107 | 191   | 63  | 66    |     |       |    |       |     |       |    |       |    |
| Sample:               | 1602  | 100  | 100   | 100 | 100   | 100 | 100   | 100 | 101   |     |       |    |       |     |       |    |       |    |



Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| <b>Q18 Thinking back before Covid related restrictions were in place, where did you usually buy clothing or footwear goods?</b> |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| <i>Excl. Nulls &amp; SFT</i>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| <b>Zone 1</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Holliers Walk, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barwell Lane, Hinckley  | 0.5%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, New Buildings, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Burbage Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpet World, Hollier's Walk, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Retail Park, Stoke Road, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Town Centre  | 1.4%  | 15     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| KP Appliances, Oaklands Farm, Higham Lane, Wykin  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Coventry Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Normandy Way, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rugby Road, Hinckley  | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Garden Centre, Hinckley Road, Sapcote   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Apex Court, Maple Drive, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Star Carpets, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoney Stanton Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Station Yard, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Rainbow Way, Burbage, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Sword Drive, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 2</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Co-op, Wood Street, Earl Shilton, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Croft Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Desford Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Earl Shilton Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Huncote Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newbold Verdon Village  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 |
| Thurlaston Garden Centre, Croft Road, Thurlaston  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 3</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Buxton Crescent, Broughton Astley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Broughton Astley Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Charlie Browns Garden Centre, Dunton Road, Broughton Astley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Broughton Astley, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Palmers Garden Centre Ullesthorpe, Lutterworth Road, Ullesthorpe  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Box Road, Broughton Astley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ullesthorpe Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 4</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Brackley Court, Welford Road, Blaby   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attfield's Farm Shop, Narborough Road, Cosby  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blaby Village   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cherry Lane Glebe, Foston   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|   | Total |     | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |       |    |       |    |       |    |       |   |
|---|-------|-----|--------|---------|---------|---------|---------|---------|---------|---------|-------|----|-------|----|-------|----|-------|---|
| Road, Countesthorpe   |       |     |        |         |         |         |         |         |         |         |       |    |       |    |       |    |       |   |
| Cosby Village Centre  | 0.1%  | 1   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Countesthorpe Village   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Fleckney Village  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Iceland, Johns Court, Blaby   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Keiths Discount Carpets,<br>Oadby Road, Wigston   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Whetstone Village   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| <b>Zone 5</b>   |       |     |        |         |         |         |         |         |         |         |       |    |       |    |       |    |       |   |
| Billesden Village Centre  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Coles Plant Centre,<br>Uppingham Road,<br>Leicester   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| East Goscote Village Centre   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Great Glen Village  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Houghton on the Hill Village<br>Centre  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Kibworth Village<br>(Beauchamp & Harcourt)  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Parsons Nurseries, Leicester<br>Road, Billesdon   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Queniborough Village<br>Centre  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Thurnby Village Centre  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Wistow Rural Centre,<br>Kibworth Road, Wistow   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Wistow Village  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| <b>Zone 6</b>   |       |     |        |         |         |         |         |         |         |         |       |    |       |    |       |    |       |   |
| Aldi, St Georges Way,<br>Leicester  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Clarendon Park Local Centre   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Evington Road District<br>Centre, Leicester   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Green Lane Road, Leicester  | 0.2%  | 2   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Highfields Local Centre   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Iceland, Belgrave Gate,<br>Leicester  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Iceland, St Georges Retail<br>Park, Leicester   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Leicester City Centre<br>(includes Haymarket,<br>Highcross & Silver Arcade<br>shopping centres) | 43.2% | 445 | 64.0%  | 49      | 49.6%   | 20      | 47.1%   | 50      | 45.8%   | 59      | 40.2% | 28 | 32.1% | 33 | 29.2% | 14 | 15.9% | 8 |
| Lidl, Burton Street, Leicester  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| M&S, Gallowtree Gate,<br>Leicester  | 0.3%  | 3   | 0.0%   | 0       | 0.9%    | 0       | 0.7%    | 1       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0 |
| Sainsbury's Local, Queens<br>Road, Clarendon Park,<br>Leicester                                 | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Sainsbury's Superstore,<br>Humberstone Gate,<br>Leicester                                       | 0.1%  | 1   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Spinney Hills Local Centre  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| St Georges Retail Park,<br>Leicester  | 0.2%  | 3   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 1.7%  | 2  | 0.0%  | 0  | 0.0%  | 0 |
| <b>Zone 7</b>   |       |     |        |         |         |         |         |         |         |         |       |    |       |    |       |    |       |   |
| Al-Shinwari Halal Meat,<br>Evington Valley Road,<br>Leicester                                   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Chesterfield Road, Leicester  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Daynight Pharmacy,<br>Chesterfield Road,<br>Leicester   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| East Park Road, Leicester   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Moins Chemist, East Park<br>Road, Leicester   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Moroccan Yassine Fruit &<br>Veg, Uppingham Road,<br>Rowlatts Hill                               | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| North Evington Local Centre   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Rainbow Carpets &<br>Flooring, East Park Road,<br>Leicester                                     | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Rowlands Pharmacy, Ethel  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Road, Leicester   |       |        |         |         |         |         |         |         |         |
| Samat Chemist, Victoria Road East, Leicester                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Metro, Ethel Road, Evington                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Victoria Road East, Leicester                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 8</b>   |       |        |         |         |         |         |         |         |         |
| Asha Pharmacy, The Parkway, Leicester                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Colchester Road, Leicester                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Evington Village (NOT Evington Road, Leicester)                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Hamilton Local Centre, Leicester                                | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Humberstone Local Centre, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Rowlatts Hill Local Centre                                      | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Extra, Maidenwell Avenue, Hamilton, Leicester             | 0.5%  | 5      | 1.3%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Well Pharmacy, Thurmcourt Road, Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Welland Vale Road, Leicester                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Young Thumbby Lodge Gardeners, Somers Road, Leicester           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 9</b>   |       |        |         |         |         |         |         |         |         |
| Aldi, Fletton Close, Hamilton, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Asda, Exploration Drive, Abbey Lane, Leicester                  | 0.2%  | 2      | 2.9%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| B&M, Belgrave Road, Belgrave Gate, Leicester                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Barkby Road, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Belgrave Local Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Belgrave Road / Melton Road District Centre, Leicester          | 0.5%  | 5      | 5.9%    | 5       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Canon Street, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Carpetshire, Barkby Road, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Colourbank, Crest Rise, Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Doncaster Road, Leicester                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Empire Industrial Estate, Ulverscroft Road, Leicester           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Floors 2 Go, Abbey Lane, Leicester                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| FM Furnishers, Melton Road, Leicester                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Lidl, Gipsy Lane, Leicester                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Lidl, Loughborough Road, Leicester                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons, Melton Road, Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Mr Pickford's Pharmacy, Lockerbie Walk, Leicester               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Pennywise Discount Store, Gipsy Lane, Leicester                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| ReUse Shop, Gypsum Close, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Rushey Mead Local Centre, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, Melton Road, Leicester                  | 1.1%  | 12     | 3.9%    | 3       | 4.5%    | 2       | 0.0%    | 0       | 0.0%    |
| Screwfix, Empire Industrial Estate, Ulverscroft Road, Leicester | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Screwfix, Wenlock Way, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Star Carpets & Furnishings, Melton Road, Leicester              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| Troon Industrial Estate,<br>Wenlock Way,<br>Thurmaston                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| United Carpets & Beds,<br>Melton Road, Leicester                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 10</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Abbey Retail Park, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Abbey Lane,<br>Humphreys Way,<br>Leicester                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Beaumont Shopping<br>Centre, Beaumont Leys                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Astill Lodge Road, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Devonshire Road,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Beaumont Leys Town<br>Centre, Leicester   | 0.1%  | 1      | 0.0%    | 0       | 1.5%    | 1       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 |
| Beaumont Shopping Centre,<br>Beaumont Leys, Leicester                             | 2.5%  | 26     | 3.8%    | 3       | 18.4%   | 7       | 0.0%    | 0       | 5.0%    | 6 | 0.0% | 0 | 4.6% | 5 | 2.6% | 1 | 3.3% | 2 |
| Belgrave Boulevard,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blackbird Road, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Halfords, St Margaret's Way,<br>Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Beaumont Shopping<br>Centre, Beaumont Leys                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mr Pickford's Pharmacy,<br>Norwich Road, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Norris Close, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Parker Drive, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| St Margaret's Retail Park,<br>Devonshire Road,<br>Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Beaumont<br>Shopping Centre,<br>Beaumont Leys, Leicester             | 0.2%  | 2      | 0.0%    | 0       | 3.5%    | 1       | 0.0%    | 0       | 0.7%    | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Ravensbridge<br>Drive, Leicester                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 11</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Aylestone Road,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aylestone Local Centre,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aylestone Park Local Centre,<br>Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Eyres Monsell Local Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Glen Parva Local Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Knighton Local Centre,<br>Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Saffron Lane, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoneygate Local Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.7%    | 1       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| United Carpets and Beds,<br>Aylestone Road, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Welford Road, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 12</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Woodgate, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Alif Carpets, East Park Road,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Narborough Road<br>South, Braunstone,<br>Leicester                          | 0.7%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 1.2%    | 1       | 2.4%    | 3 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 |
| Braunstone Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Buckminster Road, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Colourbank Superstore,<br>Cavendish Road, Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evelyn Drive, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fosse Road North, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Freeman's Leisure Park,<br>Aylestone Road, Leicester                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Freemen's Common<br>Household Recycling<br>Centre, Islington Street,<br>Leicester | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Freemens Common   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| Industrial Estate, Leicester                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Halfords, Putney Road, Leicester                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hockley Farm Road, Leicester                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Putney Road, Off Welford Road, Leicester    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Fosse Road North, Leicester                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Upperton Road, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Bloxham Road, Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks Electrical, King Richards Road, Leicester       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mecca Bingo, Freeman's Park, Leicester                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Michael John Flooring, Narborough Road, Leicester     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Aylestone Road, Leicester                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Narborough Road District Centre, Leicester            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| New Parks Local Centre                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Stephenson Drive, Leicester                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Freemans Common, Ealing Road, Leicester     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, New Park Street, Leicester          | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Commercial Square, Leicester             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Travis Perkins, Commercial Square, Leicester          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vision Pharmacy, Narborough Road, Leicester           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westcote Local Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 13</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Bullhead Street, Wigston                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Leicester Road, Oadby                           | 0.8%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 1.4%    | 1       | 0.0%    | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Bull Head Street, Wigston                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Launceston Road, Wigston                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dalkard & Elliott, Aylestone Lane, Wigston, Leicester | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Blaby Road, South Wigston                       | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Harborough Road, Oadby                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Parade, Oadby                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oadby Town Centre                                     | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Potters Superstore, Leicester Road, Wigston           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Bell Street, Wigston          | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Glen Road, Oadby              | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Chartwell Drive, Wigston                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| South Wigston Local Centre                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Blaby Road, South Wigston           | 0.5%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 4.3%    | 5       | 0.0%    | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Blagby Road, Wigston                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wigston Town Centre                                   | 0.4%  | 5      | 0.7%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 5.2% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 14</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Melton Road, Syston                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Anstey Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total |     | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |       |    |       |    |       |    |       |    |
|--|-------|-----|--------|---------|---------|---------|---------|---------|---------|---------|-------|----|-------|----|-------|----|-------|----|
| Asda, Barkby Thorpe Lane, Thurmaston                               | 0.3%  | 3   | 2.0%   | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 1.9%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Barrow-upon-Soar Village Centre                                    | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Costco, Westmoreland Avenue, Thurmaston                            | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Derrys Nurseries, Main Street, Cossington                          | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Dobbies Garden Centre Leicester, Loughborough Road, Rothley        | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| George Walker, Fosse Way, Syston                                   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Lingdale Golf Club, Joe Moores Lane, Woodhouse Eaves               | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| M&S, (Foodhall), Thorpe Lane, Leicester                            | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Mountsorrel Village Centre   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Potters Carpets & Beds, Leicester Road, Anstey, Leicester          | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Quorn Village Centre   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Rothley Village  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sibley Village   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Syston Town Centre   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Metro, Melton Road, Syston                                   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Thurmaston Shopping Centre, Thurmaston                             | 1.2%  | 12  | 5.8%   | 4       | 3.4%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 3.9%  | 4  | 0.0%  | 0  | 0.0%  | 0  |
| Thurmaston Village Centre  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Waitrose, Granite Way, Mountsorrel                                 | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wickes, Thurmaston, Leicester                                      | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Woodhouse Eaves Village Centre                                     | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 15</b>   |       |     |        |         |         |         |         |         |         |         |       |    |       |    |       |    |       |    |
| Glenfield Village  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Groby Village  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kirby Muxloe Village   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Morrisons, Station Road, Glenfield                                 | 0.2%  | 2   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.4%    | 2       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Palmers Garden Centre Enderby, Saint Johns, Enderby                | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Parkem Chemists, Dominion Road, Glenfield, Leicester               | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ratby Village  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 16</b>   |       |     |        |         |         |         |         |         |         |         |       |    |       |    |       |    |       |    |
| Aldi, Meridian Way, Braunstone                                     | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Co-op, Station Road, Narborough, Leicester                         | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Enderby Town Centre  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fosse Shopping Park, Leicester                                     | 30.6% | 315 | 7.1%   | 5       | 13.3%   | 5       | 36.8%   | 39      | 38.0%   | 49      | 39.5% | 27 | 12.9% | 13 | 52.7% | 25 | 62.5% | 31 |
| Grove Farm Triangle, Leicester                                     | 0.2%  | 2   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 0  |
| Hawgrip Plant Centre, Seine Lane, Enderby                          | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hinckley Road, Leicester   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Leicester Forest East Village                                      | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| M&S, Fosse Park Shopping Centre, Leicester                         | 3.2%  | 33  | 2.7%   | 2       | 0.9%    | 0       | 4.4%    | 5       | 3.6%    | 5       | 1.7%  | 1  | 1.0%  | 1  | 8.6%  | 4  | 3.0%  | 2  |
| Meridian Business Park, Meridian East, Leicester                   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Narborough Village (NOT Narborough Road, Leicester)                | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Fosse Park, Grove Farm Triangle, Leicester | 0.4%  | 4   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 3  |
| Thorpe Astley Local Centre   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total |    | Zone 9 |   | Zone 10 |   | Zone 11 |   | Zone 12 |   | Zone 13 |   | Zone 14 |   | Zone 15 |   | Zone 16 |   |
|---|-------|----|--------|---|---------|---|---------|---|---------|---|---------|---|---------|---|---------|---|---------|---|
| <b>Outside Survey Area</b>                                  |       |    |        |   |         |   |         |   |         |   |         |   |         |   |         |   |         |   |
| Abroad  | 1.5%  | 16 | 0.0%   | 0 | 1.5%    | 1 | 0.7%    | 1 | 2.4%    | 3 | 0.0%    | 0 | 1.0%    | 1 | 0.0%    | 0 | 0.0%    | 0 |
| Airport Retail Park, London Road, Coventry                  | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Aldi, Adcock Road, Coalville                                | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Aldi, Allendale Road, Loughborough                          | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Aldi, Belton Road, Loughborough                             | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Arena Shopping Park, Rowleys Green, Coventry                | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Asda, Chamwood Road, Shepshed                               | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Asda, Newtown Road, Nuneaton                                | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Attleborough Fields Industrial Estate, Nuneaton             | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| B&M, Rockingham Road, Euro Business Park, Market Harborough | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| B&Q, Alvis Retail Park, Coventry                            | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| B&Q, Brandon Road, Binley Woods, Coventry                   | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| B&Q, Jubilee Drive, Belton Road, Loughborough               | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| B&Q, Leicester Road, Melton Mowbray                         | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Barwell Village Centre                                      | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Bicester Village, Pingle Drive, Bicester                    | 0.1%  | 1  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 1.5%    | 1 | 0.0%    | 0 |
| Birmingham City Centre                                      | 0.3%  | 3  | 0.0%   | 0 | 1.5%    | 1 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 2.5%    | 1 |
| Birstall Local Centre, Leicester                            | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Bolton Town Centre  | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Carpetright, Bond Street, Nuneaton                          | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Castle Donnington Town Centre                               | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Central London  | 0.1%  | 1  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Chapel St Leonards Village Centre                           | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Coalville Town Centre                                       | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Co-op, Ashby Road, Ibstock                                  | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Coventry City Centre  | 0.1%  | 1  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 1.5%    | 1 |
| Coventry City Centre  | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Derby City Centre   | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Designer Outlet York, St Nicholas Avenue, York              | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| DFS, Tamworth Road, Measham, Swadlincote                    | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Dobbies Garden Centre Stapleton, Ashby Road, Stapleton      | 0.1%  | 1  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Dobbies Garden Centre, Nuneaton Road, Atherstone            | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Downtown Superstore, Gonerby Junction, A1, Grantham         | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Dunelm, Regent Street, Nuneaton                             | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| East Midlands Designer Outlet, South Normanton              | 0.2%  | 2  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 3.2%    | 2 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Elliott's Field Shopping Park, Rugby                        | 0.8%  | 9  | 0.0%   | 0 | 0.0%    | 0 | 1.4%    | 1 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.8%    | 0 |
| Gates Garden Centre, Somerby Road, Cold Overton, Oakham     | 0.1%  | 1  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 1.0%    | 1 | 0.0%    | 0 | 0.0%    | 0 |
| Giant Store, Normanton Car Park, Rutland Water              | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Giltbrook Retail Park, Ikea                                 | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Way, Giltbrook   |       |        |         |         |         |         |         |         |         |
| Go Outdoors, Bishop Meadow Road, Loughborough              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Go Outdoors, Coventry Business Park, Canley Road, Coventry | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| High Point Retail Park, Victoria Street North, Grimsby     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Home Bargains, Belton Road West, Loughborough              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Homebase, Canley, Coventry                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Homebase, Springfield Street, Market Harborough            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Hoton Village Centre                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Ibstock Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| IKEA, Croft Road, Coventry                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| IKEA, Giltbrook, Nottingham                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| IKEA, Park Lane, Wednesbury                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Junction One Retail Park, Leicester Road, Rugby            | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Karpet Kingdom, Bilton Road, Rugby                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Kettering Town Centre                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Lidl, Station Avenue, Loughborough                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Loughborough Town Centre                                   | 2.6%  | 27     | 0.0%    | 0       | 0.9%    | 0       | 0.0%    | 0       | 0.0%    |
| Lutterworth Golf Club, Rugby Road, Lutterworth             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Lutterworth Town Centre                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| M&S, (Foodhall), The Rushes, Loughborough                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Market Harborough Town Centre                              | 0.9%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.8%    |
| Marks & Spencer, Arena Park, Rowley's Green, Coventry      | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Matlock Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Meadowhall Shopping Centre, Sheffield                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Melton Mowbray Town Centre                                 | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Milton Keynes Town Centre                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Miners Welfare Park, Bedworth                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons, Bitteswell Road, Lutterworth                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons, Gorse Covert Centre, Loughborough               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons, Rutland Street, Melton Mowbray                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons, Whitwick Retail Park, Coalville                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Newton Retail Park, Nuneaton                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Northfields Industrial Estate, Peterborough                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Nottingham City Centre                                     | 0.7%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 1.2%    | 1       | 0.0%    |
| Nuneaton Town Centre                                       | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Oakham Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Peterborough City Centre                                   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.8%    |
| Pets at Home, Hinckley Road, Walsgrave on Sowe             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Phoenix Parkway Retail Park, Corby                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Ponsford, London Road, Heeley, Sheffield                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Regent Place Retail Park, Loughborough                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Rockingham Industrial Estate, Rockingham Road,             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.



# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| Market Harborough  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Royal Leamington Spa Town Centre                                 | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Royal Tunbridge Wells Town Centre                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rugby Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Greenclose Lane, Loughborough            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Nottingham Road, Melton Mowbray          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, St. Mary's Place, Market Harborough      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Vicarage Street, Nuneaton                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Skegness Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Solihull Town Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Springfields Outlet Shopping & Leisure, Camel Gate, Spalding     | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.7%    | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stamford Town Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.5% | 1 |
| Stapleton Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Talent Cricket, Bakewell Road, Loughborough                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Technology Retail Park, Technology Drive, Rugby                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Arena Shopping Park, Rowleys Green, Coventry        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Leicester Street, Bedworth                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Park Road, Loughborough                             | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, The Rushes, Loughborough                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Gallagher Retail Park, Stoney Stanton Road, Coventry         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Herb Nursery, Main Station, Thistleton, Oakham               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Range, Austin Drive, Court House Green, Coventry             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Range, Willowbrook Park, Derby Road, Loughborough            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Prince William Road, Loughborough                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ventura Retail Park, Ventura Park Road, Tamworth                 | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Lower Leicester Road, Lutterworth                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Springfield Street, Market Harborough                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weddington Local Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whitwick Retail Park, Coalville                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Belton Road, Loughborough                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Technology Park, Rugby                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Weddington Road, Nuneaton                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Woodlands Wholesale Nursery (not Dobbies), Ashby Road, Stapleton | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Others</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Other  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mail order / catalogue   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| TV shopping  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|
| (Don't know / varies / can't remember) | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| (Don't do this type of shopping)       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Weighted base:                         | 1031  | 77     | 41      | 106     | 129     | 69      | 104     | 47      | 50      |   |
| Sample:                                | 1130  | 76     | 65      | 83      | 70      | 69      | 64      | 78      | 80      |   |

Meanscore: [Number of times per month]

**Q19 How often did you normally make shopping trips for clothing or footwear to ((LOCATION MENTIONED AT Q18))?**

Not those that said 'Abroad', 'Internet', 'Mail order / catalogue', 'TV shopping', '(Don't know / varies / can't remember)' or '(Don't do this type of shopping)' at Q18

|                                     |       |      |       |      |       |      |       |      |       |    |       |    |       |    |       |    |       |    |
|-------------------------------------|-------|------|-------|------|-------|------|-------|------|-------|----|-------|----|-------|----|-------|----|-------|----|
| Daily                               | 0.2%  | 2    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 1.5%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| At least two times a week           | 1.0%  | 10   | 1.3%  | 1    | 0.0%  | 0    | 2.0%  | 2    | 3.2%  | 4  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| At least once a week                | 6.3%  | 64   | 9.6%  | 7    | 3.4%  | 1    | 6.2%  | 7    | 7.7%  | 10 | 2.5%  | 2  | 2.7%  | 3  | 10.4% | 5  | 10.4% | 5  |
| At least once a fortnight           | 8.8%  | 89   | 8.9%  | 7    | 5.4%  | 2    | 14.5% | 15   | 9.6%  | 12 | 13.1% | 9  | 0.0%  | 0  | 17.5% | 8  | 11.3% | 6  |
| At least once a month               | 26.7% | 272  | 24.9% | 19   | 25.4% | 10   | 23.5% | 25   | 36.4% | 46 | 25.0% | 17 | 34.2% | 35 | 12.3% | 6  | 23.2% | 12 |
| At least every two months           | 12.6% | 128  | 6.2%  | 5    | 12.5% | 5    | 15.0% | 16   | 3.0%  | 4  | 9.0%  | 6  | 17.1% | 17 | 12.6% | 6  | 12.0% | 6  |
| At least every 3 months             | 17.0% | 173  | 12.7% | 10   | 20.8% | 8    | 6.6%  | 7    | 21.0% | 26 | 17.4% | 12 | 19.0% | 19 | 23.0% | 11 | 17.9% | 9  |
| At least every 6 months             | 13.4% | 136  | 14.0% | 11   | 13.7% | 5    | 18.6% | 19   | 6.4%  | 8  | 12.9% | 9  | 12.5% | 13 | 18.0% | 8  | 5.1%  | 3  |
| Less often than once every 6 months | 5.8%  | 59   | 13.3% | 10   | 8.8%  | 4    | 8.0%  | 8    | 1.5%  | 2  | 6.8%  | 5  | 5.3%  | 5  | 6.2%  | 3  | 7.7%  | 4  |
| Have only visited once              | 0.1%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies)               | 8.1%  | 82   | 9.1%  | 7    | 10.0% | 4    | 5.7%  | 6    | 9.8%  | 12 | 12.5% | 9  | 9.3%  | 10 | 0.0%  | 0  | 12.4% | 6  |
| Mean:                               | 1.06  | 1.13 | 0.73  | 1.14 | 1.80  | 0.93 | 0.69  | 1.06 | 1.15  |    |       |    |       |    |       |    |       |    |
| Weighted base:                      | 1015  | 77   | 40    | 105  | 126   | 69   | 103   | 47   | 50    |    |       |    |       |    |       |    |       |    |
| Sample:                             | 1118  | 76   | 64    | 82   | 69    | 69   | 63    | 78   | 80    |    |       |    |       |    |       |    |       |    |

**Q20 When you last went shopping for clothing or footwear at ((LOCATION MENTIONED AT Q18)) - how did you travel?**

Not those that said 'Abroad', 'Internet', 'Mail order / catalogue', 'TV shopping', '(Don't know / varies / can't remember)' or '(Don't do this type of shopping)' at Q18

|                                       |       |     |       |     |       |    |       |    |       |    |       |    |       |    |       |    |       |    |
|---------------------------------------|-------|-----|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Car / van (as driver)                 | 63.4% | 644 | 61.3% | 47  | 52.9% | 21 | 62.2% | 65 | 37.2% | 47 | 68.0% | 47 | 70.8% | 73 | 73.1% | 34 | 75.7% | 38 |
| Car / van (as passenger)              | 9.9%  | 101 | 13.4% | 10  | 10.8% | 4  | 9.9%  | 10 | 7.5%  | 9  | 19.0% | 13 | 9.5%  | 10 | 9.4%  | 4  | 8.9%  | 4  |
| Bus, minibus or coach                 | 15.1% | 153 | 15.4% | 12  | 27.4% | 11 | 24.5% | 26 | 16.1% | 20 | 11.4% | 8  | 12.2% | 13 | 11.0% | 5  | 10.0% | 5  |
| Motorcycle, scooter or moped          | 0.0%  | 0   | 0.0%  | 0   | 0.9%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Walk                                  | 7.7%  | 78  | 9.9%  | 8   | 6.2%  | 2  | 2.7%  | 3  | 26.2% | 33 | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 1.3%  | 1  |
| Taxi                                  | 1.0%  | 10  | 0.0%  | 0   | 0.0%  | 0  | 0.7%  | 1  | 4.7%  | 6  | 1.6%  | 1  | 0.0%  | 0  | 2.8%  | 1  | 0.0%  | 0  |
| Train                                 | 0.2%  | 2   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.5%  | 1  |
| Metro                                 | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bicycle                               | 0.6%  | 6   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 3  | 0.0%  | 0  | 1.7%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Mobility scooter / disability vehicle | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Other                                 | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Park & ride                           | 1.0%  | 10  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.8%  | 5  | 3.7%  | 2  | 1.6%  | 1  |
| (Don't know / can't remember)         | 1.0%  | 10  | 0.0%  | 0   | 1.7%  | 1  | 0.0%  | 0  | 6.2%  | 8  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Weighted base:                        | 1015  | 77  | 40    | 105 | 126   | 69 | 103   | 47 | 50    |    |       |    |       |    |       |    |       |    |
| Sample:                               | 1118  | 76  | 64    | 82  | 69    | 69 | 63    | 78 | 80    |    |       |    |       |    |       |    |       |    |

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |     |       |    |       |     |       |    |       |    |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|-----|-------|----|-------|-----|-------|----|-------|----|
| <b>Q21 When you last went shopping for clothing or footwear at ((LOCATION MENTIONED AT Q18)) - did you link this trip with another activity?</b>                                |       |        |         |         |         |         |         |         |         |     |       |    |       |     |       |    |       |    |
| <i>Not those that said 'Abroad', 'Internet', 'Mail order / catalogue', 'TV shopping', '(Don't know / varies / can't remember)' or '(Don't do this type of shopping)' at Q18</i> |       |        |         |         |         |         |         |         |         |     |       |    |       |     |       |    |       |    |
| Yes – NON-FOOD shopping   | 9.5%  | 97     | 6.8%    | 5       | 12.3%   | 5       | 8.7%    | 9       | 12.1%   | 15  | 15.7% | 11 | 7.8%  | 8   | 11.3% | 5  | 7.5%  | 4  |
| Yes – FOOD shopping   | 8.0%  | 82     | 4.7%    | 4       | 8.1%    | 3       | 11.8%   | 12      | 14.1%   | 18  | 6.7%  | 5  | 10.1% | 10  | 9.6%  | 4  | 4.7%  | 2  |
| Yes – visiting services such as banks and other financial institutions  | 1.7%  | 17     | 5.1%    | 4       | 2.7%    | 1       | 0.0%    | 0       | 0.8%    | 1   | 0.0%  | 0  | 1.9%  | 2   | 0.9%  | 0  | 0.0%  | 0  |
| Yes – leisure activity  | 2.3%  | 23     | 2.6%    | 2       | 0.0%    | 0       | 3.2%    | 3       | 2.5%    | 3   | 0.0%  | 0  | 5.4%  | 6   | 0.9%  | 0  | 0.0%  | 0  |
| Yes – visiting café / pub / restaurant  | 21.1% | 214    | 15.9%   | 12      | 13.3%   | 5       | 24.3%   | 25      | 20.2%   | 25  | 12.9% | 9  | 15.7% | 16  | 26.8% | 13 | 24.2% | 12 |
| Yes – visiting other service such as hairdressers, beautician, laundrette etc   | 0.6%  | 6      | 0.0%    | 0       | 1.5%    | 1       | 0.0%    | 0       | 0.0%    | 0   | 2.8%  | 2  | 0.0%  | 0   | 1.5%  | 1  | 0.0%  | 0  |
| Yes – travelling to / from work   | 1.6%  | 17     | 2.4%    | 2       | 0.0%    | 0       | 1.3%    | 1       | 2.7%    | 3   | 1.6%  | 1  | 0.0%  | 0   | 1.7%  | 1  | 7.0%  | 4  |
| Yes – travelling to / from school / college / university  | 0.9%  | 9      | 0.0%    | 0       | 5.2%    | 2       | 0.0%    | 0       | 2.5%    | 3   | 0.0%  | 0  | 1.9%  | 2   | 1.7%  | 1  | 0.0%  | 0  |
| Yes – getting petrol  | 0.5%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0  | 1.9%  | 2   | 4.9%  | 2  | 0.8%  | 0  |
| Yes – visiting family / friends   | 4.5%  | 46     | 4.8%    | 4       | 3.6%    | 1       | 0.0%    | 0       | 5.2%    | 6   | 14.0% | 10 | 3.4%  | 3   | 0.9%  | 0  | 4.8%  | 2  |
| Yes – visiting health service such as doctor, dentist, hospital   | 0.8%  | 8      | 2.6%    | 2       | 3.5%    | 1       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0  | 1.9%  | 2   | 0.0%  | 0  | 0.0%  | 0  |
| Yes – other activity  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Yes - visiting church   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.9%  | 0  | 0.0%  | 0  |
| Yes - visiting market   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0  | 1.0%  | 1   | 0.9%  | 0  | 0.0%  | 0  |
| Yes - window shopping / browsing  | 1.3%  | 13     | 1.4%    | 1       | 0.0%    | 0       | 3.8%    | 4       | 0.0%    | 0   | 1.4%  | 1  | 2.7%  | 3   | 3.1%  | 1  | 0.0%  | 0  |
| (No activity)   | 45.4% | 461    | 53.7%   | 41      | 41.3%   | 16      | 47.1%   | 49      | 38.0%   | 48  | 43.1% | 30 | 44.6% | 46  | 35.2% | 16 | 48.9% | 24 |
| (Don't know / varies)   | 1.6%  | 16     | 0.0%    | 0       | 8.6%    | 3       | 0.0%    | 0       | 2.0%    | 3   | 1.7%  | 1  | 1.7%  | 2   | 0.0%  | 0  | 2.3%  | 1  |
| Weighted base:  |       | 1015   |         | 77      |         | 40      |         | 105     |         | 126 |       | 69 |       | 103 |       | 47 |       | 50 |
| Sample:   |       | 1118   |         | 76      |         | 64      |         | 82      |         | 69  |       | 69 |       | 63  |       | 78 |       | 80 |

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| <b>Q22 Thinking back before Covid related restrictions were in place, where did you usually buy books, CDs, DVDs?</b> |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| <i>Excl. Nulls &amp; SFT</i>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| <b>Zone 1</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Holliers Walk, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barwell Lane, Hinckley  | 1.6%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, New Buildings, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Burbage Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpet World, Hollier's Walk, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Retail Park, Stoke Road, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Town Centre  | 3.1%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| KP Appliances, Oaklands Farm, Higham Lane, Wykin  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Coventry Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Normandy Way, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rugby Road, Hinckley  | 0.8%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Garden Centre, Hinckley Road, Sapcote   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Apex Court, Maple Drive, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Star Carpets, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoney Stanton Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Station Yard, Hinckley  | 0.9%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Rainbow Way, Burbage, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Sword Drive, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 2</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Co-op, Wood Street, Earl Shilton, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Croft Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Desford Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Earl Shilton Town Centre  | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Huncote Village Centre  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newbold Verdon Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thurlaston Garden Centre, Croft Road, Thurlaston  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 3</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Buxton Crescent, Broughton Astley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Broughton Astley Village  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Charlie Browns Garden Centre, Dunton Road, Broughton Astley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Broughton Astley, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Palmers Garden Centre Ullesthorpe, Lutterworth Road, Ullesthorpe  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Box Road, Broughton Astley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ullesthorpe Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 4</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Brackley Court, Welford Road, Blaby   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attfield's Farm Shop, Narborough Road, Cosby  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blaby Village   | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 3.5% | 0 | 2.4% | 0 | 0.0% | 0 |
| Cherry Lane Glebe, Foston   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |       |   |       |   |       |   |       |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|-------|---|-------|---|-------|---|-------|---|
| Road, Countesthorpe   |       |        |         |         |         |         |         |         |         |    |       |   |       |   |       |   |       |   |
| Cosby Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |       |   |       |   |       |   |       |   |
| Countesthorpe Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |       |   |       |   |       |   |       |   |
| Fleckney Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |       |   |       |   |       |   |       |   |
| Iceland, Johns Court, Blaby   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |       |   |       |   |       |   |       |   |
| Keiths Discount Carpets,<br>Oadby Road, Wigston   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |       |   |       |   |       |   |       |   |
| Whetstone Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |       |   |       |   |       |   |       |   |
| <b>Zone 5</b>   |       |        |         |         |         |         |         |         |         |    |       |   |       |   |       |   |       |   |
| Billesden Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |       |   |       |   |       |   |       |   |
| Coles Plant Centre,<br>Uppingham Road,<br>Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |       |   |       |   |       |   |       |   |
| East Goscote Village Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |       |   |       |   |       |   |       |   |
| Great Glen Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |       |   |       |   |       |   |       |   |
| Houghton on the Hill Village<br>Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |       |   |       |   |       |   |       |   |
| Kibworth Village<br>(Beauchamp & Harcourt)  | 0.4%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 2.4%    | 1       | 0.0%    | 0  |       |   |       |   |       |   |       |   |
| Parsons Nurseries, Leicester<br>Road, Billesdon   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |       |   |       |   |       |   |       |   |
| Queniborough Village<br>Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |       |   |       |   |       |   |       |   |
| Thurnby Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |       |   |       |   |       |   |       |   |
| Wistow Rural Centre,<br>Kibworth Road, Wistow   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |       |   |       |   |       |   |       |   |
| Wistow Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |       |   |       |   |       |   |       |   |
| <b>Zone 6</b>   |       |        |         |         |         |         |         |         |         |    |       |   |       |   |       |   |       |   |
| Aldi, St Georges Way,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |       |   |       |   |       |   |       |   |
| Clarendon Park Local Centre   | 0.2%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |       |   |       |   |       |   |       |   |
| Evington Road District<br>Centre, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |       |   |       |   |       |   |       |   |
| Green Lane Road, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |       |   |       |   |       |   |       |   |
| Highfields Local Centre   | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |       |   |       |   |       |   |       |   |
| Iceland, Belgrave Gate,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |       |   |       |   |       |   |       |   |
| Iceland, St Georges Retail<br>Park, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |       |   |       |   |       |   |       |   |
| Leicester City Centre<br>(includes Haymarket,<br>Highcross & Silver Arcade<br>shopping centres) | 43.7% | 124    | 82.7%   | 7       | 37.5%   | 7       | 37.8%   | 12      | 63.4%   | 31 | 27.3% | 5 | 28.5% | 7 | 59.4% | 7 | 28.3% | 5 |
| Lidl, Burton Street, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| M&S, Gallowtree Gate,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Sainsbury's Local, Queens<br>Road, Clarendon Park,<br>Leicester                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Sainsbury's Superstore,<br>Humberstone Gate,<br>Leicester                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Spinney Hills Local Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| St Georges Retail Park,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 7</b>   |       |        |         |         |         |         |         |         |         |    |       |   |       |   |       |   |       |   |
| Al-Shinwari Halal Meat,<br>Evington Valley Road,<br>Leicester                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Chesterfield Road, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Daynight Pharmacy,<br>Chesterfield Road,<br>Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| East Park Road, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Moins Chemist, East Park<br>Road, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Moroccan Yassine Fruit &<br>Veg, Uppingham Road,<br>Rowlatts Hill                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| North Evington Local Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Rainbow Carpets &<br>Flooring, East Park Road,<br>Leicester                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Rowlands Pharmacy, Ethel  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Road, Leicester   |       |        |         |         |         |         |         |         |         |
| Samat Chemist, Victoria Road East, Leicester                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Metro, Ethel Road, Evington                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Victoria Road East, Leicester                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 8</b>   |       |        |         |         |         |         |         |         |         |
| Asha Pharmacy, The Parkway, Leicester                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Colchester Road, Leicester                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Evington Village (NOT Evington Road, Leicester)                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Hamilton Local Centre, Leicester                                | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Humberstone Local Centre, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Rowlatts Hill Local Centre                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Extra, Maidenwell Avenue, Hamilton, Leicester             | 2.1%  | 6      | 5.8%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Well Pharmacy, Thurmcourt Road, Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Welland Vale Road, Leicester                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Young Thumbby Lodge Gardeners, Somers Road, Leicester           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 9</b>   |       |        |         |         |         |         |         |         |         |
| Aldi, Fletton Close, Hamilton, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Asda, Exploration Drive, Abbey Lane, Leicester                  | 0.6%  | 2      | 0.0%    | 0       | 2.0%    | 0       | 0.0%    | 0       | 0.0%    |
| B&M, Belgrave Road, Belgrave Gate, Leicester                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Barkby Road, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Belgrave Local Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Belgrave Road / Melton Road District Centre, Leicester          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Canon Street, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Carpetshire, Barkby Road, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Colourbank, Crest Rise, Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Doncaster Road, Leicester                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Empire Industrial Estate, Ulverscroft Road, Leicester           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Floors 2 Go, Abbey Lane, Leicester                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| FM Furnishers, Melton Road, Leicester                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Lidl, Gipsy Lane, Leicester                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Lidl, Loughborough Road, Leicester                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons, Melton Road, Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Mr Pickford's Pharmacy, Lockerbie Walk, Leicester               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Pennywise Discount Store, Gipsy Lane, Leicester                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| ReUse Shop, Gypsum Close, Leicester                             | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Rushey Mead Local Centre, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, Melton Road, Leicester                  | 0.7%  | 2      | 0.0%    | 0       | 2.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Screwfix, Empire Industrial Estate, Ulverscroft Road, Leicester | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Screwfix, Wenlock Way, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Star Carpets & Furnishings, Melton Road, Leicester              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total |    | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |      |   |      |   |      |   |      |   |
|---|-------|----|--------|---------|---------|---------|---------|---------|---------|---------|------|---|------|---|------|---|------|---|
| Troon Industrial Estate,<br>Wenlock Way,<br>Thurmaston                            | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| United Carpets & Beds,<br>Melton Road, Leicester                                  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 10</b>  |       |    |        |         |         |         |         |         |         |         |      |   |      |   |      |   |      |   |
| Abbey Retail Park, Leicester  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Abbey Lane,<br>Humphreys Way,<br>Leicester                                  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Beaumont Shopping<br>Centre, Beaumont Leys                                  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Astill Lodge Road, Leicester  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Devonshire Road,<br>Leicester  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Beaumont Leys Town<br>Centre, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Beaumont Shopping Centre,<br>Beaumont Leys, Leicester                             | 3.5%  | 10 | 0.0%   | 0       | 24.1%   | 4       | 0.0%    | 0       | 5.3%    | 3       | 0.0% | 0 | 8.2% | 2 | 3.5% | 0 | 0.0% | 0 |
| Belgrave Boulevard,<br>Leicester  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blackbird Road, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Halfords, St Margaret's Way,<br>Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Beaumont Shopping<br>Centre, Beaumont Leys                               | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mr Pickford's Pharmacy,<br>Norwich Road, Leicester                                | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Norris Close, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Parker Drive, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| St Margaret's Retail Park,<br>Devonshire Road,<br>Leicester                       | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Beaumont<br>Shopping Centre,<br>Beaumont Leys, Leicester             | 2.2%  | 6  | 0.0%   | 0       | 28.6%   | 5       | 0.0%    | 0       | 2.0%    | 1       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Ravensbridge<br>Drive, Leicester                                     | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 11</b>  |       |    |        |         |         |         |         |         |         |         |      |   |      |   |      |   |      |   |
| Aldi, Aylestone Road,<br>Leicester  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aylestone Local Centre,<br>Leicester  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aylestone Park Local Centre,<br>Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Eyres Monsell Local Centre  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Glen Parva Local Centre   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Knighton Local Centre,<br>Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Saffron Lane, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoneygate Local Centre   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| United Carpets and Beds,<br>Aylestone Road, Leicester                             | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Welford Road, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 12</b>  |       |    |        |         |         |         |         |         |         |         |      |   |      |   |      |   |      |   |
| Aldi, Woodgate, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Alif Carpets, East Park Road,<br>Leicester  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Narborough Road<br>South, Braunstone,<br>Leicester                          | 2.2%  | 6  | 0.0%   | 0       | 0.0%    | 0       | 13.0%   | 4       | 2.0%    | 1       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.6% | 1 |
| Braunstone Town Centre<br>Buckminster Road, Leicester                             | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Colourbank Superstore,<br>Cavendish Road, Leicester                               | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evelyn Drive, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fosse Road North, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Freeman's Leisure Park,<br>Aylestone Road, Leicester                              | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Freemen's Common<br>Household Recycling<br>Centre, Islington Street,<br>Leicester | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Freemens Common   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |       |   |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|-------|---|------|---|------|---|------|---|
| Industrial Estate, Leicester                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Halfords, Putney Road, Leicester                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hockley Farm Road, Leicester                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Putney Road, Off Welford Road, Leicester    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Fosse Road North, Leicester                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Upperton Road, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Bloxham Road, Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks Electrical, King Richards Road, Leicester       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mecca Bingo, Freeman's Park, Leicester                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Michael John Flooring, Narborough Road, Leicester     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Aylestone Road, Leicester                  | 1.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 9.3%    | 3       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Narborough Road District Centre, Leicester            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| New Parks Local Centre                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Stephenson Drive, Leicester                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Freemans Common, Ealing Road, Leicester     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, New Park Street, Leicester          | 0.8%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.0%    | 1 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Commercial Square, Leicester             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Travis Perkins, Commercial Square, Leicester          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vision Pharmacy, Narborough Road, Leicester           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westcote Local Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 13</b>  |       |        |         |         |         |         |         |         |         |   |       |   |      |   |      |   |      |   |
| Aldi, Bullhead Street, Wigston                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Leicester Road, Oadby                           | 2.9%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 8.0%    | 3       | 0.0%    | 0 | 5.5%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Bull Head Street, Wigston                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Launceston Road, Wigston                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dalkard & Elliott, Aylestone Lane, Wigston, Leicester | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Blaby Road, South Wigston                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Harborough Road, Oadby                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Parade, Oadby                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oadby Town Centre                                     | 0.5%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 2.4%    | 1       | 0.0%    | 0 | 3.3%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Potters Superstore, Leicester Road, Wigston           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Bell Street, Wigston          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Glen Road, Oadby              | 0.8%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 3.3%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Chartwell Drive, Wigston                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| South Wigston Local Centre                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Blaby Road, South Wigston           | 3.2%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 9.0%    | 3       | 0.0%    | 0 | 26.3% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Blagby Road, Wigston                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wigston Town Centre                                   | 2.0%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 24.9% | 4 | 0.0% | 0 | 0.0% | 0 | 2.4% | 0 |
| <b>Zone 14</b>  |       |        |         |         |         |         |         |         |         |   |       |   |      |   |      |   |      |   |
| Aldi, Melton Road, Syston                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Anstey Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.



Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |       |   |       |   |       |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|-------|---|-------|---|-------|---|
| Asda, Barkby Thorpe Lane, Thurmaston                               | 1.9%  | 5      | 5.8%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 19.8% | 5 | 0.0%  | 0 | 0.0%  | 0 |
| Barrow-upon-Soar Village Centre                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Costco, Westmoreland Avenue, Thurmaston                            | 0.1%  | 0      | 0.0%    | 0       | 2.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Derrys Nurseries, Main Street, Cossington                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Dobbies Garden Centre Leicester, Loughborough Road, Rothley        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| George Walker, Fosse Way, Syston                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Lingdale Golf Club, Joe Moores Lane, Woodhouse Eaves               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| M&S, (Foodhall), Thorpe Lane, Leicester                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Mountsorrel Village Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Potters Carpets & Beds, Leicester Road, Anstey, Leicester          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Quorn Village Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Rothley Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Sibley Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Syston Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Tesco Metro, Melton Road, Syston                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Thurmaston Shopping Centre, Thurmaston                             | 0.2%  | 1      | 5.8%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Thurmaston Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Waitrose, Granite Way, Mountsorrel                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Wickes, Thurmaston, Leicester                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Woodhouse Eaves Village Centre                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 15</b>   |       |        |         |         |         |         |         |         |         |   |      |   |       |   |       |   |       |   |
| Glenfield Village  | 0.6%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.7%    | 2 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Groby Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Kirby Muxloe Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Morrisons, Station Road, Glenfield                                 | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 6.0%  | 1 | 0.0%  | 0 |
| Palmers Garden Centre Enderby, Saint Johns, Enderby                | 0.4%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 8.0%  | 1 |
| Parkem Chemists, Dominion Road, Glenfield, Leicester               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Ratby Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 16</b>   |       |        |         |         |         |         |         |         |         |   |      |   |       |   |       |   |       |   |
| Aldi, Meridian Way, Braunstone                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Station Road, Narborough, Leicester                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Enderby Town Centre  | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 2.4%  | 0 |
| Fosse Shopping Park, Leicester                                     | 8.9%  | 25     | 0.0%    | 0       | 2.0%    | 0       | 15.6%   | 5       | 3.3%    | 2 | 9.5% | 2 | 0.0%  | 0 | 16.2% | 2 | 32.1% | 5 |
| Grove Farm Triangle, Leicester                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Hawgrip Plant Centre, Seine Lane, Enderby                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Hinckley Road, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Leicester Forest East Village                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| M&S, Fosse Park Shopping Centre, Leicester                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Meridian Business Park, Meridian East, Leicester                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Narborough Village (NOT Narborough Road, Leicester)                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Sainsbury's Superstore, Fosse Park, Grove Farm Triangle, Leicester | 2.2%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 5.7%    | 3 | 0.0% | 0 | 0.0%  | 0 | 11.5% | 1 | 7.3%  | 1 |
| Thorpe Astley Local Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |

Column %ges.

Weighted:

March 2021

|   | Total |   | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |      |   |      |   |      |   |      |   |
|---|-------|---|--------|---------|---------|---------|---------|---------|---------|---------|------|---|------|---|------|---|------|---|
| <b>Outside Survey Area</b>                                  |       |   |        |         |         |         |         |         |         |         |      |   |      |   |      |   |      |   |
| Abroad  | 1.1%  | 3 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 6.4%    | 3       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Airport Retail Park, London Road, Coventry                  | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Adcock Road, Coalville                                | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Allendale Road, Loughborough                          | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Belton Road, Loughborough                             | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Arena Shopping Park, Rowleys Green, Coventry                | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Chamwood Road, Shepshed                               | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Newtown Road, Nuneaton                                | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attleborough Fields Industrial Estate, Nuneaton             | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, Rockingham Road, Euro Business Park, Market Harborough | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Alvis Retail Park, Coventry                            | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Brandon Road, Binley Woods, Coventry                   | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Jubilee Drive, Belton Road, Loughborough               | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Leicester Road, Melton Mowbray                         | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barwell Village Centre                                      | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicester Village, Pingle Drive, Bicester                    | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birmingham City Centre                                      | 0.4%  | 1 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.0% | 1 |
| Birstall Local Centre, Leicester                            | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bolton Town Centre  | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpetright, Bond Street, Nuneaton                          | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Castle Donnington Town Centre                               | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Central London  | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chapel St Leonards Village Centre                           | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coalville Town Centre                                       | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Ashby Road, Ibstock                                  | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.2%  | 1 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Derby City Centre   | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Designer Outlet York, St Nicholas Avenue, York              | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DFS, Tamworth Road, Measham, Swadlincote                    | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre Stapleton, Ashby Road, Stapleton      | 0.1%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre, Nuneaton Road, Atherstone            | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Downtown Superstore, Gonerby Junction, A1, Grantham         | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dunelm, Regent Street, Nuneaton                             | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| East Midlands Designer Outlet, South Normanton              | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Elliott's Field Shopping Park, Rugby                        | 0.1%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gates Garden Centre, Somerby Road, Cold Overton, Oakham     | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Giant Store, Normanton Car Park, Rutland Water              | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Giltbrook Retail Park, Ikea                                 | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Way, Giltbrook   |       |        |         |         |         |         |         |         |         |
| Go Outdoors, Bishop Meadow Road, Loughborough              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Go Outdoors, Coventry Business Park, Canley Road, Coventry | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| High Point Retail Park, Victoria Street North, Grimsby     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Home Bargains, Belton Road West, Loughborough              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Homebase, Canley, Coventry                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Homebase, Springfield Street, Market Harborough            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Hoton Village Centre                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Ibstock Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| IKEA, Croft Road, Coventry                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| IKEA, Giltbrook, Nottingham                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| IKEA, Park Lane, Wednesbury                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Junction One Retail Park, Leicester Road, Rugby            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Karpet Kingdom, Bilton Road, Rugby                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Kettering Town Centre                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Lidl, Station Avenue, Loughborough                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Loughborough Town Centre                                   | 2.5%  | 7      | 0.0%    | 0       | 2.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Lutterworth Golf Club, Rugby Road, Lutterworth             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Lutterworth Town Centre                                    | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| M&S, (Foodhall), The Rushes, Loughborough                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Market Harborough Town Centre                              | 1.5%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 2.4%    | 1       | 0.0%    |
| Marks & Spencer, Arena Park, Rowley's Green, Coventry      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Matlock Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Meadowhall Shopping Centre, Sheffield                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Melton Mowbray Town Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Milton Keynes Town Centre                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Miners Welfare Park, Bedworth                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons, Bitteswell Road, Lutterworth                    | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons, Gorse Covert Centre, Loughborough               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons, Rutland Street, Melton Mowbray                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons, Whitwick Retail Park, Coalville                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Newton Retail Park, Nuneaton                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Northfields Industrial Estate, Peterborough                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Nottingham City Centre                                     | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Nuneaton Town Centre                                       | 0.7%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Oakham Town Centre   | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Peterborough City Centre                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Pets at Home, Hinckley Road, Walsgrave on Sowe             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Phoenix Parkway Retail Park, Corby                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Ponsford, London Road, Heeley, Sheffield                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Regent Place Retail Park, Loughborough                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Rockingham Industrial Estate, Rockingham Road,             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Market Harborough  |       |        |         |         |         |         |         |         |         |
| Royal Leamington Spa Town Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Royal Tunbridge Wells Town Centre                                | 0.4%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Rugby Town Centre  | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, Greenclose Lane, Loughborough            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, Nottingham Road, Melton Mowbray          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, St. Mary's Place, Market Harborough      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, Vicarage Street, Nuneaton                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Skegness Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Solihull Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Springfields Outlet Shopping & Leisure, Camel Gate, Spalding     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Stamford Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Stapleton Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Talent Cricket, Bakewell Road, Loughborough                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Technology Retail Park, Technology Drive, Rugby                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Extra, Arena Shopping Park, Rowleys Green, Coventry        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Extra, Leicester Street, Bedworth                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Extra, Park Road, Loughborough                             | 1.0%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Superstore, The Rushes, Loughborough                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| The Gallagher Retail Park, Stoney Stanton Road, Coventry         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| The Herb Nursery, Main Station, Thistleton, Oakham               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| The Range, Austin Drive, Court House Green, Coventry             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| The Range, Willowbrook Park, Derby Road, Loughborough            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Toolstation, Prince William Road, Loughborough                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Ventura Retail Park, Ventura Park Road, Tamworth                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Waitrose, Lower Leicester Road, Lutterworth                      | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.4%    |
| Waitrose, Springfield Street, Market Harborough                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Weddington Local Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Whitwick Retail Park, Coalville                                  | 1.1%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 6.4%    | 3       | 0.0%    |
| Wickes, Belton Road, Loughborough                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Wickes, Technology Park, Rugby                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Wickes, Weddington Road, Nuneaton                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Woodlands Wholesale Nursery (not Dobbies), Ashby Road, Stapleton | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Others</b>  |       |        |         |         |         |         |         |         |         |
| Other  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Internet   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Mail order / catalogue   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| TV shopping  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.

## Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total  | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|--|--------|--------|---------|---------|---------|---------|---------|---------|---------|
| (Don't know / varies / can't remember) | 0.0% 0 | 0.0% 0 | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  |
| (Don't do this type of shopping)       | 0.0% 0 | 0.0% 0 | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  |
| Weighted base:                         | 284    | 9      | 19      | 32      | 49      | 18      | 25      | 11      | 16      |
| Sample:                                | 337    | 12     | 28      | 28      | 29      | 19      | 18      | 20      | 26      |

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| <b>Q23 Thinking back before Covid related restrictions were in place, where did you usually buy small household goods such as home furnishings, clocks, jewellery, glass and china items?</b> |       |        |         |         |         |         |         |         |         |
| <i>Excl. Nulls &amp; SFT</i>  |       |        |         |         |         |         |         |         |         |
| <b>Zone 1</b>   |       |        |         |         |         |         |         |         |         |
| Aldi, Holliers Walk, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Asda, Barwell Lane, Hinckley  | 0.6%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| B&Q, New Buildings, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Burbage Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Carpet World, Hollier's Walk, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Hinckley Retail Park, Stoke Road, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Hinckley Town Centre  | 2.6%  | 20     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| KP Appliances, Oaklands Farm, Higham Lane, Wykin  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Lidl, Coventry Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons, Normandy Way, Hinckley   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Pets at Home, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, Rugby Road, Hinckley  | 0.6%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sapcote Garden Centre, Hinckley Road, Sapcote   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sapcote Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Screwfix, Apex Court, Maple Drive, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Star Carpets, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Stoney Stanton Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Superstore, Station Yard, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Toolstation, Rainbow Way, Burbage, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Wickes, Sword Drive, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 2</b>   |       |        |         |         |         |         |         |         |         |
| Co-op, Wood Street, Earl Shilton, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Croft Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Desford Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Earl Shilton Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Huncote Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Newbold Verdon Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Thurlaston Garden Centre, Croft Road, Thurlaston  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 3</b>   |       |        |         |         |         |         |         |         |         |
| Aldi, Buxton Crescent, Broughton Astley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Broughton Astley Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Charlie Browns Garden Centre, Dunton Road, Broughton Astley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, Main Street, Broughton Astley, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Palmers Garden Centre Ullesthorpe, Lutterworth Road, Ullesthorpe  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Screwfix, Box Road, Broughton Astley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Ullesthorpe Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 4</b>   |       |        |         |         |         |         |         |         |         |
| Aldi, Brackley Court, Welford Road, Blaby   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Attfield's Farm Shop, Narborough Road, Cosby  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Blaby Village   | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.

Weighted:

March 2021

|  | Total |     | Zone 9 |    | Zone 10 |   | Zone 11 |    | Zone 12 |    | Zone 13 |    | Zone 14 |    | Zone 15 |    | Zone 16 |   |
|--|-------|-----|--------|----|---------|---|---------|----|---------|----|---------|----|---------|----|---------|----|---------|---|
| Cherry Lane Glebe, Foston Road, Countesthorpe  | 0.1%  | 1   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Cosby Village Centre   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Countesthorpe Village  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Fleckney Village   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Iceland, Johns Court, Blaby  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Keiths Discount Carpets, Oadby Road, Wigston   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Whetstone Village  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| <b>Zone 5</b>  |       |     |        |    |         |   |         |    |         |    |         |    |         |    |         |    |         |   |
| Billesden Village Centre   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Coles Plant Centre, Uppingham Road, Leicester  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| East Goscote Village Centre  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Great Glen Village   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Houghton on the Hill Village Centre  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Kibworth Village (Beauchamp & Harcourt)  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Parsons Nurseries, Leicester Road, Billesdon   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Queniborough Village Centre  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Thurnby Village Centre   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Wistow Rural Centre, Kibworth Road, Wistow   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Wistow Village   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| <b>Zone 6</b>  |       |     |        |    |         |   |         |    |         |    |         |    |         |    |         |    |         |   |
| Aldi, St Georges Way, Leicester  | 0.3%  | 2   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Clarendon Park Local Centre  | 0.1%  | 1   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Evington Road District Centre, Leicester   | 0.2%  | 1   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Green Lane Road, Leicester   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Highfields Local Centre  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Iceland, Belgrave Gate, Leicester  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Iceland, St Georges Retail Park, Leicester   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Leicester City Centre (includes Haymarket, Highcross & Silver Arcade shopping centres) | 29.4% | 233 | 32.2%  | 17 | 32.2%   | 9 | 27.5%   | 18 | 46.0%   | 42 | 23.9%   | 14 | 23.2%   | 23 | 30.8%   | 12 | 23.0%   | 8 |
| Lidl, Burton Street, Leicester   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| M&S, Gallowtree Gate, Leicester  | 0.4%  | 3   | 0.0%   | 0  | 0.0%    | 0 | 1.2%    | 1  | 1.8%    | 2  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Sainsbury's Local, Queens Road, Clarendon Park, Leicester                              | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Sainsbury's Superstore, Humberstone Gate, Leicester                                    | 0.1%  | 1   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Spinney Hills Local Centre   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| St Georges Retail Park, Leicester  | 1.0%  | 8   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| <b>Zone 7</b>  |       |     |        |    |         |   |         |    |         |    |         |    |         |    |         |    |         |   |
| Al-Shinwari Halal Meat, Evington Valley Road, Leicester                                | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Chesterfield Road, Leicester   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Daynight Pharmacy, Chesterfield Road, Leicester  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| East Park Road, Leicester  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Moins Chemist, East Park Road, Leicester   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Moroccan Yassine Fruit & Veg, Uppingham Road, Rowllatts Hill                           | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| North Evington Local Centre  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |
| Rainbow Carpets & Flooring, East Park Road, Leicester                                  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| Rowlands Pharmacy, Ethel Road, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Samat Chemist, Victoria Road East, Leicester                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Metro, Ethel Road, Evington                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Victoria Road East, Leicester                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 8</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Asha Pharmacy, The Parkway, Leicester                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Colchester Road, Leicester                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evington Village (NOT Evington Road, Leicester)                 | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hamilton Local Centre, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Humberstone Local Centre, Leicester                             | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rowlatts Hill Local Centre                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Maidenwell Avenue, Hamilton, Leicester             | 0.6%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Well Pharmacy, Thurncourt Road, Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Welland Vale Road, Leicester                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Young Thurnby Lodge Gardeners, Somers Road, Leicester           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 9</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Fletton Close, Hamilton, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Exploration Drive, Abbey Lane, Leicester                  | 0.6%  | 5      | 0.0%    | 0       | 2.5%    | 1       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, Belgrave Road, Belgrave Gate, Leicester                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barkby Road, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Belgrave Local Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Belgrave Road / Melton Road District Centre, Leicester          | 0.2%  | 1      | 0.0%    | 0       | 2.2%    | 1       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Canon Street, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpetshire, Barkby Road, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Colourbank, Crest Rise, Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Doncaster Road, Leicester                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Empire Industrial Estate, Ulverscroft Road, Leicester           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Floors 2 Go, Abbey Lane, Leicester                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| FM Furnishers, Melton Road, Leicester                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Gipsy Lane, Leicester                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Loughborough Road, Leicester                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Melton Road, Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mr Pickford's Pharmacy, Lockerbie Walk, Leicester               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pennywise Discount Store, Gipsy Lane, Leicester                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| ReUse Shop, Gypsum Close, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rushey Mead Local Centre, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Melton Road, Leicester                  | 1.6%  | 13     | 9.1%    | 5       | 0.0%    | 0       | 3.8%    | 3       | 1.0%    | 1 | 0.0% | 0 | 2.8% | 3 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Empire Industrial Estate, Ulverscroft Road, Leicester | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Wenlock Way, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Star Carpets & Furnishings,                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.



Weighted:

March 2021

|   | Total |    | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |      |   |      |   |      |   |      |   |
|---|-------|----|--------|---------|---------|---------|---------|---------|---------|---------|------|---|------|---|------|---|------|---|
| Melton Road, Leicester  |       |    |        |         |         |         |         |         |         |         |      |   |      |   |      |   |      |   |
| Troon Industrial Estate,<br>Wenlock Way,<br>Thurmaston                            | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| United Carpets & Beds,<br>Melton Road, Leicester                                  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 10</b>  |       |    |        |         |         |         |         |         |         |         |      |   |      |   |      |   |      |   |
| Abbey Retail Park, Leicester  | 1.6%  | 13 | 1.7%   | 1       | 4.3%    | 1       | 3.8%    | 3       | 2.8%    | 3       | 2.0% | 1 | 0.0% | 0 | 2.8% | 1 | 3.3% | 1 |
| Aldi, Abbey Lane,<br>Humphreys Way,<br>Leicester                                  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Beaumont Shopping<br>Centre, Beaumont Leys                                  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Astill Lodge Road, Leicester  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Devonshire Road,<br>Leicester  | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Beaumont Leys Town<br>Centre, Leicester   | 0.1%  | 1  | 0.0%   | 0       | 1.3%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 1.0% | 0 | 0.0% | 0 |
| Beaumont Shopping Centre,<br>Beaumont Leys, Leicester                             | 1.4%  | 11 | 1.0%   | 1       | 10.4%   | 3       | 0.0%    | 0       | 4.0%    | 4       | 0.0% | 0 | 1.0% | 1 | 2.1% | 1 | 0.0% | 0 |
| Belgrave Boulevard,<br>Leicester  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blackbird Road, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Halfords, St Margaret's Way,<br>Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Beaumont Shopping<br>Centre, Beaumont Leys                               | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mr Pickford's Pharmacy,<br>Norwich Road, Leicester                                | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Norris Close, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Parker Drive, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| St Margaret's Retail Park,<br>Devonshire Road,<br>Leicester                       | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Beaumont<br>Shopping Centre,<br>Beaumont Leys, Leicester             | 0.7%  | 6  | 0.0%   | 0       | 12.8%   | 4       | 0.0%    | 0       | 1.0%    | 1       | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Ravensbridge<br>Drive, Leicester                                     | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 11</b>  |       |    |        |         |         |         |         |         |         |         |      |   |      |   |      |   |      |   |
| Aldi, Aylestone Road,<br>Leicester  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aylestone Local Centre,<br>Leicester  | 0.2%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aylestone Park Local Centre,<br>Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Eyres Monsell Local Centre  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Glen Parva Local Centre   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Knighton Local Centre,<br>Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Saffron Lane, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoneygate Local Centre   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| United Carpets and Beds,<br>Aylestone Road, Leicester                             | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Welford Road, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 12</b>  |       |    |        |         |         |         |         |         |         |         |      |   |      |   |      |   |      |   |
| Aldi, Woodgate, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Alif Carpets, East Park Road,<br>Leicester  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Narborough Road<br>South, Braunstone,<br>Leicester                          | 1.6%  | 12 | 0.0%   | 0       | 0.0%    | 0       | 5.4%    | 4       | 3.4%    | 3       | 0.0% | 0 | 1.8% | 2 | 0.0% | 0 | 9.2% | 3 |
| Braunstone Town Centre  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Buckminster Road, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Colourbank Superstore,<br>Cavendish Road, Leicester                               | 0.1%  | 1  | 0.0%   | 0       | 2.5%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evelyn Drive, Leicester   | 0.2%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fosse Road North, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Freeman's Leisure Park,<br>Aylestone Road, Leicester                              | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Freemen's Common<br>Household Recycling<br>Centre, Islington Street,<br>Leicester | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| Freemens Common                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Industrial Estate, Leicester                          |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Halfords, Putney Road, Leicester                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hockley Farm Road, Leicester                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Putney Road, Off Welford Road, Leicester    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Fosse Road North, Leicester                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Upperton Road, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Bloxham Road, Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks Electrical, King Richards Road, Leicester       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mecca Bingo, Freeman's Park, Leicester                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Michael John Flooring, Narborough Road, Leicester     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Aylestone Road, Leicester                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Narborough Road District Centre, Leicester            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| New Parks Local Centre                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Stephenson Drive, Leicester                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Freemans Common, Ealing Road, Leicester     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, New Park Street, Leicester          | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Commercial Square, Leicester             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Travis Perkins, Commercial Square, Leicester          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vision Pharmacy, Narborough Road, Leicester           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westcote Local Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 13</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Bullhead Street, Wigston                        | 0.5%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 2.0%    | 1       | 0.0%    | 0 | 4.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Leicester Road, Oadby                           | 0.9%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 3.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Bull Head Street, Wigston                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Launceston Road, Wigston                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dalkard & Elliott, Aylestone Lane, Wigston, Leicester | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Blaby Road, South Wigston                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Harborough Road, Oadby                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Parade, Oadby                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oadby Town Centre                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Potters Superstore, Leicester Road, Wigston           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Bell Street, Wigston          | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 2.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Glen Road, Oadby              | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Chartwell Drive, Wigston                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| South Wigston Local Centre                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Blaby Road, South Wigston           | 0.6%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 3.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Blagby Road, Wigston                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wigston Town Centre                                   | 0.9%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 1.2%    | 1       | 0.0%    | 0 | 9.8% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 14</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Melton Road, Syston                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total |     | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |       |    |       |    |       |    |       |    |
|--|-------|-----|--------|---------|---------|---------|---------|---------|---------|---------|-------|----|-------|----|-------|----|-------|----|
| Anstey Village   | 0.1%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 0  | 0.0%  | 0  |
| Asda, Barkby Thorpe Lane, Thurmaston                               | 1.5%  | 12  | 9.1%   | 5       | 5.0%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 4.0%  | 4  | 0.0%  | 0  | 0.0%  | 0  |
| Barrow-upon-Soar Village Centre                                    | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Costco, Westmoreland Avenue, Thurmaston                            | 0.1%  | 1   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Derrys Nurseries, Main Street, Cossington                          | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Dobbies Garden Centre Leicester, Loughborough Road, Rothley        | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| George Walker, Fosse Way, Syston                                   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Lingdale Golf Club, Joe Moores Lane, Woodhouse Eaves               | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| M&S, (Foodhall), Thorpe Lane, Leicester                            | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Mountsorrel Village Centre   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Potters Carpets & Beds, Leicester Road, Anstey, Leicester          | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Quorn Village Centre   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Rothley Village  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sibley Village   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Syston Town Centre   | 0.3%  | 2   | 0.0%   | 0       | 1.3%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 1.8%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Metro, Melton Road, Syston                                   | 0.2%  | 1   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Thurmaston Shopping Centre, Thurmaston                             | 18.9% | 149 | 31.8%  | 16      | 10.3%   | 3       | 13.2%   | 9       | 18.7%   | 17      | 22.1% | 13 | 32.7% | 32 | 31.7% | 12 | 12.9% | 4  |
| Thurmaston Village Centre  | 0.1%  | 1   | 0.0%   | 0       | 2.5%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Waitrose, Granite Way, Mountsorrel                                 | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wickes, Thurmaston, Leicester                                      | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Woodhouse Eaves Village Centre                                     | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 15</b>   |       |     |        |         |         |         |         |         |         |         |       |    |       |    |       |    |       |    |
| Glenfield Village  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Groby Village  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kirby Muxloe Village   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Morrisons, Station Road, Glenfield                                 | 0.1%  | 1   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0  |
| Palmers Garden Centre Enderby, Saint Johns, Enderby                | 0.1%  | 1   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.0%    | 1       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Parkem Chemists, Dominion Road, Glenfield, Leicester               | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ratby Village  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 16</b>   |       |     |        |         |         |         |         |         |         |         |       |    |       |    |       |    |       |    |
| Aldi, Meridian Way, Braunstone                                     | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Co-op, Station Road, Narborough, Leicester                         | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Enderby Town Centre  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fosse Shopping Park, Leicester                                     | 13.8% | 109 | 11.7%  | 6       | 5.6%    | 2       | 19.9%   | 13      | 7.9%    | 7       | 24.3% | 14 | 2.8%  | 3  | 11.8% | 5  | 27.9% | 10 |
| Grove Farm Triangle, Leicester                                     | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hawgrip Plant Centre, Seine Lane, Enderby                          | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hinckley Road, Leicester   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Leicester Forest East Village                                      | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| M&S, Fosse Park Shopping Centre, Leicester                         | 3.0%  | 24  | 0.0%   | 0       | 0.0%    | 0       | 10.5%   | 7       | 1.8%    | 2       | 1.0%  | 1  | 2.1%  | 2  | 7.7%  | 3  | 7.4%  | 3  |
| Meridian Business Park, Meridian East, Leicester                   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Narborough Village (NOT Narborough Road, Leicester)                | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Fosse Park, Grove Farm Triangle, Leicester | 1.7%  | 13  | 0.0%   | 0       | 0.0%    | 0       | 1.2%    | 1       | 5.9%    | 5       | 1.7%  | 1  | 0.0%  | 0  | 2.8%  | 1  | 11.2% | 4  |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| Thorpe Astley Local Centre<br><b>Outside Survey Area</b>          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Abroad  | 0.8%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.4%    | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Airport Retail Park, London<br>Road, Coventry                     | 0.5%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Adcock Road,<br>Coalville                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Allendale Road,<br>Loughborough                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Belton Road,<br>Loughborough                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Arena Shopping Park,<br>Rowleys Green, Coventry                   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Charnwood Road,<br>Shepshed                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Newtown Road,<br>Nuneaton                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attleborough Fields<br>Industrial Estate,<br>Nuneaton             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, Rockingham Road,<br>Euro Business Park,<br>Market Harborough | 0.4%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 4.4%    | 3       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Alvis Retail Park,<br>Coventry                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Brandon Road, Binley<br>Woods, Coventry                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Jubilee Drive, Belton<br>Road, Loughborough                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Leicester Road,<br>Melton Mowbray                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barwell Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicester Village, Pingle<br>Drive, Bicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birmingham City Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birstall Local Centre,<br>Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bolton Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpetright, Bond Street,<br>Nuneaton                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Castle Donnington Town<br>Centre                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Central London  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chapel St Leonards Village<br>Centre                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coalville Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Ashby Road, Ibstock  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Derby City Centre   | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 0 | 0.0% | 0 |
| Designer Outlet York, St<br>Nicholas Avenue, York                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DFS, Tamworth Road,<br>Measham, Swadlincote                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre<br>Stapleton, Ashby Road,<br>Stapleton      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre,<br>Nuneaton Road,<br>Atherstone            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Downtown Superstore,<br>Gonerby Junction, A1,<br>Grantham         | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dunelm, Regent Street,<br>Nuneaton                                | 1.5%  | 12     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| East Midlands Designer<br>Outlet, South Normanton                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Elliott's Field Shopping Park,<br>Rugby                           | 1.2%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 |
| Gates Garden Centre,<br>Somerby Road, Cold<br>Overton, Oakham     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Giant Store, Normanton Car<br>Park, Rutland Water                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |       |    |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|-------|----|------|---|------|---|
| Giltbrook Retail Park, Ikea Way, Giltbrook                 | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Go Outdoors, Bishop Meadow Road, Loughborough              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Go Outdoors, Coventry Business Park, Canley Road, Coventry | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| High Point Retail Park, Victoria Street North, Grimsby     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, Belton Road West, Loughborough              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Homebase, Canley, Coventry                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Homebase, Springfield Street, Market Harborough            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Hoton Village Centre                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Ibstock Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| IKEA, Croft Road, Coventry                                 | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| IKEA, Giltbrook, Nottingham                                | 2.6%  | 20     | 3.3%    | 2       | 0.0%    | 0       | 6.0%    | 4       | 0.0%    | 0 | 0.0% | 0 | 6.1%  | 6  | 0.0% | 0 | 4.0% | 1 |
| IKEA, Park Lane, Wednesbury                                | 0.2%  | 1      | 0.0%    | 0       | 4.3%    | 1       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Junction One Retail Park, Leicester Road, Rugby            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Karpet Kingdom, Bilton Road, Rugby                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Kettering Town Centre                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Lidl, Station Avenue, Loughborough                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Loughborough Town Centre                                   | 0.9%  | 7      | 0.0%    | 0       | 1.3%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 6.2%  | 6  | 2.0% | 1 | 0.0% | 0 |
| Lutterworth Golf Club, Rugby Road, Lutterworth             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Lutterworth Town Centre                                    | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Rushes, Loughborough                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Market Harborough Town Centre                              | 0.6%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 1.8%  | 2  | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Arena Park, Rowley's Green, Coventry      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Matlock Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Meadowhall Shopping Centre, Sheffield                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Melton Mowbray Town Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Milton Keynes Town Centre                                  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Miners Welfare Park, Bedworth                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Bitteswell Road, Lutterworth                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Gorse Covert Centre, Loughborough               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Rutland Street, Melton Mowbray                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Whitwick Retail Park, Coalville                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Newton Retail Park, Nuneaton                               | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Northfields Industrial Estate, Peterborough                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Nottingham City Centre                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Nuneaton Town Centre                                       | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Oakham Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Peterborough City Centre                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Hinckley Road, Walsgrave on Soave            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Phoenix Parkway Retail Park, Corby                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Ponsford, London Road, Heeley, Sheffield                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Regent Place Retail Park, Loughborough                     | 1.3%  | 10     | 0.0%    | 0       | 1.3%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 10.0% | 10 | 0.0% | 0 | 0.0% | 0 |
| Rockingham Industrial                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| Estate, Rockingham Road,<br>Market Harborough                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Royal Leamington Spa Town<br>Centre                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Royal Tunbridge Wells<br>Town Centre                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rugby Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Greenclose Lane,<br>Loughborough            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Nottingham Road, Melton<br>Mowbray          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, St.<br>Mary's Place, Market<br>Harborough      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Vicarage Street, Nuneaton                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Skegness Town Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.0%    | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Solihull Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Springfields Outlet Shopping<br>& Leisure, Camel Gate,<br>Spalding     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stamford Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stapleton Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Talent Cricket, Bakewell<br>Road, Loughborough                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Technology Retail Park,<br>Technology Drive, Rugby                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Arena Shopping<br>Park, Rowleys Green,<br>Coventry        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Leicester Street,<br>Bedworth                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Park Road,<br>Loughborough                                | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, The<br>Rushes, Loughborough                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Gallagher Retail Park,<br>Stoney Stanton Road,<br>Coventry         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Herb Nursery, Main<br>Station, Thistleton,<br>Oakham               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Range, Austin Drive,<br>Court House Green,<br>Coventry             | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Range, Willowbrook<br>Park, Derby Road,<br>Loughborough            | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 1.8% | 2 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Prince William<br>Road, Loughborough                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ventura Retail Park, Ventura<br>Park Road, Tamworth                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Lower Leicester<br>Road, Lutterworth                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Springfield Street,<br>Market Harborough                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weddington Local Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whitwick Retail Park,<br>Coalville                                     | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 |
| Wickes, Belton Road,<br>Loughborough                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Technology Park,<br>Rugby                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Weddington Road,<br>Nuneaton                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Woodlands Wholesale<br>Nursery (not Dobbies),<br>Ashby Road, Stapleton | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Others</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Other  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mail order / catalogue   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| TV shopping                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies / can't remember) | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't do this type of shopping)       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base:                         | 791   | 51     | 28      | 66      | 91      | 57      | 98      | 39      | 35      |   |      |   |      |   |      |   |      |   |
| Sample:                                | 833   | 48     | 40      | 53      | 49      | 57      | 56      | 65      | 53      |   |      |   |      |   |      |   |      |   |

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| <b>Q24 Thinking back before Covid related restrictions were in place, where did you usually buy goods such as toys, games, bicycles and recreational goods?</b> |       |        |         |         |         |         |         |         |         |
| <i>Excl. Nulls &amp; SFT</i>  |       |        |         |         |         |         |         |         |         |
| <b>Zone 1</b>   |       |        |         |         |         |         |         |         |         |
| Aldi, Holliers Walk, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Asda, Barwell Lane, Hinckley  | 0.4%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| B&Q, New Buildings, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Burbage Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Carpet World, Hollier's Walk, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Hinckley Retail Park, Stoke Road, Hinckley  | 0.8%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Hinckley Town Centre  | 1.9%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.6%    |
| KP Appliances, Oaklands Farm, Higham Lane, Wykin  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Lidl, Coventry Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons, Normandy Way, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Pets at Home, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, Rugby Road, Hinckley  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sapcote Garden Centre, Hinckley Road, Sapcote   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sapcote Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Screwfix, Apex Court, Maple Drive, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Star Carpets, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Stoney Stanton Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Superstore, Station Yard, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Toolstation, Rainbow Way, Burbage, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Wickes, Sword Drive, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 2</b>   |       |        |         |         |         |         |         |         |         |
| Co-op, Wood Street, Earl Shilton, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Croft Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Desford Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Earl Shilton Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Huncote Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Newbold Verdon Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Thurlaston Garden Centre, Croft Road, Thurlaston  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 3</b>   |       |        |         |         |         |         |         |         |         |
| Aldi, Buxton Crescent, Broughton Astley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Broughton Astley Village  | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Charlie Browns Garden Centre, Dunton Road, Broughton Astley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, Main Street, Broughton Astley, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Palmers Garden Centre, Ullesthorpe, Lutterworth Road, Ullesthorpe   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Screwfix, Box Road, Broughton Astley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Ullesthorpe Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 4</b>   |       |        |         |         |         |         |         |         |         |
| Aldi, Brackley Court, Welford Road, Blaby   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Attfield's Farm Shop, Narborough Road, Cosby  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Blaby Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.



Weighted:

March 2021

|  | Total | Zone 9 |       | Zone 10 |       | Zone 11 |       | Zone 12 |       | Zone 13 |       | Zone 14 |       | Zone 15 |       | Zone 16 |       |   |
|--|-------|--------|-------|---------|-------|---------|-------|---------|-------|---------|-------|---------|-------|---------|-------|---------|-------|---|
| Cherry Lane Glebe, Foston Road, Countesthorpe  | 0.5%  | 2      | 2.1%  | 1       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 4.2%  | 1       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Cosby Village Centre   | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Countesthorpe Village  | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Fleckney Village   | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Iceland, Johns Court, Blaby  | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Keiths Discount Carpets, Oadby Road, Wigston   | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Whetstone Village  | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| <b>Zone 5</b>  |       |        |       |         |       |         |       |         |       |         |       |         |       |         |       |         |       |   |
| Billesden Village Centre   | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Coles Plant Centre, Uppingham Road, Leicester  | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| East Goscote Village Centre  | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Great Glen Village   | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Houghton on the Hill Village Centre  | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Kibworth Village (Beauchamp & Harcourt)  | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Parsons Nurseries, Leicester Road, Billesdon   | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Queniborough Village Centre  | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Thurnby Village Centre   | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Wistow Rural Centre, Kibworth Road, Wistow   | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Wistow Village   | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| <b>Zone 6</b>  |       |        |       |         |       |         |       |         |       |         |       |         |       |         |       |         |       |   |
| Aldi, St Georges Way, Leicester  | 0.2%  | 1      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Clarendon Park Local Centre  | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Evington Road District Centre, Leicester   | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Green Lane Road, Leicester   | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Highfields Local Centre  | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Iceland, Belgrave Gate, Leicester  | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Iceland, St Georges Retail Park, Leicester   | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Leicester City Centre (includes Haymarket, Highcross & Silver Arcade shopping centres) | 33.4% | 134    | 36.3% | 9       | 38.0% | 8       | 30.7% | 9       | 37.5% | 23      | 26.7% | 7       | 38.4% | 18      | 34.7% | 8       | 30.5% | 3 |
| Lidl, Burton Street, Leicester   | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| M&S, Gallowtree Gate, Leicester  | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Sainsbury's Local, Queens Road, Clarendon Park, Leicester                              | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Sainsbury's Superstore, Humberstone Gate, Leicester                                    | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Spinney Hills Local Centre   | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| St Georges Retail Park, Leicester  | 2.6%  | 11     | 2.1%  | 1       | 0.0%  | 0       | 0.0%  | 0       | 5.1%  | 3       | 0.0%  | 0       | 3.8%  | 2       | 0.0%  | 0       | 0.0%  | 0 |
| <b>Zone 7</b>  |       |        |       |         |       |         |       |         |       |         |       |         |       |         |       |         |       |   |
| Al-Shinwari Halal Meat, Evington Valley Road, Leicester                                | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Chesterfield Road, Leicester   | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Daynight Pharmacy, Chesterfield Road, Leicester  | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| East Park Road, Leicester  | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Moins Chemist, East Park Road, Leicester   | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Moroccan Yassine Fruit & Veg, Uppingham Road, Rowllatts Hill                           | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| North Evington Local Centre  | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |
| Rainbow Carpets & Flooring, East Park Road, Leicester                                  | 0.0%  | 0      | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0       | 0.0%  | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total |   | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |      |   |      |   |      |   |      |   |
|---|-------|---|--------|---------|---------|---------|---------|---------|---------|---------|------|---|------|---|------|---|------|---|
| Rowlands Pharmacy, Ethel Road, Leicester                        | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Samat Chemist, Victoria Road East, Leicester                    | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Metro, Ethel Road, Evington                               | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Victoria Road East, Leicester                                   | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 8</b>   |       |   |        |         |         |         |         |         |         |         |      |   |      |   |      |   |      |   |
| Asha Pharmacy, The Parkway, Leicester                           | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Colchester Road, Leicester                                      | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evington Village (NOT Evington Road, Leicester)                 | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hamilton Local Centre, Leicester                                | 0.1%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Humberstone Local Centre, Leicester                             | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rowlatts Hill Local Centre                                      | 0.1%  | 1 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Maidenwell Avenue, Hamilton, Leicester             | 0.5%  | 2 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Well Pharmacy, Thurmcourt Road, Leicester                       | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Welland Vale Road, Leicester                                    | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Young Thurnby Lodge Gardeners, Somers Road, Leicester           | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 9</b>   |       |   |        |         |         |         |         |         |         |         |      |   |      |   |      |   |      |   |
| Aldi, Fletton Close, Hamilton, Leicester                        | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Exploration Drive, Abbey Lane, Leicester                  | 0.8%  | 3 | 6.8%   | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, Belgrave Road, Belgrave Gate, Leicester                    | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barkby Road, Leicester  | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Belgrave Local Centre   | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Belgrave Road / Melton Road District Centre, Leicester          | 0.5%  | 2 | 0.0%   | 0       | 5.5%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Canon Street, Leicester   | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpetshire, Barkby Road, Leicester                             | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Colourbank, Crest Rise, Leicester                               | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Doncaster Road, Leicester                                       | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Empire Industrial Estate, Ulverscroft Road, Leicester           | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Floors 2 Go, Abbey Lane, Leicester                              | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| FM Furnishers, Melton Road, Leicester                           | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Gipsy Lane, Leicester                                     | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Loughborough Road, Leicester                              | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Melton Road, Leicester                               | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mr Pickford's Pharmacy, Lockerbie Walk, Leicester               | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pennywise Discount Store, Gipsy Lane, Leicester                 | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| ReUse Shop, Gypsum Close, Leicester                             | 0.2%  | 1 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rushey Mead Local Centre, Leicester                             | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Melton Road, Leicester                  | 0.6%  | 3 | 0.0%   | 0       | 8.1%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Empire Industrial Estate, Ulverscroft Road, Leicester | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Wenlock Way, Leicester                                | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Star Carpets & Furnishings,                                     | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|   | Total |    | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |      |   |       |   |       |   |       |   |
|---|-------|----|--------|---------|---------|---------|---------|---------|---------|---------|------|---|-------|---|-------|---|-------|---|
| Melton Road, Leicester  |       |    |        |         |         |         |         |         |         |         |      |   |       |   |       |   |       |   |
| Troon Industrial Estate,<br>Wenlock Way,<br>Thurmaston                            | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| United Carpets & Beds,<br>Melton Road, Leicester                                  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 10</b>  |       |    |        |         |         |         |         |         |         |         |      |   |       |   |       |   |       |   |
| Abbey Retail Park, Leicester  | 8.3%  | 33 | 23.8%  | 6       | 16.5%   | 4       | 4.4%    | 1       | 10.8%   | 7       | 7.9% | 2 | 10.4% | 5 | 10.3% | 2 | 16.1% | 2 |
| Aldi, Abbey Lane,<br>Humphreys Way,<br>Leicester                                  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Aldi, Beaumont Shopping<br>Centre, Beaumont Leys                                  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Astill Lodge Road, Leicester  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| B&Q, Devonshire Road,<br>Leicester  | 0.6%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Beaumont Leys Town<br>Centre, Leicester   | 0.8%  | 3  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.7%    | 2       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Beaumont Shopping Centre,<br>Beaumont Leys, Leicester                             | 1.6%  | 7  | 0.0%   | 0       | 8.8%    | 2       | 0.0%    | 0       | 2.7%    | 2       | 0.0% | 0 | 2.2%  | 1 | 0.0%  | 0 | 0.0%  | 0 |
| Belgrave Boulevard,<br>Leicester  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Blackbird Road, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Halfords, St Margaret's Way,<br>Leicester   | 0.1%  | 0  | 0.0%   | 0       | 1.6%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Iceland, Beaumont Shopping<br>Centre, Beaumont Leys                               | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Mr Pickford's Pharmacy,<br>Norwich Road, Leicester                                | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Norris Close, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Parker Drive, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| St Margaret's Retail Park,<br>Devonshire Road,<br>Leicester                       | 4.6%  | 19 | 2.1%   | 1       | 11.3%   | 3       | 0.0%    | 0       | 6.0%    | 4       | 3.7% | 1 | 4.3%  | 2 | 3.6%  | 1 | 0.0%  | 0 |
| Tesco Extra, Beaumont<br>Shopping Centre,<br>Beaumont Leys, Leicester             | 0.6%  | 2  | 0.0%   | 0       | 1.6%    | 0       | 0.0%    | 0       | 3.2%    | 2       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Toolstation, Ravensbridge<br>Drive, Leicester                                     | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 11</b>  |       |    |        |         |         |         |         |         |         |         |      |   |       |   |       |   |       |   |
| Aldi, Aylestone Road,<br>Leicester  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Aylestone Local Centre,<br>Leicester  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Aylestone Park Local Centre,<br>Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Eyres Monsell Local Centre  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Glen Parva Local Centre   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Knighton Local Centre,<br>Leicester   | 0.7%  | 3  | 0.0%   | 0       | 0.0%    | 0       | 4.4%    | 1       | 2.7%    | 2       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Saffron Lane, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Stoneygate Local Centre   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| United Carpets and Beds,<br>Aylestone Road, Leicester                             | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Welford Road, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 12</b>  |       |    |        |         |         |         |         |         |         |         |      |   |       |   |       |   |       |   |
| Aldi, Woodgate, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Alif Carpets, East Park Road,<br>Leicester  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Asda, Narborough Road<br>South, Braunstone,<br>Leicester                          | 1.5%  | 6  | 0.0%   | 0       | 0.0%    | 0       | 4.9%    | 1       | 5.1%    | 3       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Braunstone Town Centre  | 0.4%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.7%    | 2       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Buckminster Road, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Colourbank Superstore,<br>Cavendish Road, Leicester                               | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Evelyn Drive, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Fosse Road North, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Freeman's Leisure Park,<br>Aylestone Road, Leicester                              | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Freemen's Common<br>Household Recycling<br>Centre, Islington Street,<br>Leicester | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |       |   |      |   |      |   |       |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|-------|---|------|---|------|---|-------|---|
| Freemens Common                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Industrial Estate, Leicester                          |       |        |         |         |         |         |         |         |         |   |       |   |      |   |      |   |       |   |
| Halfords, Putney Road, Leicester                      | 0.7%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 9.8%    | 3       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Hockley Farm Road, Leicester                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Homebase, Putney Road, Off Welford Road, Leicester    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Lidl, Fosse Road North, Leicester                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Lidl, Upperton Road, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Londis, Bloxham Road, Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Marks Electrical, King Richards Road, Leicester       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Mecca Bingo, Freeman's Park, Leicester                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Michael John Flooring, Narborough Road, Leicester     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Morrisons, Aylestone Road, Leicester                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Narborough Road District Centre, Leicester            | 0.4%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 |
| New Parks Local Centre                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| One Stop, Stephenson Drive, Leicester                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Screwfix, Freemans Common, Ealing Road, Leicester     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Superstore, New Park Street, Leicester          | 0.4%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Toolstation, Commercial Square, Leicester             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Travis Perkins, Commercial Square, Leicester          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Vision Pharmacy, Narborough Road, Leicester           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Westcote Local Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| <b>Zone 13</b>  |       |        |         |         |         |         |         |         |         |   |       |   |      |   |      |   |       |   |
| Aldi, Bullhead Street, Wigston                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Asda, Leicester Road, Oadby                           | 0.7%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| B&Q, Bull Head Street, Wigston                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Co-op, Launceston Road, Wigston                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Dalkard & Elliott, Aylestone Lane, Wigston, Leicester | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Lidl, Blaby Road, South Wigston                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Lidl, Harborough Road, Oadby                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| M&S, (Foodhall), The Parade, Oadby                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Oadby Town Centre                                     | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 2.6%    | 1       | 0.0%    | 0 | 2.2%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Potters Superstore, Leicester Road, Wigston           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Sainsbury's Superstore, Bell Street, Wigston          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Sainsbury's Superstore, Glen Road, Oadby              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Screwfix, Chartwell Drive, Wigston                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| South Wigston Local Centre                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Superstore, Blaby Road, South Wigston           | 1.2%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 8.3%  | 2 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Wickes, Blagby Road, Wigston                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Wigston Town Centre                                   | 1.1%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 16.2% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| <b>Zone 14</b>  |       |        |         |         |         |         |         |         |         |   |       |   |      |   |      |   |       |   |
| Aldi, Melton Road, Syston                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total |    | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |       |       |      |      |       |      |       |   |
|--|-------|----|--------|---------|---------|---------|---------|---------|---------|---------|-------|-------|------|------|-------|------|-------|---|
| Anstey Village   | 0.2%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 3.7% | 1    | 0.0%  | 0    |       |   |
| Asda, Barkby Thorpe Lane, Thurmaston                               | 0.7%  | 3  | 11.4%  | 3       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Barrow-upon-Soar Village Centre                                    | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Costco, Westmoreland Avenue, Thurmaston                            | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Derrys Nurseries, Main Street, Cossington                          | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Dobbies Garden Centre Leicester, Loughborough Road, Rothley        | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| George Walker, Fosse Way, Syston                                   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Lingdale Golf Club, Joe Moores Lane, Woodhouse Eaves               | 0.2%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 3.1% | 1    | 0.0%  | 0    |       |   |
| M&S, (Foodhall), Thorpe Lane, Leicester                            | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Mountsorrel Village Centre   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Potters Carpets & Beds, Leicester Road, Anstey, Leicester          | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Quorn Village Centre   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Rothley Village  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Sibley Village   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Syston Town Centre   | 0.3%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 2.2%  | 1    | 0.0% | 0     | 0.0% | 0     |   |
| Tesco Metro, Melton Road, Syston                                   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Thurmaston Shopping Centre, Thurmaston                             | 2.8%  | 11 | 7.5%   | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 12.9% | 6    | 0.0% | 0     | 0.0% | 0     |   |
| Thurmaston Village Centre  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Waitrose, Granite Way, Mountsorrel                                 | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Wickes, Thurmaston, Leicester                                      | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Woodhouse Eaves Village Centre                                     | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| <b>Zone 15</b>   |       |    |        |         |         |         |         |         |         |         |       |       |      |      |       |      |       |   |
| Glenfield Village  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Groby Village  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Kirby Muxloe Village   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Morrisons, Station Road, Glenfield                                 | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Palmers Garden Centre Enderby, Saint Johns, Enderby                | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Parkem Chemists, Dominion Road, Glenfield, Leicester               | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Ratby Village  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| <b>Zone 16</b>   |       |    |        |         |         |         |         |         |         |         |       |       |      |      |       |      |       |   |
| Aldi, Meridian Way, Braunstone                                     | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Co-op, Station Road, Narborough, Leicester                         | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Enderby Town Centre  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Fosse Shopping Park, Leicester                                     | 13.7% | 55 | 7.9%   | 2       | 3.1%    | 1       | 25.1%   | 8       | 11.7%   | 7       | 16.4% | 4     | 0.0% | 0    | 22.9% | 5    | 31.6% | 3 |
| Grove Farm Triangle, Leicester                                     | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Hawgrip Plant Centre, Seine Lane, Enderby                          | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Hinckley Road, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Leicester Forest East Village                                      | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| M&S, Fosse Park Shopping Centre, Leicester                         | 0.5%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.7%  | 1     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Meridian Business Park, Meridian East, Leicester                   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Narborough Village (NOT Narborough Road, Leicester)                | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0     | 0.0% | 0    | 0.0%  | 0    |       |   |
| Sainsbury's Superstore, Fosse Park, Grove Farm Triangle, Leicester | 1.7%  | 7  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.0%    | 2       | 7.1%  | 2     | 0.0% | 0    | 3.6%  | 1    | 7.5%  | 1 |

Column %ges.

Weighted:

March 2021

|   | Total |    | Zone 9 |   | Zone 10 |   | Zone 11 |   | Zone 12 |   | Zone 13 |   | Zone 14 |   | Zone 15 |   | Zone 16 |   |
|---|-------|----|--------|---|---------|---|---------|---|---------|---|---------|---|---------|---|---------|---|---------|---|
| Thorpe Astley Local Centre<br><b>Outside Survey Area</b>          | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Abroad  | 3.0%  | 12 | 0.0%   | 0 | 5.3%    | 1 | 18.2%   | 5 | 5.1%    | 3 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Airport Retail Park, London<br>Road, Coventry                     | 0.6%  | 3  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Aldi, Adcock Road,<br>Coalville                                   | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Aldi, Allendale Road,<br>Loughborough                             | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Aldi, Belton Road,<br>Loughborough                                | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Arena Shopping Park,<br>Rowleys Green, Coventry                   | 0.1%  | 1  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Asda, Charnwood Road,<br>Shepshed                                 | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Asda, Newtown Road,<br>Nuneaton                                   | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Attleborough Fields<br>Industrial Estate,<br>Nuneaton             | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| B&M, Rockingham Road,<br>Euro Business Park,<br>Market Harborough | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| B&Q, Alvis Retail Park,<br>Coventry                               | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| B&Q, Brandon Road, Binley<br>Woods, Coventry                      | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| B&Q, Jubilee Drive, Belton<br>Road, Loughborough                  | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| B&Q, Leicester Road,<br>Melton Mowbray                            | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Barwell Village Centre  | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Bicester Village, Pingle<br>Drive, Bicester                       | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Birmingham City Centre  | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Birstall Local Centre,<br>Leicester                               | 0.3%  | 1  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 2.2%    | 1 | 0.0%    | 0 | 0.0%    | 0 |
| Bolton Town Centre  | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Carpetright, Bond Street,<br>Nuneaton                             | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Castle Donnington Town<br>Centre                                  | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Central London  | 0.1%  | 1  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Chapel St Leonards Village<br>Centre                              | 0.1%  | 1  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Coalville Town Centre   | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Co-op, Ashby Road, Ibstock  | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Coventry City Centre  | 0.6%  | 3  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Coventry City Centre  | 0.2%  | 1  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Derby City Centre   | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Designer Outlet York, St<br>Nicholas Avenue, York                 | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| DFS, Tamworth Road,<br>Measham, Swadlincote                       | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Dobbies Garden Centre<br>Stapleton, Ashby Road,<br>Stapleton      | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Dobbies Garden Centre,<br>Nuneaton Road,<br>Atherstone            | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Downtown Superstore,<br>Gonerby Junction, A1,<br>Grantham         | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Dunelm, Regent Street,<br>Nuneaton                                | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| East Midlands Designer<br>Outlet, South Normanton                 | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Elliott's Field Shopping Park,<br>Rugby                           | 0.7%  | 3  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 3.7%    | 1 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Gates Garden Centre,<br>Somerby Road, Cold<br>Overton, Oakham     | 0.0%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |
| Giant Store, Normanton Car<br>Park, Rutland Water                 | 0.1%  | 0  | 0.0%   | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 | 0.0%    | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |       |   |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|-------|---|------|---|------|---|
| Giltbrook Retail Park, Ikea Way, Giltbrook                 | 0.6%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Go Outdoors, Bishop Meadow Road, Loughborough              | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Go Outdoors, Coventry Business Park, Canley Road, Coventry | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| High Point Retail Park, Victoria Street North, Grimsby     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, Belton Road West, Loughborough              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Canley, Coventry                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Springfield Street, Market Harborough            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Hoton Village Centre                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Ibstock Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| IKEA, Croft Road, Coventry                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| IKEA, Giltbrook, Nottingham                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| IKEA, Park Lane, Wednesbury                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Junction One Retail Park, Leicester Road, Rugby            | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Karpet Kingdom, Bilton Road, Rugby                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Kettering Town Centre                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Station Avenue, Loughborough                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Loughborough Town Centre                                   | 3.0%  | 12     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 19.2% | 9 | 8.6% | 2 | 0.0% | 0 |
| Lutterworth Golf Club, Rugby Road, Lutterworth             | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Lutterworth Town Centre                                    | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Rushes, Loughborough                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Market Harborough Town Centre                              | 0.5%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Arena Park, Rowley's Green, Coventry      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Matlock Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Meadowhall Shopping Centre, Sheffield                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Melton Mowbray Town Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Milton Keynes Town Centre                                  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.6%    | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Miners Welfare Park, Bedworth                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Bitteswell Road, Lutterworth                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Gorse Covert Centre, Loughborough               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Rutland Street, Melton Mowbray                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Whitwick Retail Park, Coalville                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Newton Retail Park, Nuneaton                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Northfields Industrial Estate, Peterborough                | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Nottingham City Centre                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Nuneaton Town Centre                                       | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Oakham Town Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Peterborough City Centre                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Hinckley Road, Walsgrave on Soave            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Phoenix Parkway Retail Park, Corby                         | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Ponsford, London Road, Heeley, Sheffield                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Regent Place Retail Park, Loughborough                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Rockingham Industrial                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| Estate, Rockingham Road,<br>Market Harborough                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Royal Leamington Spa Town<br>Centre                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Royal Tunbridge Wells<br>Town Centre                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rugby Town Centre  | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Greenclose Lane,<br>Loughborough            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Nottingham Road, Melton<br>Mowbray          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, St.<br>Mary's Place, Market<br>Harborough      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Vicarage Street, Nuneaton                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Skegness Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Solihull Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Springfields Outlet Shopping<br>& Leisure, Camel Gate,<br>Spalding     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stamford Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stapleton Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Talent Cricket, Bakewell<br>Road, Loughborough                         | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 6.1% | 1 | 0.0% | 0 |
| Technology Retail Park,<br>Technology Drive, Rugby                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Arena Shopping<br>Park, Rowleys Green,<br>Coventry        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Leicester Street,<br>Bedworth                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Park Road,<br>Loughborough                                | 0.4%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, The<br>Rushes, Loughborough                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Gallagher Retail Park,<br>Stoney Stanton Road,<br>Coventry         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Herb Nursery, Main<br>Station, Thistleton,<br>Oakham               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Range, Austin Drive,<br>Court House Green,<br>Coventry             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Range, Willowbrook<br>Park, Derby Road,<br>Loughborough            | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 2.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Prince William<br>Road, Loughborough                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ventura Retail Park, Ventura<br>Park Road, Tamworth                    | 0.5%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Lower Leicester<br>Road, Lutterworth                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Springfield Street,<br>Market Harborough                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weddington Local Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whitwick Retail Park,<br>Coalville                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Belton Road,<br>Loughborough                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Technology Park,<br>Rugby                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Weddington Road,<br>Nuneaton                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Woodlands Wholesale<br>Nursery (not Dobbies),<br>Ashby Road, Stapleton | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Others</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Other  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mail order / catalogue   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.



# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total  | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|--|--------|--------|---------|---------|---------|---------|---------|---------|---------|
| TV shopping                            | 0.0% 0 | 0.0% 0 | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  |
| (Don't know / varies / can't remember) | 0.0% 0 | 0.0% 0 | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  |
| (Don't do this type of shopping)       | 0.0% 0 | 0.0% 0 | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  |
| Weighted base:                         | 402    | 25     | 22      | 30      | 60      | 27      | 46      | 22      | 10      |
| Sample:                                | 408    | 21     | 32      | 20      | 32      | 24      | 27      | 35      | 16      |

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| <b>Q25 Thinking back before Covid related restrictions were in place, where did you usually buy chemist goods (including health and beauty products)?</b> |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| <i>Excl. Nulls &amp; SFT</i>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| <b>Zone 1</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Holliers Walk, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barwell Lane, Hinckley  | 0.8%  | 10     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, New Buildings, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Burbage Village   | 0.3%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpet World, Hollier's Walk, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Retail Park, Stoke Road, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Town Centre  | 4.7%  | 57     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| KP Appliances, Oaklands Farm, Higham Lane, Wykin  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Coventry Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Normandy Way, Hinckley   | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rugby Road, Hinckley  | 0.4%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Garden Centre, Hinckley Road, Sapcote   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Apex Court, Maple Drive, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Star Carpets, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoney Stanton Village  | 1.3%  | 15     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Station Yard, Hinckley  | 0.3%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Rainbow Way, Burbage, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Sword Drive, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 2</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Co-op, Wood Street, Earl Shilton, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Croft Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Desford Village Centre  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Earl Shilton Town Centre  | 0.8%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Huncote Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newbold Verdon Village  | 0.6%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thurlaston Garden Centre, Croft Road, Thurlaston  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 3</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Buxton Crescent, Broughton Astley   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Broughton Astley Village  | 0.8%  | 10     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Charlie Browns Garden Centre, Dunton Road, Broughton Astley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Broughton Astley, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Palmers Garden Centre, Ullesthorpe, Lutterworth Road, Ullesthorpe   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Box Road, Broughton Astley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ullesthorpe Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 4</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Brackley Court, Welford Road, Blaby   | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Attfield's Farm Shop, Narborough Road, Cosby  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blaby Village   | 0.8%  | 10     | 0.0%    | 0       | 0.0%    | 0       | 2.5%    | 3       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |      |   |      |   |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|------|---|------|---|------|---|------|---|
| Cherry Lane Glebe, Foston Road, Countesthorpe  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cosby Village Centre   | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Countesthorpe Village  | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fleckney Village   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Johns Court, Blaby  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Keiths Discount Carpets, Oadby Road, Wigston   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whetstone Village  | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 5</b>  |       |        |         |         |         |         |         |         |         |    |      |   |      |   |      |   |      |   |
| Billesden Village Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coles Plant Centre, Uppingham Road, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| East Goscote Village Centre  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Great Glen Village   | 0.7%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Houghton on the Hill Village Centre  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kibworth Village (Beauchamp & Harcourt)  | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Parsons Nurseries, Leicester Road, Billesdon   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Queniborough Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thurnby Village Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wistow Rural Centre, Kibworth Road, Wistow   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wistow Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 6</b>  |       |        |         |         |         |         |         |         |         |    |      |   |      |   |      |   |      |   |
| Aldi, St Georges Way, Leicester  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 |
| Clarendon Park Local Centre  | 1.0%  | 12     | 2.4%    | 2       | 0.0%    | 0       | 4.9%    | 5       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evington Road District Centre, Leicester   | 0.5%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Green Lane Road, Leicester   | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Highfields Local Centre  | 0.6%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Belgrave Gate, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, St Georges Retail Park, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Leicester City Centre (includes Haymarket, Highcross & Silver Arcade shopping centres) | 14.2% | 170    | 16.7%   | 14      | 14.2%   | 7       | 15.6%   | 18      | 30.4%   | 40 | 6.0% | 5 | 6.9% | 9 | 4.9% | 3 | 3.5% | 2 |
| Lidl, Burton Street, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, Gallowtree Gate, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Queens Road, Clarendon Park, Leicester                              | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Humberstone Gate, Leicester                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spinney Hills Local Centre   | 0.7%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| St Georges Retail Park, Leicester  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 7</b>  |       |        |         |         |         |         |         |         |         |    |      |   |      |   |      |   |      |   |
| Al-Shinwari Halal Meat, Evington Valley Road, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chesterfield Road, Leicester   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Daynight Pharmacy, Chesterfield Road, Leicester  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| East Park Road, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Moins Chemist, East Park Road, Leicester   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Moroccan Yassine Fruit & Veg, Uppingham Road, Rowllatts Hill                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| North Evington Local Centre  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rainbow Carpets & Flooring, East Park Road, Leicester                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total |    | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |      |   |      |   |      |   |      |   |
|---|-------|----|--------|---------|---------|---------|---------|---------|---------|---------|------|---|------|---|------|---|------|---|
| Rowlands Pharmacy, Ethel Road, Leicester                        | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Samat Chemist, Victoria Road East, Leicester                    | 0.1%  | 1  | 1.2%   | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Metro, Ethel Road, Evington                               | 0.2%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Victoria Road East, Leicester                                   | 0.0%  | 1  | 0.6%   | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 8</b>   |       |    |        |         |         |         |         |         |         |         |      |   |      |   |      |   |      |   |
| Asha Pharmacy, The Parkway, Leicester                           | 0.1%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Colchester Road, Leicester                                      | 0.0%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evington Village (NOT Evington Road, Leicester)                 | 1.3%  | 16 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hamilton Local Centre, Leicester                                | 0.2%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Humberstone Local Centre, Leicester                             | 0.5%  | 5  | 0.6%   | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rowlatts Hill Local Centre                                      | 0.4%  | 5  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.4%    | 2       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Maidenwell Avenue, Hamilton, Leicester             | 1.8%  | 22 | 7.5%   | 6       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Well Pharmacy, Thurmcourt Road, Leicester                       | 0.0%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Welland Vale Road, Leicester                                    | 0.0%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Young Thurnby Lodge Gardeners, Somers Road, Leicester           | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 9</b>   |       |    |        |         |         |         |         |         |         |         |      |   |      |   |      |   |      |   |
| Aldi, Fletton Close, Hamilton, Leicester                        | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Exploration Drive, Abbey Lane, Leicester                  | 0.4%  | 5  | 1.2%   | 1       | 0.7%    | 0       | 0.0%    | 0       | 1.4%    | 2       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, Belgrave Road, Belgrave Gate, Leicester                    | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barkby Road, Leicester  | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Belgrave Local Centre   | 0.0%  | 0  | 0.0%   | 0       | 0.7%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Belgrave Road / Melton Road District Centre, Leicester          | 1.7%  | 20 | 19.8%  | 17      | 6.7%    | 3       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Canon Street, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpetshire, Barkby Road, Leicester                             | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Colourbank, Crest Rise, Leicester                               | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Doncaster Road, Leicester                                       | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Empire Industrial Estate, Ulverscroft Road, Leicester           | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Floors 2 Go, Abbey Lane, Leicester                              | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| FM Furnishers, Melton Road, Leicester                           | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Gipsy Lane, Leicester                                     | 0.2%  | 2  | 2.4%   | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Loughborough Road, Leicester                              | 0.1%  | 1  | 1.2%   | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Melton Road, Leicester                               | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mr Pickford's Pharmacy, Lockerbie Walk, Leicester               | 0.2%  | 3  | 3.4%   | 3       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pennywise Discount Store, Gipsy Lane, Leicester                 | 0.0%  | 1  | 0.6%   | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| ReUse Shop, Gypsum Close, Leicester                             | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rushey Mead Local Centre, Leicester                             | 0.3%  | 4  | 4.6%   | 4       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Melton Road, Leicester                  | 0.9%  | 11 | 7.9%   | 7       | 1.2%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 1.3% | 2 | 0.7% | 0 | 0.0% | 0 |
| Screwfix, Empire Industrial Estate, Ulverscroft Road, Leicester | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Wenlock Way, Leicester                                | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Star Carpets & Furnishings,                                     | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|
| Melton Road, Leicester  |       |        |         |         |         |         |         |         |         |   |
| Troon Industrial Estate,<br>Wenlock Way,<br>Thurmaston                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| United Carpets & Beds,<br>Melton Road, Leicester                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| <b>Zone 10</b>  |       |        |         |         |         |         |         |         |         |   |
| Abbey Retail Park, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Aldi, Abbey Lane,<br>Humphreys Way,<br>Leicester                                  | 0.2%  | 3      | 0.0%    | 0       | 3.1%    | 2       | 0.0%    | 0       | 0.0%    | 0 |
| Aldi, Beaumont Shopping<br>Centre, Beaumont Leys                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Astill Lodge Road, Leicester  | 0.1%  | 1      | 0.0%    | 0       | 1.5%    | 1       | 0.0%    | 0       | 0.0%    | 0 |
| B&Q, Devonshire Road,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Beaumont Leys Town<br>Centre, Leicester   | 0.3%  | 3      | 0.0%    | 0       | 4.8%    | 2       | 0.0%    | 0       | 0.0%    | 0 |
| Beaumont Shopping Centre,<br>Beaumont Leys, Leicester                             | 3.6%  | 43     | 0.0%    | 0       | 41.3%   | 21      | 0.0%    | 0       | 6.1%    | 8 |
| Belgrave Boulevard,<br>Leicester  | 0.1%  | 1      | 0.0%    | 0       | 1.2%    | 1       | 0.0%    | 0       | 0.0%    | 0 |
| Blackbird Road, Leicester   | 0.1%  | 2      | 0.0%    | 0       | 1.4%    | 1       | 0.0%    | 0       | 0.7%    | 1 |
| Halfords, St Margaret's Way,<br>Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Iceland, Beaumont Shopping<br>Centre, Beaumont Leys                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Mr Pickford's Pharmacy,<br>Norwich Road, Leicester                                | 0.1%  | 1      | 0.0%    | 0       | 2.8%    | 1       | 0.0%    | 0       | 0.0%    | 0 |
| Norris Close, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.7%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Parker Drive, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| St Margaret's Retail Park,<br>Devonshire Road,<br>Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Tesco Extra, Beaumont<br>Shopping Centre,<br>Beaumont Leys, Leicester             | 1.2%  | 14     | 0.6%    | 1       | 4.6%    | 2       | 0.7%    | 1       | 6.1%    | 8 |
| Toolstation, Ravensbridge<br>Drive, Leicester                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| <b>Zone 11</b>  |       |        |         |         |         |         |         |         |         |   |
| Aldi, Aylestone Road,<br>Leicester  | 0.5%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 3.2%    | 4       | 1.4%    | 2 |
| Aylestone Local Centre,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Aylestone Park Local Centre,<br>Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Eyres Monsell Local Centre  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 1.2%    | 1       | 0.0%    | 0 |
| Glen Parva Local Centre   | 0.5%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 5.8%    | 7       | 0.0%    | 0 |
| Knighton Local Centre,<br>Leicester   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.7%    | 1       | 0.0%    | 0 |
| Saffron Lane, Leicester   | 0.9%  | 11     | 0.0%    | 0       | 0.0%    | 0       | 9.1%    | 10      | 0.0%    | 0 |
| Stoneygate Local Centre   | 0.4%  | 5      | 2.4%    | 2       | 0.0%    | 0       | 0.7%    | 1       | 0.0%    | 0 |
| United Carpets and Beds,<br>Aylestone Road, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Welford Road, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| <b>Zone 12</b>  |       |        |         |         |         |         |         |         |         |   |
| Aldi, Woodgate, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Alif Carpets, East Park Road,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Asda, Narborough Road<br>South, Braunstone,<br>Leicester                          | 1.4%  | 17     | 0.0%    | 0       | 0.0%    | 0       | 4.0%    | 5       | 4.5%    | 6 |
| Braunstone Town Centre  | 0.5%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 5.0%    | 7 |
| Buckminster Road, Leicester   | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.2%    | 2 |
| Colourbank Superstore,<br>Cavendish Road, Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Evelyn Drive, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Fosse Road North, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Freeman's Leisure Park,<br>Aylestone Road, Leicester                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Freemen's Common<br>Household Recycling<br>Centre, Islington Street,<br>Leicester | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |       |    |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|-------|----|------|---|------|---|------|---|
| Freemens Common                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Industrial Estate, Leicester                          |       |        |         |         |         |         |         |         |         |   |       |    |      |   |      |   |      |   |
| Halfords, Putney Road, Leicester                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hockley Farm Road, Leicester                          | 0.4%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.4%    | 3 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 |
| Homebase, Putney Road, Off Welford Road, Leicester    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Fosse Road North, Leicester                     | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Upperton Road, Leicester                        | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Bloxham Road, Leicester                       | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks Electrical, King Richards Road, Leicester       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mecca Bingo, Freeman's Park, Leicester                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Michael John Flooring, Narborough Road, Leicester     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Aylestone Road, Leicester                  | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 2.8%  | 2  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Narborough Road District Centre, Leicester            | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.7%    | 1 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| New Parks Local Centre                                | 0.1%  | 1      | 0.6%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.7%    | 1 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Stephenson Drive, Leicester                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Freemans Common, Ealing Road, Leicester     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, New Park Street, Leicester          | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.7%    | 1 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Commercial Square, Leicester             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Travis Perkins, Commercial Square, Leicester          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vision Pharmacy, Narborough Road, Leicester           | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.4%    | 3 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westcote Local Centre                                 | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.4%    | 2 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 13</b>  |       |        |         |         |         |         |         |         |         |   |       |    |      |   |      |   |      |   |
| Aldi, Bullhead Street, Wigston                        | 0.3%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 1.2%    | 1       | 0.0%    | 0 | 0.7%  | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Leicester Road, Oadby                           | 2.0%  | 24     | 2.0%    | 2       | 0.0%    | 0       | 5.5%    | 6       | 0.0%    | 0 | 5.5%  | 4  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Bull Head Street, Wigston                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Launceston Road, Wigston                       | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 1.2%  | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dalkard & Elliott, Aylestone Lane, Wigston, Leicester | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Blaby Road, South Wigston                       | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.7%    | 1       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Harborough Road, Oadby                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Parade, Oadby                    | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.7%  | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oadby Town Centre                                     | 2.2%  | 26     | 0.0%    | 0       | 0.0%    | 0       | 3.4%    | 4       | 0.0%    | 0 | 16.2% | 13 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Potters Superstore, Leicester Road, Wigston           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Bell Street, Wigston          | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 2.1%  | 2  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Glen Road, Oadby              | 1.0%  | 13     | 0.0%    | 0       | 0.0%    | 0       | 3.4%    | 4       | 0.0%    | 0 | 6.8%  | 5  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Chartwell Drive, Wigston                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| South Wigston Local Centre                            | 0.4%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.7%    | 1       | 0.0%    | 0 | 3.1%  | 2  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Blaby Road, South Wigston           | 0.9%  | 10     | 0.0%    | 0       | 0.0%    | 0       | 3.0%    | 3       | 0.0%    | 0 | 3.4%  | 3  | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Wickes, Blagby Road, Wigston                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wigston Town Centre                                   | 4.4%  | 53     | 0.0%    | 0       | 0.0%    | 0       | 2.5%    | 3       | 0.0%    | 0 | 33.0% | 26 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 14</b>  |       |        |         |         |         |         |         |         |         |   |       |    |      |   |      |   |      |   |
| Aldi, Melton Road, Syston                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total |     | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |       |    |       |    |       |    |       |    |
|--|-------|-----|--------|---------|---------|---------|---------|---------|---------|---------|-------|----|-------|----|-------|----|-------|----|
| Anstey Village   | 0.8%  | 10  | 0.0%   | 0       | 0.7%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 7.1%  | 9  | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Barkby Thorpe Lane, Thurmaston                               | 1.4%  | 17  | 6.3%   | 5       | 2.8%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 5.6%  | 7  | 1.2%  | 1  | 0.0%  | 0  |
| Barrow-upon-Soar Village Centre                                    | 0.1%  | 1   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Costco, Westmoreland Avenue, Thurmaston                            | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Derrys Nurseries, Main Street, Cossington                          | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Dobbies Garden Centre Leicester, Loughborough Road, Rothley        | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| George Walker, Fosse Way, Syston                                   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Lingdale Golf Club, Joe Moores Lane, Woodhouse Eaves               | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| M&S, (Foodhall), Thorpe Lane, Leicester                            | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Mountsorrel Village Centre   | 0.7%  | 8   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 6.3%  | 8  | 0.0%  | 0  | 0.0%  | 0  |
| Potters Carpets & Beds, Leicester Road, Anstey, Leicester          | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Quorn Village Centre   | 0.2%  | 2   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 1.6%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Rothley Village  | 0.1%  | 2   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 1.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Sibley Village   | 0.1%  | 1   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Syston Town Centre   | 0.5%  | 7   | 0.6%   | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 3.0%  | 4  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Metro, Melton Road, Syston                                   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Thurmaston Shopping Centre, Thurmaston                             | 3.3%  | 40  | 13.8%  | 12      | 5.4%    | 3       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 10.5% | 14 | 0.0%  | 0  | 0.0%  | 0  |
| Thurmaston Village Centre  | 0.2%  | 3   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 2.3%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| Waitrose, Granite Way, Mountsorrel                                 | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wickes, Thurmaston, Leicester                                      | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Woodhouse Eaves Village Centre                                     | 0.3%  | 4   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 2.9%  | 4  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 15</b>   |       |     |        |         |         |         |         |         |         |         |       |    |       |    |       |    |       |    |
| Glenfield Village  | 1.3%  | 15  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.9%    | 5       | 0.0%  | 0  | 0.0%  | 0  | 18.5% | 10 | 0.0%  | 0  |
| Groby Village  | 0.4%  | 4   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.7%    | 1       | 0.0%  | 0  | 0.0%  | 0  | 6.1%  | 3  | 0.0%  | 0  |
| Kirby Muxloe Village   | 0.4%  | 4   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 7.7%  | 4  | 0.0%  | 0  |
| Morrisons, Station Road, Glenfield                                 | 0.2%  | 2   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 4.1%  | 2  | 0.0%  | 0  |
| Palmers Garden Centre Enderby, Saint Johns, Enderby                | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Parkem Chemists, Dominion Road, Glenfield, Leicester               | 0.1%  | 2   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.2%    | 2       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ratby Village  | 0.1%  | 1   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  |
| <b>Zone 16</b>   |       |     |        |         |         |         |         |         |         |         |       |    |       |    |       |    |       |    |
| Aldi, Meridian Way, Braunstone                                     | 0.4%  | 5   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.4%    | 3       | 0.0%  | 0  | 0.0%  | 0  | 2.9%  | 2  | 0.7%  | 0  |
| Co-op, Station Road, Narborough, Leicester                         | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  |
| Enderby Town Centre  | 0.5%  | 6   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 12.0% | 6  |
| Fosse Shopping Park, Leicester                                     | 13.2% | 158 | 2.4%   | 2       | 1.4%    | 1       | 21.1%   | 24      | 17.9%   | 24      | 14.7% | 12 | 6.1%  | 8  | 18.3% | 10 | 27.8% | 15 |
| Grove Farm Triangle, Leicester                                     | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hawgrip Plant Centre, Seine Lane, Enderby                          | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hinckley Road, Leicester   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Leicester Forest East Village                                      | 0.4%  | 5   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 4.5%  | 2  | 4.9%  | 3  |
| M&S, Fosse Park Shopping Centre, Leicester                         | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Meridian Business Park, Meridian East, Leicester                   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Narborough Village (NOT Narborough Road, Leicester)                | 0.7%  | 9   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 13.6% | 7  |
| Sainsbury's Superstore, Fosse Park, Grove Farm Triangle, Leicester | 3.2%  | 39  | 0.0%   | 0       | 0.0%    | 0       | 5.6%    | 6       | 6.8%    | 9       | 2.4%  | 2  | 0.0%  | 0  | 15.7% | 9  | 18.7% | 10 |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |    |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|----|------|---|------|---|
| Thorpe Astley Local Centre<br><b>Outside Survey Area</b>          | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 1.4% | 1 |
| Abroad  | 0.5%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 2.2%    | 3       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Airport Retail Park, London<br>Road, Coventry                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Aldi, Adcock Road,<br>Coalville                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Aldi, Allendale Road,<br>Loughborough                             | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.8% | 1  | 0.0% | 0 | 0.0% | 0 |
| Aldi, Belton Road,<br>Loughborough                                | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 1.3% | 2  | 0.0% | 0 | 0.0% | 0 |
| Arena Shopping Park,<br>Rowleys Green, Coventry                   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Asda, Charnwood Road,<br>Shepshed                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Asda, Newtown Road,<br>Nuneaton                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Attleborough Fields<br>Industrial Estate,<br>Nuneaton             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| B&M, Rockingham Road,<br>Euro Business Park,<br>Market Harborough | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| B&Q, Alvis Retail Park,<br>Coventry                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| B&Q, Brandon Road, Binley<br>Woods, Coventry                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| B&Q, Jubilee Drive, Belton<br>Road, Loughborough                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| B&Q, Leicester Road,<br>Melton Mowbray                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Barwell Village Centre  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.7%    | 1 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Bicester Village, Pingle<br>Drive, Bicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Birmingham City Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Birstall Local Centre,<br>Leicester                               | 1.1%  | 13     | 1.2%    | 1       | 3.4%    | 2       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 7.9% | 10 | 0.0% | 0 | 0.0% | 0 |
| Bolton Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Carpetright, Bond Street,<br>Nuneaton                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Castle Donnington Town<br>Centre                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Central London  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Chapel St Leonards Village<br>Centre                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Coalville Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Co-op, Ashby Road, Ibstock  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Derby City Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Designer Outlet York, St<br>Nicholas Avenue, York                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| DFS, Tamworth Road,<br>Measham, Swadlincote                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre<br>Stapleton, Ashby Road,<br>Stapleton      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre,<br>Nuneaton Road,<br>Atherstone            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Downtown Superstore,<br>Gonerby Junction, A1,<br>Grantham         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Dunelm, Regent Street,<br>Nuneaton                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| East Midlands Designer<br>Outlet, South Normanton                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Elliott's Field Shopping Park,<br>Rugby                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Gates Garden Centre,<br>Somerby Road, Cold<br>Overton, Oakham     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Giant Store, Normanton Car<br>Park, Rutland Water                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |

Column %ges.



# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |       |    |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|-------|----|------|---|------|---|
| Giltbrook Retail Park, Ikea Way, Giltbrook                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.7% | 0 | 0.0% | 0 |
| Go Outdoors, Bishop Meadow Road, Loughborough              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Go Outdoors, Coventry Business Park, Canley Road, Coventry | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| High Point Retail Park, Victoria Street North, Grimsby     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, Belton Road West, Loughborough              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Homebase, Canley, Coventry                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Homebase, Springfield Street, Market Harborough            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Hoton Village Centre                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Ibstock Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| IKEA, Croft Road, Coventry                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| IKEA, Giltbrook, Nottingham                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| IKEA, Park Lane, Wednesbury                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Junction One Retail Park, Leicester Road, Rugby            | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Karpet Kingdom, Bilton Road, Rugby                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Kettering Town Centre                                      | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Lidl, Station Avenue, Loughborough                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Loughborough Town Centre                                   | 2.0%  | 24     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 18.6% | 24 | 0.0% | 0 | 0.0% | 0 |
| Lutterworth Golf Club, Rugby Road, Lutterworth             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Lutterworth Town Centre                                    | 0.7%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 2.6%    | 3       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Rushes, Loughborough                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Market Harborough Town Centre                              | 0.8%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Arena Park, Rowley's Green, Coventry      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Matlock Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Meadowhall Shopping Centre, Sheffield                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Melton Mowbray Town Centre                                 | 0.4%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 3.0%  | 4  | 0.0% | 0 | 0.0% | 0 |
| Milton Keynes Town Centre                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Miners Welfare Park, Bedworth                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Bitteswell Road, Lutterworth                    | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Gorse Covert Centre, Loughborough               | 0.1%  | 1      | 0.0%    | 0       | 1.2%    | 1       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Rutland Street, Melton Mowbray                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Whitwick Retail Park, Coalville                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Newton Retail Park, Nuneaton                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Northfields Industrial Estate, Peterborough                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Nottingham City Centre                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Nuneaton Town Centre                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Oakham Town Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Peterborough City Centre                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Hinckley Road, Walsgrave on Soave            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Phoenix Parkway Retail Park, Corby                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Ponsford, London Road, Heeley, Sheffield                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Regent Place Retail Park, Loughborough                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Rockingham Industrial                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| Estate, Rockingham Road,<br>Market Harborough                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Royal Leamington Spa Town<br>Centre                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Royal Tunbridge Wells<br>Town Centre                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rugby Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Greenclose Lane,<br>Loughborough            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Nottingham Road, Melton<br>Mowbray          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, St.<br>Mary's Place, Market<br>Harborough      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Vicarage Street, Nuneaton                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Skegness Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Solihull Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Springfields Outlet Shopping<br>& Leisure, Camel Gate,<br>Spalding     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stamford Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stapleton Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Talent Cricket, Bakewell<br>Road, Loughborough                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Technology Retail Park,<br>Technology Drive, Rugby                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Arena Shopping<br>Park, Rowleys Green,<br>Coventry        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Leicester Street,<br>Bedworth                             | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Park Road,<br>Loughborough                                | 0.3%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 2.9% | 4 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, The<br>Rushes, Loughborough                          | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| The Gallagher Retail Park,<br>Stoney Stanton Road,<br>Coventry         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Herb Nursery, Main<br>Station, Thistleton,<br>Oakham               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Range, Austin Drive,<br>Court House Green,<br>Coventry             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Range, Willowbrook<br>Park, Derby Road,<br>Loughborough            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Prince William<br>Road, Loughborough                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ventura Retail Park, Ventura<br>Park Road, Tamworth                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Lower Leicester<br>Road, Lutterworth                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Springfield Street,<br>Market Harborough                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weddington Local Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whitwick Retail Park,<br>Coalville                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Belton Road,<br>Loughborough                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Technology Park,<br>Rugby                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Weddington Road,<br>Nuneaton                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Woodlands Wholesale<br>Nursery (not Dobbies),<br>Ashby Road, Stapleton | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Others</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Other  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mail order / catalogue   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total  | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|--|--------|--------|---------|---------|---------|---------|---------|---------|---------|
| TV shopping                            | 0.0% 0 | 0.0% 0 | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  |
| (Don't know / varies / can't remember) | 0.0% 0 | 0.0% 0 | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  |
| (Don't do this type of shopping)       | 0.0% 0 | 0.0% 0 | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  |
| Weighted base:                         | 1201   | 84     | 50      | 113     | 132     | 80      | 131     | 55      | 54      |
| Sample:                                | 1300   | 82     | 74      | 86      | 71      | 81      | 74      | 92      | 87      |

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| <b>Q26 Thinking back before Covid related restrictions were in place, where did you usually buy electrical items, such as televisions, washing machines and computers?</b> |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| <i>Excl. Nulls &amp; SFT</i>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| <b>Zone 1</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Holliers Walk, Hinckley  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barwell Lane, Hinckley   | 0.4%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, New Buildings, Hinckley   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 0 |
| Burbage Village  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpet World, Hollier's Walk, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Retail Park, Stoke Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Town Centre   | 2.1%  | 16     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| KP Appliances, Oaklands Farm, Higham Lane, Wykin   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Coventry Road, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Normandy Way, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Hawley Road, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rugby Road, Hinckley   | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Garden Centre, Hinckley Road, Sapcote  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Apex Court, Maple Drive, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Star Carpets, Hawley Road, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoney Stanton Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Station Yard, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Rainbow Way, Burbage, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Sword Drive, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 2</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Co-op, Wood Street, Earl Shilton, Leicester  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Croft Village Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Desford Village Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Earl Shilton Town Centre   | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Huncote Village Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newbold Verdon Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thurlaston Garden Centre, Croft Road, Thurlaston   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 3</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Buxton Crescent, Broughton Astley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Broughton Astley Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Charlie Browns Garden Centre, Dunton Road, Broughton Astley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Broughton Astley, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Palmers Garden Centre, Ullesthorpe, Lutterworth Road, Ullesthorpe  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Box Road, Broughton Astley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ullesthorpe Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 4</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Brackley Court, Welford Road, Blaby  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attfield's Farm Shop, Narborough Road, Cosby   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blaby Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total |     | Zone 9 |    | Zone 10 |    | Zone 11 |    | Zone 12 |    | Zone 13 |   | Zone 14 |    | Zone 15 |   | Zone 16 |   |
|--|-------|-----|--------|----|---------|----|---------|----|---------|----|---------|---|---------|----|---------|---|---------|---|
| Cherry Lane Glebe, Foston Road, Countesthorpe  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Cosby Village Centre   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Countesthorpe Village  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Fleckney Village   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Iceland, Johns Court, Blaby  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Keiths Discount Carpets, Oadby Road, Wigston   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Whetstone Village  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| <b>Zone 5</b>  |       |     |        |    |         |    |         |    |         |    |         |   |         |    |         |   |         |   |
| Billesden Village Centre   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Coles Plant Centre, Uppingham Road, Leicester  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| East Goscote Village Centre  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Great Glen Village   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Houghton on the Hill Village Centre  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Kibworth Village (Beauchamp & Harcourt)  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Parsons Nurseries, Leicester Road, Billesdon   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Queniborough Village Centre  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Thurnby Village Centre   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Wistow Rural Centre, Kibworth Road, Wistow   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Wistow Village   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| <b>Zone 6</b>  |       |     |        |    |         |    |         |    |         |    |         |   |         |    |         |   |         |   |
| Aldi, St Georges Way, Leicester  | 0.2%  | 1   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 3.4%    | 1 |
| Clarendon Park Local Centre  | 0.1%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Evington Road District Centre, Leicester   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Green Lane Road, Leicester   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Highfields Local Centre  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Iceland, Belgrave Gate, Leicester  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Iceland, St Georges Retail Park, Leicester   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Leicester City Centre (includes Haymarket, Highcross & Silver Arcade shopping centres) | 17.4% | 135 | 14.4%  | 7  | 27.3%   | 10 | 15.4%   | 13 | 18.9%   | 14 | 14.4%   | 7 | 16.3%   | 12 | 15.8%   | 6 | 11.1%   | 5 |
| Lidl, Burton Street, Leicester   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| M&S, Gallowtree Gate, Leicester  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Sainsbury's Local, Queens Road, Clarendon Park, Leicester                              | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Sainsbury's Superstore, Humberstone Gate, Leicester                                    | 0.1%  | 1   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Spinney Hills Local Centre   | 0.1%  | 1   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| St Georges Retail Park, Leicester  | 8.8%  | 69  | 25.8%  | 13 | 5.8%    | 2  | 0.9%    | 1  | 3.4%    | 3  | 6.1%    | 3 | 12.0%   | 9  | 0.0%    | 0 | 0.0%    | 0 |
| <b>Zone 7</b>  |       |     |        |    |         |    |         |    |         |    |         |   |         |    |         |   |         |   |
| Al-Shinwari Halal Meat, Evington Valley Road, Leicester                                | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Chesterfield Road, Leicester   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Daynight Pharmacy, Chesterfield Road, Leicester  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| East Park Road, Leicester  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Moins Chemist, East Park Road, Leicester   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Moroccan Yassine Fruit & Veg, Uppingham Road, Rowllatts Hill                           | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| North Evington Local Centre  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |
| Rainbow Carpets & Flooring, East Park Road, Leicester                                  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0  | 0.0%    | 0 | 0.0%    | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| Rowlands Pharmacy, Ethel Road, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Samat Chemist, Victoria Road East, Leicester                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Metro, Ethel Road, Evington                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Victoria Road East, Leicester                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 8</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Asha Pharmacy, The Parkway, Leicester                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Colchester Road, Leicester                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evington Village (NOT Evington Road, Leicester)                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hamilton Local Centre, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Humberstone Local Centre, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rowlatts Hill Local Centre                                      | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Maidenwell Avenue, Hamilton, Leicester             | 0.8%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Well Pharmacy, Thurncourt Road, Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Welland Vale Road, Leicester                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Young Thurnby Lodge Gardeners, Somers Road, Leicester           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 9</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Fletton Close, Hamilton, Leicester                        | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Exploration Drive, Abbey Lane, Leicester                  | 0.4%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 4.2%    | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, Belgrave Road, Belgrave Gate, Leicester                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barkby Road, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Belgrave Local Centre   | 0.2%  | 2      | 1.0%    | 1       | 3.9%    | 1       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Belgrave Road / Melton Road District Centre, Leicester          | 0.4%  | 3      | 2.0%    | 1       | 1.8%    | 1       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Canon Street, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpetshire, Barkby Road, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Colourbank, Crest Rise, Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Doncaster Road, Leicester                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Empire Industrial Estate, Ulverscroft Road, Leicester           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Floors 2 Go, Abbey Lane, Leicester                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| FM Furnishers, Melton Road, Leicester                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Gipsy Lane, Leicester                                     | 0.3%  | 2      | 3.8%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Loughborough Road, Leicester                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Melton Road, Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mr Pickford's Pharmacy, Lockerbie Walk, Leicester               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pennywise Discount Store, Gipsy Lane, Leicester                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| ReUse Shop, Gypsum Close, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rushey Mead Local Centre, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Melton Road, Leicester                  | 1.4%  | 11     | 10.1%   | 5       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 5.8% | 4 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Empire Industrial Estate, Ulverscroft Road, Leicester | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Wenlock Way, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Star Carpets & Furnishings,                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Melton Road, Leicester  |       |        |         |         |         |         |         |         |         |
| Troon Industrial Estate,<br>Wenlock Way,<br>Thurmaston                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| United Carpets & Beds,<br>Melton Road, Leicester                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 10</b>  |       |        |         |         |         |         |         |         |         |
| Abbey Retail Park, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Aldi, Abbey Lane,<br>Humphreys Way,<br>Leicester                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Aldi, Beaumont Shopping<br>Centre, Beaumont Leys                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Astill Lodge Road, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| B&Q, Devonshire Road,<br>Leicester  | 0.8%  | 6      | 0.0%    | 0       | 4.4%    | 2       | 0.0%    | 0       | 4.6%    |
| Beaumont Leys Town<br>Centre, Leicester   | 1.0%  | 7      | 0.0%    | 0       | 6.2%    | 2       | 0.0%    | 0       | 3.4%    |
| Beaumont Shopping Centre,<br>Beaumont Leys, Leicester                             | 1.3%  | 10     | 0.0%    | 0       | 10.8%   | 4       | 0.0%    | 0       | 0.0%    |
| Belgrave Boulevard,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Blackbird Road, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Halfords, St Margaret's Way,<br>Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Iceland, Beaumont Shopping<br>Centre, Beaumont Leys                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Mr Pickford's Pharmacy,<br>Norwich Road, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Norris Close, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Parker Drive, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 1.0%    | 0       | 0.0%    | 0       | 0.0%    |
| St Margaret's Retail Park,<br>Devonshire Road,<br>Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Extra, Beaumont<br>Shopping Centre,<br>Beaumont Leys, Leicester             | 1.0%  | 7      | 3.3%    | 2       | 12.2%   | 4       | 0.0%    | 0       | 0.0%    |
| Toolstation, Ravensbridge<br>Drive, Leicester                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 11</b>  |       |        |         |         |         |         |         |         |         |
| Aldi, Aylestone Road,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Aylestone Local Centre,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Aylestone Park Local Centre,<br>Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Eyres Monsell Local Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Glen Parva Local Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Knighton Local Centre,<br>Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Saffron Lane, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Stoneygate Local Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| United Carpets and Beds,<br>Aylestone Road, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Welford Road, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 12</b>  |       |        |         |         |         |         |         |         |         |
| Aldi, Woodgate, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Alif Carpets, East Park Road,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Asda, Narborough Road<br>South, Braunstone,<br>Leicester                          | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Braunstone Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Buckminster Road, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Colourbank Superstore,<br>Cavendish Road, Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Evelyn Drive, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Fosse Road North, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Freeman's Leisure Park,<br>Aylestone Road, Leicester                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Freemen's Common<br>Household Recycling<br>Centre, Islington Street,<br>Leicester | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |       |   |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|-------|---|------|---|------|---|------|---|
| Freemens Common                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Industrial Estate, Leicester                          |       |        |         |         |         |         |         |         |         |   |       |   |      |   |      |   |      |   |
| Halfords, Putney Road, Leicester                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hockley Farm Road, Leicester                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Putney Road, Off Welford Road, Leicester    | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.9%    | 1       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Fosse Road North, Leicester                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Upperton Road, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Londis, Bloxham Road, Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks Electrical, King Richards Road, Leicester       | 0.6%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 3.5%    | 3       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 4.0% | 1 | 0.0% | 0 |
| Mecca Bingo, Freeman's Park, Leicester                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Michael John Flooring, Narborough Road, Leicester     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Aylestone Road, Leicester                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Narborough Road District Centre, Leicester            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| New Parks Local Centre                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop, Stephenson Drive, Leicester                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Freemans Common, Ealing Road, Leicester     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, New Park Street, Leicester          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Commercial Square, Leicester             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Travis Perkins, Commercial Square, Leicester          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vision Pharmacy, Narborough Road, Leicester           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westcote Local Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 13</b>  |       |        |         |         |         |         |         |         |         |   |       |   |      |   |      |   |      |   |
| Aldi, Bullhead Street, Wigston                        | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 1.2%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Leicester Road, Oadby                           | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Bull Head Street, Wigston                        | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 2.0%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Launceston Road, Wigston                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dalkard & Elliott, Aylestone Lane, Wigston, Leicester | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Blaby Road, South Wigston                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Harborough Road, Oadby                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Parade, Oadby                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oadby Town Centre                                     | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 2.4%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Potters Superstore, Leicester Road, Wigston           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Bell Street, Wigston          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Glen Road, Oadby              | 0.5%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 4.0%  | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Chartwell Drive, Wigston                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| South Wigston Local Centre                            | 0.5%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 1.6%    | 1       | 0.0%    | 0 | 1.2%  | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Blaby Road, South Wigston           | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Blagby Road, Wigston                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wigston Town Centre                                   | 2.1%  | 16     | 1.0%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 16.1% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 14</b>  |       |        |         |         |         |         |         |         |         |   |       |   |      |   |      |   |      |   |
| Aldi, Melton Road, Syston                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.



# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |       |    |       |    |       |    |       |    |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|-------|----|-------|----|-------|----|-------|----|
| Anstey Village   | 0.8%  | 6      | 0.0%    | 0       | 3.0%    | 1       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 3.7%  | 3  | 5.8%  | 2  | 0.0%  | 0  |
| Asda, Barkby Thorpe Lane, Thurmaston                               | 0.8%  | 6      | 1.7%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 2.6%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Barrow-upon-Soar Village Centre                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Costco, Westmoreland Avenue, Thurmaston                            | 0.5%  | 4      | 3.3%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 2.6%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Derrys Nurseries, Main Street, Cossington                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Dobbies Garden Centre Leicester, Loughborough Road, Rothley        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| George Walker, Fosse Way, Syston                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Lingdale Golf Club, Joe Moores Lane, Woodhouse Eaves               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| M&S, (Foodhall), Thorpe Lane, Leicester                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Mountsorrel Village Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Potters Carpets & Beds, Leicester Road, Anstey, Leicester          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Quorn Village Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Rothley Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sibley Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Syston Town Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Metro, Melton Road, Syston                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Thurmaston Shopping Centre, Thurmaston                             | 0.2%  | 2      | 3.3%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Thurmaston Village Centre  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 2.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Waitrose, Granite Way, Mountsorrel                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wickes, Thurmaston, Leicester                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Woodhouse Eaves Village Centre                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 15</b>   |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| Glenfield Village  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 1  | 1.5%  | 1  |
| Groby Village  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.3%    | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kirby Muxloe Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Morrisons, Station Road, Glenfield                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Palmers Garden Centre Enderby, Saint Johns, Enderby                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Parkem Chemists, Dominion Road, Glenfield, Leicester               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ratby Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 16</b>   |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| Aldi, Meridian Way, Braunstone                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Co-op, Station Road, Narborough, Leicester                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Enderby Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fosse Shopping Park, Leicester                                     | 46.7% | 363    | 30.3%   | 16      | 22.6%   | 8       | 68.0%   | 56      | 61.7%   | 46 | 51.5% | 25 | 24.4% | 18 | 57.1% | 21 | 73.3% | 32 |
| Grove Farm Triangle, Leicester                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hawgrip Plant Centre, Seine Lane, Enderby                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hinckley Road, Leicester   | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Leicester Forest East Village                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| M&S, Fosse Park Shopping Centre, Leicester                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Meridian Business Park, Meridian East, Leicester                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Narborough Village (NOT Narborough Road, Leicester)                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Fosse Park, Grove Farm Triangle, Leicester | 0.9%  | 7      | 0.0%    | 0       | 1.0%    | 0       | 0.0%    | 0       | 2.4%    | 2  | 0.0%  | 0  | 0.0%  | 0  | 4.7%  | 2  | 6.4%  | 3  |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| Thorpe Astley Local Centre<br><b>Outside Survey Area</b>          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Abroad  | 1.1%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 6.7%    | 5       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Airport Retail Park, London<br>Road, Coventry                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Adcock Road,<br>Coalville                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Allendale Road,<br>Loughborough                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Belton Road,<br>Loughborough                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Arena Shopping Park,<br>Rowleys Green, Coventry                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Charnwood Road,<br>Shepshed                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Newtown Road,<br>Nuneaton                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attleborough Fields<br>Industrial Estate,<br>Nuneaton             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, Rockingham Road,<br>Euro Business Park,<br>Market Harborough | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Alvis Retail Park,<br>Coventry                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Brandon Road, Binley<br>Woods, Coventry                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Jubilee Drive, Belton<br>Road, Loughborough                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Leicester Road,<br>Melton Mowbray                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barwell Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicester Village, Pingle<br>Drive, Bicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birmingham City Centre  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birstall Local Centre,<br>Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bolton Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpetright, Bond Street,<br>Nuneaton                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Castle Donnington Town<br>Centre                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Central London  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chapel St Leonards Village<br>Centre                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coalville Town Centre   | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| Co-op, Ashby Road, Ibstock  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Derby City Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Designer Outlet York, St<br>Nicholas Avenue, York                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DFS, Tamworth Road,<br>Measham, Swadlincote                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre<br>Stapleton, Ashby Road,<br>Stapleton      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre,<br>Nuneaton Road,<br>Atherstone            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Downtown Superstore,<br>Gonerby Junction, A1,<br>Grantham         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dunelm, Regent Street,<br>Nuneaton                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| East Midlands Designer<br>Outlet, South Normanton                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Elliott's Field Shopping Park,<br>Rugby                           | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gates Garden Centre,<br>Somerby Road, Cold<br>Overton, Oakham     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Giant Store, Normanton Car<br>Park, Rutland Water                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |       |    |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|-------|----|------|---|------|---|
| Giltbrook Retail Park, Ikea Way, Giltbrook                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Go Outdoors, Bishop Meadow Road, Loughborough              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Go Outdoors, Coventry Business Park, Canley Road, Coventry | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| High Point Retail Park, Victoria Street North, Grimsby     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, Belton Road West, Loughborough              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Homebase, Canley, Coventry                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Homebase, Springfield Street, Market Harborough            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Hoton Village Centre                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Ibstock Town Centre  | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 1.1%  | 0  | 0.0% | 0 | 0.0% | 0 |
| IKEA, Croft Road, Coventry                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| IKEA, Giltbrook, Nottingham                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| IKEA, Park Lane, Wednesbury                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Junction One Retail Park, Leicester Road, Rugby            | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Karpet Kingdom, Bilton Road, Rugby                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Kettering Town Centre                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Lidl, Station Avenue, Loughborough                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Loughborough Town Centre                                   | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 2.7%  | 2  | 0.0% | 0 | 0.0% | 0 |
| Lutterworth Golf Club, Rugby Road, Lutterworth             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Lutterworth Town Centre                                    | 0.8%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Rushes, Loughborough                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Market Harborough Town Centre                              | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Arena Park, Rowley's Green, Coventry      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Matlock Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Meadowhall Shopping Centre, Sheffield                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Melton Mowbray Town Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Milton Keynes Town Centre                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Miners Welfare Park, Bedworth                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Bitteswell Road, Lutterworth                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Gorse Covert Centre, Loughborough               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Rutland Street, Melton Mowbray                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Whitwick Retail Park, Coalville                 | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 1.9% | 1 | 0.0% | 0 |
| Newton Retail Park, Nuneaton                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Northfields Industrial Estate, Peterborough                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Nottingham City Centre                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Nuneaton Town Centre                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Oakham Town Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Peterborough City Centre                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Hinckley Road, Walsgrave on Soave            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Phoenix Parkway Retail Park, Corby                         | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Ponsford, London Road, Heeley, Sheffield                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Regent Place Retail Park, Loughborough                     | 2.7%  | 21     | 0.0%    | 0       | 0.0%    | 0       | 3.1%    | 3       | 0.0%    | 0 | 0.0% | 0 | 23.2% | 17 | 0.0% | 0 | 0.0% | 0 |
| Rockingham Industrial                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| Estate, Rockingham Road,<br>Market Harborough                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Royal Leamington Spa Town<br>Centre                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Royal Tunbridge Wells<br>Town Centre                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rugby Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Greenclose Lane,<br>Loughborough            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Nottingham Road, Melton<br>Mowbray          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, St.<br>Mary's Place, Market<br>Harborough      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Vicarage Street, Nuneaton                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Skegness Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Solihull Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Springfields Outlet Shopping<br>& Leisure, Camel Gate,<br>Spalding     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stamford Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stapleton Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Talent Cricket, Bakewell<br>Road, Loughborough                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Technology Retail Park,<br>Technology Drive, Rugby                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Arena Shopping<br>Park, Rowleys Green,<br>Coventry        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Leicester Street,<br>Bedworth                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Park Road,<br>Loughborough                                | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, The<br>Rushes, Loughborough                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Gallagher Retail Park,<br>Stoney Stanton Road,<br>Coventry         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Herb Nursery, Main<br>Station, Thistleton,<br>Oakham               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Range, Austin Drive,<br>Court House Green,<br>Coventry             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Range, Willowbrook<br>Park, Derby Road,<br>Loughborough            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Prince William<br>Road, Loughborough                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ventura Retail Park, Ventura<br>Park Road, Tamworth                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Lower Leicester<br>Road, Lutterworth                         | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Springfield Street,<br>Market Harborough                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weddington Local Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whitwick Retail Park,<br>Coalville                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Belton Road,<br>Loughborough                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Technology Park,<br>Rugby                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Weddington Road,<br>Nuneaton                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Woodlands Wholesale<br>Nursery (not Dobbies),<br>Ashby Road, Stapleton | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Others</b>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Other  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mail order / catalogue   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

## Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| TV shopping                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies / can't remember) | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't do this type of shopping)       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base:                         | 776   | 52     | 35      | 82      | 75      | 49      | 74      | 37      | 44      |   |      |   |      |   |      |   |      |   |
| Sample:                                | 866   | 46     | 51      | 61      | 45      | 55      | 43      | 62      | 72      |   |      |   |      |   |      |   |      |   |

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| <b>Q27 Thinking back before Covid related restrictions were in place, where did you usually buy DIY or gardening goods?</b> |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| <i>Excl. Nulls &amp; SFT</i>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| <b>Zone 1</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Holliers Walk, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barwell Lane, Hinckley  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, New Buildings, Hinckley  | 7.5%  | 82     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.0% | 2 |
| Burbage Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpet World, Hollier's Walk, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Retail Park, Stoke Road, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Town Centre  | 1.3%  | 15     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 |
| KP Appliances, Oaklands Farm, Higham Lane, Wykin  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Coventry Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Normandy Way, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rugby Road, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Garden Centre, Hinckley Road, Sapcote   | 0.6%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 1.4%    | 1       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 |
| Sapcote Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Apex Court, Maple Drive, Hinckley   | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Star Carpets, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoney Stanton Village  | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Station Yard, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Rainbow Way, Burbage, Hinckley   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Sword Drive, Hinckley   | 1.7%  | 18     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 2</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Co-op, Wood Street, Earl Shilton, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Croft Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Desford Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Earl Shilton Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Huncote Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 |
| Newbold Verdon Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thurlaston Garden Centre, Croft Road, Thurlaston  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 3</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Buxton Crescent, Broughton Astley   | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 |
| Broughton Astley Village  | 0.3%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 |
| Charlie Browns Garden Centre, Dunton Road, Broughton Astley   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Broughton Astley, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Palmers Garden Centre, Ullesthorpe, Lutterworth Road, Ullesthorpe   | 0.4%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Box Road, Broughton Astley  | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.1% | 2 |
| Ullesthorpe Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 4</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Brackley Court, Welford Road, Blaby   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attfield's Farm Shop, Narborough Road, Cosby  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blaby Village   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cherry Lane Glebe, Foston   | 0.6%  | 7      | 0.7%    | 1       | 0.0%    | 0       | 0.8%    | 1       | 0.0%    | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Road, Countesthorpe   |       |        |         |         |         |         |         |         |         |
| Cosby Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Countesthorpe Village   | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 2.4%    | 2       | 0.0%    |
| Fleckney Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Iceland, Johns Court, Blaby   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Keiths Discount Carpets,<br>Oadby Road, Wigston   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Whetstone Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 5</b>   |       |        |         |         |         |         |         |         |         |
| Billesden Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Coles Plant Centre,<br>Uppingham Road,<br>Leicester   | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| East Goscote Village Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Great Glen Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Houghton on the Hill Village<br>Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Kibworth Village<br>(Beauchamp & Harcourt)  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Parsons Nurseries, Leicester<br>Road, Billesdon   | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 1.5%    | 1       | 0.0%    |
| Queniborough Village<br>Centre  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Thurnby Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Wistow Rural Centre,<br>Kibworth Road, Wistow   | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.5%    |
| Wistow Village  | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 1.4%    | 1       | 0.0%    |
| <b>Zone 6</b>   |       |        |         |         |         |         |         |         |         |
| Aldi, St Georges Way,<br>Leicester  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Clarendon Park Local Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Evington Road District<br>Centre, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Green Lane Road, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Highfields Local Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Iceland, Belgrave Gate,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Iceland, St Georges Retail<br>Park, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Leicester City Centre<br>(includes Haymarket,<br>Highcross & Silver Arcade<br>shopping centres) | 3.2%  | 36     | 6.7%    | 5       | 5.3%    | 2       | 5.8%    | 6       | 4.0%    |
| Lidl, Burton Street, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| M&S, Gallowtree Gate,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Local, Queens<br>Road, Clarendon Park,<br>Leicester                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore,<br>Humberstone Gate,<br>Leicester                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Spinney Hills Local Centre  | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| St Georges Retail Park,<br>Leicester  | 0.9%  | 10     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.3%    |
| <b>Zone 7</b>   |       |        |         |         |         |         |         |         |         |
| Al-Shinwari Halal Meat,<br>Evington Valley Road,<br>Leicester                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Chesterfield Road, Leicester  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Daynight Pharmacy,<br>Chesterfield Road,<br>Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| East Park Road, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Moins Chemist, East Park<br>Road, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Moroccan Yassine Fruit &<br>Veg, Uppingham Road,<br>Rowlatts Hill                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| North Evington Local Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Rainbow Carpets &<br>Flooring, East Park Road,<br>Leicester                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Rowlands Pharmacy, Ethel  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Road, Leicester   |       |        |         |         |         |         |         |         |         |
| Samat Chemist, Victoria Road East, Leicester                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Metro, Ethel Road, Evington                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Victoria Road East, Leicester                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 8</b>   |       |        |         |         |         |         |         |         |         |
| Asha Pharmacy, The Parkway, Leicester                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Colchester Road, Leicester                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Evington Village (NOT Evington Road, Leicester)                 | 0.4%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Hamilton Local Centre, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Humberstone Local Centre, Leicester                             | 0.2%  | 3      | 0.7%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Rowlatts Hill Local Centre                                      | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Extra, Maidenwell Avenue, Hamilton, Leicester             | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Well Pharmacy, Thurmcourt Road, Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Welland Vale Road, Leicester                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Young Thumby Lodge Gardeners, Somers Road, Leicester            | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 9</b>   |       |        |         |         |         |         |         |         |         |
| Aldi, Fletton Close, Hamilton, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Asda, Exploration Drive, Abbey Lane, Leicester                  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| B&M, Belgrave Road, Belgrave Gate, Leicester                    | 0.3%  | 4      | 1.3%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Barkby Road, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Belgrave Local Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Belgrave Road / Melton Road District Centre, Leicester          | 0.0%  | 1      | 0.7%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Canon Street, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Carpetshire, Barkby Road, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Colourbank, Crest Rise, Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Doncaster Road, Leicester                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Empire Industrial Estate, Ulverscroft Road, Leicester           | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.8%    |
| Floors 2 Go, Abbey Lane, Leicester                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| FM Furnishers, Melton Road, Leicester                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Lidl, Gipsy Lane, Leicester                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Lidl, Loughborough Road, Leicester                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons, Melton Road, Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Mr Pickford's Pharmacy, Lockerbie Walk, Leicester               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Pennywise Discount Store, Gipsy Lane, Leicester                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| ReUse Shop, Gypsum Close, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Rushey Mead Local Centre, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, Melton Road, Leicester                  | 0.0%  | 1      | 0.7%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Screwfix, Empire Industrial Estate, Ulverscroft Road, Leicester | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Screwfix, Wenlock Way, Leicester                                | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.4%    |
| Star Carpets & Furnishings, Melton Road, Leicester              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.



Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |      |   |       |    |       |    |       |    |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|------|---|-------|----|-------|----|-------|----|
| Troon Industrial Estate,<br>Wenlock Way,<br>Thurmaston                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| United Carpets & Beds,<br>Melton Road, Leicester                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 10</b>  |       |        |         |         |         |         |         |         |         |    |      |   |       |    |       |    |       |    |
| Abbey Retail Park, Leicester  | 0.5%  | 6      | 0.7%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 3.3%    | 4  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  |
| Aldi, Abbey Lane,<br>Humphreys Way,<br>Leicester                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Aldi, Beaumont Shopping<br>Centre, Beaumont Leys                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Astill Lodge Road, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| B&Q, Devonshire Road,<br>Leicester  | 33.8% | 371    | 81.9%   | 64      | 77.9%   | 37      | 12.2%   | 12      | 65.8%   | 73 | 2.5% | 2 | 19.9% | 27 | 70.7% | 35 | 26.4% | 13 |
| Beaumont Leys Town<br>Centre, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Beaumont Shopping Centre,<br>Beaumont Leys, Leicester                             | 1.6%  | 17     | 2.0%    | 2       | 7.6%    | 4       | 0.0%    | 0       | 5.8%    | 6  | 0.7% | 1 | 2.2%  | 3  | 1.4%  | 1  | 0.0%  | 0  |
| Belgrave Boulevard,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Blackbird Road, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Halfords, St Margaret's Way,<br>Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Iceland, Beaumont Shopping<br>Centre, Beaumont Leys                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Mr Pickford's Pharmacy,<br>Norwich Road, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Norris Close, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Parker Drive, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| St Margaret's Retail Park,<br>Devonshire Road,<br>Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Extra, Beaumont<br>Shopping Centre,<br>Beaumont Leys, Leicester             | 0.2%  | 3      | 0.7%    | 1       | 1.3%    | 1       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Toolstation, Ravensbridge<br>Drive, Leicester                                     | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 1.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 11</b>  |       |        |         |         |         |         |         |         |         |    |      |   |       |    |       |    |       |    |
| Aldi, Aylestone Road,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Aylestone Local Centre,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Aylestone Park Local Centre,<br>Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Eyres Monsell Local Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Glen Parva Local Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Knighton Local Centre,<br>Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Saffron Lane, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Stoneygate Local Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| United Carpets and Beds,<br>Aylestone Road, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Welford Road, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 12</b>  |       |        |         |         |         |         |         |         |         |    |      |   |       |    |       |    |       |    |
| Aldi, Woodgate, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Alif Carpets, East Park Road,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Narborough Road<br>South, Braunstone,<br>Leicester                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 0  |
| Braunstone Town Centre<br>Buckminster Road, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Colourbank Superstore,<br>Cavendish Road, Leicester                               | 0.8%  | 9      | 0.0%    | 0       | 0.8%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 6.3%  | 8  | 0.0%  | 0  | 0.0%  | 0  |
| Evelyn Drive, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fosse Road North, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Freeman's Leisure Park,<br>Aylestone Road, Leicester                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Freemen's Common<br>Household Recycling<br>Centre, Islington Street,<br>Leicester | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Freemens Common   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |       |    |      |   |      |   |       |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|-------|----|------|---|------|---|-------|---|
| Industrial Estate, Leicester                          | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Halfords, Putney Road, Leicester                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Hockley Farm Road, Leicester                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Homebase, Putney Road, Off Welford Road, Leicester    | 3.7%  | 40     | 0.0%    | 0       | 0.0%    | 0       | 15.1%   | 15      | 1.7%    | 2 | 2.4%  | 2  | 0.0% | 0 | 0.8% | 0 | 5.5%  | 3 |
| Lidl, Fosse Road North, Leicester                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Lidl, Upperton Road, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Londis, Bloxham Road, Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Marks Electrical, King Richards Road, Leicester       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Mecca Bingo, Freeman's Park, Leicester                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Michael John Flooring, Narborough Road, Leicester     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Morrisons, Aylestone Road, Leicester                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Narborough Road District Centre, Leicester            | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 4.0%    | 4 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| New Parks Local Centre                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| One Stop, Stephenson Drive, Leicester                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Screwfix, Freemans Common, Ealing Road, Leicester     | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 1.4% | 1 | 0.0%  | 0 |
| Tesco Superstore, New Park Street, Leicester          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Toolstation, Commercial Square, Leicester             | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Travis Perkins, Commercial Square, Leicester          | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Vision Pharmacy, Narborough Road, Leicester           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Westcote Local Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| <b>Zone 13</b>  |       |        |         |         |         |         |         |         |         |   |       |    |      |   |      |   |       |   |
| Aldi, Bullhead Street, Wigston                        | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.7%  | 1  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Asda, Leicester Road, Oadby                           | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| B&Q, Bull Head Street, Wigston                        | 14.4% | 158    | 0.0%    | 0       | 0.0%    | 0       | 35.9%   | 35      | 2.9%    | 3 | 59.6% | 47 | 0.0% | 0 | 0.0% | 0 | 17.1% | 8 |
| Co-op, Launceston Road, Wigston                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Dalkard & Elliott, Aylestone Lane, Wigston, Leicester | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Lidl, Blaby Road, South Wigston                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Lidl, Harborough Road, Oadby                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| M&S, (Foodhall), The Parade, Oadby                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Oadby Town Centre                                     | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 1.4%    | 1       | 0.0%    | 0 | 0.7%  | 1  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Potters Superstore, Leicester Road, Wigston           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Sainsbury's Superstore, Bell Street, Wigston          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Sainsbury's Superstore, Glen Road, Oadby              | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.7%  | 1  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Screwfix, Chartwell Drive, Wigston                    | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 1.4% | 1 | 0.0%  | 0 |
| South Wigston Local Centre                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Tesco Superstore, Blaby Road, South Wigston           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Wickes, Blagby Road, Wigston                          | 2.2%  | 24     | 0.0%    | 0       | 0.0%    | 0       | 7.6%    | 7       | 0.0%    | 0 | 11.1% | 9  | 0.0% | 0 | 0.0% | 0 | 5.7%  | 3 |
| Wigston Town Centre                                   | 1.2%  | 13     | 0.0%    | 0       | 0.0%    | 0       | 3.1%    | 3       | 0.0%    | 0 | 8.9%  | 7  | 0.0% | 0 | 0.0% | 0 | 0.8%  | 0 |
| <b>Zone 14</b>  |       |        |         |         |         |         |         |         |         |   |       |    |      |   |      |   |       |   |
| Aldi, Melton Road, Syston                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Anstey Village  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 1.3% | 2 | 0.0% | 0 | 0.0%  | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |    |      |   |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|----|------|---|------|---|
| Asda, Barkby Thorpe Lane, Thurmaston                               | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 2.6%    | 3       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Barrow-upon-Soar Village Centre                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Costco, Westmoreland Avenue, Thurmaston                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Derrys Nurseries, Main Street, Cossington                          | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 1.3% | 2  | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre Leicester, Loughborough Road, Rothley        | 0.6%  | 7      | 0.7%    | 1       | 1.3%    | 1       | 0.0%    | 0       | 2.8%    | 3 | 0.0% | 0 | 1.5% | 2  | 1.6% | 1 | 0.0% | 0 |
| George Walker, Fosse Way, Syston                                   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.9%    | 1 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Lingdale Golf Club, Joe Moores Lane, Woodhouse Eaves               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), Thorpe Lane, Leicester                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Mountsorrel Village Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Potters Carpets & Beds, Leicester Road, Anstey, Leicester          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Quorn Village Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Rothley Village  | 0.5%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 4.1% | 5  | 0.0% | 0 | 0.0% | 0 |
| Sibley Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Syston Town Centre   | 1.3%  | 14     | 0.7%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 9.6% | 13 | 0.0% | 0 | 0.0% | 0 |
| Tesco Metro, Melton Road, Syston                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Thurmaston Shopping Centre, Thurmaston                             | 0.2%  | 2      | 2.2%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Thurmaston Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Granite Way, Mountsorrel                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Wickes, Thurmaston, Leicester                                      | 0.8%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 4.2% | 6  | 0.0% | 0 | 0.0% | 0 |
| Woodhouse Eaves Village Centre                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 15</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |    |      |   |      |   |
| Glenfield Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Groby Village  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 1.4% | 1 | 0.0% | 0 |
| Kirby Muxloe Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.8% | 0 | 0.0% | 0 |
| Morrisons, Station Road, Glenfield                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Palmers Garden Centre Enderby, Saint Johns, Enderby                | 2.5%  | 28     | 0.0%    | 0       | 3.0%    | 1       | 7.9%    | 8       | 2.5%    | 3 | 2.2% | 2 | 0.0% | 0  | 7.1% | 4 | 9.1% | 5 |
| Parkem Chemists, Dominion Road, Glenfield, Leicester               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Ratby Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 16</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |    |      |   |      |   |
| Aldi, Meridian Way, Braunstone                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Co-op, Station Road, Narborough, Leicester                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Enderby Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Fosse Shopping Park, Leicester                                     | 0.6%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.8%    | 3 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 3.1% | 2 |
| Grove Farm Triangle, Leicester                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Hawgrip Plant Centre, Seine Lane, Enderby                          | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 2.4% | 1 | 0.8% | 0 |
| Hinckley Road, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Leicester Forest East Village                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| M&S, Fosse Park Shopping Centre, Leicester                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Meridian Business Park, Meridian East, Leicester                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Narborough Village (NOT Narborough Road, Leicester)                | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.8% | 0 | 4.5% | 2 |
| Sainsbury's Superstore, Fosse Park, Grove Farm Triangle, Leicester | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |
| Thorpe Astley Local Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0  | 0.0% | 0 | 0.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| <b>Outside Survey Area</b>                                  |       |        |         |         |         |         |         |         |         |
| Abroad  | 0.6%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Airport Retail Park, London Road, Coventry                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Aldi, Adcock Road, Coalville                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Aldi, Allendale Road, Loughborough                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Aldi, Belton Road, Loughborough                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Arena Shopping Park, Rowleys Green, Coventry                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Asda, Chamwood Road, Shepshed                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Asda, Newtown Road, Nuneaton                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Attleborough Fields Industrial Estate, Nuneaton             | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| B&M, Rockingham Road, Euro Business Park, Market Harborough | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| B&Q, Alvis Retail Park, Coventry                            | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| B&Q, Brandon Road, Binley Woods, Coventry                   | 0.4%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| B&Q, Jubilee Drive, Belton Road, Loughborough               | 4.6%  | 51     | 0.0%    | 0       | 1.3%    | 1       | 0.0%    | 0       | 0.0%    |
| B&Q, Leicester Road, Melton Mowbray                         | 0.9%  | 10     | 0.0%    | 0       | 0.0%    | 0       | 2.8%    | 3       | 0.0%    |
| Barwell Village Centre                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Bicester Village, Pingle Drive, Bicester                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Birmingham City Centre                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Birstall Local Centre, Leicester                            | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Bolton Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Carpetright, Bond Street, Nuneaton                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Castle Donnington Town Centre                               | 0.0%  | 1      | 0.7%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Central London  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Chapel St Leonards Village Centre                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Coalville Town Centre                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Co-op, Ashby Road, Ibstock                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Coventry City Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Coventry City Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Derby City Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Designer Outlet York, St Nicholas Avenue, York              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| DFS, Tamworth Road, Measham, Swadlincote                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Dobbies Garden Centre Stapleton, Ashby Road, Stapleton      | 0.5%  | 5      | 0.0%    | 0       | 1.5%    | 1       | 0.8%    | 1       | 0.9%    |
| Dobbies Garden Centre, Nuneaton Road, Atherstone            | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Downtown Superstore, Gonerby Junction, A1, Grantham         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Dunelm, Regent Street, Nuneaton                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| East Midlands Designer Outlet, South Normanton              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Elliott's Field Shopping Park, Rugby                        | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Gates Garden Centre, Somerby Road, Cold Overton, Oakham     | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Giant Store, Normanton Car Park, Rutland Water              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Giltbrook Retail Park, Ikea                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Way, Giltbrook   |       |        |         |         |         |         |         |         |         |
| Go Outdoors, Bishop Meadow Road, Loughborough              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Go Outdoors, Coventry Business Park, Canley Road, Coventry | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| High Point Retail Park, Victoria Street North, Grimsby     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Home Bargains, Belton Road West, Loughborough              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Homebase, Canley, Coventry                                 | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Homebase, Springfield Street, Market Harborough            | 0.9%  | 10     | 0.0%    | 0       | 0.0%    | 0       | 2.6%    | 3       | 0.0%    |
| Hoton Village Centre                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Ibstock Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| IKEA, Croft Road, Coventry                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| IKEA, Giltbrook, Nottingham                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| IKEA, Park Lane, Wednesbury                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Junction One Retail Park, Leicester Road, Rugby            | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Karpet Kingdom, Bilton Road, Rugby                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Kettering Town Centre                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Lidl, Station Avenue, Loughborough                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Loughborough Town Centre                                   | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Lutterworth Golf Club, Rugby Road, Lutterworth             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Lutterworth Town Centre                                    | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| M&S, (Foodhall), The Rushes, Loughborough                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Market Harborough Town Centre                              | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Marks & Spencer, Arena Park, Rowley's Green, Coventry      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Matlock Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Meadowhall Shopping Centre, Sheffield                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Melton Mowbray Town Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Milton Keynes Town Centre                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Miners Welfare Park, Bedworth                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons, Bitteswell Road, Lutterworth                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons, Gorse Covert Centre, Loughborough               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons, Rutland Street, Melton Mowbray                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons, Whitwick Retail Park, Coalville                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Newton Retail Park, Nuneaton                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Northfields Industrial Estate, Peterborough                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Nottingham City Centre                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Nuneaton Town Centre                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Oakham Town Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Peterborough City Centre                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Pets at Home, Hinckley Road, Walsgrave on Sowe             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Phoenix Parkway Retail Park, Corby                         | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Ponsford, London Road, Heeley, Sheffield                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Regent Place Retail Park, Loughborough                     | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Rockingham Industrial Estate, Rockingham Road,             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Market Harborough  |       |        |         |         |         |         |         |         |         |
| Royal Leamington Spa Town Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Royal Tunbridge Wells Town Centre                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Rugby Town Centre  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, Greenclose Lane, Loughborough            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, Nottingham Road, Melton Mowbray          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, St. Mary's Place, Market Harborough      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, Vicarage Street, Nuneaton                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Skegness Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Solihull Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Springfields Outlet Shopping & Leisure, Camel Gate, Spalding     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Stamford Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Stapleton Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Talent Cricket, Bakewell Road, Loughborough                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Technology Retail Park, Technology Drive, Rugby                  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Extra, Arena Shopping Park, Rowleys Green, Coventry        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Extra, Leicester Street, Bedworth                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Extra, Park Road, Loughborough                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Superstore, The Rushes, Loughborough                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| The Gallagher Retail Park, Stoney Stanton Road, Coventry         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| The Herb Nursery, Main Station, Thistleton, Oakham               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.8%    |
| The Range, Austin Drive, Court House Green, Coventry             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| The Range, Willowbrook Park, Derby Road, Loughborough            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Toolstation, Prince William Road, Loughborough                   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.5%    |
| Ventura Retail Park, Ventura Park Road, Tamworth                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Waitrose, Lower Leicester Road, Lutterworth                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Waitrose, Springfield Street, Market Harborough                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Weddington Local Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Whitwick Retail Park, Coalville                                  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Wickes, Belton Road, Loughborough                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Wickes, Technology Park, Rugby                                   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Wickes, Weddington Road, Nuneaton                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Woodlands Wholesale Nursery (not Dobbies), Ashby Road, Stapleton | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.7%    |
| <b>Others</b>  |       |        |         |         |         |         |         |         |         |
| Other  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Internet   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Mail order / catalogue   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| TV shopping  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total  | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|--|--------|--------|---------|---------|---------|---------|---------|---------|---------|
| (Don't know / varies / can't remember) | 0.0% 0 | 0.0% 0 | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  |
| (Don't do this type of shopping)       | 0.0% 0 | 0.0% 0 | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  |
| Weighted base:                         | 1096   | 78     | 47      | 97      | 111     | 79      | 133     | 50      | 49      |
| Sample:                                | 1189   | 74     | 71      | 73      | 64      | 82      | 74      | 82      | 79      |

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|------|---|------|---|------|---|
| <b>Q28 Thinking back before Covid related restrictions were in place, where did you usually buy furniture, carpets and floor coverings?</b> |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| <i>Excl. Nulls &amp; SFT</i>  |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| <b>Zone 1</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Holliers Walk, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Barwell Lane, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, New Buildings, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Burbage Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpet World, Hollier's Walk, Hinckley  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Retail Park, Stoke Road, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hinckley Town Centre  | 4.1%  | 29     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 0 |
| KP Appliances, Oaklands Farm, Higham Lane, Wykin  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Coventry Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Normandy Way, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Hawley Road, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rugby Road, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Garden Centre, Hinckley Road, Sapcote   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sapcote Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Apex Court, Maple Drive, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Star Carpets, Hawley Road, Hinckley   | 0.4%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoney Stanton Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Station Yard, Hinckley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Rainbow Way, Burbage, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Sword Drive, Hinckley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 2</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Co-op, Wood Street, Earl Shilton, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Croft Village Centre  | 0.4%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 0 |
| Desford Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Earl Shilton Town Centre  | 1.4%  | 10     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 0 |
| Huncote Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newbold Verdon Village  | 0.5%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 3.6% | 1 | 0.0% | 0 |
| Thurlaston Garden Centre, Croft Road, Thurlaston  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 3</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Buxton Crescent, Broughton Astley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Broughton Astley Village  | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.8% | 1 |
| Charlie Browns Garden Centre, Dunton Road, Broughton Astley   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Street, Broughton Astley, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Palmers Garden Centre Ullesthorpe, Lutterworth Road, Ullesthorpe  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Box Road, Broughton Astley  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ullesthorpe Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 4</b>   |       |        |         |         |         |         |         |         |         |   |      |   |      |   |      |   |      |   |
| Aldi, Brackley Court, Welford Road, Blaby   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attfield's Farm Shop, Narborough Road, Cosby  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blaby Village   | 0.6%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 2.3%    | 1       | 0.0%    | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.8% | 1 |
| Cherry Lane Glebe, Foston   | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.



Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |       |    |       |   |       |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|-------|----|-------|---|-------|---|
| Road, Countesthorpe   |       |        |         |         |         |         |         |         |         |   |      |   |       |    |       |   |       |   |
| Cosby Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |      |   |       |    |       |   |       |   |
| Countesthorpe Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |      |   |       |    |       |   |       |   |
| Fleckney Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |      |   |       |    |       |   |       |   |
| Iceland, Johns Court, Blaby   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |      |   |       |    |       |   |       |   |
| Keiths Discount Carpets,<br>Oadby Road, Wigston   | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |      |   |       |    |       |   |       |   |
| Whetstone Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |      |   |       |    |       |   |       |   |
| <b>Zone 5</b>   |       |        |         |         |         |         |         |         |         |   |      |   |       |    |       |   |       |   |
| Billesden Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |      |   |       |    |       |   |       |   |
| Coles Plant Centre,<br>Uppingham Road,<br>Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |      |   |       |    |       |   |       |   |
| East Goscote Village Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |      |   |       |    |       |   |       |   |
| Great Glen Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |      |   |       |    |       |   |       |   |
| Houghton on the Hill Village<br>Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |      |   |       |    |       |   |       |   |
| Kibworth Village<br>(Beauchamp & Harcourt)  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |      |   |       |    |       |   |       |   |
| Parsons Nurseries, Leicester<br>Road, Billesdon   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |      |   |       |    |       |   |       |   |
| Queniborough Village<br>Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |      |   |       |    |       |   |       |   |
| Thurnby Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |      |   |       |    |       |   |       |   |
| Wistow Rural Centre,<br>Kibworth Road, Wistow   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |      |   |       |    |       |   |       |   |
| Wistow Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |      |   |       |    |       |   |       |   |
| <b>Zone 6</b>   |       |        |         |         |         |         |         |         |         |   |      |   |       |    |       |   |       |   |
| Aldi, St Georges Way,<br>Leicester  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |      |   |       |    |       |   |       |   |
| Clarendon Park Local Centre   | 0.6%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 3.7%    | 2       | 0.0%    | 0 |      |   |       |    |       |   |       |   |
| Evington Road District<br>Centre, Leicester   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |      |   |       |    |       |   |       |   |
| Green Lane Road, Leicester  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |      |   |       |    |       |   |       |   |
| Highfields Local Centre   | 0.5%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |      |   |       |    |       |   |       |   |
| Iceland, Belgrave Gate,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |      |   |       |    |       |   |       |   |
| Iceland, St Georges Retail<br>Park, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |      |   |       |    |       |   |       |   |
| Leicester City Centre<br>(includes Haymarket,<br>Highcross & Silver Arcade<br>shopping centres) | 14.2% | 100    | 9.3%    | 5       | 22.5%   | 6       | 10.3%   | 6       | 17.8%   | 9 | 2.5% | 1 | 12.0% | 10 | 11.5% | 5 | 23.2% | 9 |
| Lidl, Burton Street, Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| M&S, Gallowtree Gate,<br>Leicester  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Sainsbury's Local, Queens<br>Road, Clarendon Park,<br>Leicester                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Sainsbury's Superstore,<br>Humberstone Gate,<br>Leicester                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Spinney Hills Local Centre  | 0.1%  | 1      | 1.0%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| St Georges Retail Park,<br>Leicester  | 0.8%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.3%    | 2 | 1.3% | 1 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 7</b>   |       |        |         |         |         |         |         |         |         |   |      |   |       |    |       |   |       |   |
| Al-Shinwari Halal Meat,<br>Evington Valley Road,<br>Leicester                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Chesterfield Road, Leicester  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Daynight Pharmacy,<br>Chesterfield Road,<br>Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| East Park Road, Leicester   | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Moins Chemist, East Park<br>Road, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Moroccan Yassine Fruit &<br>Veg, Uppingham Road,<br>Rowlatts Hill                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| North Evington Local Centre   | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Rainbow Carpets &<br>Flooring, East Park Road,<br>Leicester                                     | 0.6%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Rowlands Pharmacy, Ethel  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Road, Leicester   |       |        |         |         |         |         |         |         |         |
| Samat Chemist, Victoria Road East, Leicester                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Metro, Ethel Road, Evington                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Victoria Road East, Leicester                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 8</b>   |       |        |         |         |         |         |         |         |         |
| Asha Pharmacy, The Parkway, Leicester                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Colchester Road, Leicester                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Evington Village (NOT Evington Road, Leicester)                 | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Hamilton Local Centre, Leicester                                | 0.1%  | 1      | 1.0%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Humberstone Local Centre, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Rowlatts Hill Local Centre                                      | 0.3%  | 2      | 3.7%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Extra, Maidenwell Avenue, Hamilton, Leicester             | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Well Pharmacy, Thurmcourt Road, Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Welland Vale Road, Leicester                                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Young Thumbby Lodge Gardeners, Somers Road, Leicester           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 9</b>   |       |        |         |         |         |         |         |         |         |
| Aldi, Fletton Close, Hamilton, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Asda, Exploration Drive, Abbey Lane, Leicester                  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| B&M, Belgrave Road, Belgrave Gate, Leicester                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Barkby Road, Leicester  | 0.2%  | 1      | 0.0%    | 0       | 4.3%    | 1       | 0.0%    | 0       | 0.0%    |
| Belgrave Local Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Belgrave Road / Melton Road District Centre, Leicester          | 1.7%  | 12     | 12.9%   | 7       | 7.3%    | 2       | 2.3%    | 1       | 0.0%    |
| Canon Street, Leicester   | 0.1%  | 1      | 1.0%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Carpetshire, Barkby Road, Leicester                             | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Colourbank, Crest Rise, Leicester                               | 0.3%  | 2      | 0.0%    | 0       | 2.3%    | 1       | 0.0%    | 0       | 0.0%    |
| Doncaster Road, Leicester                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Empire Industrial Estate, Ulverscroft Road, Leicester           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Floors 2 Go, Abbey Lane, Leicester                              | 0.1%  | 1      | 1.6%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| FM Furnishers, Melton Road, Leicester                           | 0.1%  | 1      | 1.6%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Lidl, Gipsy Lane, Leicester                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Lidl, Loughborough Road, Leicester                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons, Melton Road, Leicester                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Mr Pickford's Pharmacy, Lockerbie Walk, Leicester               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Pennywise Discount Store, Gipsy Lane, Leicester                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| ReUse Shop, Gypsum Close, Leicester                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Rushey Mead Local Centre, Leicester                             | 0.2%  | 2      | 3.1%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, Melton Road, Leicester                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Screwfix, Empire Industrial Estate, Ulverscroft Road, Leicester | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Screwfix, Wenlock Way, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Star Carpets & Furnishings, Melton Road, Leicester              | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.2%    |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total |    | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |      |   |      |   |      |   |      |   |
|---|-------|----|--------|---------|---------|---------|---------|---------|---------|---------|------|---|------|---|------|---|------|---|
| Troon Industrial Estate,<br>Wenlock Way,<br>Thurmaston                            | 0.3%  | 2  | 3.7%   | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| United Carpets & Beds,<br>Melton Road, Leicester                                  | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 10</b>  |       |    |        |         |         |         |         |         |         |         |      |   |      |   |      |   |      |   |
| Abbey Retail Park, Leicester  | 3.4%  | 24 | 8.3%   | 4       | 6.4%    | 2       | 0.0%    | 0       | 12.8%   | 6       | 0.0% | 0 | 4.6% | 4 | 4.4% | 2 | 2.0% | 1 |
| Aldi, Abbey Lane,<br>Humphreys Way,<br>Leicester                                  | 0.2%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Beaumont Shopping<br>Centre, Beaumont Leys                                  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Astill Lodge Road, Leicester  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Devonshire Road,<br>Leicester  | 1.5%  | 11 | 3.5%   | 2       | 8.7%    | 2       | 0.0%    | 0       | 2.0%    | 1       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Beaumont Leys Town<br>Centre, Leicester   | 0.1%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.0%    | 1       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Beaumont Shopping Centre,<br>Beaumont Leys, Leicester                             | 0.5%  | 3  | 1.0%   | 1       | 1.3%    | 0       | 4.5%    | 3       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Belgrave Boulevard,<br>Leicester  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blackbird Road, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Halfords, St Margaret's Way,<br>Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Beaumont Shopping<br>Centre, Beaumont Leys                               | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mr Pickford's Pharmacy,<br>Norwich Road, Leicester                                | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Norris Close, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Parker Drive, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| St Margaret's Retail Park,<br>Devonshire Road,<br>Leicester                       | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Beaumont<br>Shopping Centre,<br>Beaumont Leys, Leicester             | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Ravensbridge<br>Drive, Leicester                                     | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 11</b>  |       |    |        |         |         |         |         |         |         |         |      |   |      |   |      |   |      |   |
| Aldi, Aylestone Road,<br>Leicester  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aylestone Local Centre,<br>Leicester  | 0.4%  | 3  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 4.8% | 2 | 0.0% | 0 | 1.0% | 0 | 0.0% | 0 |
| Aylestone Park Local Centre,<br>Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Eyres Monsell Local Centre  | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Glen Parva Local Centre   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Knighton Local Centre,<br>Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Saffron Lane, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stoneygate Local Centre   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| United Carpets and Beds,<br>Aylestone Road, Leicester                             | 0.8%  | 5  | 0.0%   | 0       | 0.0%    | 0       | 7.5%    | 4       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 1.0% | 0 | 2.0% | 1 |
| Welford Road, Leicester   | 0.2%  | 2  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 |
| <b>Zone 12</b>  |       |    |        |         |         |         |         |         |         |         |      |   |      |   |      |   |      |   |
| Aldi, Woodgate, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Alif Carpets, East Park Road,<br>Leicester  | 0.2%  | 1  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Narborough Road<br>South, Braunstone,<br>Leicester                          | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Braunstone Town Centre<br>Buckminster Road, Leicester                             | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Colourbank Superstore,<br>Cavendish Road, Leicester                               | 3.5%  | 24 | 4.8%   | 3       | 2.5%    | 1       | 13.5%   | 8       | 7.6%    | 4       | 1.3% | 1 | 0.0% | 0 | 1.0% | 0 | 1.0% | 0 |
| Evelyn Drive, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fosse Road North, Leicester   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Freeman's Leisure Park,<br>Aylestone Road, Leicester                              | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Freemen's Common<br>Household Recycling<br>Centre, Islington Street,<br>Leicester | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Freemens Common   | 0.0%  | 0  | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |       |    |       |    |      |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|-------|----|-------|----|------|---|------|---|
| Industrial Estate, Leicester                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Halfords, Putney Road, Leicester                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Hockley Farm Road, Leicester                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Homebase, Putney Road, Off Welford Road, Leicester    | 0.5%  | 4      | 6.8%    | 4       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Lidl, Fosse Road North, Leicester                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Lidl, Upperton Road, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Londis, Bloxham Road, Leicester                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Marks Electrical, King Richards Road, Leicester       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Mecca Bingo, Freeman's Park, Leicester                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Michael John Flooring, Narborough Road, Leicester     | 0.6%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 4.6%  | 4  | 1.0% | 0 | 0.0% | 0 |
| Morrisons, Aylestone Road, Leicester                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Narborough Road District Centre, Leicester            | 0.4%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.8%    | 2 | 0.0%  | 0  | 0.0%  | 0  | 1.7% | 1 | 0.0% | 0 |
| New Parks Local Centre                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| One Stop, Stephenson Drive, Leicester                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Freemans Common, Ealing Road, Leicester     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, New Park Street, Leicester          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Toolstation, Commercial Square, Leicester             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Travis Perkins, Commercial Square, Leicester          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Vision Pharmacy, Narborough Road, Leicester           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Westcote Local Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| <b>Zone 13</b>  |       |        |         |         |         |         |         |         |         |   |       |    |       |    |      |   |      |   |
| Aldi, Bullhead Street, Wigston                        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Asda, Leicester Road, Oadby                           | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 4.1%  | 2  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| B&Q, Bull Head Street, Wigston                        | 0.5%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 4.1%  | 2  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Co-op, Launceston Road, Wigston                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Dalkard & Elliott, Aylestone Lane, Wigston, Leicester | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 1.3%  | 1  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Lidl, Blaby Road, South Wigston                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Lidl, Harborough Road, Oadby                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| M&S, (Foodhall), The Parade, Oadby                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Oadby Town Centre                                     | 1.0%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 5.4%    | 3       | 0.0%    | 0 | 1.3%  | 1  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Potters Superstore, Leicester Road, Wigston           | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 2.3%    | 1       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Bell Street, Wigston          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Glen Road, Oadby              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Chartwell Drive, Wigston                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| South Wigston Local Centre                            | 1.0%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 6.7%    | 4       | 0.0%    | 0 | 6.1%  | 3  | 0.0%  | 0  | 0.0% | 0 | 1.0% | 0 |
| Tesco Superstore, Blaby Road, South Wigston           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Wickes, Blagby Road, Wigston                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Wigston Town Centre                                   | 3.4%  | 24     | 0.0%    | 0       | 0.0%    | 0       | 1.4%    | 1       | 0.0%    | 0 | 29.0% | 13 | 0.0%  | 0  | 3.0% | 1 | 1.0% | 0 |
| <b>Zone 14</b>  |       |        |         |         |         |         |         |         |         |   |       |    |       |    |      |   |      |   |
| Aldi, Melton Road, Syston                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Anstey Village  | 3.7%  | 26     | 0.0%    | 0       | 11.3%   | 3       | 0.0%    | 0       | 2.0%    | 1 | 0.0%  | 0  | 17.1% | 14 | 9.9% | 4 | 1.0% | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total |     | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |       |    |       |    |       |    |       |    |
|--|-------|-----|--------|---------|---------|---------|---------|---------|---------|---------|-------|----|-------|----|-------|----|-------|----|
| Asda, Barkby Thorpe Lane, Thurmaston                               | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Barrow-upon-Soar Village Centre                                    | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Costco, Westmoreland Avenue, Thurmaston                            | 0.1%  | 0   | 0.0%   | 0       | 1.3%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Derrys Nurseries, Main Street, Cossington                          | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Dobbies Garden Centre Leicester, Loughborough Road, Rothley        | 0.5%  | 3   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 4.0%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| George Walker, Fosse Way, Syston                                   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Lingdale Golf Club, Joe Moores Lane, Woodhouse Eaves               | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| M&S, (Foodhall), Thorpe Lane, Leicester                            | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Mountsorrel Village Centre   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Potters Carpets & Beds, Leicester Road, Anstey, Leicester          | 1.2%  | 8   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 5.3%    | 3       | 0.0%  | 0  | 6.7%  | 6  | 0.0%  | 0  | 0.0%  | 0  |
| Quorn Village Centre   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Rothley Village  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sibley Village   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Syston Town Centre   | 1.2%  | 9   | 1.0%   | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 7.9%  | 7  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Metro, Melton Road, Syston                                   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Thurmaston Shopping Centre, Thurmaston                             | 1.1%  | 8   | 4.8%   | 3       | 3.9%    | 1       | 2.3%    | 1       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 0  |
| Thurmaston Village Centre  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Waitrose, Granite Way, Mountsorrel                                 | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wickes, Thurmaston, Leicester                                      | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Woodhouse Eaves Village Centre                                     | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 15</b>   |       |     |        |         |         |         |         |         |         |         |       |    |       |    |       |    |       |    |
| Glenfield Village  | 0.3%  | 2   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 5.5%  | 2  | 0.0%  | 0  |
| Groby Village  | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kirby Muxloe Village   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Morrisons, Station Road, Glenfield                                 | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Palmers Garden Centre Enderby, Saint Johns, Enderby                | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Parkem Chemists, Dominion Road, Glenfield, Leicester               | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ratby Village  | 0.7%  | 5   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 11.2% | 5  | 0.0%  | 0  |
| <b>Zone 16</b>   |       |     |        |         |         |         |         |         |         |         |       |    |       |    |       |    |       |    |
| Aldi, Meridian Way, Braunstone                                     | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Co-op, Station Road, Narborough, Leicester                         | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Enderby Town Centre  | 0.1%  | 1   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 1  |
| Fosse Shopping Park, Leicester                                     | 28.0% | 198 | 20.5%  | 11      | 18.6%   | 5       | 25.3%   | 14      | 37.8%   | 18      | 34.7% | 16 | 15.4% | 13 | 26.7% | 11 | 52.3% | 20 |
| Grove Farm Triangle, Leicester                                     | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hawgrip Plant Centre, Seine Lane, Enderby                          | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hinckley Road, Leicester   | 0.1%  | 1   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Leicester Forest East Village                                      | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| M&S, Fosse Park Shopping Centre, Leicester                         | 1.2%  | 9   | 0.0%   | 0       | 4.8%    | 1       | 1.4%    | 1       | 0.0%    | 0       | 2.2%  | 1  | 0.0%  | 0  | 3.7%  | 1  | 0.0%  | 0  |
| Meridian Business Park, Meridian East, Leicester                   | 0.2%  | 2   | 0.0%   | 0       | 2.5%    | 1       | 0.0%    | 0       | 2.0%    | 1       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Narborough Village (NOT Narborough Road, Leicester)                | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Fosse Park, Grove Farm Triangle, Leicester | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Thorpe Astley Local Centre   | 0.0%  | 0   | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

Weighted:

March 2021

|   | Total |   | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |      |   |      |   |      |   |      |   |
|---|-------|---|--------|---------|---------|---------|---------|---------|---------|---------|------|---|------|---|------|---|------|---|
| <b>Outside Survey Area</b>                                  |       |   |        |         |         |         |         |         |         |         |      |   |      |   |      |   |      |   |
| Abroad  | 0.4%  | 3 | 0.0%   | 0       | 0.0%    | 0       | 4.5%    | 3       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Airport Retail Park, London Road, Coventry                  | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Adcock Road, Coalville                                | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Allendale Road, Loughborough                          | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Belton Road, Loughborough                             | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Arena Shopping Park, Rowleys Green, Coventry                | 0.1%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Chamwood Road, Shepshed                               | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Newtown Road, Nuneaton                                | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Attleborough Fields Industrial Estate, Nuneaton             | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, Rockingham Road, Euro Business Park, Market Harborough | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Alvis Retail Park, Coventry                            | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Brandon Road, Binley Woods, Coventry                   | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Jubilee Drive, Belton Road, Loughborough               | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Leicester Road, Melton Mowbray                         | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barwell Village Centre                                      | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicester Village, Pingle Drive, Bicester                    | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birmingham City Centre                                      | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birstall Local Centre, Leicester                            | 0.3%  | 2 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 2.1% | 2 | 1.7% | 1 | 0.0% | 0 |
| Bolton Town Centre  | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpetright, Bond Street, Nuneaton                          | 0.1%  | 1 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Castle Donnington Town Centre                               | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Central London  | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chapel St Leonards Village Centre                           | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coalville Town Centre                                       | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Ashby Road, Ibstock                                  | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.1%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coventry City Centre  | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Derby City Centre   | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Designer Outlet York, St Nicholas Avenue, York              | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DFS, Tamworth Road, Measham, Swadlincote                    | 0.2%  | 1 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre Stapleton, Ashby Road, Stapleton      | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dobbies Garden Centre, Nuneaton Road, Atherstone            | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Downtown Superstore, Gonerby Junction, A1, Grantham         | 0.3%  | 2 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Dunelm, Regent Street, Nuneaton                             | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| East Midlands Designer Outlet, South Normanton              | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Elliott's Field Shopping Park, Rugby                        | 0.9%  | 7 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.4% | 1 | 1.2% | 1 | 0.0% | 0 | 1.0% | 0 |
| Gates Garden Centre, Somerby Road, Cold Overton, Oakham     | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Giant Store, Normanton Car Park, Rutland Water              | 0.0%  | 0 | 0.0%   | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Giltbrook Retail Park, Ikea                                 | 0.5%  | 3 | 1.0%   | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Way, Giltbrook   |       |        |         |         |         |         |         |         |         |
| Go Outdoors, Bishop Meadow Road, Loughborough              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Go Outdoors, Coventry Business Park, Canley Road, Coventry | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| High Point Retail Park, Victoria Street North, Grimsby     | 0.1%  | 1      | 1.0%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Home Bargains, Belton Road West, Loughborough              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Homebase, Canley, Coventry                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Homebase, Springfield Street, Market Harborough            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Hoton Village Centre                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Ibstock Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| IKEA, Croft Road, Coventry                                 | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| IKEA, Giltbrook, Nottingham                                | 2.9%  | 21     | 8.9%    | 5       | 2.3%    | 1       | 5.2%    | 3       | 3.8%    |
| IKEA, Park Lane, Wednesbury                                | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Junction One Retail Park, Leicester Road, Rugby            | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Karpet Kingdom, Bilton Road, Rugby                         | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Kettering Town Centre                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Lidl, Station Avenue, Loughborough                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Loughborough Town Centre                                   | 1.7%  | 12     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Lutterworth Golf Club, Rugby Road, Lutterworth             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Lutterworth Town Centre                                    | 1.0%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| M&S, (Foodhall), The Rushes, Loughborough                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Market Harborough Town Centre                              | 0.8%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Marks & Spencer, Arena Park, Rowley's Green, Coventry      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Matlock Town Centre  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Meadowhall Shopping Centre, Sheffield                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Melton Mowbray Town Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Milton Keynes Town Centre                                  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Miners Welfare Park, Bedworth                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons, Bitteswell Road, Lutterworth                    | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons, Gorse Covert Centre, Loughborough               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons, Rutland Street, Melton Mowbray                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Morrisons, Whitwick Retail Park, Coalville                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Newton Retail Park, Nuneaton                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Northfields Industrial Estate, Peterborough                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Nottingham City Centre                                     | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Nuneaton Town Centre                                       | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Oakham Town Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 1.4%    | 1       | 0.0%    |
| Peterborough City Centre                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Pets at Home, Hinckley Road, Walsgrave on Soave            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Phoenix Parkway Retail Park, Corby                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Ponsford, London Road, Heeley, Sheffield                   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.7%    |
| Regent Place Retail Park, Loughborough                     | 1.0%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 8.6%    |
| Rockingham Industrial Estate, Rockingham Road,             | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Market Harborough  |       |        |         |         |         |         |         |         |         |
| Royal Leamington Spa Town Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Royal Tunbridge Wells Town Centre                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Rugby Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, Greenclose Lane, Loughborough            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, Nottingham Road, Melton Mowbray          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, St. Mary's Place, Market Harborough      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Sainsbury's Superstore, Vicarage Street, Nuneaton                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Skegness Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Solihull Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Springfields Outlet Shopping & Leisure, Camel Gate, Spalding     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Stamford Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Stapleton Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Talent Cricket, Bakewell Road, Loughborough                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Technology Retail Park, Technology Drive, Rugby                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Extra, Arena Shopping Park, Rowleys Green, Coventry        | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Extra, Leicester Street, Bedworth                          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Extra, Park Road, Loughborough                             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Tesco Superstore, The Rushes, Loughborough                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| The Gallagher Retail Park, Stoney Stanton Road, Coventry         | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| The Herb Nursery, Main Station, Thistleton, Oakham               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| The Range, Austin Drive, Court House Green, Coventry             | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| The Range, Willowbrook Park, Derby Road, Loughborough            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Toolstation, Prince William Road, Loughborough                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Ventura Retail Park, Ventura Park Road, Tamworth                 | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Waitrose, Lower Leicester Road, Lutterworth                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Waitrose, Springfield Street, Market Harborough                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Weddington Local Centre  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Whitwick Retail Park, Coalville                                  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Wickes, Belton Road, Loughborough                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Wickes, Technology Park, Rugby                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Wickes, Weddington Road, Nuneaton                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Woodlands Wholesale Nursery (not Dobbies), Ashby Road, Stapleton | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Others</b>  |       |        |         |         |         |         |         |         |         |
| Other  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Internet   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Mail order / catalogue   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| TV shopping  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.



Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|
| (Don't know / varies / can't remember) | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| (Don't do this type of shopping)       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Weighted base:                         | 708   | 54     | 27      | 57      | 48      | 46      | 84      | 41      | 38      |   |
| Sample:                                | 798   | 51     | 38      | 46      | 30      | 46      | 46      | 67      | 59      |   |

Meanscore: [Number of times per week]

**LOCK4 BEFORE any of the Covid lockdowns - how often were you doing non-food shopping online?**

|                         |       |      |       |      |       |      |       |      |       |    |       |    |       |    |       |    |       |    |
|-------------------------|-------|------|-------|------|-------|------|-------|------|-------|----|-------|----|-------|----|-------|----|-------|----|
| 7 days a week           | 0.9%  | 14   | 0.5%  | 1    | 0.9%  | 1    | 0.0%  | 0    | 1.5%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| 4-6 days a week         | 0.5%  | 8    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 3.0%  | 6  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| 2-3 days a week         | 6.4%  | 102  | 1.9%  | 2    | 2.2%  | 2    | 3.6%  | 5    | 14.3% | 29 | 3.3%  | 4  | 7.4%  | 14 | 4.9%  | 3  | 3.4%  | 2  |
| One day a week          | 15.4% | 246  | 9.1%  | 9    | 3.9%  | 3    | 16.9% | 24   | 6.5%  | 13 | 15.4% | 16 | 23.7% | 45 | 16.7% | 10 | 19.1% | 13 |
| Every two weeks         | 12.3% | 197  | 10.8% | 11   | 11.8% | 8    | 18.1% | 25   | 9.4%  | 19 | 16.2% | 17 | 16.9% | 32 | 10.5% | 7  | 13.2% | 9  |
| Every three weeks       | 1.8%  | 28   | 0.0%  | 0    | 1.7%  | 1    | 1.1%  | 1    | 1.5%  | 3  | 3.6%  | 4  | 1.0%  | 2  | 0.6%  | 0  | 0.6%  | 0  |
| Monthly                 | 19.6% | 315  | 12.3% | 13   | 23.2% | 16   | 17.0% | 24   | 24.8% | 51 | 21.4% | 23 | 15.5% | 30 | 26.0% | 16 | 15.8% | 10 |
| Once every two months   | 7.8%  | 125  | 1.8%  | 2    | 9.8%  | 7    | 4.5%  | 6    | 6.8%  | 14 | 6.7%  | 7  | 6.4%  | 12 | 13.4% | 8  | 10.0% | 7  |
| Three-four times a year | 5.0%  | 81   | 8.8%  | 9    | 5.5%  | 4    | 2.9%  | 4    | 4.2%  | 9  | 4.0%  | 4  | 7.2%  | 14 | 6.8%  | 4  | 5.4%  | 4  |
| Twice a year            | 3.0%  | 48   | 6.2%  | 6    | 2.4%  | 2    | 4.1%  | 6    | 1.8%  | 4  | 3.1%  | 3  | 1.7%  | 3  | 3.0%  | 2  | 0.6%  | 0  |
| Once a year             | 2.0%  | 32   | 4.3%  | 5    | 3.9%  | 3    | 3.7%  | 5    | 0.0%  | 0  | 4.5%  | 5  | 1.6%  | 3  | 1.7%  | 1  | 0.6%  | 0  |
| Less often              | 2.5%  | 40   | 3.3%  | 3    | 2.9%  | 2    | 1.5%  | 2    | 2.2%  | 5  | 1.1%  | 1  | 3.8%  | 7  | 0.6%  | 0  | 2.2%  | 1  |
| Never                   | 18.2% | 292  | 31.3% | 33   | 25.4% | 18   | 20.2% | 28   | 16.0% | 33 | 16.2% | 17 | 11.2% | 21 | 15.8% | 10 | 22.2% | 15 |
| (Don't know)            | 1.6%  | 25   | 4.4%  | 5    | 3.7%  | 3    | 1.5%  | 2    | 3.0%  | 6  | 1.0%  | 1  | 1.6%  | 3  | 0.0%  | 0  | 1.9%  | 1  |
| (Varies)                | 3.1%  | 49   | 5.4%  | 6    | 2.9%  | 2    | 4.8%  | 7    | 5.0%  | 10 | 3.5%  | 4  | 2.0%  | 4  | 0.0%  | 0  | 4.8%  | 3  |
| Mean:                   | 0.56  | 0.30 | 0.32  | 0.44 | 0.89  | 0.42 | 0.59  | 0.44 | 0.44  |    |       |    |       |    |       |    |       |    |
| Weighted base:          | 1602  | 105  | 71    | 141  | 206   | 107  | 191   | 63   | 66    |    |       |    |       |    |       |    |       |    |
| Sample:                 | 1602  | 100  | 100   | 100  | 100   | 100  | 100   | 100  | 101   |    |       |    |       |    |       |    |       |    |

Meanscore: [Number of times per week]

**LOCK5 DURING the Covid lockdowns - how often have you been doing non-food shopping online?**

|                         |       |      |       |      |       |      |       |      |       |    |       |    |       |    |       |    |       |    |
|-------------------------|-------|------|-------|------|-------|------|-------|------|-------|----|-------|----|-------|----|-------|----|-------|----|
| 7 days a week           | 1.0%  | 16   | 0.5%  | 1    | 0.0%  | 0    | 0.0%  | 0    | 0.8%  | 2  | 2.1%  | 2  | 0.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| 4-6 days a week         | 3.1%  | 49   | 2.8%  | 3    | 4.2%  | 3    | 2.1%  | 3    | 4.8%  | 10 | 6.8%  | 7  | 3.1%  | 6  | 4.3%  | 3  | 1.1%  | 1  |
| 2-3 days a week         | 12.2% | 196  | 7.0%  | 7    | 3.2%  | 2    | 14.6% | 21   | 14.3% | 29 | 10.0% | 11 | 11.6% | 22 | 9.8%  | 6  | 13.7% | 9  |
| One day a week          | 17.5% | 280  | 8.3%  | 9    | 6.6%  | 5    | 14.6% | 21   | 16.5% | 34 | 17.9% | 19 | 23.9% | 46 | 24.4% | 15 | 21.6% | 14 |
| Every two weeks         | 12.3% | 197  | 13.2% | 14   | 15.3% | 11   | 16.4% | 23   | 8.5%  | 17 | 20.0% | 21 | 9.9%  | 19 | 11.6% | 7  | 9.4%  | 6  |
| Every three weeks       | 4.0%  | 64   | 0.0%  | 0    | 2.5%  | 2    | 3.8%  | 5    | 0.0%  | 0  | 5.0%  | 5  | 12.3% | 24 | 2.4%  | 1  | 1.6%  | 1  |
| Monthly                 | 14.0% | 225  | 3.8%  | 4    | 19.0% | 14   | 14.4% | 20   | 17.4% | 36 | 11.7% | 12 | 9.8%  | 19 | 12.3% | 8  | 13.1% | 9  |
| Once every two months   | 5.7%  | 92   | 8.5%  | 9    | 7.4%  | 5    | 3.4%  | 5    | 4.4%  | 9  | 6.2%  | 7  | 7.7%  | 15 | 10.5% | 7  | 6.5%  | 4  |
| Three-four times a year | 3.0%  | 48   | 6.9%  | 7    | 4.4%  | 3    | 2.0%  | 3    | 4.4%  | 9  | 1.1%  | 1  | 0.9%  | 2  | 3.7%  | 2  | 7.3%  | 5  |
| Twice a year            | 2.3%  | 36   | 1.0%  | 1    | 3.3%  | 2    | 3.6%  | 5    | 2.9%  | 6  | 0.5%  | 1  | 1.9%  | 4  | 1.9%  | 1  | 0.6%  | 0  |
| Once a year             | 1.5%  | 24   | 3.2%  | 3    | 3.0%  | 2    | 3.7%  | 5    | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  |
| Less often              | 2.8%  | 45   | 3.5%  | 4    | 2.8%  | 2    | 1.6%  | 2    | 2.6%  | 5  | 0.0%  | 0  | 5.2%  | 10 | 3.4%  | 2  | 1.1%  | 1  |
| Never                   | 16.9% | 271  | 33.8% | 35   | 24.2% | 17   | 17.1% | 24   | 18.9% | 39 | 12.3% | 13 | 10.1% | 19 | 13.4% | 8  | 18.0% | 12 |
| (Don't know)            | 1.2%  | 20   | 4.5%  | 5    | 0.5%  | 0    | 0.0%  | 0    | 0.0%  | 0  | 1.0%  | 1  | 1.0%  | 2  | 0.6%  | 0  | 2.8%  | 2  |
| (Varies)                | 2.5%  | 41   | 2.8%  | 3    | 3.4%  | 2    | 2.7%  | 4    | 4.5%  | 9  | 4.3%  | 5  | 2.1%  | 4  | 0.6%  | 0  | 3.2%  | 2  |
| Mean:                   | 0.86  | 0.57 | 0.53  | 0.78 | 0.97  | 1.13 | 0.87  | 0.83 | 0.77  |    |       |    |       |    |       |    |       |    |
| Weighted base:          | 1602  | 105  | 71    | 141  | 206   | 107  | 191   | 63   | 66    |    |       |    |       |    |       |    |       |    |
| Sample:                 | 1602  | 100  | 100   | 100  | 100   | 100  | 100   | 100  | 101   |    |       |    |       |    |       |    |       |    |

Meanscore: [More = 1, Same = 0, Less = -1]

**QD Non-food shopping online DURING lockdown compared to BEFORE lockdown:**

|                       |       |      |       |      |       |      |       |      |       |    |       |    |       |    |       |    |       |    |
|-----------------------|-------|------|-------|------|-------|------|-------|------|-------|----|-------|----|-------|----|-------|----|-------|----|
| More                  | 37.3% | 597  | 30.3% | 32   | 30.4% | 22   | 32.3% | 45   | 29.6% | 61 | 51.5% | 55 | 37.9% | 73 | 46.7% | 29 | 32.8% | 22 |
| Same                  | 45.7% | 733  | 49.7% | 52   | 49.2% | 35   | 52.6% | 74   | 47.5% | 98 | 35.8% | 38 | 38.5% | 74 | 44.9% | 28 | 49.0% | 32 |
| Less                  | 10.8% | 174  | 10.2% | 11   | 10.8% | 8    | 8.2%  | 12   | 14.9% | 31 | 4.8%  | 5  | 17.5% | 33 | 7.2%  | 5  | 8.0%  | 5  |
| (Don't know / varies) | 6.1%  | 98   | 9.8%  | 10   | 9.6%  | 7    | 6.8%  | 10   | 8.0%  | 16 | 7.9%  | 8  | 6.1%  | 12 | 1.3%  | 1  | 10.2% | 7  |
| Mean:                 | 0.28  | 0.22 | 0.22  | 0.26 | 0.16  | 0.51 | 0.22  | 0.40 | 0.28  |    |       |    |       |    |       |    |       |    |
| Weighted base:        | 1602  | 105  | 71    | 141  | 206   | 107  | 191   | 63   | 66    |    |       |    |       |    |       |    |       |    |
| Sample:               | 1602  | 100  | 100   | 100  | 100   | 100  | 100   | 100  | 101   |    |       |    |       |    |       |    |       |    |

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |      |       |      |       |      |       |      |       |      |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|------|-------|------|-------|------|-------|------|-------|------|
| <b>Meanscore: [Number of times per week]</b>  |       |        |         |         |         |         |         |         |         |      |       |      |       |      |       |      |       |      |
| <b>LOCK6 Once all lockdowns have ended - how often do you think you will be doing non-food shopping online?</b> |       |        |         |         |         |         |         |         |         |      |       |      |       |      |       |      |       |      |
| 7 days a week   | 0.9%  | 15     | 0.5%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 2.3%    | 5    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    | 0.0%  | 0    |
| 4-6 days a week   | 1.6%  | 25     | 0.0%    | 0       | 1.7%    | 1       | 2.1%    | 3       | 3.0%    | 6    | 0.0%  | 0    | 3.1%  | 6    | 1.9%  | 1    | 0.0%  | 0    |
| 2-3 days a week   | 8.0%  | 128    | 1.9%    | 2       | 4.0%    | 3       | 7.8%    | 11      | 13.6%   | 28   | 8.0%  | 8    | 6.9%  | 13   | 5.0%  | 3    | 5.6%  | 4    |
| One day a week  | 15.2% | 243    | 6.5%    | 7       | 8.2%    | 6       | 13.2%   | 19      | 12.2%   | 25   | 19.6% | 21   | 23.9% | 46   | 13.1% | 8    | 16.9% | 11   |
| Every two weeks   | 12.1% | 194    | 12.6%   | 13      | 14.1%   | 10      | 16.4%   | 23      | 6.6%    | 14   | 9.5%  | 10   | 14.7% | 28   | 14.2% | 9    | 12.3% | 8    |
| Every three weeks   | 2.6%  | 41     | 1.0%    | 1       | 1.7%    | 1       | 5.5%    | 8       | 1.5%    | 3    | 4.1%  | 4    | 4.0%  | 8    | 1.7%  | 1    | 2.8%  | 2    |
| Monthly   | 17.0% | 273    | 6.9%    | 7       | 18.1%   | 13      | 18.8%   | 26      | 17.2%   | 35   | 19.9% | 21   | 13.5% | 26   | 21.8% | 14   | 19.3% | 13   |
| Once every two months   | 6.6%  | 105    | 6.0%    | 6       | 7.8%    | 6       | 3.7%    | 5       | 6.2%    | 13   | 2.5%  | 3    | 8.0%  | 15   | 10.5% | 7    | 7.7%  | 5    |
| Three-four times a year   | 4.5%  | 72     | 5.1%    | 5       | 7.0%    | 5       | 3.0%    | 4       | 4.2%    | 9    | 5.3%  | 6    | 1.0%  | 2    | 7.0%  | 4    | 6.1%  | 4    |
| Twice a year  | 2.6%  | 41     | 2.0%    | 2       | 3.0%    | 2       | 3.1%    | 4       | 2.7%    | 6    | 2.5%  | 3    | 4.2%  | 8    | 1.9%  | 1    | 0.6%  | 0    |
| Once a year   | 1.6%  | 25     | 2.7%    | 3       | 2.5%    | 2       | 3.7%    | 5       | 0.5%    | 1    | 4.1%  | 4    | 0.5%  | 1    | 1.7%  | 1    | 0.0%  | 0    |
| Less often  | 2.2%  | 34     | 4.7%    | 5       | 3.9%    | 3       | 0.6%    | 1       | 0.9%    | 2    | 1.5%  | 2    | 4.2%  | 8    | 4.0%  | 3    | 0.0%  | 0    |
| Never   | 15.9% | 255    | 26.3%   | 28      | 19.5%   | 14      | 18.7%   | 26      | 16.6%   | 34   | 9.9%  | 11   | 10.6% | 20   | 12.8% | 8    | 16.3% | 11   |
| (Don't know)  | 5.7%  | 92     | 13.1%   | 14      | 6.7%    | 5       | 1.6%    | 2       | 5.5%    | 11   | 6.1%  | 7    | 4.9%  | 9    | 3.2%  | 2    | 10.8% | 7    |
| (Varies)  | 3.7%  | 60     | 10.8%   | 11      | 1.9%    | 1       | 1.7%    | 2       | 7.1%    | 15   | 7.0%  | 8    | 0.5%  | 1    | 1.2%  | 1    | 1.7%  | 1    |
| Mean:   |       | 0.69   |         | 0.32    |         | 0.45    |         | 0.62    |         | 1.00 |       | 0.60 |       | 0.74 |       | 0.53 |       | 0.52 |
| Weighted base:  |       | 1602   |         | 105     |         | 71      |         | 141     |         | 206  |       | 107  |       | 191  |       | 63   |       | 66   |
| Sample:   |       | 1602   |         | 100     |         | 100     |         | 100     |         | 100  |       | 100  |       | 100  |       | 100  |       | 101  |

Meanscore: [More = 1, Same = 0, Less = -1]

**QE Non-food shopping online AFTER lockdown compared to DURING lockdown:**

|                       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|-----------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| More                  | 10.1% | 161   | 8.8%  | 9     | 10.4% | 7     | 10.0% | 14    | 11.7% | 24    | 6.1%  | 7     | 12.6% | 24    | 3.2%  | 2     | 9.0%  | 6     |
| Same                  | 53.2% | 853   | 52.8% | 55    | 57.8% | 41    | 63.6% | 89    | 55.2% | 114   | 38.9% | 42    | 52.1% | 100   | 56.1% | 35    | 50.4% | 33    |
| Less                  | 26.3% | 422   | 14.5% | 15    | 20.3% | 14    | 23.1% | 32    | 19.0% | 39    | 40.2% | 43    | 27.8% | 53    | 35.1% | 22    | 28.0% | 19    |
| (Don't know / varies) | 10.4% | 166   | 24.0% | 25    | 11.5% | 8     | 3.3%  | 5     | 14.1% | 29    | 14.8% | 16    | 7.4%  | 14    | 5.7%  | 4     | 12.5% | 8     |
| Mean:                 |       | -0.18 |       | -0.08 |       | -0.11 |       | -0.14 |       | -0.08 |       | -0.40 |       | -0.17 |       | -0.34 |       | -0.22 |
| Weighted base:        |       | 1602  |       | 105   |       | 71    |       | 141   |       | 206   |       | 107   |       | 191   |       | 63    |       | 66    |
| Sample:               |       | 1602  |       | 100   |       | 100   |       | 100   |       | 100   |       | 100   |       | 100   |       | 100   |       | 101   |

Meanscore: [More = 1, Same = 0, Less = -1]

**QF Non-food shopping online AFTER lockdown compared to BEFORE lockdown:**

|                       |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |
|-----------------------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| More                  | 19.6% | 314  | 14.1% | 15   | 23.1% | 16   | 24.4% | 34   | 16.4% | 34   | 19.1% | 20   | 23.9% | 46   | 20.3% | 13   | 15.1% | 10   |
| Same                  | 58.5% | 937  | 55.4% | 58   | 59.7% | 42   | 59.5% | 84   | 56.9% | 117  | 54.9% | 59   | 48.5% | 93   | 63.8% | 40   | 64.5% | 43   |
| Less                  | 10.6% | 170  | 6.6%  | 7    | 4.8%  | 3    | 9.2%  | 13   | 9.1%  | 19   | 11.3% | 12   | 19.3% | 37   | 11.5% | 7    | 6.8%  | 4    |
| (Don't know / varies) | 11.3% | 181  | 24.0% | 25   | 12.5% | 9    | 6.8%  | 10   | 17.6% | 36   | 14.6% | 16   | 8.4%  | 16   | 4.4%  | 3    | 13.6% | 9    |
| Mean:                 |       | 0.10 |       | 0.10 |       | 0.21 |       | 0.16 |       | 0.09 |       | 0.09 |       | 0.05 |       | 0.09 |       | 0.10 |
| Weighted base:        |       | 1602 |       | 105  |       | 71   |       | 141  |       | 206  |       | 107  |       | 191  |       | 63   |       | 66   |
| Sample:               |       | 1602 |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 101  |

**Q29 Now thinking about places you normally visited before any lockdowns - did you normally visit any of the following centres? [MR/PR]**

|  |       |      |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
|--|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Leicester City Centre                                  | 76.3% | 1222 | 81.8% | 86  | 68.4% | 49  | 77.7% | 109 | 76.3% | 157 | 70.6% | 75  | 81.3% | 156 | 87.4% | 55  | 69.1% | 46  |
| Beaumont Leys Town Centre                              | 34.7% | 556  | 47.9% | 50  | 83.1% | 59  | 21.0% | 30  | 45.7% | 94  | 16.1% | 17  | 53.6% | 102 | 74.1% | 47  | 44.4% | 29  |
| Belgrave Road / Melton Road District Centre, Leicester | 17.4% | 279  | 73.3% | 77  | 24.5% | 17  | 11.1% | 16  | 10.4% | 21  | 11.6% | 12  | 13.3% | 25  | 15.9% | 10  | 6.9%  | 5   |
| Evington Road District Centre, Leicester               | 10.9% | 174  | 11.7% | 12  | 3.9%  | 3   | 6.0%  | 8   | 0.5%  | 1   | 14.3% | 15  | 5.4%  | 10  | 0.0%  | 0   | 1.0%  | 1   |
| Narborough Road District Centre, Leicester             | 12.2% | 196  | 14.6% | 15  | 11.2% | 8   | 6.6%  | 9   | 26.4% | 54  | 7.6%  | 8   | 9.4%  | 18  | 20.8% | 13  | 18.7% | 12  |
| (Don't visit any of these centres)                     | 12.4% | 199  | 4.1%  | 4   | 2.8%  | 2   | 14.3% | 20  | 5.9%  | 12  | 24.3% | 26  | 7.0%  | 13  | 3.1%  | 2   | 15.5% | 10  |
| Weighted base:   |       | 1602 |       | 105 |       | 71  |       | 141 |       | 206 |       | 107 |       | 191 |       | 63  |       | 66  |
| Sample:  |       | 1602 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 101 |

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |     |       |    |       |     |       |    |       |    |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|-----|-------|----|-------|-----|-------|----|-------|----|
| <b>Q30 Which of those centres did you visit the most?</b>            |       |        |         |         |         |         |         |         |         |     |       |    |       |     |       |    |       |    |
| <i>Not those that said 'Don't visit any of these centres' at Q29</i> |       |        |         |         |         |         |         |         |         |     |       |    |       |     |       |    |       |    |
| Leicester City Centre  | 67.8% | 951    | 49.9%   | 50      | 26.5%   | 18      | 81.0%   | 98      | 57.9%   | 112 | 88.3% | 71 | 61.6% | 110 | 53.3% | 32 | 64.1% | 36 |
| Beaumont Leys Town Centre  | 18.7% | 263    | 9.4%    | 9       | 70.9%   | 49      | 6.6%    | 8       | 26.1%   | 51  | 1.9%  | 2  | 35.0% | 62  | 44.3% | 27 | 27.9% | 16 |
| Belgrave Road / Melton<br>Road District Centre                       | 5.9%  | 82     | 39.6%   | 40      | 2.6%    | 2       | 4.8%    | 6       | 1.8%    | 3   | 7.4%  | 6  | 3.3%  | 6   | 0.0%  | 0  | 0.0%  | 0  |
| Evington Road District<br>Centre                                     | 4.3%  | 61     | 0.5%    | 1       | 0.0%    | 0       | 5.8%    | 7       | 0.0%    | 0   | 2.4%  | 2  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Narborough Road District<br>Centre                                   | 3.3%  | 46     | 0.5%    | 1       | 0.0%    | 0       | 1.9%    | 2       | 14.3%   | 28  | 0.0%  | 0  | 0.0%  | 0   | 2.4%  | 1  | 8.0%  | 4  |
| Weighted base:   | 1403  | 100    | 69      | 121     | 194     | 81      | 178     | 61      | 56      |     |       |    |       |     |       |    |       |    |
| Sample:  | 1357  | 95     | 98      | 84      | 94      | 73      | 90      | 98      | 85      |     |       |    |       |     |       |    |       |    |

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q31 What do you like most about (CENTRE MENTIONED AT Q30)? [MR]</b>                |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| <i>Not those that said '(Don't visit any of these centres)' at Q29</i>                |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| Attractive environment / nice place   | 5.4%  | 76     | 10.6%   | 11      | 5.7%    | 4       | 6.8%    | 8       | 4.2%    | 8  | 4.0%  | 3  | 1.1%  | 2  | 1.8%  | 1  | 0.0%  | 0  |
| Clean streets / well maintained   | 2.8%  | 39     | 2.7%    | 3       | 1.5%    | 1       | 2.4%    | 3       | 6.9%    | 13 | 0.0%  | 0  | 1.9%  | 3  | 0.0%  | 0  | 0.7%  | 0  |
| Close to home   | 18.8% | 263    | 9.9%    | 10      | 57.2%   | 40      | 9.4%    | 11      | 29.1%   | 56 | 10.0% | 8  | 24.7% | 44 | 25.5% | 16 | 4.8%  | 3  |
| Close to work / en route to work  | 2.9%  | 40     | 0.9%    | 1       | 8.2%    | 6       | 0.0%    | 0       | 5.6%    | 11 | 3.6%  | 3  | 2.2%  | 4  | 0.0%  | 0  | 1.3%  | 1  |
| Easy to get to by bus   | 7.3%  | 102    | 4.2%    | 4       | 7.5%    | 5       | 14.3%   | 17      | 8.5%    | 16 | 5.1%  | 4  | 7.0%  | 13 | 5.3%  | 3  | 6.4%  | 4  |
| Easy to get to by car   | 5.8%  | 81     | 2.5%    | 2       | 5.6%    | 4       | 3.2%    | 4       | 6.9%    | 13 | 2.4%  | 2  | 6.9%  | 12 | 5.7%  | 3  | 8.8%  | 5  |
| Easy to get to by train   | 0.8%  | 11     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.6%    | 3  | 0.0%  | 0  | 1.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Familiar / know where everything is   | 8.9%  | 124    | 3.4%    | 3       | 7.5%    | 5       | 4.5%    | 5       | 18.3%   | 35 | 7.5%  | 6  | 11.9% | 21 | 4.8%  | 3  | 3.5%  | 2  |
| Good cafés / restaurants  | 11.9% | 167    | 6.4%    | 6       | 0.0%    | 0       | 10.2%   | 12      | 15.3%   | 30 | 12.1% | 10 | 12.8% | 23 | 8.0%  | 5  | 14.9% | 8  |
| Good disabled access  | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 1.1%    | 1       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Good for a day out  | 2.7%  | 37     | 0.0%    | 0       | 3.4%    | 2       | 2.1%    | 3       | 1.9%    | 4  | 2.4%  | 2  | 3.7%  | 7  | 0.0%  | 0  | 2.7%  | 1  |
| Good for financial services (e.g. banks / building societies)                         | 1.7%  | 24     | 0.0%    | 0       | 0.5%    | 0       | 3.1%    | 4       | 2.1%    | 4  | 2.4%  | 2  | 1.1%  | 2  | 0.7%  | 0  | 3.0%  | 2  |
| Good layout / shops close together  | 5.7%  | 81     | 7.1%    | 7       | 5.5%    | 4       | 4.9%    | 6       | 4.0%    | 8  | 7.8%  | 6  | 7.8%  | 14 | 5.6%  | 3  | 5.9%  | 3  |
| Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc) | 2.4%  | 33     | 0.0%    | 0       | 0.0%    | 0       | 3.0%    | 4       | 4.2%    | 8  | 1.2%  | 1  | 1.9%  | 3  | 0.0%  | 0  | 3.0%  | 2  |
| Good market   | 3.8%  | 53     | 3.2%    | 3       | 1.6%    | 1       | 3.0%    | 4       | 5.4%    | 10 | 9.7%  | 8  | 2.8%  | 5  | 2.6%  | 2  | 8.0%  | 4  |
| Good pubs / bars  | 1.2%  | 17     | 0.0%    | 0       | 0.0%    | 0       | 2.1%    | 3       | 0.8%    | 2  | 2.4%  | 2  | 1.0%  | 2  | 0.0%  | 0  | 2.7%  | 2  |
| Good range of other services (e.g. library, hairdresser, vets etc.)                   | 0.7%  | 9      | 0.5%    | 1       | 0.0%    | 0       | 3.1%    | 4       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  |
| Has undercover shopping   | 1.6%  | 22     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 1.4%  | 1  | 3.0%  | 5  | 0.0%  | 0  | 0.0%  | 0  |
| Nice atmosphere / friendly people   | 2.6%  | 36     | 6.9%    | 7       | 2.5%    | 2       | 7.6%    | 9       | 2.1%    | 4  | 2.4%  | 2  | 1.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Parking - it's cheap  | 0.7%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 3.1%    | 4       | 1.6%    | 3  | 2.4%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Parking - it's easy to find a space   | 5.1%  | 72     | 2.9%    | 3       | 3.7%    | 3       | 4.5%    | 5       | 2.4%    | 5  | 1.9%  | 2  | 14.2% | 25 | 6.4%  | 4  | 5.3%  | 3  |
| Parking - it's free   | 1.7%  | 23     | 1.0%    | 1       | 4.0%    | 3       | 1.1%    | 1       | 1.9%    | 4  | 3.6%  | 3  | 3.7%  | 7  | 5.2%  | 3  | 3.4%  | 2  |
| Quiet / not busy  | 0.8%  | 11     | 1.0%    | 1       | 0.5%    | 0       | 1.3%    | 2       | 3.2%    | 6  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.7%  | 0  |
| Shops - good opening hours / open on Sundays  | 1.6%  | 22     | 0.0%    | 0       | 1.7%    | 1       | 2.1%    | 3       | 3.2%    | 6  | 5.1%  | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Shops - good range of affordable shops  | 1.7%  | 23     | 0.0%    | 0       | 1.0%    | 1       | 0.0%    | 0       | 3.0%    | 6  | 2.7%  | 2  | 0.6%  | 1  | 2.4%  | 1  | 2.7%  | 2  |
| Shops - good range of bakers / butchers / greengrocers                                | 1.0%  | 14     | 4.4%    | 4       | 0.0%    | 0       | 0.0%    | 0       | 2.5%    | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  | 0.0%  | 0  |
| Shops - good range of clothing shops  | 2.4%  | 34     | 1.7%    | 2       | 1.1%    | 1       | 2.1%    | 3       | 6.1%    | 12 | 0.0%  | 0  | 2.8%  | 5  | 0.7%  | 0  | 1.4%  | 1  |
| Shops - good range of 'high street' retailers   | 5.0%  | 70     | 4.7%    | 5       | 1.9%    | 1       | 3.4%    | 4       | 0.5%    | 1  | 6.8%  | 6  | 8.1%  | 14 | 9.7%  | 6  | 10.2% | 6  |
| Shops - good range of independent shops   | 4.8%  | 67     | 8.5%    | 9       | 1.8%    | 1       | 3.0%    | 4       | 6.1%    | 12 | 2.4%  | 2  | 6.6%  | 12 | 5.4%  | 3  | 9.3%  | 5  |
| Shops - good range of non-food shops generally  | 20.8% | 292    | 16.0%   | 16      | 14.9%   | 10      | 19.3%   | 23      | 16.6%   | 32 | 18.7% | 15 | 24.8% | 44 | 21.1% | 13 | 25.9% | 14 |
| Shops - good range of quality shops   | 1.4%  | 19     | 2.0%    | 2       | 2.5%    | 2       | 3.2%    | 4       | 2.4%    | 5  | 2.4%  | 2  | 0.0%  | 0  | 0.7%  | 0  | 2.7%  | 1  |
| Shops - good range of supermarkets  | 3.1%  | 44     | 4.8%    | 5       | 3.1%    | 2       | 4.0%    | 5       | 2.3%    | 4  | 1.2%  | 1  | 5.2%  | 9  | 7.1%  | 4  | 5.7%  | 3  |
| Traditional / quaint  | 0.5%  | 8      | 2.0%    | 2       | 0.9%    | 1       | 1.1%    | 1       | 0.0%    | 0  | 1.2%  | 1  | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0  |
| Traffic free areas / pedestrianisation  | 1.3%  | 18     | 0.0%    | 0       | 0.5%    | 0       | 0.0%    | 0       | 1.9%    | 4  | 4.0%  | 3  | 2.5%  | 4  | 0.7%  | 0  | 0.0%  | 0  |
| You can get everything you need there   | 6.3%  | 88     | 12.0%   | 12      | 13.4%   | 9       | 6.3%    | 8       | 5.4%    | 10 | 4.6%  | 4  | 5.4%  | 10 | 0.7%  | 0  | 6.9%  | 4  |
| Other   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Close to school / college / university  | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Easy to get to by bus   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  |
| Feels safe  | 0.0%  | 1      | 0.0%    | 0       | 0.9%    | 1       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Good range of activities  | 0.1%  | 2      | 0.9%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Good range of cultural food shops   | 1.4%  | 19     | 10.1%   | 10      | 0.0%    | 0       | 1.2%    | 1       | 1.8%    | 3  | 3.8%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Good range of takeaways   | 0.5%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.8%  | 2  |
| Has everything I need   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| High Cross Shopping Centre  | 2.5%  | 35     | 0.0%    | 0       | 0.0%    | 0       | 1.7%    | 2       | 1.4%    | 3  | 7.8%  | 6  | 0.0%  | 0  | 3.9%  | 2  | 2.0%  | 1  |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|                       | Total     | Zone 9 | Zone 10 | Zone 11  | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|-----------------------|-----------|--------|---------|----------|---------|---------|---------|---------|---------|
| John Lewis store      | 1.1% 16   | 0.0% 0 | 0.0% 0  | 1.1% 1   | 0.0% 0  | 2.1% 2  | 1.1% 2  | 1.3% 1  | 2.7% 2  |
| Marks & Spencer store | 0.3% 4    | 0.9% 1 | 0.0% 0  | 0.0% 0   | 0.0% 0  | 0.0% 0  | 0.6% 1  | 0.7% 0  | 0.0% 0  |
| Matalan store         | 0.2% 3    | 0.0% 0 | 0.0% 0  | 0.0% 0   | 1.6% 3  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  |
| Mosque is there       | 0.0% 1    | 0.5% 1 | 0.0% 0  | 0.0% 0   | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  |
| Multicultural         | 0.4% 6    | 0.0% 0 | 0.0% 0  | 0.6% 1   | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 1.2% 1  |
| Nice cathedral        | 0.4% 6    | 0.0% 0 | 0.0% 0  | 0.0% 0   | 0.5% 1  | 0.0% 0  | 1.1% 2  | 0.0% 0  | 0.0% 0  |
| Tesco store           | 0.1% 2    | 0.0% 0 | 0.0% 0  | 0.0% 0   | 0.0% 0  | 0.0% 0  | 0.6% 1  | 0.0% 0  | 0.7% 0  |
| Vibrant               | 0.3% 5    | 0.9% 1 | 0.9% 1  | 0.0% 0   | 1.0% 2  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  |
| Wilko store           | 0.1% 2    | 0.0% 0 | 0.0% 0  | 0.0% 0   | 0.0% 0  | 0.0% 0  | 0.0% 0  | 1.8% 1  | 0.0% 0  |
| (Don't know)          | 0.9% 13   | 3.9% 4 | 0.0% 0  | 0.6% 1   | 0.0% 0  | 1.4% 1  | 1.1% 2  | 0.0% 0  | 0.0% 0  |
| (Nothing)             | 11.8% 166 | 9.0% 9 | 8.8% 6  | 22.6% 27 | 8.5% 16 | 11.5% 9 | 7.7% 14 | 14.0% 9 | 7.2% 4  |
| Weighted base:        | 1403      | 100    | 69      | 121      | 194     | 81      | 178     | 61      | 56      |
| Sample:               | 1357      | 95     | 98      | 84       | 94      | 73      | 90      | 98      | 85      |

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |       |    |       |    |       |    |       |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|-------|----|-------|----|-------|----|-------|---|
| <b>Q32 What do you like least about (CENTRE MENTIONED IN Q30)? [MR]</b>                     |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |   |
| <i>Not those that said '(Don't visit any of these centres)' at Q29</i>                      |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |   |
| Dirty streets / poorly maintained   | 14.8% | 208    | 9.4%    | 9       | 9.9%    | 7       | 18.8%   | 23      | 21.9%   | 42 | 8.5%  | 7  | 11.4% | 20 | 13.9% | 9  | 13.6% | 8 |
| Hard to get to by bus   | 1.6%  | 22     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.6%    | 3  | 0.0%  | 0  | 4.1%  | 7  | 2.4%  | 1  | 0.7%  | 0 |
| Hard to get to by train   | 0.5%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 2.1%    | 3       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Lack of pedestrianised areas  | 0.5%  | 7      | 1.7%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 1.6%    | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Lack of security / don't feel safe  | 5.3%  | 74     | 3.0%    | 3       | 3.7%    | 3       | 7.1%    | 9       | 4.6%    | 9  | 10.8% | 9  | 2.2%  | 4  | 4.8%  | 3  | 11.1% | 6 |
| Lack of undercover shopping   | 0.8%  | 11     | 1.7%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 3.0%  | 5  | 0.0%  | 0  | 0.0%  | 0 |
| Needs an update / revamp  | 6.2%  | 86     | 0.0%    | 0       | 7.2%    | 5       | 9.0%    | 11      | 7.4%    | 14 | 7.5%  | 6  | 6.7%  | 12 | 13.0% | 8  | 6.7%  | 4 |
| Not attractive / poor environment   | 6.0%  | 84     | 1.5%    | 2       | 0.0%    | 0       | 5.3%    | 6       | 4.2%    | 8  | 1.2%  | 1  | 9.6%  | 17 | 9.6%  | 6  | 9.6%  | 5 |
| Not enough / poor quality cafés / restaurants   | 1.6%  | 22     | 0.0%    | 0       | 1.7%    | 1       | 1.1%    | 1       | 4.2%    | 8  | 0.0%  | 0  | 3.7%  | 7  | 0.0%  | 0  | 2.7%  | 1 |
| Not enough / poor quality public toilets  | 1.8%  | 25     | 1.7%    | 2       | 2.0%    | 1       | 0.0%    | 0       | 3.5%    | 7  | 0.0%  | 0  | 1.9%  | 3  | 1.3%  | 1  | 3.4%  | 2 |
| Not enough / poor quality pubs / bars   | 0.2%  | 3      | 1.7%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Not enough / poor quality seating areas   | 1.0%  | 15     | 0.0%    | 0       | 2.7%    | 2       | 0.0%    | 0       | 3.2%    | 6  | 2.4%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Not enough financial services (e.g. banks / building societies)                             | 0.9%  | 13     | 0.0%    | 0       | 1.0%    | 1       | 0.0%    | 0       | 1.6%    | 3  | 0.0%  | 0  | 1.9%  | 3  | 0.7%  | 0  | 0.0%  | 0 |
| Not enough leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc) | 1.5%  | 20     | 0.0%    | 0       | 3.4%    | 2       | 0.0%    | 0       | 5.1%    | 10 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.7%  | 1 |
| Not enough other services (e.g. library, hairdresser, vets etc.)                            | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Parking - expensive parking   | 7.4%  | 104    | 7.8%    | 8       | 0.0%    | 0       | 7.6%    | 9       | 8.6%    | 17 | 7.9%  | 6  | 6.5%  | 12 | 3.2%  | 2  | 6.6%  | 4 |
| Parking - no free parking   | 3.3%  | 46     | 4.3%    | 4       | 0.0%    | 0       | 3.8%    | 5       | 10.7%   | 21 | 3.5%  | 3  | 2.2%  | 4  | 0.0%  | 0  | 0.0%  | 0 |
| Parking - not enough spaces available   | 5.9%  | 82     | 8.4%    | 8       | 2.0%    | 1       | 6.8%    | 8       | 5.2%    | 10 | 9.3%  | 7  | 1.5%  | 3  | 5.3%  | 3  | 8.7%  | 5 |
| Poor atmosphere / unfriendly people   | 2.0%  | 29     | 0.9%    | 1       | 1.5%    | 1       | 0.6%    | 1       | 0.5%    | 1  | 7.8%  | 6  | 1.9%  | 3  | 2.5%  | 2  | 7.0%  | 4 |
| Poor disabled access  | 0.8%  | 12     | 0.0%    | 0       | 0.0%    | 0       | 2.1%    | 3       | 0.0%    | 0  | 0.0%  | 0  | 1.9%  | 3  | 0.0%  | 0  | 0.0%  | 0 |
| Poor layout / shops too far apart   | 1.1%  | 16     | 0.0%    | 0       | 0.0%    | 0       | 2.4%    | 3       | 3.2%    | 6  | 1.4%  | 1  | 0.0%  | 0  | 0.7%  | 0  | 0.0%  | 0 |
| Poor market   | 0.4%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.7%  | 1  | 0.0%  | 0  | 0.7%  | 0  | 0.0%  | 0 |
| Poor nightlife  | 0.6%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 2.4%    | 3       | 1.9%    | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.3%  | 1 |
| Shops - need longer opening hours / more open on Sundays                                    | 1.4%  | 20     | 0.0%    | 0       | 3.4%    | 2       | 0.0%    | 0       | 3.2%    | 6  | 0.0%  | 0  | 1.1%  | 2  | 0.0%  | 0  | 0.0%  | 0 |
| Shops - need more / better clothes shops  | 1.1%  | 16     | 0.0%    | 0       | 5.2%    | 4       | 0.0%    | 0       | 3.2%    | 6  | 0.0%  | 0  | 0.6%  | 1  | 2.2%  | 1  | 0.0%  | 0 |
| Shops - need more / better range of non-food shops generally                                | 2.3%  | 33     | 0.0%    | 0       | 4.6%    | 3       | 6.2%    | 7       | 2.9%    | 6  | 3.2%  | 3  | 1.7%  | 3  | 3.9%  | 2  | 1.2%  | 1 |
| Shops - need more / better range of supermarkets  | 0.4%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 2.1%    | 3       | 0.0%    | 0  | 0.0%  | 0  | 0.6%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Shops - need more affordable shops  | 1.5%  | 21     | 0.5%    | 1       | 1.0%    | 1       | 2.1%    | 3       | 7.0%    | 13 | 0.0%  | 0  | 1.1%  | 2  | 0.0%  | 0  | 0.0%  | 0 |
| Shops - need more bakers / butchers / greengrocers  | 0.7%  | 9      | 0.0%    | 0       | 1.7%    | 1       | 0.0%    | 0       | 2.5%    | 5  | 2.4%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Shops - need more 'high street' retailers   | 2.6%  | 36     | 2.0%    | 2       | 2.0%    | 1       | 1.3%    | 2       | 5.1%    | 10 | 1.9%  | 2  | 1.1%  | 2  | 4.2%  | 3  | 0.0%  | 0 |
| Shops - need more independent shops   | 3.0%  | 42     | 0.0%    | 0       | 3.0%    | 2       | 2.2%    | 3       | 1.9%    | 4  | 3.6%  | 3  | 11.3% | 20 | 2.2%  | 1  | 2.7%  | 2 |
| Shops - need more quality shops   | 0.9%  | 13     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.6%    | 3  | 0.0%  | 0  | 0.6%  | 1  | 1.8%  | 1  | 0.0%  | 0 |
| Too busy / noisy  | 7.4%  | 103    | 12.7%   | 13      | 1.7%    | 1       | 7.7%    | 9       | 6.0%    | 12 | 7.2%  | 6  | 1.0%  | 2  | 3.1%  | 2  | 2.4%  | 1 |
| Too many betting shops  | 0.8%  | 12     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.6%    | 5  | 2.7%  | 2  | 1.9%  | 3  | 0.0%  | 0  | 0.0%  | 0 |
| Too many charity shops  | 0.4%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.6%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Too many empty shops  | 6.1%  | 85     | 4.6%    | 5       | 7.0%    | 5       | 6.0%    | 7       | 5.0%    | 10 | 12.7% | 10 | 5.4%  | 10 | 15.7% | 10 | 4.5%  | 3 |
| Too many takeaways  | 1.2%  | 17     | 0.5%    | 1       | 0.0%    | 0       | 1.1%    | 1       | 0.5%    | 1  | 2.7%  | 2  | 0.0%  | 0  | 0.7%  | 0  | 0.0%  | 0 |
| Traffic congestion  | 3.4%  | 47     | 1.5%    | 2       | 2.1%    | 1       | 1.3%    | 2       | 0.9%    | 2  | 6.5%  | 5  | 1.0%  | 2  | 0.0%  | 0  | 2.5%  | 1 |
| Other   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Lack of cultural facilities   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Lack of greenery  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.6%    | 1       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Lost it's historical heart  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.6%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Money for improvements is   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.6%    | 1       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0 |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|
| not being spent where it's needed                    |       |        |         |         |         |         |         |         |         |    |
| Need more information points i.e. an interactive map | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| Not enough activities for children                   | 0.1%  | 1      | 1.0%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| Parking - too far away from the shops                | 0.1%  | 2      | 0.0%    | 0       | 0.5%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| Poor pavements                                       | 0.2%  | 2      | 0.5%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| Public transport is expensive                        | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| Too many beggars / drunks / homeless                 | 2.9%  | 41     | 0.5%    | 1       | 3.0%    | 2       | 7.0%    | 8       | 3.3%    | 6  |
| Too many birds                                       | 0.1%  | 1      | 0.0%    | 0       | 1.7%    | 1       | 0.0%    | 0       | 0.0%    | 0  |
| Too many clothes shops                               | 0.0%  | 0      | 0.0%    | 0       | 0.5%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| Too many coffee shops / restaurants                  | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| Too many food shops                                  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| Too many nailbars                                    | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| Too many pubs / bars                                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| Too many roadworks                                   | 0.3%  | 4      | 0.0%    | 0       | 0.9%    | 1       | 0.0%    | 0       | 1.3%    | 3  |
| Too many sales people on the streets                 | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| Unsafe cyclists                                      | 0.3%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 2.5%    | 3       | 0.0%    | 0  |
| (Don't know)   | 1.9%  | 27     | 2.0%    | 2       | 2.0%    | 1       | 2.1%    | 3       | 1.4%    | 3  |
| (Nothing)  | 36.1% | 507    | 49.4%   | 50      | 54.1%   | 37      | 29.8%   | 36      | 26.4%   | 51 |
| Weighted base:                                       | 1403  | 100    | 69      | 121     | 194     | 81      | 178     | 61      | 56      |    |
| Sample:  | 1357  | 95     | 98      | 84      | 94      | 73      | 90      | 98      | 85      |    |

**Q33 Other than due to lockdowns, why don't you visit these centres? [MR]***Those that said '(Don't visit any of these centres)' at Q29*

|   |       |    |       |    |       |    |       |   |       |   |       |    |       |   |       |   |       |   |
|---|-------|----|-------|----|-------|----|-------|---|-------|---|-------|----|-------|---|-------|---|-------|---|
| Expensive car parking                                     | 4.4%  | 9  | 0.0%  | 0  | 0.0%  | 0  | 7.4%  | 1 | 0.0%  | 0 | 9.6%  | 2  | 0.0%  | 0 | 79.2% | 2 | 7.3%  | 1 |
| Inconveniently located car parking                        | 7.0%  | 14 | 12.2% | 1  | 30.8% | 1  | 3.9%  | 1 | 37.9% | 5 | 9.6%  | 2  | 7.6%  | 1 | 0.0%  | 0 | 7.3%  | 1 |
| Lack of choice and range of food shops                    | 1.4%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 6.5%  | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 79.2% | 2 | 0.0%  | 0 |
| Lack of choice and range of non-food shops                | 3.1%  | 6  | 0.0%  | 0  | 0.0%  | 0  | 6.5%  | 1 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 79.2% | 2 | 0.0%  | 0 |
| Not accessible by public transport                        | 3.1%  | 6  | 0.0%  | 0  | 0.0%  | 0  | 16.5% | 3 | 0.0%  | 0 | 7.3%  | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Poor choice of leisure facilities (cinema, gym, pubs etc) | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Poor choice of services (hairdressers, banks etc)         | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Poor environmental quality of centre                      | 3.7%  | 7  | 0.0%  | 0  | 0.0%  | 0  | 7.7%  | 2 | 7.9%  | 1 | 0.0%  | 0  | 0.0%  | 0 | 79.2% | 2 | 0.0%  | 0 |
| Too far away from home                                    | 31.6% | 63 | 12.2% | 1  | 0.0%  | 0  | 29.4% | 6 | 53.0% | 6 | 43.2% | 11 | 15.2% | 2 | 0.0%  | 0 | 6.4%  | 1 |
| Too far away from work                                    | 1.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 2.2%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Traffic congestion  | 5.9%  | 12 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 30.0% | 4 | 0.0%  | 0  | 24.8% | 3 | 79.2% | 2 | 0.0%  | 0 |
| Other   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Disability / health reasons                               | 1.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 4.3%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Don't know where they are                                 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Don't like the city                                       | 2.2%  | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Don't feel safe   | 1.8%  | 4  | 0.0%  | 0  | 0.0%  | 0  | 11.3% | 2 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| No time to go   | 1.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Overcrowded   | 1.2%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Prefer to shop elsewhere                                  | 3.5%  | 7  | 0.0%  | 0  | 0.0%  | 0  | 6.5%  | 1 | 0.0%  | 0 | 3.8%  | 1  | 7.6%  | 1 | 0.0%  | 0 | 0.0%  | 0 |
| Prefer to shop locally                                    | 3.5%  | 7  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 2.2%  | 1  | 7.6%  | 1 | 0.0%  | 0 | 3.8%  | 0 |
| (Nothing, no reason to visit)                             | 40.1% | 80 | 75.6% | 3  | 69.2% | 1  | 41.1% | 8 | 13.4% | 2 | 32.4% | 8  | 37.3% | 5 | 20.8% | 0 | 75.2% | 8 |
| (Don't know)  | 2.3%  | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 25.7% | 3 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Weighted base:  | 199   | 4  | 2     | 20 | 12    | 26 | 13    | 2 | 10    |   |       |    |       |   |       |   |       |   |
| Sample:   | 245   | 5  | 2     | 16 | 6     | 27 | 10    | 2 | 16    |   |       |    |       |   |       |   |       |   |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |      |       |      |       |      |       |      |       |      |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|------|-------|------|-------|------|-------|------|-------|------|
| <b>Meanscore: [Strongly agree = 5, Agree = 4, Neither agree nor disagree = 3, Disagree = 2, Strongly disagree = 1]</b>  |       |        |         |         |         |         |         |         |         |      |       |      |       |      |       |      |       |      |
| <b>Q34 Please state whether you agree or disagree that the following would significantly improve Leicester City Centre economically and as a place to live, work, shop &amp; visit. You can state Strongly Agree, Agree, Neither, Disagree or Strongly Disagree. [PR]</b> |       |        |         |         |         |         |         |         |         |      |       |      |       |      |       |      |       |      |
| <b>Better / safer pedestrian and cycle routes</b>   |       |        |         |         |         |         |         |         |         |      |       |      |       |      |       |      |       |      |
| Strongly agree  | 23.2% | 372    | 26.9%   | 28      | 19.3%   | 14      | 26.8%   | 38      | 32.5%   | 67   | 14.3% | 15   | 20.1% | 38   | 26.2% | 16   | 14.0% | 9    |
| Slightly agree  | 31.6% | 506    | 33.7%   | 35      | 32.6%   | 23      | 25.5%   | 36      | 28.1%   | 58   | 25.2% | 27   | 31.3% | 60   | 30.7% | 19   | 33.0% | 22   |
| Neither   | 16.4% | 263    | 14.2%   | 15      | 17.5%   | 12      | 15.9%   | 22      | 9.8%    | 20   | 19.4% | 21   | 26.8% | 51   | 12.2% | 8    | 18.0% | 12   |
| Slightly disagree   | 15.4% | 247    | 8.5%    | 9       | 14.9%   | 11      | 15.3%   | 21      | 17.9%   | 37   | 23.1% | 25   | 13.8% | 26   | 23.8% | 15   | 22.3% | 15   |
| Strongly disagree   | 6.4%  | 103    | 7.2%    | 8       | 5.2%    | 4       | 9.6%    | 13      | 6.1%    | 13   | 10.2% | 11   | 3.5%  | 7    | 3.8%  | 2    | 3.3%  | 2    |
| Don't know  | 7.0%  | 112    | 9.5%    | 10      | 10.5%   | 7       | 6.9%    | 10      | 5.6%    | 12   | 7.9%  | 8    | 4.4%  | 8    | 3.4%  | 2    | 9.5%  | 6    |
| Mean:   |       | 3.54   |         | 3.71    |         | 3.51    |         | 3.48    |         | 3.67 |       | 3.11 |       | 3.53 |       | 3.53 |       | 3.35 |
| Weighted base:  |       | 1602   |         | 105     |         | 71      |         | 141     |         | 206  |       | 107  |       | 191  |       | 63   |       | 66   |
| Sample:   |       | 1602   |         | 100     |         | 100     |         | 100     |         | 100  |       | 100  |       | 100  |       | 100  |       | 101  |
| <b>New youth facility in city centre</b>  |       |        |         |         |         |         |         |         |         |      |       |      |       |      |       |      |       |      |
| Strongly agree  | 18.2% | 291    | 19.1%   | 20      | 14.3%   | 10      | 14.2%   | 20      | 19.7%   | 40   | 17.4% | 19   | 16.9% | 32   | 11.2% | 7    | 15.8% | 10   |
| Slightly agree  | 30.6% | 490    | 42.3%   | 44      | 28.9%   | 21      | 28.4%   | 40      | 28.3%   | 58   | 20.1% | 21   | 36.4% | 70   | 36.2% | 23   | 28.7% | 19   |
| Neither   | 20.0% | 320    | 15.7%   | 16      | 28.0%   | 20      | 18.0%   | 25      | 13.1%   | 27   | 25.9% | 28   | 24.8% | 47   | 15.4% | 10   | 17.6% | 12   |
| Slightly disagree   | 12.0% | 192    | 5.9%    | 6       | 13.4%   | 10      | 11.9%   | 17      | 17.6%   | 36   | 9.8%  | 10   | 6.9%  | 13   | 19.2% | 12   | 20.3% | 13   |
| Strongly disagree   | 5.1%  | 82     | 3.7%    | 4       | 5.9%    | 4       | 10.6%   | 15      | 8.0%    | 16   | 10.0% | 11   | 2.6%  | 5    | 4.7%  | 3    | 3.3%  | 2    |
| Don't know  | 14.2% | 227    | 13.3%   | 14      | 9.6%    | 7       | 16.9%   | 24      | 13.3%   | 27   | 16.9% | 18   | 12.4% | 24   | 13.4% | 8    | 14.3% | 9    |
| Mean:   |       | 3.52   |         | 3.78    |         | 3.36    |         | 3.29    |         | 3.39 |       | 3.30 |       | 3.66 |       | 3.35 |       | 3.39 |
| Weighted base:  |       | 1602   |         | 105     |         | 71      |         | 141     |         | 206  |       | 107  |       | 191  |       | 63   |       | 66   |
| Sample:   |       | 1602   |         | 100     |         | 100     |         | 100     |         | 100  |       | 100  |       | 100  |       | 100  |       | 101  |
| <b>New community centre in city centre</b>  |       |        |         |         |         |         |         |         |         |      |       |      |       |      |       |      |       |      |
| Strongly agree  | 15.1% | 242    | 17.6%   | 18      | 18.9%   | 13      | 3.6%    | 5       | 20.1%   | 41   | 11.6% | 12   | 16.3% | 31   | 6.4%  | 4    | 15.7% | 10   |
| Slightly agree  | 26.2% | 420    | 26.1%   | 27      | 23.3%   | 17      | 27.5%   | 39      | 27.6%   | 57   | 20.8% | 22   | 21.4% | 41   | 32.8% | 21   | 22.0% | 15   |
| Neither   | 22.2% | 356    | 18.0%   | 19      | 27.2%   | 19      | 20.7%   | 29      | 16.4%   | 34   | 28.7% | 31   | 31.1% | 59   | 17.6% | 11   | 17.7% | 12   |
| Slightly disagree   | 15.3% | 246    | 7.6%    | 8       | 14.8%   | 11      | 13.1%   | 18      | 16.1%   | 33   | 16.4% | 18   | 19.2% | 37   | 24.6% | 16   | 21.2% | 14   |
| Strongly disagree   | 6.9%  | 111    | 11.7%   | 12      | 5.2%    | 4       | 15.5%   | 22      | 8.1%    | 17   | 6.8%  | 7    | 3.2%  | 6    | 3.7%  | 2    | 6.2%  | 4    |
| Don't know  | 14.2% | 227    | 18.9%   | 20      | 10.6%   | 8       | 19.6%   | 28      | 11.6%   | 24   | 15.7% | 17   | 8.8%  | 17   | 14.8% | 9    | 17.3% | 11   |
| Mean:   |       | 3.32   |         | 3.37    |         | 3.40    |         | 2.88    |         | 3.40 |       | 3.17 |       | 3.31 |       | 3.16 |       | 3.24 |
| Weighted base:  |       | 1602   |         | 105     |         | 71      |         | 141     |         | 206  |       | 107  |       | 191  |       | 63   |       | 66   |
| Sample:   |       | 1602   |         | 100     |         | 100     |         | 100     |         | 100  |       | 100  |       | 100  |       | 100  |       | 101  |
| <b>New education facilities located in city centre</b>  |       |        |         |         |         |         |         |         |         |      |       |      |       |      |       |      |       |      |
| Strongly agree  | 18.0% | 289    | 25.4%   | 27      | 26.2%   | 19      | 9.0%    | 13      | 20.2%   | 41   | 12.0% | 13   | 18.6% | 36   | 13.9% | 9    | 11.0% | 7    |
| Slightly agree  | 28.0% | 449    | 35.6%   | 37      | 25.4%   | 18      | 22.6%   | 32      | 24.9%   | 51   | 28.1% | 30   | 25.0% | 48   | 34.9% | 22   | 24.3% | 16   |
| Neither   | 19.0% | 304    | 7.3%    | 8       | 24.6%   | 17      | 19.4%   | 27      | 16.9%   | 35   | 19.9% | 21   | 26.3% | 50   | 19.1% | 12   | 20.7% | 14   |
| Slightly disagree   | 15.5% | 248    | 10.4%   | 11      | 10.7%   | 8       | 17.8%   | 25      | 17.8%   | 37   | 21.4% | 23   | 17.0% | 33   | 17.0% | 11   | 24.0% | 16   |
| Strongly disagree   | 7.5%  | 120    | 10.2%   | 11      | 2.6%    | 2       | 12.2%   | 17      | 12.0%   | 25   | 8.6%  | 9    | 6.6%  | 13   | 2.5%  | 2    | 5.6%  | 4    |
| Don't know  | 12.0% | 192    | 11.2%   | 12      | 10.5%   | 8       | 18.9%   | 27      | 8.3%    | 17   | 9.9%  | 11   | 6.6%  | 13   | 12.6% | 8    | 14.4% | 9    |
| Mean:   |       | 3.38   |         | 3.63    |         | 3.69    |         | 2.98    |         | 3.26 |       | 3.15 |       | 3.34 |       | 3.47 |       | 3.13 |
| Weighted base:  |       | 1602   |         | 105     |         | 71      |         | 141     |         | 206  |       | 107  |       | 191  |       | 63   |       | 66   |
| Sample:   |       | 1602   |         | 100     |         | 100     |         | 100     |         | 100  |       | 100  |       | 100  |       | 100  |       | 101  |
| <b>A wider variety of leisure uses in the city centre</b>   |       |        |         |         |         |         |         |         |         |      |       |      |       |      |       |      |       |      |
| Strongly agree  | 24.0% | 384    | 33.5%   | 35      | 26.9%   | 19      | 15.6%   | 22      | 28.3%   | 58   | 18.6% | 20   | 24.6% | 47   | 18.5% | 12   | 17.3% | 11   |
| Slightly agree  | 36.8% | 590    | 38.0%   | 40      | 36.0%   | 26      | 34.7%   | 49      | 30.7%   | 63   | 41.2% | 44   | 38.7% | 74   | 53.1% | 33   | 42.8% | 28   |
| Neither   | 14.6% | 234    | 9.1%    | 10      | 15.2%   | 11      | 12.4%   | 18      | 11.4%   | 23   | 18.0% | 19   | 15.2% | 29   | 14.0% | 9    | 11.1% | 7    |
| Slightly disagree   | 11.8% | 189    | 6.8%    | 7       | 11.4%   | 8       | 11.5%   | 16      | 16.7%   | 34   | 12.2% | 13   | 13.2% | 25   | 6.8%  | 4    | 15.5% | 10   |
| Strongly disagree   | 3.3%  | 53     | 1.8%    | 2       | 2.2%    | 2       | 9.2%    | 13      | 5.8%    | 12   | 2.2%  | 2    | 2.1%  | 4    | 2.5%  | 2    | 2.7%  | 2    |
| Don't know  | 9.5%  | 152    | 10.7%   | 11      | 8.4%    | 6       | 16.6%   | 23      | 7.1%    | 15   | 7.8%  | 8    | 6.2%  | 12   | 5.1%  | 3    | 10.6% | 7    |
| Mean:   |       | 3.73   |         | 4.06    |         | 3.81    |         | 3.43    |         | 3.64 |       | 3.67 |       | 3.75 |       | 3.82 |       | 3.63 |
| Weighted base:  |       | 1602   |         | 105     |         | 71      |         | 141     |         | 206  |       | 107  |       | 191  |       | 63   |       | 66   |
| Sample:   |       | 1602   |         | 100     |         | 100     |         | 100     |         | 100  |       | 100  |       | 100  |       | 100  |       | 101  |



Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |      |       |      |       |      |       |      |       |      |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|------|-------|------|-------|------|-------|------|-------|------|
| <b>More / better places to eat and drink in the city centre</b> |       |        |         |         |         |         |         |         |         |      |       |      |       |      |       |      |       |      |
| Strongly agree  | 18.1% | 290    | 26.4%   | 28      | 12.9%   | 9       | 12.1%   | 17      | 23.1%   | 48   | 19.6% | 21   | 15.1% | 29   | 11.5% | 7    | 12.5% | 8    |
| Slightly agree  | 28.1% | 451    | 29.7%   | 31      | 30.3%   | 22      | 30.1%   | 42      | 26.7%   | 55   | 29.6% | 32   | 23.1% | 44   | 37.7% | 24   | 34.4% | 23   |
| Neither   | 16.0% | 257    | 10.7%   | 11      | 17.6%   | 13      | 14.1%   | 20      | 10.6%   | 22   | 16.2% | 17   | 27.3% | 52   | 9.2%  | 6    | 8.3%  | 5    |
| Slightly disagree   | 20.2% | 323    | 13.4%   | 14      | 25.3%   | 18      | 16.7%   | 24      | 19.0%   | 39   | 21.5% | 23   | 23.7% | 45   | 25.5% | 16   | 27.9% | 18   |
| Strongly disagree   | 9.4%  | 150    | 10.5%   | 11      | 7.0%    | 5       | 12.4%   | 17      | 14.7%   | 30   | 6.8%  | 7    | 6.6%  | 13   | 9.1%  | 6    | 11.4% | 8    |
| Don't know  | 8.2%  | 131    | 9.2%    | 10      | 6.9%    | 5       | 14.5%   | 20      | 5.9%    | 12   | 6.3%  | 7    | 4.3%  | 8    | 7.0%  | 4    | 5.5%  | 4    |
| Mean:   |       | 3.28   |         | 3.53    |         | 3.18    |         | 3.15    |         | 3.26 |       | 3.36 |       | 3.17 |       | 3.18 |       | 3.09 |
| Weighted base:  |       | 1602   |         | 105     |         | 71      |         | 141     |         | 206  |       | 107  |       | 191  |       | 63   |       | 66   |
| Sample:   |       | 1602   |         | 100     |         | 100     |         | 100     |         | 100  |       | 100  |       | 100  |       | 100  |       | 101  |

|   |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |
|---|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| <b>More places to eat and drink outdoors in the city centre</b> |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |
| Strongly agree  | 22.7% | 364  | 29.7% | 31   | 15.9% | 11   | 14.0% | 20   | 31.3% | 64   | 18.2% | 19   | 20.5% | 39   | 23.9% | 15   | 12.7% | 8    |
| Slightly agree  | 35.1% | 563  | 31.5% | 33   | 42.8% | 30   | 38.5% | 54   | 29.0% | 60   | 40.9% | 44   | 38.4% | 73   | 39.2% | 25   | 39.5% | 26   |
| Neither   | 12.9% | 207  | 10.1% | 11   | 11.9% | 8    | 10.3% | 15   | 7.6%  | 16   | 14.6% | 16   | 18.2% | 35   | 8.8%  | 6    | 8.6%  | 6    |
| Slightly disagree   | 14.2% | 228  | 9.6%  | 10   | 15.3% | 11   | 14.8% | 21   | 13.3% | 27   | 15.0% | 16   | 14.9% | 29   | 18.4% | 12   | 24.1% | 16   |
| Strongly disagree   | 6.6%  | 105  | 6.5%  | 7    | 6.8%  | 5    | 10.1% | 14   | 11.6% | 24   | 3.8%  | 4    | 3.6%  | 7    | 5.8%  | 4    | 7.4%  | 5    |
| Don't know  | 8.4%  | 135  | 12.6% | 13   | 7.4%  | 5    | 12.2% | 17   | 7.2%  | 15   | 7.5%  | 8    | 4.3%  | 8    | 4.0%  | 3    | 7.7%  | 5    |
| Mean:   |       | 3.58 |       | 3.78 |       | 3.49 |       | 3.36 |       | 3.59 |       | 3.59 |       | 3.60 |       | 3.59 |       | 3.28 |
| Weighted base:  |       | 1602 |       | 105  |       | 71   |       | 141  |       | 206  |       | 107  |       | 191  |       | 63   |       | 66   |
| Sample:   |       | 1602 |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 101  |

|  |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |
|--|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| <b>Improve the city centre environment generally, e.g. seating, flower planters, improved pavements, etc</b> |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |
| Strongly agree   | 39.1% | 627  | 46.2% | 48   | 42.4% | 30   | 31.1% | 44   | 43.1% | 89   | 32.2% | 34   | 42.6% | 81   | 51.7% | 32   | 39.8% | 26   |
| Slightly agree   | 34.8% | 558  | 31.0% | 32   | 34.7% | 25   | 32.8% | 46   | 31.3% | 64   | 35.6% | 38   | 37.5% | 72   | 34.6% | 22   | 38.6% | 25   |
| Neither  | 10.2% | 164  | 8.0%  | 8    | 10.8% | 8    | 8.2%  | 12   | 12.5% | 26   | 13.8% | 15   | 11.6% | 22   | 4.1%  | 3    | 4.2%  | 3    |
| Slightly disagree  | 6.2%  | 99   | 1.9%  | 2    | 5.2%  | 4    | 15.3% | 21   | 3.5%  | 7    | 7.2%  | 8    | 4.5%  | 9    | 5.0%  | 3    | 9.8%  | 6    |
| Strongly disagree  | 3.2%  | 51   | 3.7%  | 4    | 1.5%  | 1    | 6.1%  | 9    | 4.1%  | 8    | 5.0%  | 5    | 0.0%  | 0    | 1.2%  | 1    | 1.0%  | 1    |
| Don't know   | 6.5%  | 104  | 9.1%  | 10   | 5.4%  | 4    | 6.4%  | 9    | 5.4%  | 11   | 6.3%  | 7    | 3.7%  | 7    | 3.4%  | 2    | 6.6%  | 4    |
| Mean:  |       | 4.08 |       | 4.25 |       | 4.18 |       | 3.72 |       | 4.12 |       | 3.88 |       | 4.23 |       | 4.35 |       | 4.14 |
| Weighted base:   |       | 1602 |       | 105  |       | 71   |       | 141  |       | 206  |       | 107  |       | 191  |       | 63   |       | 66   |
| Sample:  |       | 1602 |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 101  |

|  |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |
|--|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| <b>Repurpose vacant shops in the city centre to housing / residential developments</b> |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |
| Strongly agree   | 22.1% | 355  | 22.7% | 24   | 15.8% | 11   | 18.2% | 26   | 20.5% | 42   | 22.5% | 24   | 27.4% | 52   | 31.7% | 20   | 17.1% | 11   |
| Slightly agree   | 29.2% | 468  | 18.9% | 20   | 38.5% | 27   | 33.6% | 47   | 22.5% | 46   | 29.6% | 32   | 28.0% | 54   | 26.2% | 16   | 39.2% | 26   |
| Neither  | 14.8% | 237  | 13.4% | 14   | 15.3% | 11   | 9.1%  | 13   | 21.4% | 44   | 15.3% | 16   | 17.6% | 34   | 10.3% | 7    | 5.5%  | 4    |
| Slightly disagree  | 14.2% | 228  | 13.8% | 14   | 15.5% | 11   | 14.3% | 20   | 13.8% | 28   | 13.7% | 15   | 12.3% | 23   | 14.9% | 9    | 24.5% | 16   |
| Strongly disagree  | 11.2% | 179  | 17.7% | 18   | 8.7%  | 6    | 15.8% | 22   | 14.9% | 31   | 11.7% | 13   | 10.0% | 19   | 8.6%  | 5    | 6.0%  | 4    |
| Don't know   | 8.5%  | 136  | 13.6% | 14   | 6.3%  | 4    | 9.0%  | 13   | 6.9%  | 14   | 7.2%  | 8    | 4.8%  | 9    | 8.3%  | 5    | 7.7%  | 5    |
| Mean:  |       | 3.40 |       | 3.18 |       | 3.40 |       | 3.27 |       | 3.21 |       | 3.40 |       | 3.53 |       | 3.63 |       | 3.40 |
| Weighted base:   |       | 1602 |       | 105  |       | 71   |       | 141  |       | 206  |       | 107  |       | 191  |       | 63   |       | 66   |
| Sample:  |       | 1602 |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 101  |

|  |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |
|--|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| <b>Improve wi-fi / 5G / digital connectivity for homes, businesses and schools</b> |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |       |      |
| Strongly agree   | 27.9% | 446  | 43.0% | 45   | 29.4% | 21   | 17.2% | 24   | 31.8% | 65   | 27.9% | 30   | 26.6% | 51   | 24.6% | 15   | 25.1% | 17   |
| Slightly agree   | 31.8% | 509  | 24.8% | 26   | 29.8% | 21   | 35.2% | 49   | 30.0% | 62   | 24.2% | 26   | 28.1% | 54   | 43.2% | 27   | 32.3% | 21   |
| Neither  | 17.8% | 285  | 8.9%  | 9    | 21.0% | 15   | 15.1% | 21   | 16.2% | 33   | 20.2% | 22   | 31.7% | 61   | 8.0%  | 5    | 14.0% | 9    |
| Slightly disagree  | 6.9%  | 110  | 4.8%  | 5    | 7.8%  | 6    | 9.4%  | 13   | 10.6% | 22   | 8.1%  | 9    | 2.1%  | 4    | 5.0%  | 3    | 9.7%  | 6    |
| Strongly disagree  | 3.1%  | 49   | 3.8%  | 4    | 1.7%  | 1    | 7.0%  | 10   | 2.9%  | 6    | 6.4%  | 7    | 3.7%  | 7    | 2.3%  | 1    | 2.7%  | 2    |
| Don't know   | 12.6% | 203  | 14.7% | 15   | 10.4% | 7    | 16.1% | 23   | 8.7%  | 18   | 13.1% | 14   | 7.9%  | 15   | 16.9% | 11   | 16.1% | 11   |
| Mean:  |       | 3.85 |       | 4.15 |       | 3.86 |       | 3.55 |       | 3.84 |       | 3.68 |       | 3.78 |       | 3.99 |       | 3.80 |
| Weighted base:   |       | 1602 |       | 105  |       | 71   |       | 141  |       | 206  |       | 107  |       | 191  |       | 63   |       | 66   |
| Sample:  |       | 1602 |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 100  |       | 101  |

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |      |       |      |       |      |       |      |       |      |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|------|-------|------|-------|------|-------|------|-------|------|
| <b>More electric car charging points / stations</b> |       |        |         |         |         |         |         |         |         |      |       |      |       |      |       |      |       |      |
| Strongly agree                                      | 25.0% | 400    | 34.7%   | 36      | 18.9%   | 13      | 17.6%   | 25      | 24.2%   | 50   | 22.1% | 24   | 23.1% | 44   | 25.4% | 16   | 23.3% | 15   |
| Slightly agree                                      | 33.7% | 540    | 27.0%   | 28      | 43.9%   | 31      | 35.3%   | 50      | 27.6%   | 57   | 35.2% | 38   | 36.4% | 70   | 44.8% | 28   | 40.9% | 27   |
| Neither   | 18.0% | 289    | 14.9%   | 16      | 20.5%   | 15      | 12.5%   | 18      | 21.3%   | 44   | 20.4% | 22   | 25.0% | 48   | 11.9% | 7    | 8.7%  | 6    |
| Slightly disagree                                   | 8.3%  | 133    | 4.2%    | 4       | 5.6%    | 4       | 14.1%   | 20      | 10.5%   | 22   | 8.6%  | 9    | 8.8%  | 17   | 7.5%  | 5    | 10.7% | 7    |
| Strongly disagree                                   | 3.2%  | 51     | 1.5%    | 2       | 4.0%    | 3       | 3.5%    | 5       | 6.1%    | 13   | 2.4%  | 3    | 1.9%  | 4    | 0.0%  | 0    | 1.7%  | 1    |
| Don't know  | 11.8% | 189    | 17.8%   | 19      | 7.1%    | 5       | 17.0%   | 24      | 10.3%   | 21   | 11.3% | 12   | 4.8%  | 9    | 10.5% | 7    | 14.7% | 10   |
| Mean:   |       | 3.78   |         | 4.09    |         | 3.73    |         | 3.60    |         | 3.59 |       | 3.75 |       | 3.74 |       | 3.98 |       | 3.86 |
| Weighted base:                                      |       | 1602   |         | 105     |         | 71      |         | 141     |         | 206  |       | 107  |       | 191  |       | 63   |       | 66   |
| Sample:   |       | 1602   |         | 100     |         | 100     |         | 100     |         | 100  |       | 100  |       | 100  |       | 100  |       | 101  |

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |      |       |      |       |      |       |      |       |      |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|------|-------|------|-------|------|-------|------|-------|------|
| <b>Develop routes to relieve city centre congestion and improve traffic flow</b> |       |        |         |         |         |         |         |         |         |      |       |      |       |      |       |      |       |      |
| Strongly agree   | 39.2% | 628    | 47.7%   | 50      | 34.8%   | 25      | 32.2%   | 45      | 37.6%   | 77   | 31.5% | 34   | 35.5% | 68   | 42.4% | 27   | 38.5% | 25   |
| Slightly agree   | 33.1% | 530    | 33.9%   | 35      | 38.1%   | 27      | 34.0%   | 48      | 25.5%   | 53   | 41.4% | 44   | 35.1% | 67   | 33.4% | 21   | 34.4% | 23   |
| Neither  | 10.3% | 165    | 4.0%    | 4       | 13.0%   | 9       | 11.6%   | 16      | 10.6%   | 22   | 10.5% | 11   | 17.9% | 34   | 7.8%  | 5    | 8.3%  | 5    |
| Slightly disagree  | 5.9%  | 94     | 3.8%    | 4       | 2.0%    | 1       | 5.9%    | 8       | 13.6%   | 28   | 1.0%  | 1    | 4.7%  | 9    | 10.2% | 6    | 12.0% | 8    |
| Strongly disagree  | 3.7%  | 59     | 2.2%    | 2       | 5.0%    | 4       | 4.6%    | 7       | 5.0%    | 10   | 7.2%  | 8    | 0.5%  | 1    | 1.7%  | 1    | 0.0%  | 0    |
| Don't know   | 7.9%  | 127    | 8.4%    | 9       | 7.1%    | 5       | 11.6%   | 16      | 7.6%    | 16   | 8.4%  | 9    | 6.2%  | 12   | 4.5%  | 3    | 6.8%  | 4    |
| Mean:  |       | 4.07   |         | 4.32    |         | 4.03    |         | 3.94    |         | 3.83 |       | 3.97 |       | 4.07 |       | 4.10 |       | 4.07 |
| Weighted base:   |       | 1602   |         | 105     |         | 71      |         | 141     |         | 206  |       | 107  |       | 191  |       | 63   |       | 66   |
| Sample:  |       | 1602   |         | 100     |         | 100     |         | 100     |         | 100  |       | 100  |       | 100  |       | 100  |       | 101  |

**Q35 Do you do any of these types of electronic shopping? [MR/PR]**

|   |       |      |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
|---|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Internet shopping                                   | 62.2% | 997  | 47.5% | 50  | 52.4% | 37  | 71.7% | 101 | 61.8% | 127 | 60.6% | 65  | 74.3% | 142 | 63.8% | 40  | 63.4% | 42  |
| Portable internet shopping,<br>through mobile phone | 50.1% | 803  | 45.8% | 48  | 45.9% | 33  | 44.9% | 63  | 48.2% | 99  | 48.6% | 52  | 55.9% | 107 | 46.1% | 29  | 43.9% | 29  |
| TV Shopping   | 5.2%  | 84   | 3.3%  | 3   | 7.1%  | 5   | 12.4% | 17  | 7.3%  | 15  | 3.1%  | 3   | 2.5%  | 5   | 2.3%  | 1   | 8.8%  | 6   |
| (No)  | 18.1% | 289  | 37.5% | 39  | 25.4% | 18  | 15.0% | 21  | 20.5% | 42  | 15.7% | 17  | 9.9%  | 19  | 15.5% | 10  | 23.1% | 15  |
| Weighted base:                                      |       | 1602 |       | 105 |       | 71  |       | 141 |       | 206 |       | 107 |       | 191 |       | 63  |       | 66  |
| Sample:   |       | 1602 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 101 |

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |       |    |       |    |       |    |       |    |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q36 Which goods or services do you currently purchase via electronic shopping? [MR]</b>                             |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| <i>Those that said 'Internet shopping', 'Portable internet shopping, through mobile phone' or 'TV Shopping' at Q35</i> |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| Baby items   | 1.5%  | 20     | 2.6%    | 2       | 1.2%    | 1       | 2.1%    | 3       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Banking / finance / insurance / utilities  | 7.8%  | 102    | 2.6%    | 2       | 4.9%    | 3       | 6.7%    | 8       | 14.6%   | 24 | 9.9%  | 9  | 9.2%  | 16 | 1.5%  | 1  | 8.8%  | 4  |
| Books  | 36.2% | 475    | 30.4%   | 20      | 16.0%   | 8       | 35.2%   | 42      | 31.0%   | 51 | 29.1% | 26 | 47.6% | 82 | 53.5% | 28 | 37.3% | 19 |
| CDs, DVDs, Vinyl (physical products)   | 21.4% | 281    | 13.1%   | 9       | 11.1%   | 6       | 26.1%   | 31      | 16.2%   | 27 | 21.7% | 20 | 32.5% | 56 | 32.3% | 17 | 21.2% | 11 |
| Cleaning products  | 4.8%  | 62     | 0.0%    | 0       | 4.5%    | 2       | 0.0%    | 0       | 10.5%   | 17 | 4.2%  | 4  | 6.8%  | 12 | 2.5%  | 1  | 4.2%  | 2  |
| Clothes / shoes  | 46.9% | 615    | 58.6%   | 38      | 52.1%   | 28      | 39.3%   | 47      | 52.4%   | 86 | 40.3% | 36 | 46.2% | 80 | 34.6% | 18 | 49.5% | 25 |
| Computer / printer accessories   | 8.9%  | 117    | 1.5%    | 1       | 0.0%    | 0       | 9.2%    | 11      | 15.7%   | 26 | 7.0%  | 6  | 10.1% | 17 | 4.8%  | 3  | 11.0% | 6  |
| Console / PC games   | 8.0%  | 106    | 3.0%    | 2       | 0.0%    | 0       | 4.9%    | 6       | 16.9%   | 28 | 8.5%  | 8  | 12.3% | 21 | 1.5%  | 1  | 5.9%  | 3  |
| Craft / hobby items (including stationary and cards)   | 14.8% | 194    | 7.8%    | 5       | 4.5%    | 2       | 11.0%   | 13      | 19.2%   | 31 | 10.6% | 10 | 21.8% | 38 | 21.9% | 12 | 21.8% | 11 |
| DIY / hardware goods / tools   | 10.7% | 141    | 2.3%    | 2       | 13.5%   | 7       | 4.9%    | 6       | 22.3%   | 36 | 4.5%  | 4  | 11.0% | 19 | 7.3%  | 4  | 23.6% | 12 |
| Domestic electrical appliances (white goods)   | 20.2% | 265    | 22.4%   | 15      | 20.7%   | 11      | 20.6%   | 25      | 18.6%   | 30 | 13.0% | 12 | 36.9% | 64 | 27.8% | 15 | 15.8% | 8  |
| Downloadable content (e.g. music / movies / tv / games / apps)   | 8.0%  | 105    | 0.8%    | 1       | 10.0%   | 5       | 4.4%    | 5       | 10.7%   | 18 | 7.0%  | 6  | 15.1% | 26 | 3.0%  | 2  | 11.1% | 6  |
| Food / groceries / alcohol / coffee pods (not takeaways)   | 22.9% | 301    | 21.8%   | 14      | 17.1%   | 9       | 14.3%   | 17      | 18.6%   | 30 | 23.7% | 21 | 31.1% | 54 | 34.2% | 18 | 20.6% | 10 |
| Furniture / soft furnishings / floor coverings   | 13.6% | 179    | 5.3%    | 3       | 13.4%   | 7       | 17.0%   | 20      | 15.4%   | 25 | 10.9% | 10 | 20.4% | 35 | 17.1% | 9  | 14.9% | 8  |
| Garden items / flowers / plants  | 8.2%  | 108    | 1.6%    | 1       | 16.2%   | 9       | 6.4%    | 8       | 7.7%    | 13 | 8.5%  | 8  | 11.7% | 20 | 6.8%  | 4  | 14.2% | 7  |
| Gifts  | 15.5% | 203    | 12.4%   | 8       | 11.6%   | 6       | 18.1%   | 22      | 12.4%   | 20 | 24.2% | 22 | 20.7% | 36 | 16.1% | 9  | 21.5% | 11 |
| Health / beauty / chemist goods (includes PPE)   | 15.0% | 197    | 13.4%   | 9       | 14.2%   | 8       | 16.3%   | 20      | 21.0%   | 34 | 19.9% | 18 | 14.4% | 25 | 8.3%  | 4  | 11.4% | 6  |
| Holiday and / or Travel / Event Tickets  | 7.2%  | 95     | 0.0%    | 0       | 7.5%    | 4       | 2.1%    | 3       | 20.3%   | 33 | 8.1%  | 7  | 8.5%  | 15 | 5.1%  | 3  | 5.9%  | 3  |
| Jewellery  | 5.8%  | 76     | 3.0%    | 2       | 5.9%    | 3       | 4.6%    | 5       | 15.6%   | 26 | 2.1%  | 2  | 4.2%  | 7  | 3.9%  | 2  | 2.9%  | 1  |
| Mobile phone / tablet / pad accessories  | 8.6%  | 113    | 4.6%    | 3       | 11.4%   | 6       | 3.6%    | 4       | 20.5%   | 33 | 8.5%  | 8  | 9.2%  | 16 | 2.2%  | 1  | 10.3% | 5  |
| Musical instruments / accessories  | 1.1%  | 14     | 0.0%    | 0       | 0.0%    | 0       | 3.1%    | 4       | 1.1%    | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  |
| Pet food / products  | 5.9%  | 77     | 0.0%    | 0       | 7.8%    | 4       | 9.6%    | 11      | 9.2%    | 15 | 8.8%  | 8  | 4.8%  | 8  | 6.1%  | 3  | 4.1%  | 2  |
| Photographs  | 2.6%  | 34     | 0.0%    | 0       | 0.0%    | 0       | 1.1%    | 1       | 3.8%    | 6  | 8.8%  | 8  | 1.9%  | 3  | 0.0%  | 0  | 3.7%  | 2  |
| Small electrical items (e.g. kettles / toasters / hairdryers etc)  | 20.6% | 270    | 14.8%   | 10      | 14.9%   | 8       | 17.4%   | 21      | 17.1%   | 28 | 15.5% | 14 | 35.0% | 60 | 37.5% | 20 | 21.7% | 11 |
| Small household goods  | 17.4% | 228    | 20.5%   | 13      | 17.6%   | 9       | 19.3%   | 23      | 18.7%   | 31 | 20.6% | 19 | 18.0% | 31 | 21.3% | 11 | 20.4% | 10 |
| Sports goods (includes fishing & cycling items)  | 5.8%  | 76     | 2.6%    | 2       | 2.6%    | 1       | 2.1%    | 3       | 0.0%    | 0  | 8.1%  | 7  | 12.7% | 22 | 6.8%  | 4  | 11.6% | 6  |
| Takeaway food  | 8.0%  | 104    | 2.6%    | 2       | 6.2%    | 3       | 4.6%    | 5       | 18.5%   | 30 | 8.5%  | 8  | 6.9%  | 12 | 2.5%  | 1  | 8.3%  | 4  |
| Toys   | 9.1%  | 120    | 9.2%    | 6       | 5.8%    | 3       | 8.2%    | 10      | 8.7%    | 14 | 10.5% | 9  | 9.3%  | 16 | 5.9%  | 3  | 12.3% | 6  |
| TVs, Hi-Fi's, computers  | 14.2% | 186    | 13.8%   | 9       | 4.2%    | 2       | 14.2%   | 17      | 5.7%    | 9  | 10.5% | 9  | 27.4% | 47 | 28.3% | 15 | 14.3% | 7  |
| Vehicle parts  | 1.6%  | 22     | 0.0%    | 0       | 2.2%    | 1       | 0.0%    | 0       | 2.1%    | 3  | 3.1%  | 3  | 3.1%  | 5  | 4.2%  | 2  | 0.0%  | 0  |
| Vehicles   | 0.6%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 3.3%  | 6  | 0.0%  | 0  | 0.0%  | 0  |
| Other  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Antiques   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 1.1%    | 1       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Batteries  | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 1.3%    | 2       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Postage stamps   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Vape products  | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.6%  | 1  | 1.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know)   | 1.6%  | 20     | 0.0%    | 0       | 2.0%    | 1       | 0.6%    | 1       | 2.2%    | 4  | 3.8%  | 3  | 1.1%  | 2  | 1.5%  | 1  | 1.3%  | 1  |
| (Nothing / Nothing else)   | 1.4%  | 18     | 0.0%    | 0       | 2.6%    | 1       | 3.6%    | 4       | 2.2%    | 4  | 0.0%  | 0  | 1.9%  | 3  | 0.0%  | 0  | 0.0%  | 0  |
| Weighted base:   | 1313  |        | 65      |         | 53      |         | 119     |         | 164     |    | 90    |    | 172   |    | 53    |    | 51    |    |
| Sample:  | 1238  |        | 57      |         | 67      |         | 78      |         | 70      |    | 80    |    | 86    |    | 84    |    | 78    |    |

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |     |       |    |       |     |       |    |       |    |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|-----|-------|----|-------|-----|-------|----|-------|----|
| <b>Q37 For your last electronic shopping order, how did you receive your goods?</b>                                    |       |        |         |         |         |         |         |         |         |     |       |    |       |     |       |    |       |    |
| <i>Those that said 'Internet shopping', 'Portable internet shopping, through mobile phone' or 'TV Shopping' at Q35</i> |       |        |         |         |         |         |         |         |         |     |       |    |       |     |       |    |       |    |
| Home delivery  | 87.1% | 1144   | 83.8%   | 55      | 90.1%   | 48      | 84.8%   | 101     | 82.0%   | 134 | 89.1% | 80 | 84.9% | 146 | 92.9% | 49 | 93.6% | 48 |
| Delivery to place of work  | 2.0%  | 27     | 5.6%    | 4       | 0.0%    | 0       | 4.6%    | 5       | 6.0%    | 10  | 0.0%  | 0  | 1.9%  | 3   | 0.0%  | 0  | 0.0%  | 0  |
| Collection at store  | 6.2%  | 82     | 5.6%    | 4       | 9.2%    | 5       | 5.0%    | 6       | 5.9%    | 10  | 7.7%  | 7  | 9.5%  | 16  | 4.2%  | 2  | 2.2%  | 1  |
| Collection at click and collect hub  | 1.6%  | 21     | 0.0%    | 0       | 0.0%    | 0       | 1.1%    | 1       | 3.8%    | 6   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 1.3%  | 1  |
| Collection at other location   | 0.8%  | 11     | 2.6%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0  | 3.7%  | 6   | 0.0%  | 0  | 0.0%  | 0  |
| Downloaded   | 0.7%  | 10     | 0.8%    | 1       | 0.7%    | 0       | 4.5%    | 5       | 0.0%    | 0   | 1.1%  | 1  | 0.0%  | 0   | 2.9%  | 2  | 0.8%  | 0  |
| (Don't know / varies)  | 1.4%  | 19     | 1.5%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 2.2%    | 4   | 2.1%  | 2  | 0.0%  | 0   | 0.0%  | 0  | 2.1%  | 1  |
| Weighted base:   |       | 1313   |         | 65      |         | 53      |         | 119     |         | 164 |       | 90 |       | 172 |       | 53 |       | 51 |
| Sample:  |       | 1238   |         | 57      |         | 67      |         | 78      |         | 70  |       | 80 |       | 86  |       | 84 |       | 78 |

**Q38 Which of these leisure activities did you participate in before the lockdowns? [MR/PR]**

|  |       |      |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
|--|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Indoor sports or health and fitness activity                                     | 32.0% | 512  | 31.3% | 33  | 19.3% | 14  | 25.8% | 36  | 38.9% | 80  | 37.4% | 40  | 31.0% | 59  | 33.5% | 21  | 27.5% | 18  |
| Cinema   | 56.1% | 899  | 45.0% | 47  | 44.9% | 32  | 60.1% | 85  | 61.2% | 126 | 49.5% | 53  | 62.5% | 120 | 65.8% | 41  | 59.2% | 39  |
| Restaurant   | 76.4% | 1223 | 67.6% | 71  | 56.9% | 41  | 79.3% | 111 | 76.3% | 157 | 76.2% | 81  | 81.7% | 156 | 91.9% | 58  | 83.1% | 55  |
| Pub / bars / nightclubs  | 52.5% | 840  | 40.5% | 42  | 50.0% | 36  | 48.9% | 69  | 48.3% | 99  | 56.9% | 61  | 61.4% | 117 | 69.8% | 44  | 66.2% | 44  |
| Ten pin bowling  | 26.8% | 429  | 29.7% | 31  | 24.7% | 18  | 27.6% | 39  | 27.6% | 57  | 26.2% | 28  | 28.0% | 54  | 29.8% | 19  | 26.6% | 18  |
| Bingo  | 7.0%  | 113  | 6.2%  | 6   | 9.7%  | 7   | 9.9%  | 14  | 11.6% | 24  | 8.4%  | 9   | 2.9%  | 6   | 6.1%  | 4   | 7.2%  | 5   |
| Theatres / concert halls / museums / art galleries and other cultural facilities | 50.7% | 813  | 29.7% | 31  | 43.2% | 31  | 47.7% | 67  | 37.6% | 77  | 53.9% | 58  | 64.7% | 124 | 68.6% | 43  | 73.0% | 48  |
| Casino   | 4.7%  | 75   | 10.8% | 11  | 8.4%  | 6   | 2.7%  | 4   | 4.8%  | 10  | 6.0%  | 6   | 4.6%  | 9   | 3.2%  | 2   | 3.2%  | 2   |
| Organised outdoor events / specialist markets in centres                         | 39.9% | 638  | 36.8% | 38  | 35.6% | 25  | 38.0% | 53  | 34.6% | 71  | 35.4% | 38  | 49.6% | 95  | 46.8% | 29  | 45.4% | 30  |
| (None mentioned)   | 10.4% | 166  | 20.6% | 22  | 15.3% | 11  | 9.8%  | 14  | 10.9% | 22  | 10.0% | 11  | 9.3%  | 18  | 5.1%  | 3   | 8.0%  | 5   |
| Weighted base:   |       | 1602 |       | 105 |       | 71  |       | 141 |       | 206 |       | 107 |       | 191 |       | 63  |       | 66  |
| Sample:  |       | 1602 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 101 |

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| <b>Q39 Which centre / facility did you last visit for an indoor sports / health and fitness activity?</b> |       |        |         |         |         |         |         |         |         |
| <i>Those that said 'Indoor sports or health and fitness activity' at Q38 AND Excl. Nulls &amp; SFT</i>    |       |        |         |         |         |         |         |         |         |
| <b>Zone 1</b>   |       |        |         |         |         |         |         |         |         |
| Burbage Village   | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Empire Fitness, Druid Street, Hinckley  | 1.0%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Fields Health & Fitness Club, Wheatfield Way, Hinckley  | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Hinckley Leisure Centre (Everyone Active), Hinckley   | 5.1%  | 23     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Hinckley Rugby Club, Leicester Road, Hinckley   | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Hinckley Squash & Racketball Club, Maple Drive, Hinckley  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Hinckley Town Centre  | 0.4%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Places Gym, Station Road, Hinckley  | 0.7%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Romans Health And Leisure Spa, Sketchley Grange Hotel, Hinckley   | 1.6%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Stoney Stanton Village  | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.5%    |
| <b>Zone 2</b>   |       |        |         |         |         |         |         |         |         |
| Desford Village Centre  | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Earl Shilton Town Centre  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Elmsthorpe Village Hall, Wilkinson Lane, Elmsthorpe, Leicester  | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.9%    |
| Huncote Leisure Centre, Huncote   | 0.8%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 9.8%    |
| Sport in Desford, Peckleton Lane, Desford   | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.9%    |
| <b>Zone 3</b>   |       |        |         |         |         |         |         |         |         |
| Broughton Astley Village  | 1.3%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Ullesthorpe Hotel & Golf Club, Frolesworth Road, Ullesthorpe  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Ullesthorpe Village   | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 4</b>   |       |        |         |         |         |         |         |         |         |
| Blaby Village   | 0.5%  | 2      | 0.0%    | 0       | 2.9%    | 0       | 0.0%    | 0       | 4.8%    |
| Cosby Village Centre  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Countesthorpe Village   | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Whetstone Village   | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 5</b>   |       |        |         |         |         |         |         |         |         |
| Great Glen Village  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Kibworth Village (Beauchamp & Harcourt)   | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 6</b>   |       |        |         |         |         |         |         |         |         |
| Active Wesley Hall, Hartington Road, Leicester  | 0.4%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Danielle Brown Sports Centre, University of Leicester, Leicester  | 0.9%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 4.3%    | 1       | 0.0%    |
| Everlast Fitness, Halford Street, Leicester   | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Evington Road District Centre, Leicester  | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Highfields Centre, Melbourne Road, Leicester  | 0.7%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Highfields Local Centre   | 0.4%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Leicester City Centre   | 2.8%  | 13     | 4.7%    | 2       | 2.9%    | 0       | 0.0%    | 0       | 5.6%    |
| Morningside Arena, Charter Street, Leicester  | 0.4%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| PureGym, St Georges Way, Leicester  | 4.0%  | 18     | 7.8%    | 2       | 0.0%    | 0       | 7.3%    | 3       | 10.4%   |
| Spence Street Sports Centre (Leicester Council Leisure Centre), Leicester                                 | 2.1%  | 10     | 5.3%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| The Gym, High Cross, Leicester  | 2.3%  | 11     | 19.8%   | 6       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |      |   |      |   |       |   |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|------|---|------|---|-------|---|------|---|
| Victoria Park, Granville Road, Leicester                                      | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Wyggeston and Queen Elizabeth I College, University Road, Leicester           | 0.4%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| <b>Zone 7</b>   |       |        |         |         |         |         |         |         |         |    |      |   |      |   |       |   |      |   |
| S&S Fitness, Gwendolen Road, Leicester  | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Sugar's Gym, Elizabeth Street, Leicester                                      | 0.4%  | 2      | 5.3%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| <b>Zone 8</b>   |       |        |         |         |         |         |         |         |         |    |      |   |      |   |       |   |      |   |
| Evington Leisure Centre (Leicester Council Leisure Centre), Leicester         | 2.5%  | 12     | 1.6%    | 1       | 0.0%    | 0       | 2.2%    | 1       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Evington Village (NOT Evington Road, Leicester)                               | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Judgemeadow Community College, Marydene Drive, Evington, Leicester            | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| <b>Zone 9</b>   |       |        |         |         |         |         |         |         |         |    |      |   |      |   |       |   |      |   |
| BAPS Shri Swaminarayan Mandir, Gipsy Lane, Leicester                          | 0.2%  | 1      | 2.7%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Belgrave Road / Melton Road District Centre, Leicester                        | 0.8%  | 4      | 4.8%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 1.6%    | 1  | 0.0% | 0 | 1.8% | 1 | 0.0%  | 0 | 0.0% | 0 |
| Cossington Street Sports Centre (Leicester Council Leisure Centre), Leicester | 0.9%  | 4      | 6.0%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Peepul Centre, Orchardson Avenue, Leicester                                   | 0.2%  | 1      | 3.1%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| The Engine Room, Troon Way Business Centre, Humberstone Lane, Leicester       | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| <b>Zone 10</b>  |       |        |         |         |         |         |         |         |         |    |      |   |      |   |       |   |      |   |
| Abbey Retail Park, Leicester  | 0.3%  | 1      | 0.0%    | 0       | 9.5%    | 1       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Beaumont Leys Town Centre, Leicester  | 0.3%  | 1      | 0.0%    | 0       | 8.7%    | 1       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 1.9%  | 0 | 0.0% | 0 |
| Beaumont Shopping Centre, Beaumont Leys, Leicester                            | 1.4%  | 7      | 5.3%    | 2       | 15.1%   | 2       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Leicester Leys Leisure Centre (Leicester Council Leisure Centre), Leicester   | 0.7%  | 3      | 0.0%    | 0       | 10.5%   | 1       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 3.7%  | 1 | 0.0% | 0 |
| Nuffield Health & Fitness, 1 Byford Way, Leicester                            | 4.1%  | 19     | 17.6%   | 6       | 2.9%    | 0       | 0.0%    | 0       | 12.1%   | 7  | 0.0% | 0 | 7.0% | 4 | 0.0%  | 0 | 4.8% | 1 |
| <b>Zone 11</b>  |       |        |         |         |         |         |         |         |         |    |      |   |      |   |       |   |      |   |
| Aylestone Leisure Centre (Leicester Council Leisure Centre), Leicester        | 2.4%  | 11     | 3.1%    | 1       | 0.0%    | 0       | 12.0%   | 4       | 5.8%    | 3  | 1.5% | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| The Leicestershire Tennis & Squash Club, Westernhay Road, Leicester           | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| The Roger Bettles Sport Centre, Oadby Student Village                         | 0.8%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 3.8%    | 1       | 0.0%    | 0  | 2.8% | 1 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| <b>Zone 12</b>  |       |        |         |         |         |         |         |         |         |    |      |   |      |   |       |   |      |   |
| Abbey Sports & Leisure, Slater Street, Frog Island, Leicester                 | 1.9%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 8.8%    | 5  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Bannatyne Health Club, Welford Road, Leicester                                | 0.6%  | 3      | 5.5%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 3.7%  | 1 | 0.0% | 0 |
| Braunstone Leisure Centre (Leicester Council Leisure Centre), Braunstone      | 5.4%  | 25     | 0.0%    | 0       | 7.9%    | 1       | 0.0%    | 0       | 26.0%   | 16 | 5.6% | 2 | 3.1% | 2 | 18.2% | 4 | 2.5% | 0 |
| CrossFit LE3, The Store Room, Foxholes Road, Leicester                        | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 9.5% | 1 |
| De Montfort University, Duns Lane, Leicester                                  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.6%    | 1  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Leicester Indoor Bowls & Social Club, Slater Street, Leicester                | 0.1%  | 1      | 0.0%    | 0       | 2.9%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Leicester Sports Centre,  | 0.4%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.1%    | 2  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |       |    |       |    |       |   |       |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|-------|----|-------|----|-------|---|-------|---|
| Commercial Square,<br>Leicester  |       |        |         |         |         |         |         |         |         |   |       |    |       |    |       |   |       |   |
| New Parks Leisure Centre<br>(Leicester Council Leisure<br>Centre), Leicester | 1.0%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 7.7%    | 5 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Premier Inn, Braunstone<br>Lane East, Leicester                              | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 3.8%    | 1       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| PureGym, Walnut Street,<br>Leicester   | 1.8%  | 8      | 0.0%    | 0       | 36.6%   | 5       | 0.0%    | 0       | 0.0%    | 0 | 4.8%  | 2  | 0.0%  | 0  | 1.9%  | 0 | 0.0%  | 0 |
| Saffron Lane Athletics<br>Stadium, Saffron Lane,<br>Leicester                | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 4.5%    | 2       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| The Gym, Aylestone Road,<br>Leicester  | 1.0%  | 4      | 1.6%    | 1       | 0.0%    | 0       | 8.5%    | 3       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 13</b>   |       |        |         |         |         |         |         |         |         |   |       |    |       |    |       |   |       |   |
| Dance Activate, Wigston<br>College, Station Road,<br>Wigston                 | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 8.2%  | 1 |
| Evolution Fitness Gym,<br>Mandervell Road, Oadby                             | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Oadby Town Centre  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Parklands Leisure Centre<br>(Everyone Active), Oadby                         | 7.1%  | 33     | 0.0%    | 0       | 0.0%    | 0       | 3.8%    | 1       | 0.0%    | 0 | 42.4% | 17 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Respect Fitness, Kenilworth<br>Drive, Oadby, Leicester                       | 0.4%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 4.8%  | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| South Wigston Local Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| The Fitness Bank, Cornwall<br>Road, Wigston                                  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| The Salvation Army<br>Conference Centre,<br>Ladysmith Road, Wigston          | 0.1%  | 1      | 1.6%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Unique Physique, Belvoir<br>House, Paddock Street,<br>Wigston                | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Wigston Pool & Fitness<br>Centre, Station Road,<br>Wigston                   | 3.1%  | 14     | 0.0%    | 0       | 0.0%    | 0       | 10.7%   | 4       | 0.0%    | 0 | 19.0% | 8  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 14</b>   |       |        |         |         |         |         |         |         |         |   |       |    |       |    |       |   |       |   |
| Anstey Village   | 0.5%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 3.1%  | 2  | 3.7%  | 1 | 0.0%  | 0 |
| Birstall Watermead Tennis<br>Club, Birstall Road,<br>Birstall                | 0.8%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 6.9%  | 4  | 0.0%  | 0 | 0.0%  | 0 |
| Sileby Village   | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Soar Valley Leisure Centre,<br>Kingfisher Road,<br>Mountsorrel               | 4.0%  | 18     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 32.8% | 18 | 0.0%  | 0 | 0.0%  | 0 |
| South Chamwood Leisure<br>Centre, Parkstone Road,<br>Syston                  | 1.2%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 5.3%  | 3  | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 15</b>   |       |        |         |         |         |         |         |         |         |   |       |    |       |    |       |   |       |   |
| Brookvale Groby Learning<br>Campus, Ratby Road,<br>Groby                     | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 7.3%  | 2 | 0.0%  | 0 |
| Kirby Muxloe Village   | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 0 | 0.0%  | 0 |
| <b>Zone 16</b>   |       |        |         |         |         |         |         |         |         |   |       |    |       |    |       |   |       |   |
| David Lloyd Leisure, Carlton<br>Park, Narborough                             | 2.3%  | 11     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 4.8%  | 2  | 0.0%  | 0  | 7.3%  | 2 | 9.0%  | 1 |
| David Lloyd Leisure,<br>Meridian Leisure Park,<br>Leicester                  | 5.1%  | 24     | 1.6%    | 1       | 0.0%    | 0       | 11.4%   | 4       | 8.8%    | 5 | 0.0%  | 0  | 8.8%  | 5  | 25.2% | 5 | 16.0% | 2 |
| Enderby Leisure & Golf<br>Centre (Everyone Active),<br>Enderby               | 4.4%  | 20     | 0.0%    | 0       | 0.0%    | 0       | 14.5%   | 5       | 3.2%    | 2 | 5.0%  | 2  | 0.0%  | 0  | 13.2% | 3 | 28.0% | 4 |
| Enderby Village Institute,<br>Cross Street, Enderby                          | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.5%  | 0 |
| Fosse Shopping Park,<br>Leicester  | 0.5%  | 2      | 2.7%    | 1       | 0.0%    | 0       | 2.2%    | 1       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Leicester Forest East Village  | 0.4%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.7%    | 2 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Living Well Leicester,<br>Junction Approach,<br>Leicester                    | 1.3%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 6.8%    | 4 | 0.0%  | 0  | 0.0%  | 0  | 8.2%  | 2 | 0.0%  | 0 |
| Narborough Village (NOT<br>Narborough Road,<br>Leicester)                    | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.5%  | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |      |    |       |    |      |    |      |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|------|----|-------|----|------|----|------|---|
| <b>Outside Survey Area</b>  |       |        |         |         |         |         |         |         |         |    |      |    |       |    |      |    |      |   |
| Abroad  | 1.9%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 7.3%    | 3       | 0.0%    | 0  | 0.0% | 0  | 1.8%  | 1  | 0.0% | 0  | 0.0% | 0 |
| Barnsdale Country Club,<br>Stamford Road, Oakham                      | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Barwell Constitutional Club,<br>Chapel Street, Barwell,<br>Leicester  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Birstall Local Centre,<br>Leicester                                   | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.6%    | 1  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Central London  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 2.5% | 1  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Harborough Leisure Centre,<br>Northampton Road,<br>Market Harborough  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Junction One Retail Park,<br>Leicester Road, Rugby                    | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Loughborough Leisure<br>Centre, Browns Lane,<br>Loughborough          | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Loughborough Town Centre  | 1.4%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0  | 11.5% | 6  | 0.0% | 0  | 0.0% | 0 |
| Loughborough University,<br>Epinal Way,<br>Loughborough               | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0  | 1.8%  | 1  | 0.0% | 0  | 0.0% | 0 |
| Lutterworth Sports Centre,<br>Lutterworth                             | 0.5%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Lutterworth Town Centre   | 0.4%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Market Harborough Town<br>Centre                                      | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Melton & District Indoor<br>Bowls, Leicester Road,<br>Melton Mowbray  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Melton Mowbray Town<br>Centre   | 0.5%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0  | 3.5%  | 2  | 0.0% | 0  | 0.0% | 0 |
| More Fitness, Rockingham<br>Road, Market Harborough                   | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Ragdale Hall Spa, Ragdale,<br>Melton Mowbray                          | 0.7%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 3.8%    | 1       | 0.0%    | 0  | 0.0% | 0  | 3.1%  | 2  | 0.0% | 0  | 0.0% | 0 |
| Rugby Town Centre   | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| Spindles Health Club &<br>Gym, Market Bosworth,<br>Nuneaton           | 0.4%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0% | 0 |
| The Climbing Station, Off<br>Moor Lane, Empress<br>Road, Loughborough | 0.8%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0  | 5.9%  | 3  | 0.0% | 0  | 0.0% | 0 |
| Weighted base:  | 461   | 32     |         | 13      |         | 35      |         | 60      |         | 40 |      | 56 |       | 21 |      | 16 |      |   |
| Sample:   | 443   | 30     |         | 18      |         | 24      |         | 30      |         | 33 |      | 30 |       | 32 |      | 26 |      |   |



Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |       |    |       |    |       |    |       |    |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q40 Which cinema did you last visit?</b>                      |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| <i>Those that said 'Cinema' at Q38 AND Excl. Nulls &amp; SFT</i> |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| <b>Zone 1</b>  |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| Cineworld, The Crescent,<br>Hinckley                             | 7.3%  | 62     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.8%  | 1  |
| <b>Zone 6</b>  |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| Curve Theatre, Alexandra<br>House, Rutland Street,<br>Leicester  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Phoenix Cinema and Art<br>Centre, Midland Street,<br>Leicester   | 5.9%  | 50     | 2.4%    | 1       | 4.4%    | 1       | 11.7%   | 10      | 8.9%    | 10 | 2.3%  | 1  | 5.0%  | 6  | 4.9%  | 2  | 7.9%  | 3  |
| Piccadilly Cinema, Green<br>Lane Road, Leicester                 | 0.5%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Showcase Cinema de Lux,<br>Highcross Lane, Leicester             | 22.7% | 193    | 11.7%   | 5       | 39.0%   | 12      | 17.6%   | 14      | 26.7%   | 30 | 23.5% | 12 | 22.9% | 25 | 17.0% | 7  | 23.6% | 9  |
| <b>Zone 12</b>   |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| Odeon Luxe, Freemans Park,<br>Leicester                          | 20.8% | 176    | 55.9%   | 24      | 19.7%   | 6       | 37.4%   | 31      | 12.3%   | 14 | 43.3% | 22 | 2.7%  | 3  | 2.6%  | 1  | 2.1%  | 1  |
| <b>Zone 16</b>   |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| Vue, Meridian Leisure Park,<br>Leicester                         | 29.2% | 248    | 24.7%   | 10      | 30.8%   | 9       | 27.6%   | 23      | 44.5%   | 50 | 27.1% | 14 | 19.4% | 22 | 73.9% | 31 | 63.6% | 24 |
| Cardiff City Centre  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Central London   | 0.5%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.2%    | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cineworld, Baxter Gate,<br>Loughborough                          | 4.7%  | 40     | 0.0%    | 0       | 4.0%    | 1       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 33.3% | 37 | 0.0%  | 0  | 0.0%  | 0  |
| Cineworld, Junction One,<br>Leicester Road, Rugby                | 0.5%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cineworld, Newnham<br>Avenue, Bedford                            | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Odeon Luxe, Bermuda Park,<br>Nuneaton                            | 0.8%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 3.1%    | 3       | 1.6%    | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Odeon, Cattle Market,<br>Loughborough                            | 2.9%  | 24     | 5.2%    | 2       | 2.1%    | 1       | 2.5%    | 2       | 0.0%    | 0  | 0.0%  | 0  | 15.0% | 17 | 1.7%  | 1  | 0.0%  | 0  |
| Odeon, Exeter Crescent,<br>Bournemouth                           | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Odeon, Pegasus Court,<br>Kettering                               | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Regal Cinema, King Street,<br>Melton Mowbray                     | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 1.8%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Showcase Cinema de Lux,<br>Walsgrave on Sowe,<br>Coventry        | 1.4%  | 12     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Spinney Theatre, Spinney<br>Hill Road, Northampton               | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| The Core at Corby Cube,<br>George Street, Corby                  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Outside Survey Area</b>                                       |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| Abroad   | 1.6%  | 13     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.7%    | 3  | 3.8%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Weighted base:   | 849   |        | 42      |         | 30      |         | 82      |         | 113     |    | 50    |    | 111   |    | 41    |    | 37    |    |
| Sample:  | 804   |        | 40      |         | 39      |         | 55      |         | 52      |    | 43    |    | 58    |    | 63    |    | 57    |    |

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |       |    |       |    |       |    |       |    |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q41 Where did you last visit to go to a restaurant?</b>           |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| <i>Those that said 'Restaurant' at Q38 AND Excl. Nulls &amp; SFT</i> |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| <b>Zone 1</b>  |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| Barnacles Restaurant,<br>Watling Street (off A5),<br>Hinckley        | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Burbage Village  | 0.8%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hinckley Town Centre   | 5.7%  | 61     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.1%  | 3  |
| Stoney Stanton Village   | 0.5%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  |
| Trinity Marina, Wharf Farm,<br>Coventry Road, Hinckley               | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wolvey Village Centre  | 0.4%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 2</b>  |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| Botcheston Local Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Brascote Local Centre  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0  |
| Desford Village Centre   | 1.5%  | 16     | 0.0%    | 0       | 4.2%    | 1       | 3.2%    | 3       | 1.4%    | 2  | 0.0%  | 0  | 0.0%  | 0  | 4.8%  | 2  | 5.5%  | 3  |
| Earl Shilton Town Centre   | 0.5%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.8%  | 0  |
| Elmesthorpe Village Centre   | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.3%  | 1  |
| Leicester Forest West Local<br>Centre                                | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.8%  | 0  |
| Newbold Verdon Village   | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0  |
| Thurlaston Village Centre  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 3</b>  |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| Ashby Parva Village Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Broughton Astley Village   | 0.5%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.7%    | 1  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 0  |
| Bruntingthorpe Village<br>Centre                                     | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Claybrooke Magna Village<br>Centre                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Gilmorton Village Centre   | 0.7%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 1.6%    | 1       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.6%  | 1  |
| Leire Village Centre   | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Peatling Parva   | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 0  |
| Ullesthorpe Village  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 4</b>  |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| Blaby Village  | 1.1%  | 12     | 0.0%    | 0       | 0.0%    | 0       | 5.4%    | 5       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.4%  | 2  |
| Cosby Village Centre   | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 2.2%    | 2       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Countesthorpe Village  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fleckney Village   | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Peatling Magna Village<br>Centre                                     | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Whetstone Golf Club,<br>Cambridge Road, Cosby                        | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 1.4%    | 1       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Whetstone Village  | 1.0%  | 11     | 0.0%    | 0       | 0.0%    | 0       | 3.1%    | 3       | 2.4%    | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.7%  | 2  |
| <b>Zone 5</b>  |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| Billesden Village Centre   | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Burton Overy Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Great Glen Village   | 0.6%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 2.1%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Houghton on the Hill Village<br>Centre                               | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 1.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  |
| Hungarton Village Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.8%    | 1       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Kibworth Village<br>(Beauchamp & Harcourt)                           | 0.8%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 2.2%    | 2       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Queniborough Village<br>Centre                                       | 0.2%  | 2      | 0.8%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Saddington Village Centre  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 3.0%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Scraptoft Village Centre   | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| South Croxton Village<br>Centre                                      | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Thurnby Village Centre   | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tur Langton Village Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 6</b>  |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| Clarendon Park Local Centre  | 0.5%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 2.2%    | 2       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Evington Road District<br>Centre, Leicester                          | 1.3%  | 14     | 0.0%    | 0       | 0.0%    | 0       | 1.6%    | 1       | 2.3%    | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Haute Dolci, Granby Street,<br>Leicester                             | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Leicester City Centre  | 33.9% | 364    | 51.9%   | 33      | 57.7%   | 19      | 36.0%   | 34      | 42.2%   | 56 | 43.4% | 32 | 17.6% | 24 | 26.2% | 14 | 24.4% | 12 |
| London Road, Leicester   | 2.7%  | 29     | 5.5%    | 3       | 0.0%    | 0       | 1.4%    | 1       | 0.0%    | 0  | 0.0%  | 0  | 1.4%  | 2  | 2.1%  | 1  | 0.0%  | 0  |
| Phoenix Cinema and Art<br>Centre, Midland Street,<br>Leicester       | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| <b>Zone 8</b>  |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |    |       |    |
| Evington Village (NOT  | 0.4%  | 4      | 1.4%    | 1       | 0.0%    | 0       | 1.6%    | 1       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| Evington Road, Leicester)                                   |       |        |         |         |         |         |         |         |         |
| Hamilton Local Centre, Leicester                            | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Humberstone Local Centre, Leicester                         | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.0%    |
| Belgrave Road / Melton Road District Centre, Leicester      | 2.6%  | 28     | 15.2%   | 10      | 7.5%    | 2       | 1.7%    | 2       | 0.0%    |
| Rushey Mead Local Centre, Leicester                         | 0.1%  | 1      | 1.4%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 10</b>  |       |        |         |         |         |         |         |         |         |
| Abbey Retail Park, Leicester                                | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Beaumont Leys Town Centre, Leicester                        | 0.0%  | 0      | 0.0%    | 0       | 1.1%    | 0       | 0.0%    | 0       | 0.0%    |
| Beaumont Shopping Centre, Beaumont Leys, Leicester          | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.8%    |
| Blackbird Road, Leicester                                   | 0.1%  | 1      | 0.0%    | 0       | 1.1%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 11</b>  |       |        |         |         |         |         |         |         |         |
| Aylestone Local Centre, Leicester                           | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 1.6%    | 1       | 0.0%    |
| Knighton Local Centre, Leicester                            | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 3.1%    | 3       | 0.0%    |
| Stoneygate Local Centre                                     | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 2.4%    | 2       | 0.0%    |
| Stoughton Village Centre                                    | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Welford Road, Leicester                                     | 0.1%  | 1      | 0.0%    | 0       | 1.1%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 12</b>  |       |        |         |         |         |         |         |         |         |
| Aylestone Road, Leicester                                   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Braunstone Town Centre                                      | 0.3%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 2.3%    | 3       | 0.0%    |
| Freemant Common, Leicester                                  | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 3.2%    | 3       | 0.0%    |
| Freeman's Leisure Park, Aylestone Road, Leicester           | 0.5%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 5.1%    |
| Narborough Road District Centre, Leicester                  | 1.0%  | 10     | 2.4%    | 2       | 4.7%    | 2       | 0.0%    | 0       | 1.4%    |
| Westcotes Local Centre                                      | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.7%    | 1       | 0.0%    |
| Winstanley House, Braunstone Park, Hinckley Road, Leicester | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 2.3%    | 3       | 0.0%    |
| Woodgate Local Centre, Leicester                            | 0.2%  | 2      | 2.7%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Oadby Town Centre   | 1.8%  | 19     | 0.0%    | 0       | 3.6%    | 1       | 2.4%    | 2       | 0.0%    |
| South Wigston Local Centre                                  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.8%    |
| Wigston Town Centre   | 1.8%  | 19     | 0.0%    | 0       | 0.0%    | 0       | 0.8%    | 1       | 0.0%    |
| <b>Zone 14</b>  |       |        |         |         |         |         |         |         |         |
| Anstey Village  | 1.1%  | 11     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Barrow-upon-Soar Village Centre                             | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.7%    |
| Cropston Village Centre                                     | 0.9%  | 9      | 0.0%    | 0       | 1.9%    | 1       | 0.0%    | 0       | 0.7%    |
| Hobbyhorse Farm, Glebe Way, Leicester                       | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Hope & Anchor, Wanlip Road, Leicester                       | 0.1%  | 1      | 1.6%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Mountsorrel Village Centre                                  | 1.1%  | 12     | 0.0%    | 0       | 0.0%    | 0       | 1.4%    | 1       | 0.0%    |
| Quorn Village Centre  | 0.9%  | 10     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Rothley Village   | 0.7%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 1.4%    | 1       | 0.0%    |
| Swithland Village Centre                                    | 0.4%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Syston Town Centre  | 1.4%  | 15     | 5.1%    | 3       | 2.1%    | 1       | 0.0%    | 0       | 0.0%    |
| Thurmaston Shopping Centre, Thurmaston                      | 0.6%  | 7      | 3.0%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Thurmaston Village Centre                                   | 0.0%  | 1      | 0.8%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Woodhouse Eaves Village Centre                              | 1.1%  | 12     | 0.0%    | 0       | 1.9%    | 1       | 3.0%    | 3       | 0.0%    |
| <b>Zone 15</b>  |       |        |         |         |         |         |         |         |         |
| Bradgate Park, Newtown Linford, Leicester                   | 0.1%  | 1      | 0.8%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Glenfield Village   | 0.6%  | 7      | 0.0%    | 0       | 4.1%    | 1       | 0.0%    | 0       | 1.9%    |
| Groby Village   | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Kirby Muxloe Village  | 0.8%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.7%    |
| Newton Linford Village Centre                               | 0.5%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Ratby Village   | 0.6%  | 6      | 1.6%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 16</b>  |       |        |         |         |         |         |         |         |         |
| Enderby Town Centre   | 0.8%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 3.0%    | 3       | 0.0%    |
| Fosse Shopping Park,  | 0.7%  | 7      | 0.8%    | 1       | 0.0%    | 0       | 1.4%    | 1       | 2.6%    |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |       |    |      |   |       |   |      |   |  |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|-------|----|------|---|-------|---|------|---|--|
| Leicester   |       |        |         |         |         |         |         |         |         |    |       |    |      |   |       |   |      |   |  |
| Grove Farm Triangle, Leicester                                | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.8%    | 0  |       |    |      |   |       |   |      |   |  |
| Leicester Forest East Village                                 | 0.7%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 2.3%    | 3       | 2.3%    | 1  |       |    |      |   |       |   |      |   |  |
| Littlethorpe Village Centre                                   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.5%    | 0  |       |    |      |   |       |   |      |   |  |
| Meridian Leisure Park, Lubbethorpe Way, Braunstone, Leicester | 4.3%  | 46     | 1.4%    | 1       | 1.9%    | 1       | 4.8%    | 4       | 18.9%   | 25 | 0.0%  | 0  | 0.0% | 0 | 5.2%  | 3 | 4.5% | 2 |  |
| Narborough Village (NOT Narborough Road, Leicester)           | 0.8%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.8% | 0 | 13.9% | 7 |      |   |  |
| <b>Outside Survey Area</b>                                    |       |        |         |         |         |         |         |         |         |    |       |    |      |   |       |   |      |   |  |
| Abroad  | 3.1%  | 33     | 0.0%    | 0       | 3.6%    | 1       | 2.7%    | 3       | 10.1%   | 13 | 2.6%  | 2  | 5.6% | 8 | 0.0%  | 0 | 0.0% | 0 |  |
| Barlestone Village Centre                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |  |
| Barwell Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |  |
| Bath City Centre  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |  |
| Belton Village Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.7%  | 1  | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |  |
| Birmingham City Centre  | 0.7%  | 8      | 2.7%    | 2       | 0.0%    | 0       | 2.7%    | 3       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 1.5%  | 1 |      |   |  |
| Birstall Local Centre, Leicester                              | 0.2%  | 2      | 0.0%    | 0       | 3.2%    | 1       | 0.0%    | 0       | 0.0%    | 0  | 0.7%  | 1  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Bletchley Local Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Brighton City Centre  | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Brinklow Village Centre                                       | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Broadway Village Centre                                       | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Bude Town Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Central London  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.3%    | 1  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Clipsham Village Centre                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.8%  | 0 |      |   |  |
| Coalville Town Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.8%  | 0 |      |   |  |
| Copt Oak Local Centre   | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.4%    | 2  | 0.0%  | 0  | 0.7% | 1 | 0.8%  | 0 |      |   |  |
| Coventry City Centre  | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 | 1.5% | 1 |  |
| Cromer Town Centre  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 1.6%    | 1       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Croydon Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Dadlington Village Centre                                     | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| East Bridgford Village Centre                                 | 0.0%  | 1      | 0.8%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| East Langton Village Centre                                   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Gloucester Quays, St Ann Way, Gloucester                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.8% | 0 | 0.0%  | 0 |      |   |  |
| Hallaton Village Centre                                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Hartshill Village Centre                                      | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Kilworth House Hotel & Theatre, Lutterworth Road, Lutterworth | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Long Whatton Village Centre                                   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.7%  | 1  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Loughborough Town Centre                                      | 1.5%  | 16     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 11.1% | 15 | 1.5% | 1 | 0.0%  | 0 |      |   |  |
| Lutterworth Town Centre                                       | 0.5%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.8% | 0 | 0.0%  | 0 |      |   |  |
| Marchwood Village Centre                                      | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 1.4%  | 2  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Market Bosworth Town Centre                                   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Market Harborough Town Centre                                 | 1.6%  | 17     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 4.2%  | 3  | 0.0% | 0 | 0.8%  | 0 | 0.8% | 0 |  |
| Markfield Village Centre                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Medbourne Village Centre                                      | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Melton Mowbray Town Centre                                    | 0.3%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 3.0%  | 2  | 0.7% | 1 | 0.0%  | 0 | 0.0% | 0 |  |
| Meriden Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.8%  | 0 |      |   |  |
| Middleton Village Centre                                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.8%  | 0 |      |   |  |
| Norwich City Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Nottingham City Centre  | 0.7%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.7%    | 4  | 0.0%  | 0  | 2.8% | 4 | 0.0%  | 0 | 0.0% | 0 |  |
| Nuneaton Town Centre  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Oakham Town Centre  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Port Isaac Village Centre                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Rowsley Village Centre  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.7%    | 1  | 0.0%  | 0  | 0.0% | 0 | 1.3%  | 1 | 0.0% | 0 |  |
| Rugby Town Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Sheepy Magna Village Centre                                   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 1.3% | 1 | 0.0%  | 0 |      |   |  |
| Shepshed Town Centre  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.7%  | 1  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Shrewsbury Town Centre  | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Snarestone Village Centre                                     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Stapleford Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Stratford-upon-Avon Town Centre                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |      |   |  |
| Sutton Cheney Village   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.8% | 0 | 0.0%  | 0 |      |   |  |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|                            | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |
|----------------------------|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|
| Centre                     |       |        |         |         |         |         |         |         |         |   |
| Swansea City Centre        | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Tamworth Town Centre       | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.3%    | 1 |
| Uppingham Town Centre      | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| West Down Village Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| West Runton Village Centre | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Wimborne Minster Town      | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.7%    | 1 |
| Centre                     |       |        |         |         |         |         |         |         |         |   |
| Worstead Village Centre    | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Wymeswold Village Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 |
| Weighted base:             | 1073  | 63     | 33      | 93      | 133     | 74      | 137     | 52      | 50      |   |
| Sample:                    | 1100  | 57     | 48      | 67      | 65      | 73      | 73      | 83      | 81      |   |

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |       |    |       |    |      |   |       |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|-------|----|-------|----|------|---|-------|---|
| <b>Q42 Where did you last visit to go to a pub, bar or nightclub?</b>             |       |        |         |         |         |         |         |         |         |    |       |    |       |    |      |   |       |   |
| <i>Those that said 'Pub / bars / nightclubs' at Q38 AND Excl. Nulls &amp; SFT</i> |       |        |         |         |         |         |         |         |         |    |       |    |       |    |      |   |       |   |
| Burbage Village   | 2.5%  | 19     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.0% | 0 | 0.0%  | 0 |
| Hinckley Town Centre  | 5.2%  | 39     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 4.4%  | 2 |
| Sapcote Village   | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Sharnford Village Centre  | 0.5%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 2.4%    | 1       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Stoney Stanton Village  | 1.1%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Trinity Marina, Wharf Farm,<br>Coventry Road, Hinckley                            | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Wolvey Village Centre   | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| <b>Zone 2</b>   |       |        |         |         |         |         |         |         |         |    |       |    |       |    |      |   |       |   |
| Botcheston Local Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Brascote Local Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.7% | 1 | 0.0%  | 0 |
| Croft Village Centre  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Desford Village Centre  | 0.9%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.3%    | 2  | 0.0%  | 0  | 0.0%  | 0  | 1.7% | 1 | 1.0%  | 0 |
| Earl Shilton Town Centre  | 0.4%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Elmesthorpe Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Huncote Village Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Kirkby Mallory Village<br>Centre  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Leicester Forest West Local<br>Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Newbold Verdon Village  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Thurlaston Village Centre   | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| <b>Zone 3</b>   |       |        |         |         |         |         |         |         |         |    |       |    |       |    |      |   |       |   |
| Ashby Parva Village Centre  | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Broughton Astley Village  | 1.2%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 1.0%  | 0 |
| Bruntingthorpe Village<br>Centre  | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Claybrooke Magna Village<br>Centre  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 1.6%  | 1 |
| Dunton Bassett Village<br>Centre  | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Gilmorton Village Centre  | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Leire Village Centre  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Peatling Parva  | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 4.0%  | 2  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Ullesthorpe Village   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| <b>Zone 4</b>   |       |        |         |         |         |         |         |         |         |    |       |    |       |    |      |   |       |   |
| Blaby Village   | 2.5%  | 19     | 4.7%    | 2       | 0.0%    | 0       | 14.1%   | 9       | 0.0%    | 0  | 3.4%  | 2  | 0.0%  | 0  | 0.0% | 0 | 2.8%  | 1 |
| Cosby Village Centre  | 0.5%  | 4      | 0.0%    | 0       | 2.2%    | 1       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Countesthorpe Village   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Fleckney Village  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Peatling Magna Village<br>Centre  | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Whetstone Village   | 1.1%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 1.3%    | 1       | 2.0%    | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 2.6%  | 1 |
| <b>Zone 5</b>   |       |        |         |         |         |         |         |         |         |    |       |    |       |    |      |   |       |   |
| Billesden Village Centre  | 0.6%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Burton Overy Village Centre   | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Great Glen Village  | 1.4%  | 10     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 1.8%  | 1  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Houghton on the Hill Village<br>Centre  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Illston on the Hill Village<br>Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Kibworth Village<br>(Beauchamp & Harcourt)  | 0.4%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Queniborough Village<br>Centre  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Scraptoft Village Centre  | 1.0%  | 8      | 2.1%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Smeeton Westerby Village<br>Centre  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Thunby Village Centre   | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Tilton on the Hill Village<br>Centre  | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Tur Langton Village Centre  | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 2.0%  | 1  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Wistow Village  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| <b>Zone 6</b>   |       |        |         |         |         |         |         |         |         |    |       |    |       |    |      |   |       |   |
| Clarendon Park Local Centre   | 0.9%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 10.1%   | 6       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 1.6%  | 1 |
| Evington Road District<br>Centre, Leicester                                       | 0.5%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Leicester City Centre   | 22.2% | 170    | 48.1%   | 20      | 43.6%   | 14      | 19.9%   | 12      | 50.0%   | 40 | 20.5% | 11 | 11.6% | 13 | 9.5% | 4 | 16.5% | 7 |
| London Road, Leicester  | 0.9%  | 7      | 4.1%    | 2       | 0.0%    | 0       | 2.1%    | 1       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0% | 0 | 0.0%  | 0 |
| <b>Zone 7</b>   |       |        |         |         |         |         |         |         |         |    |       |    |       |    |      |   |       |   |
| Northfield Local Centre   | 0.1%  | 1      | 1.2%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|
| <b>Zone 8</b>   |       |        |         |         |         |         |         |         |         |
| Evington Village (NOT Evington Road, Leicester)               | 0.7%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Humberstone Local Centre, Leicester                           | 0.7%  | 5      | 1.2%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 3.6%    |
| <b>Zone 9</b>   |       |        |         |         |         |         |         |         |         |
| Abbey Lane, Leicester   | 0.0%  | 0      | 0.0%    | 0       | 1.2%    | 0       | 0.0%    | 0       | 0.0%    |
| Belgrave Road / Melton Road District Centre, Leicester        | 1.5%  | 11     | 12.4%   | 5       | 2.2%    | 1       | 0.0%    | 0       | 0.0%    |
| Rushey Mead Local Centre, Leicester                           | 0.1%  | 1      | 2.1%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Beaumont Leys Town Centre, Leicester                          | 0.3%  | 3      | 0.0%    | 0       | 8.1%    | 3       | 0.0%    | 0       | 0.0%    |
| Blackbird Road, Leicester                                     | 0.3%  | 2      | 1.2%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 11</b>  |       |        |         |         |         |         |         |         |         |
| Aylestone Local Centre, Leicester                             | 0.8%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 7.1%    | 4       | 2.0%    |
| Eyres Monsell Local Centre                                    | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 2.1%    | 1       | 0.0%    |
| Glen Parva Local Centre                                       | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 2.1%    | 1       | 0.0%    |
| Knighton Local Centre, Leicester                              | 1.0%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 9.0%    | 5       | 0.0%    |
| Stoneygate Local Centre                                       | 0.5%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 3.7%    | 2       | 0.0%    |
| Stoughton Village Centre                                      | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 12</b>  |       |        |         |         |         |         |         |         |         |
| Aylestone Road, Leicester                                     | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Braunstone Town Centre  | 0.9%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 7.8%    |
| Narborough Road District Centre, Leicester                    | 0.5%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.3%    |
| New Parks Local Centre  | 0.1%  | 1      | 0.0%    | 0       | 2.2%    | 1       | 0.0%    | 0       | 0.0%    |
| Westcotes Local Centre  | 0.5%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 4.6%    |
| Oadby Town Centre   | 3.3%  | 26     | 1.2%    | 1       | 0.0%    | 0       | 3.8%    | 2       | 0.0%    |
| South Wigston Local Centre                                    | 0.7%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 8.5%    | 5       | 0.0%    |
| Wigston Town Centre   | 4.9%  | 37     | 1.2%    | 1       | 0.0%    | 0       | 2.5%    | 2       | 2.3%    |
| <b>Zone 14</b>  |       |        |         |         |         |         |         |         |         |
| Anstey Village  | 1.4%  | 11     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Barrow-upon-Soar Village Centre                               | 0.7%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Charwood District Centre                                      | 0.2%  | 1      | 0.0%    | 0       | 3.9%    | 1       | 0.0%    | 0       | 0.0%    |
| Cropston Village Centre                                       | 1.1%  | 9      | 0.0%    | 0       | 4.2%    | 1       | 0.0%    | 0       | 0.0%    |
| Gaddesby Village Centre                                       | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Mountsorrel Village Centre                                    | 0.8%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 2.1%    | 1       | 0.0%    |
| Quorn Village Centre  | 2.0%  | 16     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Rothley Village   | 0.8%  | 6      | 0.0%    | 0       | 2.0%    | 1       | 0.0%    | 0       | 0.0%    |
| Swithland Village Centre                                      | 0.7%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Syston Town Centre  | 1.5%  | 11     | 7.8%    | 3       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Thrusington Village Centre                                    | 0.5%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Thurmaston Bowling Club, Elizabeth Drive, Thurmaston          | 0.1%  | 1      | 1.2%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Thurmaston Shopping Centre, Thurmaston                        | 0.7%  | 6      | 3.4%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Thurmaston Village Centre                                     | 0.4%  | 3      | 2.1%    | 1       | 4.4%    | 1       | 0.0%    | 0       | 0.0%    |
| Woodhouse Eaves Village Centre                                | 1.6%  | 12     | 1.2%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Glenfield Village   | 1.6%  | 12     | 0.0%    | 0       | 1.2%    | 0       | 0.0%    | 0       | 9.2%    |
| Groby Village   | 0.8%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Kirby Muxloe Village  | 1.5%  | 11     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Newton Linford Village Centre                                 | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Ratby Village   | 1.2%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| <b>Zone 16</b>  |       |        |         |         |         |         |         |         |         |
| Enderby Town Centre   | 0.8%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Fosse Shopping Park, Leicester                                | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Grove Farm Triangle, Leicester                                | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Leicester Forest East Village                                 | 0.4%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Littlethorpe Village Centre                                   | 0.5%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |
| Meridian Leisure Park, Lubbethorpe Way, Braunstone, Leicester | 0.8%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 4.8%    | 3       | 0.0%    |
| Narborough Village (NOT Narborough Road,                      | 1.3%  | 10     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |      |   |       |    |      |   |    |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|------|---|-------|----|------|---|----|
| Leicester)                                     |       |        |         |         |         |         |         |         |         |   |      |   |       |    |      |   |    |
| The Bulls Head, Hinckley Road, Leicester       | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 3.3%  | 1  | 0.0% | 0 |    |
| Thorpe Astley Local Centre                     | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 1.8% | 1 |    |
| <b>Outside Survey Area</b>                     |       |        |         |         |         |         |         |         |         |   |      |   |       |    |      |   |    |
| Abroad   | 1.8%  | 13     | 0.0%    | 0       | 3.8%    | 1       | 0.0%    | 0       | 5.1%    | 4 | 3.4% | 2 | 0.0%  | 0  | 0.0% | 0 |    |
| Ashby-de-la-Zouch Town Centre                  | 0.2%  | 1      | 0.0%    | 0       | 3.8%    | 1       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Barwell Village Centre                         | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Bath City Centre                               | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Birstall Local Centre, Leicester               | 0.8%  | 6      | 2.1%    | 1       | 9.8%    | 3       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 1.7%  | 2  | 0.0% | 0 |    |
| Bletchley Local Centre                         | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Bude Town Centre                               | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Cambridge City Centre                          | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Central London                                 | 0.6%  | 5      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 4.6%    | 4 | 1.8% | 1 | 0.0%  | 0  | 0.0% | 0 |    |
| Charmouth Village, Dorset                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Church Langton Village Centre                  | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Coalville Town Centre                          | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Copt Oak Local Centre                          | 0.6%  | 4      | 0.0%    | 0       | 2.2%    | 1       | 0.0%    | 0       | 2.3%    | 2 | 0.0% | 0 | 0.9%  | 1  | 1.9% | 1 |    |
| Cotgrave Town Centre                           | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Coventry City Centre                           | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 1.8% | 1 |    |
| Dadlington Village Centre                      | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Duddington Village Centre                      | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| East Langton Village Centre                    | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| East Midlands Designer Outlet, South Normanton | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Edinburgh City Centre                          | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Elston Village Centre                          | 0.1%  | 1      | 2.4%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Giltbrook Retail Park, Ikea Way, Giltbrook     | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Great Dalby Village Centre                     | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.3%    | 2 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Gumley Village Centre                          | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Keswick Town Centre                            | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.0%    | 2 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Loughborough Town Centre                       | 2.0%  | 16     | 0.0%    | 0       | 2.0%    | 1       | 0.0%    | 0       | 1.2%    | 1 | 0.0% | 0 | 10.2% | 12 | 2.0% | 1 |    |
| Lutterworth Town Centre                        | 0.5%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 1.8% | 1 | 0.0%  | 0  | 0.0% | 0 |    |
| Market Bosworth Town Centre                    | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Market Harborough Town Centre                  | 1.0%  | 8      | 0.0%    | 0       | 1.2%    | 0       | 4.1%    | 3       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Markfield Village Centre                       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Melton Mowbray Town Centre                     | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 4.0% | 2 | 0.0%  | 0  | 0.0% | 0 |    |
| Morthew Village Centre                         | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Nottingham City Centre                         | 0.5%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 3.4%  | 4  | 0.0% | 0 |    |
| Nuneaton Town Centre                           | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Oakham Town Centre                             | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Royal Leamington Spa Town Centre               | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Snettersham Village Centre                     | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.9% | 1 | 0.0%  | 0  | 0.0% | 0 |    |
| Somerby Village Centre                         | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Stamford Town Centre                           | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 1.7% | 1 |    |
| Stone Town Centre                              | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Stratford-upon-Avon Town Centre                | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Sutton Cheney Village Centre                   | 0.2%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 1.0% | 0 |    |
| Thornton Local Centre                          | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Upper Oddington Village Centre                 | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 1.0% | 0 |    |
| Uppingham Town Centre                          | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Whitwick Retail Park, Coalville                | 0.1%  | 1      | 0.0%    | 0       | 2.0%    | 1       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Willoughby Village Centre                      | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 |    |
| Wimborne Minster Town Centre                   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.9% | 1 | 0.0%  | 0  | 0.0% | 0 |    |
| Weighted base:                                 | 764   |        | 42      |         | 31      |         | 61      |         | 80      |   | 56   |   | 114   |    | 40   |   | 41 |
| Sample:  | 798   |        | 39      |         | 41      |         | 45      |         | 38      |   | 55   |   | 60    |    | 63   |   | 63 |

Column %ges.



Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |       |    |        |    |        |    |        |    |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|-------|----|--------|----|--------|----|--------|----|
| <b>Q43 Which bowling alley did you last visit for ten-pin bowling?</b>    |       |        |         |         |         |         |         |         |         |    |       |    |        |    |        |    |        |    |
| <i>Those that said 'Ten pin bowling' at Q38 AND Excl. Nulls &amp; SFT</i> |       |        |         |         |         |         |         |         |         |    |       |    |        |    |        |    |        |    |
| <b>Zone 06</b>  |       |        |         |         |         |         |         |         |         |    |       |    |        |    |        |    |        |    |
| East Street Lanes, East Street, Leicester                                 | 4.5%  | 17     | 15.6%   | 5       | 3.9%    | 1       | 0.0%    | 0       | 0.0%    | 0  | 6.8%  | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| <b>Zone 16</b>  |       |        |         |         |         |         |         |         |         |    |       |    |        |    |        |    |        |    |
| Hollywood Bowl, Meridian Leisure Park, Leicester                          | 82.3% | 322    | 82.7%   | 26      | 87.3%   | 14      | 97.5%   | 30      | 90.6%   | 45 | 85.2% | 24 | 100.0% | 54 | 100.0% | 19 | 100.0% | 16 |
| <b>Outside Survey Area</b>  |       |        |         |         |         |         |         |         |         |    |       |    |        |    |        |    |        |    |
| Abroad  | 1.8%  | 7      | 0.0%    | 0       | 8.8%    | 1       | 0.0%    | 0       | 3.2%    | 2  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Hollywood Bowl, Broadway, Birmingham                                      | 0.8%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 6.2%    | 3  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Hollywood Bowl, Great Park, Rubery, Birmingham                            | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Hollywood Bowl, Xscape, Marlborough Gate, Milton Keynes                   | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Lane 7, The Cube, Wharfside Street, Birmingham                            | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Nuneaton Bowl, St Davids Way, Nuneaton                                    | 4.8%  | 19     | 1.7%    | 1       | 0.0%    | 0       | 2.5%    | 1       | 0.0%    | 0  | 8.0%  | 2  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Tenpin Birmingham, Star City, Birmingham                                  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Tenpin Coventry, Crosspoint Business Park, Coventry                       | 4.3%  | 17     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Tenpin Nottingham, Clifton Boulevard, Nottingham                          | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Thunderbowl, Rockingham Road, Kettering                                   | 0.4%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%   | 0  | 0.0%   | 0  | 0.0%   | 0  |
| Weighted base:  |       | 392    |         | 31      |         | 16      |         | 31      |         | 50 |       | 28 |        | 54 |        | 19 |        | 16 |
| Sample:   |       | 322    |         | 26      |         | 19      |         | 20      |         | 21 |       | 20 |        | 24 |        | 23 |        | 20 |

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |       |   |       |   |       |   |       |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|-------|---|-------|---|-------|---|-------|---|
| <b>Q44 Which bingo hall / venue did you last visit to play bingo?</b> |       |        |         |         |         |         |         |         |         |    |       |   |       |   |       |   |       |   |
| <i>Those that said 'Bingo' at Q38 AND Excl. Nulls &amp; SFT</i>       |       |        |         |         |         |         |         |         |         |    |       |   |       |   |       |   |       |   |
| <b>Zone 1</b>   |       |        |         |         |         |         |         |         |         |    |       |   |       |   |       |   |       |   |
| Ashby Road Sports Club,<br>Ashby Road, Hinckley                       | 0.7%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |       |   |
| <b>Zone 2</b>   |       |        |         |         |         |         |         |         |         |    |       |   |       |   |       |   |       |   |
| Newbold Verdon Village<br>Centre                                      | 0.3%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |       |   |
| <b>Zone 3</b>   |       |        |         |         |         |         |         |         |         |    |       |   |       |   |       |   |       |   |
| Ullesthorpe Village Centre  | 0.2%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |       |   |
| <b>Zone 8</b>   |       |        |         |         |         |         |         |         |         |    |       |   |       |   |       |   |       |   |
| The Royal British Legion,<br>Main Street, Humberstone                 | 0.5%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |       |   |
| Thurnby Lodge Community<br>Centre, Thurncourt Road,<br>Leicester      | 0.4%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |       |   |
| <b>Zone 10</b>  |       |        |         |         |         |         |         |         |         |    |       |   |       |   |       |   |       |   |
| Buzz Bingo, Beaumont Way,<br>Leicester                                | 31.3% | 30     | 27.6%   | 1       | 74.8%   | 5       | 29.7%   | 3       | 50.4%   | 10 | 0.0%  | 0 | 30.7% | 2 | 20.1% | 1 | 15.4% | 0 |
| <b>Zone 11</b>  |       |        |         |         |         |         |         |         |         |    |       |   |       |   |       |   |       |   |
| Duncan Road Social Club,<br>Saffron Lane, Leicester                   | 0.8%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 7.8%    | 1       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 12</b>  |       |        |         |         |         |         |         |         |         |    |       |   |       |   |       |   |       |   |
| Mecca Bingo, Freemens<br>Park, Leicester                              | 39.2% | 37     | 39.0%   | 2       | 0.0%    | 0       | 62.5%   | 6       | 19.6%   | 4  | 73.9% | 7 | 69.3% | 4 | 39.9% | 2 | 26.1% | 1 |
| <b>Zone 13</b>  |       |        |         |         |         |         |         |         |         |    |       |   |       |   |       |   |       |   |
| Oadby Town Centre   | 0.5%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| South Wigston Conservative<br>Club, Blaby Road, South<br>Wigston      | 0.6%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 6.5%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| The Elms Social & Services<br>Club, Bushloe End,<br>Wigston           | 0.6%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 6.5%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Wigston Liberal Club, Bull<br>Head Street, Wigston                    | 0.6%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 6.5%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Wigston Town Centre   | 0.6%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 6.5%  | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 15</b>  |       |        |         |         |         |         |         |         |         |    |       |   |       |   |       |   |       |   |
| Groby Village   | 1.6%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 39.9% | 2 | 0.0%  | 0 |
| <b>Zone 16</b>  |       |        |         |         |         |         |         |         |         |    |       |   |       |   |       |   |       |   |
| Enderby District & Social<br>Club, Coleridge Drive,<br>Enderby        | 1.6%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 58.6% | 1 |
| <b>Outside Survey Area</b>  |       |        |         |         |         |         |         |         |         |    |       |   |       |   |       |   |       |   |
| Abroad  | 12.4% | 12     | 0.0%    | 0       | 19.3%   | 1       | 0.0%    | 0       | 30.0%   | 6  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Ashley Club, Victoria Road<br>East, Thornton                          | 0.2%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Beacon Bingo, Baxter Gate,<br>Loughborough                            | 2.2%  | 2      | 33.4%   | 2       | 5.9%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Buzz Bingo, Gala Way,<br>Nottingham                                   | 1.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Buzz Bingo, Walsgrave,<br>Coventry                                    | 0.7%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Cardiff City Centre   | 0.5%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Palace Bingo, Priory Plain,<br>Great Yarmouth                         | 0.7%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| The Palace Grand Nuneaton,<br>Camp Hill Road,<br>Nuneaton             | 2.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Weighted base:  | 95    | 5      |         | 6       |         | 10      |         | 21      |         | 9  |       | 6 |       | 4 |       | 3 |       | 3 |
| Sample:   | 86    | 4      |         | 8       |         | 7       |         | 9       |         | 9  |       | 3 |       | 3 |       | 3 |       | 3 |

Weighted:

March 2021

|  | Total |     | Zone 9 |    | Zone 10 |    | Zone 11 |    | Zone 12 |    | Zone 13 |    | Zone 14 |    | Zone 15 |    | Zone 16 |    |
|--|-------|-----|--------|----|---------|----|---------|----|---------|----|---------|----|---------|----|---------|----|---------|----|
| <b>Q45 Where did you last visit for theatres / concert halls / museums / art galleries or other cultural facilities?</b>                   |       |     |        |    |         |    |         |    |         |    |         |    |         |    |         |    |         |    |
| <i>Those that said 'Theatres / concert halls / museums / art galleries and other cultural facilities' at Q38 AND Excl. Nulls &amp; SFT</i> |       |     |        |    |         |    |         |    |         |    |         |    |         |    |         |    |         |    |
| Hinckley Town Centre   | 2.5%  | 18  | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 1.8%    | 1  |
| Stoney Stanton Village   | 0.3%  | 3   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  |
| Kibworth Village<br>(Beauchamp & Harcourt)   | 0.4%  | 3   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 3.0%    | 2  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 2.6%    | 1  |
| <b>Zone 6</b>  |       |     |        |    |         |    |         |    |         |    |         |    |         |    |         |    |         |    |
| Curve Theatre, Alexandra<br>House, Rutland Street,<br>Leicester  | 1.9%  | 15  | 0.0%   | 0  | 5.4%    | 2  | 0.0%    | 0  | 0.0%    | 0  | 9.6%    | 5  | 1.7%    | 2  | 0.9%    | 0  | 0.0%    | 0  |
| De Montfort Hall, Granville<br>Road, Leicester   | 0.4%  | 3   | 0.0%   | 0  | 4.8%    | 1  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  |
| Leicester City Centre  | 66.7% | 501 | 74.8%  | 22 | 52.3%   | 15 | 83.0%   | 54 | 67.1%   | 41 | 72.6%   | 39 | 65.4%   | 78 | 78.9%   | 34 | 63.2%   | 28 |
| Leicester Museum & Art<br>Gallery, New Walk,<br>Leicester  | 1.7%  | 13  | 0.0%   | 0  | 1.3%    | 0  | 0.0%    | 0  | 6.0%    | 4  | 0.0%    | 0  | 0.0%    | 0  | 7.1%    | 3  | 0.0%    | 0  |
| The Little Theatre, Dover<br>Street, Leicester   | 0.1%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.9%    | 0  | 0.0%    | 0  |
| Victoria Park, Granville<br>Road, Leicester  | 0.4%  | 3   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 1.7%    | 1  |
| National Space Centre,<br>Exploration Drive,<br>Leicester  | 0.5%  | 4   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 3.3%    | 4  | 0.0%    | 0  | 0.0%    | 0  |
| Peepul Centre, Orchardson<br>Avenue, Leicester   | 0.1%  | 1   | 1.8%   | 1  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  |
| Narborough House,<br>Narborough Road,<br>Leicester   | 0.1%  | 1   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  |
| Odeon Luxe, Freemans Park,<br>Aylestone Road, Leicester  | 0.1%  | 1   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  |
| Wigston Town Centre  | 0.1%  | 1   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  |
| <b>Outside Survey Area</b>   |       |     |        |    |         |    |         |    |         |    |         |    |         |    |         |    |         |    |
| Abroad   | 2.4%  | 18  | 5.8%   | 2  | 4.8%    | 1  | 0.0%    | 0  | 0.0%    | 0  | 1.9%    | 1  | 5.1%    | 6  | 0.0%    | 0  | 0.0%    | 0  |
| Birmingham City Centre   | 2.9%  | 22  | 0.0%   | 0  | 4.6%    | 1  | 8.4%    | 5  | 0.0%    | 0  | 2.1%    | 1  | 0.0%    | 0  | 0.0%    | 0  | 3.8%    | 2  |
| Buxton Town Centre   | 0.1%  | 1   | 0.0%   | 0  | 2.4%    | 1  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  |
| Central London   | 9.8%  | 74  | 14.6%  | 4  | 8.2%    | 2  | 5.5%    | 4  | 16.2%   | 10 | 10.3%   | 5  | 3.1%    | 4  | 8.7%    | 4  | 19.0%   | 8  |
| Coalville Town Centre  | 0.2%  | 1   | 0.0%   | 0  | 4.8%    | 1  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  |
| Coventry City Centre   | 0.1%  | 1   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  |
| Cromer Town Centre   | 0.1%  | 1   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  |
| Derby City Centre  | 0.3%  | 2   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 1.6%    | 2  | 0.0%    | 0  | 0.0%    | 0  |
| Kettering Town Centre  | 0.1%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  |
| Kilworth House Hotel &<br>Theatre, Lutterworth<br>Road, Lutterworth  | 0.8%  | 6   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.9%    | 0  | 3.0%    | 1  |
| Kings Lynn Town Centre   | 0.1%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  |
| Lichfield Garrick Theatre,<br>Castle Dyke, Lichfield   | 0.2%  | 1   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 3.3%    | 1  |
| Little Angel Theatre,<br>Dagmar Passage, The<br>Angel, Islington   | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  |
| Longleat Safari Park,<br>Warminster  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  |
| Loughborough Town Centre   | 0.7%  | 5   | 0.0%   | 0  | 4.7%    | 1  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 3.2%    | 4  | 0.0%    | 0  | 0.0%    | 0  |
| Lutterworth Town Centre  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  |
| Manchester City Centre   | 0.5%  | 4   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 3.3%    | 4  | 0.0%    | 0  | 0.0%    | 0  |
| Market Harborough Town<br>Centre   | 0.1%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  |
| Milton Keynes Town Centre  | 0.0%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  |
| Mold Town Centre   | 0.2%  | 1   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  |
| Motorpoint Arena<br>Nottingham, Bolero<br>Square, Nottingham   | 0.3%  | 2   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 1.6%    | 2  | 0.0%    | 0  | 0.0%    | 0  |
| Natural History Museum,<br>Cromwell Road, South<br>Kensington  | 0.4%  | 3   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 2.7%    | 2  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  |
| North Kilworth Village<br>Centre   | 0.1%  | 0   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  |
| Nottingham City Centre   | 2.9%  | 22  | 0.0%   | 0  | 5.5%    | 2  | 2.0%    | 1  | 0.0%    | 0  | 0.0%    | 0  | 11.8%   | 14 | 2.5%    | 1  | 0.0%    | 0  |
| Royal Albert Hall,<br>Kensington Gore, South<br>Kensington   | 0.2%  | 2   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  |
| Royal Leamington Spa Town<br>Centre  | 0.2%  | 1   | 0.0%   | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  | 0.0%    | 0  |

Column %ges.

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |      |     |      |    |      |    |      |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|------|-----|------|----|------|----|------|---|
| Rugby Town Centre  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0 |
| Sealife Centre, The Water's Edge, Brindley Place, Birmingham | 0.4%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 5.1%    | 3  | 0.0% | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0 |
| Shakespeare's Globe, New Globe Walk, Bankside                | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 3.6% | 2   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0 |
| Sheffield Arena, Broughton Lane, Sheffield                   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0   | 0.0% | 0  | 0.0% | 0  | 1.7% | 1 |
| Sheffield City Centre  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 1.2%    | 1       | 0.0%    | 0  | 0.0% | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0 |
| Stratford Upon Avon Town Centre                              | 0.5%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0 |
| Sutton on Sea Village Centre                                 | 0.0%  | 0      | 0.0%    | 0       | 1.3%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0 |
| Tate Modern, Bankside, Southwark                             | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0 |
| The SSE Arena Wembley, Engineers Way, Wembley                | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0 |
| Victoria & Albert Museum, Cromwell Road, Knightsbridge       | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0 |
| Warwick Town Centre  | 0.1%  | 1      | 3.0%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0 |
| Wells-next-the-Sea Town Centre                               | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0% | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0 |
| Weighted base:   | 752   | 29     |         | 29      |         | 66      |         | 61      |         | 53 |      | 119 |      | 43 |      | 44 |      |   |
| Sample:  | 834   | 32     |         | 42      |         | 54      |         | 34      |         | 51 |      | 63  |      | 70 |      | 69 |      |   |

**Q46 Which casino did you last visit?***Those that said 'Casino' at Q38 AND Excl. Nulls & SFT***Zone 6**

|   |       |    |       |   |       |   |        |   |       |   |       |   |       |   |       |   |        |   |
|---|-------|----|-------|---|-------|---|--------|---|-------|---|-------|---|-------|---|-------|---|--------|---|
| Genting Casino, East Bond Street, Leicester   | 5.6%  | 3  | 25.4% | 3 | 10.4% | 1 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 |
| Grosvenor Casino, Highcross Street, Leicester | 64.8% | 40 | 74.6% | 8 | 69.7% | 4 | 100.0% | 1 | 50.0% | 3 | 63.7% | 3 | 43.4% | 3 | 79.6% | 2 | 100.0% | 1 |
| Leicester City Centre                         | 5.1%  | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 | 36.3% | 2 | 0.0%  | 0 | 20.3% | 0 | 0.0%   | 0 |
| <b>Outside Survey Area</b>                    |       |    |       |   |       |   |        |   |       |   |       |   |       |   |       |   |        |   |
| Abroad  | 9.6%  | 6  | 0.0%  | 0 | 19.9% | 1 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 |
| Central London                                | 6.3%  | 4  | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 56.6% | 4 | 0.0%  | 0 | 0.0%   | 0 |
| Genting Casino, Edgbaston, Birmingham         | 5.0%  | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 50.0% | 3 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 |
| Genting Casino, Resorts World, Birmingham     | 3.5%  | 2  | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%   | 0 |
| Weighted base:                                | 62    | 11 |       | 6 |       | 1 |        | 6 |       | 5 |       | 7 |       | 2 |       | 1 |        |   |
| Sample:                                       | 45    | 8  |       | 5 |       | 1 |        | 2 |       | 3 |       | 3 |       | 4 |       | 1 |        |   |

Weighted:

March 2021

|  | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |       |    |       |    |       |   |       |   |
|--|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|-------|----|-------|----|-------|---|-------|---|
| <b>Q47 Where did you last visit for an outdoor event / specialist market?</b>                                      |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |   |       |   |
| <i>Those that said 'Organised outdoor events / specialist markets in centres' at Q38 AND Excl. Nulls &amp; SFT</i> |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |   |       |   |
| Burbage Village  | 1.8%  | 10     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 3.8%  | 1 |
| Hinckley Golf Club,<br>Leicester Road, Hinckley  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Hinckley Town Centre   | 3.6%  | 19     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.0%  | 1 | 2.0%  | 0 |
| Stoney Stanton Village   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Desford Village Centre   | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Earl Shilton Town Centre   | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Elmesthorpe Village Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Newbold Verdon Village   | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Thurlaston Village Centre  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Broughton Astley Village   | 0.7%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 6.5%  | 1 |
| <b>Zone 4</b>  |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |   |       |   |
| Blaby Village  | 1.7%  | 9      | 0.0%    | 0       | 0.0%    | 0       | 11.9%   | 6       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 11.3% | 2 |
| Cosby Golf Club, Chapel<br>Lane, Cosby   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Great Glen Village   | 0.4%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 2.8%    | 1       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Kibworth Village<br>(Beauchamp & Harcourt)   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Wistow Village   | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Leicester City Centre  | 39.7% | 209    | 58.0%   | 17      | 49.3%   | 11      | 40.5%   | 19      | 37.1%   | 17 | 57.8% | 20 | 37.1% | 31 | 32.0% | 8 | 27.7% | 5 |
| Victoria Park, Granville<br>Road, Leicester  | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.0%    | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 8</b>  |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |   |       |   |
| Evington Village (NOT<br>Evington Road, Leicester)   | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Belgrave Road / Melton<br>Road District Centre,<br>Leicester   | 0.4%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 10</b>   |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |   |       |   |
| Abbey Retail Park, Leicester   | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Beaumont Leys Town<br>Centre, Leicester  | 0.4%  | 2      | 0.0%    | 0       | 2.7%    | 1       | 2.8%    | 1       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Stoneygate Local Centre  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Stoughton Village Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Welford Road, Leicester  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Bede Island, Leicester   | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| King Power Stadium, Filbert<br>Way, Leicester  | 0.3%  | 2      | 1.8%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.6%  | 0 | 0.0%  | 0 |
| Narborough Road District<br>Centre, Leicester  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.0%    | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| <b>Zone 13</b>   |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |   |       |   |
| Leicester Racecourse,<br>Leicester Road, Oadby   | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Oadby Town Centre  | 1.1%  | 6      | 3.1%    | 1       | 0.0%    | 0       | 1.6%    | 1       | 3.9%    | 2  | 3.2%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Wigston Town Centre  | 0.6%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 1.6%    | 1       | 0.0%    | 0  | 2.8%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Charnwood District Centre  | 0.5%  | 2      | 8.7%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Quorn Village Centre   | 1.9%  | 10     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 8.7%  | 7  | 0.0%  | 0 | 0.0%  | 0 |
| Kirby Muxloe Village   | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.6%  | 1 | 0.0%  | 0 |
| Newton Linford Village<br>Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.0%  | 1 | 0.0%  | 0 |
| <b>Zone 16</b>   |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |   |       |   |
| Enderby Town Centre  | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Meridian Leisure Park,<br>Lubbesthorpe Way,<br>Braunstone, Leicester   | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.5%    | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Narborough Village (NOT<br>Narborough Road,<br>Leicester)  | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.0%    | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.0%  | 0 |
| Palmers Garden Centre, St<br>Johns, Enderby  | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.0%  | 0 |
| <b>Outside Survey Area</b>   |       |        |         |         |         |         |         |         |         |    |       |    |       |    |       |   |       |   |
| Abroad   | 2.1%  | 11     | 0.0%    | 0       | 5.2%    | 1       | 0.0%    | 0       | 6.6%    | 3  | 0.0%  | 0  | 2.4%  | 2  | 3.0%  | 1 | 3.4%  | 1 |
| Alton Towers, Farley Lane,<br>Alton, Stoke-on-Trent  | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Ashby-de-la-Zouch Town<br>Centre   | 0.5%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.9%    | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Bakewell Showground,<br>Bakewell   | 0.4%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 2.4%  | 2  | 0.0%  | 0 | 0.0%  | 0 |
| Bakewell Town Centre   | 0.5%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.5%    | 2  | 0.0%  | 0  | 1.2%  | 1  | 0.0%  | 0 | 0.0%  | 0 |
| Birmingham City Centre   | 5.6%  | 29     | 0.0%    | 0       | 6.1%    | 1       | 6.2%    | 3       | 3.9%    | 2  | 2.8%  | 1  | 3.6%  | 3  | 5.2%  | 1 | 13.3% | 3 |
| Birstall Local Centre,   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |

Column %ges.

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |   |       |   |       |    |       |   |       |   |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|---|-------|---|-------|----|-------|---|-------|---|
| Leicester   |       |        |         |         |         |         |         |         |         |   |       |   |       |    |       |   |       |   |
| Blenheim Palace, Woodstock  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Bolesworth Castle,<br>Tattenhall                                    | 0.4%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 2.1%  | 2  | 0.0%  | 0 | 0.0%  | 0 |
| Brighton City Centre  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Burley Village Centre   | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 2.0%  | 0 |
| Cardiff City Centre   | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Cattows Farm, Swebstone<br>Road, Heather, Coalville                 | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 6.0%  | 2 | 0.0%  | 0 |
| Central London  | 2.1%  | 11     | 5.9%    | 2       | 2.7%    | 1       | 0.0%    | 0       | 7.7%    | 4 | 5.4%  | 2 | 0.0%  | 0  | 1.6%  | 0 | 0.0%  | 0 |
| Chatsworth House & Park,<br>Bakewell                                | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Chesterfield Town Centre  | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Coombe Abbey, Brinklow<br>Road, Binley, Coventry                    | 0.5%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Cotswold Wildlife Park &<br>Gardens, Bradwell Grove,<br>Burford     | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Coventry City Centre  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 2.7%  | 1 | 0.0%  | 0 |
| Cromer Town Centre  | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 3.1%    | 1       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Croyde Village Centre   | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Dawlish Town Centre   | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 1.6%  | 0 | 0.0%  | 0 |
| Donington Park, Castle<br>Donington                                 | 0.7%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 6.6%    | 3 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| East of England<br>Showground, Oundle<br>Road, Alwalton             | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Franklin's Gardens, Weedon<br>Road, Northampton                     | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 2.1%  | 2  | 0.0%  | 0 | 0.0%  | 0 |
| Great Yorkshire<br>Showground, Harrogate                            | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Ingoldmells Village Centre  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Kilworth House Hotel &<br>Theatre, Lutterworth<br>Road, Lutterworth | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 1.7%  | 1 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Lincoln City Centre   | 1.2%  | 6      | 0.0%    | 0       | 1.6%    | 0       | 2.8%    | 1       | 0.0%    | 0 | 3.2%  | 1 | 2.1%  | 2  | 0.0%  | 0 | 0.0%  | 0 |
| Liverpool City Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Loughborough Town Centre  | 2.6%  | 14     | 0.0%    | 0       | 6.2%    | 1       | 1.6%    | 1       | 0.0%    | 0 | 0.0%  | 0 | 12.3% | 10 | 0.0%  | 0 | 0.0%  | 0 |
| Lutterworth Town Centre   | 0.7%  | 4      | 0.0%    | 0       | 3.1%    | 1       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 1.6%  | 0 | 0.0%  | 0 |
| Manchester City Centre  | 0.5%  | 3      | 5.9%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Mansfield Town Centre   | 0.2%  | 1      | 3.1%    | 1       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Market Bosworth Town<br>Centre                                      | 2.5%  | 13     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.0%    | 1 | 0.0%  | 0 | 1.2%  | 1  | 19.0% | 5 | 0.0%  | 0 |
| Market Harborough Town<br>Centre                                    | 4.9%  | 26     | 1.8%    | 1       | 1.6%    | 0       | 9.2%    | 4       | 0.0%    | 0 | 16.9% | 6 | 1.2%  | 1  | 0.0%  | 0 | 12.9% | 3 |
| Matlock Town Centre   | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 6.0%  | 2 | 0.0%  | 0 |
| Melton Mowbray Town<br>Centre                                       | 4.2%  | 22     | 4.9%    | 1       | 2.7%    | 1       | 8.8%    | 4       | 0.0%    | 0 | 3.3%  | 1 | 3.7%  | 3  | 7.6%  | 2 | 3.8%  | 1 |
| Middleton Village Centre  | 0.1%  | 1      | 0.0%    | 0       | 2.7%    | 1       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Moreton-in-Marsh Town<br>Centre                                     | 0.3%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 7.5%  | 1 |
| Newquay Town Centre   | 0.3%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.5%    | 2 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Northampton Town Centre   | 0.8%  | 4      | 0.0%    | 0       | 3.1%    | 1       | 5.3%    | 3       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Nottingham City Centre  | 4.3%  | 23     | 6.9%    | 2       | 5.8%    | 1       | 1.6%    | 1       | 11.7%   | 5 | 0.0%  | 0 | 13.1% | 11 | 0.0%  | 0 | 0.0%  | 0 |
| Nuneaton Town Centre  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Oakham Town Centre  | 0.5%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 2.1%  | 2  | 1.6%  | 0 | 0.0%  | 0 |
| Oxford City Centre  | 0.4%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Peterborough City Centre  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Plymouth City Centre  | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Poole Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Rowsley Village Centre  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 1.2%  | 1  | 0.0%  | 0 | 0.0%  | 0 |
| Royal Leamington Spa Town<br>Centre                                 | 0.1%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Rugby Town Centre   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Sherwood Forest, Mansfield  | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Silverstone Circuit,<br>Towcester                                   | 0.1%  | 1      | 0.0%    | 0       | 3.1%    | 1       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Southampton City Centre   | 0.1%  | 0      | 0.0%    | 0       | 1.6%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Stamford Town Centre  | 0.7%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 2.4%  | 2  | 0.0%  | 0 | 0.0%  | 0 |
| Stratford-upon-Avon Town<br>Centre                                  | 0.2%  | 1      | 0.0%    | 0       | 2.7%    | 1       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 2.0%  | 0 |
| Uppingham Town Centre   | 0.2%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 2.8%  | 1 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Warwick City Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Warwick Town Centre   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0 | 0.0%  | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|                              | Total  | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|------------------------------|--------|--------|---------|---------|---------|---------|---------|---------|---------|
| Wimborne Minster Town Centre | 0.2% 1 | 0.0% 0 | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 1.2% 1  | 0.0% 0  | 0.0% 0  |
| Wollaton Hall, Nottingham    | 0.2% 1 | 0.0% 0 | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  |
| York City Centre             | 0.1% 1 | 0.0% 0 | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  |
| Weighted base:               | 527    | 29     | 23      | 47      | 47      | 35      | 83      | 26      | 20      |
| Sample:                      | 575    | 29     | 37      | 39      | 25      | 35      | 45      | 40      | 30      |

Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |     |       |     |       |     |       |     |       |     |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| <b>Q48 Which leisure facilities would you like to see more of in the area? [MR]</b> |       |        |         |         |         |         |         |         |         |     |       |     |       |     |       |     |       |     |
| Bars / pubs   | 5.4%  | 87     | 0.8%    | 1       | 3.9%    | 3       | 7.5%    | 11      | 10.8%   | 22  | 7.4%  | 8   | 0.0%  | 0   | 2.1%  | 1   | 4.8%  | 3   |
| Better shopping facilities  | 5.1%  | 81     | 1.6%    | 2       | 3.3%    | 2       | 6.0%    | 8       | 5.7%    | 12  | 6.2%  | 7   | 3.8%  | 7   | 4.2%  | 3   | 0.0%  | 0   |
| Bingo   | 2.2%  | 35     | 0.0%    | 0       | 3.3%    | 2       | 3.9%    | 5       | 3.9%    | 8   | 0.0%  | 0   | 2.8%  | 5   | 0.0%  | 0   | 2.2%  | 1   |
| Bowling alley   | 6.0%  | 97     | 6.5%    | 7       | 9.9%    | 7       | 3.6%    | 5       | 4.5%    | 9   | 6.4%  | 7   | 5.9%  | 11  | 2.4%  | 2   | 5.0%  | 3   |
| Casino  | 1.0%  | 16     | 0.0%    | 0       | 0.0%    | 0       | 2.1%    | 3       | 0.0%    | 0   | 1.8%  | 2   | 1.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   |
| Cinema  | 4.8%  | 77     | 3.0%    | 3       | 4.2%    | 3       | 2.1%    | 3       | 10.6%   | 22  | 3.6%  | 4   | 1.0%  | 2   | 2.1%  | 1   | 0.0%  | 0   |
| Climbing wall / centre  | 3.3%  | 52     | 1.6%    | 2       | 3.6%    | 3       | 3.9%    | 5       | 4.5%    | 9   | 3.6%  | 4   | 0.0%  | 0   | 2.1%  | 1   | 2.2%  | 1   |
| Concert hall  | 3.4%  | 54     | 0.0%    | 0       | 6.1%    | 4       | 6.6%    | 9       | 12.6%   | 26  | 5.3%  | 6   | 1.0%  | 2   | 0.0%  | 0   | 1.6%  | 1   |
| Crazy golf club   | 4.5%  | 73     | 2.8%    | 3       | 3.3%    | 2       | 5.4%    | 8       | 8.7%    | 18  | 3.6%  | 4   | 3.3%  | 6   | 5.6%  | 4   | 2.2%  | 1   |
| Dance facilities  | 2.3%  | 37     | 0.0%    | 0       | 1.7%    | 1       | 0.0%    | 0       | 6.0%    | 12  | 1.8%  | 2   | 1.0%  | 2   | 2.4%  | 2   | 2.2%  | 1   |
| Extreme sports  | 2.4%  | 39     | 0.0%    | 0       | 3.3%    | 2       | 5.7%    | 8       | 7.8%    | 16  | 1.8%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 4.2%  | 3   |
| Golf club   | 0.7%  | 11     | 0.0%    | 0       | 1.7%    | 1       | 0.0%    | 0       | 0.9%    | 2   | 1.8%  | 2   | 0.0%  | 0   | 1.9%  | 1   | 1.1%  | 1   |
| Health and fitness (gym)  | 5.2%  | 83     | 7.4%    | 8       | 5.0%    | 4       | 1.8%    | 3       | 7.2%    | 15  | 3.6%  | 4   | 3.8%  | 7   | 11.0% | 7   | 0.0%  | 0   |
| Hotels  | 2.2%  | 35     | 0.0%    | 0       | 3.3%    | 2       | 1.8%    | 3       | 9.3%    | 19  | 0.0%  | 0   | 1.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   |
| Ice rink  | 6.6%  | 105    | 2.6%    | 3       | 7.8%    | 6       | 5.4%    | 8       | 12.1%   | 25  | 11.2% | 12  | 2.8%  | 5   | 5.8%  | 4   | 5.3%  | 3   |
| Indoor soft play areas  | 2.6%  | 42     | 0.0%    | 0       | 0.9%    | 1       | 0.0%    | 0       | 4.5%    | 9   | 1.8%  | 2   | 4.5%  | 9   | 0.0%  | 0   | 1.0%  | 1   |
| Karting   | 2.2%  | 35     | 0.0%    | 0       | 1.7%    | 1       | 2.1%    | 3       | 1.5%    | 3   | 1.8%  | 2   | 1.0%  | 2   | 4.5%  | 3   | 1.9%  | 1   |
| Laser tag (includes Laser Quest)  | 1.9%  | 31     | 0.0%    | 0       | 1.7%    | 1       | 0.0%    | 0       | 4.8%    | 10  | 1.8%  | 2   | 1.0%  | 2   | 2.1%  | 1   | 0.0%  | 0   |
| Leisure centre  | 3.4%  | 54     | 2.1%    | 2       | 3.3%    | 2       | 2.1%    | 3       | 4.6%    | 10  | 3.6%  | 4   | 5.7%  | 11  | 3.1%  | 2   | 0.0%  | 0   |
| Live music venue  | 3.8%  | 60     | 0.0%    | 0       | 0.5%    | 0       | 7.9%    | 11      | 5.3%    | 11  | 1.8%  | 2   | 4.5%  | 9   | 5.6%  | 4   | 4.4%  | 3   |
| More / better cycle paths   | 3.8%  | 60     | 0.0%    | 0       | 3.1%    | 2       | 0.6%    | 1       | 7.8%    | 16  | 2.1%  | 2   | 7.1%  | 14  | 6.6%  | 4   | 4.5%  | 3   |
| More facilities / activities for disabled   | 1.4%  | 23     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 1.3%    | 3   | 3.9%  | 4   | 2.8%  | 5   | 4.8%  | 3   | 0.0%  | 0   |
| More facilities / activities for older people                                       | 1.9%  | 31     | 6.3%    | 7       | 1.0%    | 1       | 0.6%    | 1       | 3.6%    | 7   | 0.0%  | 0   | 0.5%  | 1   | 1.9%  | 1   | 0.6%  | 0   |
| More facilities / activities for teenagers / older children                         | 5.1%  | 81     | 8.3%    | 9       | 6.7%    | 5       | 4.2%    | 6       | 5.3%    | 11  | 1.9%  | 2   | 6.0%  | 11  | 2.5%  | 2   | 6.7%  | 4   |
| More facilities / activities for young children                                     | 4.3%  | 69     | 8.8%    | 9       | 5.3%    | 4       | 0.6%    | 1       | 3.0%    | 6   | 5.8%  | 6   | 3.2%  | 6   | 4.2%  | 3   | 7.1%  | 5   |
| More outdoor events / festivals   | 3.0%  | 48     | 3.2%    | 3       | 1.7%    | 1       | 5.7%    | 8       | 4.2%    | 9   | 2.8%  | 3   | 4.5%  | 9   | 2.4%  | 2   | 1.1%  | 1   |
| More sports facilities (football pitches, tennis courts)                            | 3.7%  | 60     | 6.3%    | 7       | 4.3%    | 3       | 3.6%    | 5       | 2.4%    | 5   | 1.8%  | 2   | 4.5%  | 9   | 6.9%  | 4   | 2.1%  | 1   |
| Mountain bike trails  | 0.9%  | 15     | 0.0%    | 0       | 1.7%    | 1       | 0.0%    | 0       | 1.8%    | 4   | 1.8%  | 2   | 0.0%  | 0   | 3.5%  | 2   | 0.0%  | 0   |
| Museum / art galleries  | 2.3%  | 37     | 0.5%    | 1       | 2.0%    | 1       | 1.8%    | 3       | 6.5%    | 13  | 3.9%  | 4   | 2.8%  | 5   | 0.0%  | 0   | 1.9%  | 1   |
| Outdoor activity centre   | 2.1%  | 34     | 0.0%    | 0       | 6.3%    | 4       | 2.5%    | 4       | 5.7%    | 12  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.7%  | 2   |
| Paintballing  | 1.1%  | 18     | 0.0%    | 0       | 0.0%    | 0       | 1.8%    | 3       | 1.5%    | 3   | 3.6%  | 4   | 1.7%  | 3   | 0.0%  | 0   | 0.0%  | 0   |
| Play spaces / park facilities   | 3.7%  | 59     | 4.4%    | 5       | 8.5%    | 6       | 2.4%    | 3       | 3.9%    | 8   | 2.1%  | 2   | 4.4%  | 8   | 2.4%  | 2   | 6.0%  | 4   |
| Restaurants / cafes   | 2.2%  | 36     | 1.9%    | 2       | 0.9%    | 1       | 0.0%    | 0       | 4.8%    | 10  | 1.0%  | 1   | 2.6%  | 5   | 3.7%  | 2   | 2.3%  | 1   |
| Roller skating  | 1.9%  | 31     | 0.0%    | 0       | 3.6%    | 3       | 5.4%    | 8       | 1.5%    | 3   | 0.0%  | 0   | 3.8%  | 7   | 0.0%  | 0   | 1.7%  | 1   |
| Skateboarding   | 0.9%  | 15     | 0.0%    | 0       | 0.0%    | 0       | 3.6%    | 5       | 0.0%    | 0   | 0.0%  | 0   | 2.0%  | 4   | 0.0%  | 0   | 0.0%  | 0   |
| Snow centre (indoor skiing / snowboarding)  | 2.4%  | 38     | 0.0%    | 0       | 1.0%    | 1       | 2.9%    | 4       | 6.5%    | 13  | 1.8%  | 2   | 3.5%  | 7   | 1.9%  | 1   | 0.0%  | 0   |
| Social club / community centre  | 0.6%  | 10     | 0.0%    | 0       | 0.0%    | 0       | 2.7%    | 4       | 0.0%    | 0   | 0.0%  | 0   | 1.1%  | 2   | 0.0%  | 0   | 0.0%  | 0   |
| Swimming pool (indoor)  | 6.6%  | 105    | 15.5%   | 16      | 9.2%    | 7       | 7.0%    | 10      | 5.8%    | 12  | 2.0%  | 2   | 5.5%  | 11  | 7.6%  | 5   | 8.1%  | 5   |
| Swimming pool (outdoor)   | 3.1%  | 50     | 2.4%    | 2       | 2.0%    | 1       | 4.0%    | 6       | 2.4%    | 5   | 3.2%  | 3   | 6.0%  | 12  | 4.8%  | 3   | 4.6%  | 3   |
| Theatre   | 1.0%  | 16     | 0.0%    | 0       | 0.0%    | 0       | 1.5%    | 2       | 0.0%    | 0   | 3.6%  | 4   | 1.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   |
| Other   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Archery   | 0.1%  | 2      | 0.0%    | 0       | 2.7%    | 2       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Art classes   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Crown green bowls   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Indoor sports facilities  | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Outdoor cinema events   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Rowing  | 0.1%  | 1      | 0.0%    | 0       | 1.7%    | 1       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Running tracks  | 0.5%  | 7      | 1.9%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.2%  | 1   | 1.1%  | 1   |
| Skate / scooter park  | 0.1%  | 2      | 0.0%    | 0       | 1.7%    | 1       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Snooker hall  | 0.2%  | 4      | 1.0%    | 1       | 0.0%    | 0       | 0.6%    | 1       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Theme parks   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 0   | 0.0%  | 0   |
| Trampolineing   | 0.3%  | 4      | 1.6%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 1.0%  | 2   | 0.0%  | 0   | 1.0%  | 1   |
| Walking routes  | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.6%    | 1       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.1%  | 1   |
| Watersports   | 0.4%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.9%  | 1   | 0.9%  | 2   | 1.2%  | 1   | 0.0%  | 0   |
| Youth club  | 0.7%  | 11     | 0.0%    | 0       | 0.0%    | 0       | 0.6%    | 1       | 1.8%    | 4   | 2.7%  | 3   | 0.0%  | 0   | 0.6%  | 0   | 0.0%  | 0   |
| Zoo   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 0   | 0.0%  | 0   |
| (Don't know)  | 5.0%  | 80     | 7.1%    | 7       | 7.1%    | 5       | 3.5%    | 5       | 5.2%    | 11  | 4.7%  | 5   | 6.9%  | 13  | 2.2%  | 1   | 4.6%  | 3   |
| (None)  | 48.3% | 774    | 49.4%   | 52      | 38.5%   | 27      | 54.5%   | 77      | 33.0%   | 68  | 56.6% | 60  | 48.4% | 93  | 55.0% | 35  | 60.3% | 40  |
| Weighted base:  |       | 1602   |         | 105     |         | 71      |         | 141     |         | 206 |       | 107 |       | 191 |       | 63  |       | 66  |
| Sample:   |       | 1602   |         | 100     |         | 100     |         | 100     |         | 100 |       | 100 |       | 100 |       | 100 |       | 101 |

Column %ges.



Weighted:

March 2021

|   | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |     |       |    |       |     |       |    |       |    |
|---|-------|--------|---------|---------|---------|---------|---------|---------|---------|-----|-------|----|-------|-----|-------|----|-------|----|
| <b>Q49 How do you normally travel when visiting leisure destinations?</b> |       |        |         |         |         |         |         |         |         |     |       |    |       |     |       |    |       |    |
| <i>Not those that said '(None mentioned)' at Q38</i>                      |       |        |         |         |         |         |         |         |         |     |       |    |       |     |       |    |       |    |
| Car / van (as driver)   | 59.1% | 848    | 58.0%   | 48      | 47.2%   | 28      | 58.6%   | 74      | 51.1%   | 94  | 55.0% | 53 | 65.2% | 113 | 72.0% | 43 | 59.8% | 36 |
| Car / van (as passenger)  | 11.6% | 166    | 12.6%   | 10      | 14.5%   | 9       | 11.8%   | 15      | 9.3%    | 17  | 16.3% | 16 | 12.1% | 21  | 11.4% | 7  | 9.0%  | 5  |
| Bus, minibus or coach   | 5.7%  | 82     | 5.7%    | 5       | 17.3%   | 10      | 7.6%    | 10      | 4.2%    | 8   | 5.0%  | 5  | 4.0%  | 7   | 2.7%  | 2  | 1.9%  | 1  |
| Motorcycle, scooter or moped  | 1.2%  | 17     | 0.0%    | 0       | 2.0%    | 1       | 6.0%    | 8       | 2.7%    | 5   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Walk  | 11.3% | 162    | 11.4%   | 9       | 11.6%   | 7       | 10.2%   | 13      | 14.2%   | 26  | 10.7% | 10 | 5.6%  | 10  | 7.6%  | 5  | 8.9%  | 5  |
| Taxi  | 4.2%  | 60     | 3.3%    | 3       | 2.9%    | 2       | 2.3%    | 3       | 8.0%    | 15  | 10.7% | 10 | 4.0%  | 7   | 1.1%  | 1  | 3.7%  | 2  |
| Train   | 1.1%  | 15     | 2.0%    | 2       | 0.0%    | 0       | 0.0%    | 0       | 0.5%    | 1   | 0.0%  | 0  | 5.0%  | 9   | 0.0%  | 0  | 0.0%  | 0  |
| Metro   | 0.1%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Bicycle   | 0.7%  | 10     | 0.0%    | 0       | 1.0%    | 1       | 0.0%    | 0       | 0.5%    | 1   | 0.0%  | 0  | 1.0%  | 2   | 2.0%  | 1  | 0.0%  | 0  |
| Mobility scooter / disability vehicle                                     | 0.5%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 3.4%    | 6   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Other   | 0.0%  | 0      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| Park & ride   | 0.0%  | 1      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies)   | 4.5%  | 65     | 6.9%    | 6       | 3.4%    | 2       | 3.4%    | 4       | 6.1%    | 11  | 2.3%  | 2  | 3.2%  | 6   | 3.2%  | 2  | 16.7% | 10 |
| Weighted base:  |       | 1436   |         | 83      |         | 60      |         | 127     |         | 183 |       | 96 |       | 174 |       | 60 |       | 61 |
| Sample:   |       | 1454   |         | 81      |         | 84      |         | 90      |         | 89  |       | 93 |       | 91  |       | 95 |       | 97 |

**GEN Gender of respondent.**

|                |       |      |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
|----------------|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Male           | 35.9% | 575  | 42.7% | 45  | 29.7% | 21  | 41.6% | 58  | 31.3% | 64  | 26.6% | 28  | 33.9% | 65  | 35.8% | 23  | 34.9% | 23  |
| Female         | 64.1% | 1027 | 57.3% | 60  | 70.3% | 50  | 58.4% | 82  | 68.7% | 141 | 73.4% | 78  | 66.1% | 127 | 64.2% | 40  | 65.1% | 43  |
| Weighted base: |       | 1602 |       | 105 |       | 71  |       | 141 |       | 206 |       | 107 |       | 191 |       | 63  |       | 66  |
| Sample:        |       | 1602 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 101 |

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

|                |       |      |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
|----------------|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| 18 – 24 years  | 12.6% | 202  | 11.4% | 12  | 13.4% | 10  | 7.2%  | 10  | 21.1% | 44  | 16.0% | 17  | 15.7% | 30  | 4.2%  | 3   | 3.8%  | 3   |
| 25 – 34 years  | 12.6% | 202  | 14.6% | 15  | 13.4% | 10  | 10.8% | 15  | 19.6% | 40  | 10.7% | 11  | 8.7%  | 17  | 6.3%  | 4   | 11.5% | 8   |
| 35 – 44 years  | 18.9% | 302  | 26.5% | 28  | 21.5% | 15  | 21.0% | 30  | 17.6% | 36  | 14.6% | 16  | 16.2% | 31  | 9.8%  | 6   | 18.0% | 12  |
| 45 – 54 years  | 18.0% | 289  | 14.3% | 15  | 16.7% | 12  | 13.7% | 19  | 16.0% | 33  | 14.6% | 16  | 22.5% | 43  | 23.3% | 15  | 22.6% | 15  |
| 55 – 64 years  | 17.1% | 275  | 14.3% | 15  | 15.6% | 11  | 25.2% | 35  | 11.8% | 24  | 22.2% | 24  | 17.2% | 33  | 25.0% | 16  | 14.0% | 9   |
| 65+ years      | 20.7% | 331  | 18.9% | 20  | 19.5% | 14  | 22.0% | 31  | 13.9% | 29  | 21.8% | 23  | 19.7% | 38  | 31.4% | 20  | 30.1% | 20  |
| (Refused)      | 0.0%  | 0    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Weighted base: |       | 1602 |       | 105 |       | 71  |       | 141 |       | 206 |       | 107 |       | 191 |       | 63  |       | 66  |
| Sample:        |       | 1602 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 101 |

**QUOTA Zone**

|                |       |      |        |     |        |     |        |     |        |     |        |     |        |     |        |     |        |     |
|----------------|-------|------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Zone 1         | 7.9%  | 126  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 2         | 3.3%  | 52   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 3         | 2.2%  | 35   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 4         | 5.3%  | 86   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 5         | 3.7%  | 60   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 6         | 7.4%  | 118  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 7         | 5.7%  | 92   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 8         | 5.3%  | 84   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 9         | 6.5%  | 105  | 100.0% | 105 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 10        | 4.4%  | 71   | 0.0%   | 0   | 100.0% | 71  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 11        | 8.8%  | 141  | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 141 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 12        | 12.8% | 206  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 206 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 13        | 6.7%  | 107  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 107 | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   |
| Zone 14        | 11.9% | 191  | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 191 | 0.0%   | 0   | 0.0%   | 0   |
| Zone 15        | 3.9%  | 63   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 63  | 0.0%   | 0   |
| Zone 16        | 4.1%  | 66   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 0.0%   | 0   | 100.0% | 66  |
| Weighted base: |       | 1602 |        | 105 |        | 71  |        | 141 |        | 206 |        | 107 |        | 191 |        | 63  |        | 66  |
| Sample:        |       | 1602 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 100 |        | 101 |

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|                           | Total | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |    |
|---------------------------|-------|--------|---------|---------|---------|---------|---------|---------|---------|----|
| <b>PC Postcode Sector</b> |       |        |         |         |         |         |         |         |         |    |
| LE1 1                     | 0.9%  | 15     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE1 2                     | 0.7%  | 12     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE1 3                     | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE1 4                     | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE1 5                     | 0.1%  | 2      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE1 6                     | 0.2%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE1 7                     | 0.3%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE1 9                     | 0.2%  | 3      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE10 0                    | 2.9%  | 46     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE10 1                    | 1.0%  | 16     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE10 2                    | 2.0%  | 32     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE10 3                    | 0.3%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE12 7                    | 1.7%  | 28     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 14.6%   | 28 |
| LE12 8                    | 2.3%  | 37     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 19.5%   | 37 |
| LE17 5                    | 1.1%  | 18     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE18 1                    | 0.9%  | 15     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 14.2%   | 15 |
| LE18 2                    | 2.2%  | 36     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 33.3%   | 36 |
| LE18 3                    | 2.3%  | 37     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE18 4                    | 1.7%  | 28     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 25.9%   | 28 |
| LE19 2                    | 0.8%  | 13     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE19 3                    | 1.1%  | 17     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE19 4                    | 1.0%  | 16     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE2 0                     | 1.6%  | 26     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE2 1                     | 1.3%  | 20     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE2 2                     | 1.1%  | 17     | 0.0%    | 0       | 12.3%   | 17      | 0.0%    | 0       | 0.0%    | 0  |
| LE2 3                     | 1.7%  | 28     | 0.0%    | 0       | 19.8%   | 28      | 0.0%    | 0       | 0.0%    | 0  |
| LE2 4                     | 1.4%  | 23     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 21.3%   | 23 |
| LE2 5                     | 0.4%  | 6      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 5.3%    | 6  |
| LE2 6                     | 1.6%  | 26     | 0.0%    | 0       | 18.2%   | 26      | 0.0%    | 0       | 0.0%    | 0  |
| LE2 7                     | 0.5%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 3.8%    | 8       | 0.0%    | 0  |
| LE2 8                     | 1.3%  | 21     | 0.0%    | 0       | 14.9%   | 21      | 0.0%    | 0       | 0.0%    | 0  |
| LE2 9                     | 3.1%  | 49     | 0.0%    | 0       | 34.8%   | 49      | 0.0%    | 0       | 0.0%    | 0  |
| LE3 0                     | 1.7%  | 28     | 0.0%    | 0       | 0.0%    | 0       | 13.4%   | 28      | 0.0%    | 0  |
| LE3 1                     | 2.3%  | 36     | 0.0%    | 0       | 0.0%    | 0       | 17.6%   | 36      | 0.0%    | 0  |
| LE3 2                     | 2.8%  | 44     | 0.0%    | 0       | 0.0%    | 0       | 21.4%   | 44      | 0.0%    | 0  |
| LE3 3                     | 1.3%  | 20     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE3 5                     | 1.3%  | 22     | 0.0%    | 0       | 0.0%    | 0       | 10.5%   | 22      | 0.0%    | 0  |
| LE3 6                     | 1.8%  | 28     | 0.0%    | 0       | 0.0%    | 0       | 13.8%   | 28      | 0.0%    | 0  |
| LE3 8                     | 0.8%  | 13     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE3 9                     | 2.5%  | 40     | 0.0%    | 0       | 0.0%    | 0       | 19.6%   | 40      | 0.0%    | 0  |
| LE4 0                     | 1.4%  | 22     | 0.0%    | 0       | 30.5%   | 22      | 0.0%    | 0       | 0.0%    | 0  |
| LE4 1                     | 0.5%  | 7      | 0.0%    | 0       | 10.4%   | 7       | 0.0%    | 0       | 0.0%    | 0  |
| LE4 2                     | 2.5%  | 41     | 0.0%    | 0       | 57.2%   | 41      | 0.0%    | 0       | 0.0%    | 0  |
| LE4 3                     | 0.6%  | 10     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 5.1%    | 10 |
| LE4 4                     | 1.6%  | 26     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 13.5%   | 26 |
| LE4 5                     | 1.0%  | 16     | 14.9%   | 16      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE4 6                     | 0.9%  | 14     | 13.6%   | 14      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE4 7                     | 3.0%  | 49     | 46.5%   | 49      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE4 8                     | 0.9%  | 15     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 7.9%    | 15 |
| LE4 9                     | 1.6%  | 26     | 25.0%   | 26      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE5 0                     | 0.7%  | 11     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE5 1                     | 1.4%  | 22     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE5 2                     | 1.5%  | 23     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE5 3                     | 1.8%  | 29     | 0.0%    | 0       | 2.0%    | 1       | 0.0%    | 0       | 0.0%    | 0  |
| LE5 4                     | 1.4%  | 22     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE5 5                     | 3.7%  | 59     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE5 6                     | 2.4%  | 39     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE6 0                     | 1.5%  | 23     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE7 1                     | 0.2%  | 4      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 2.0%    | 4  |
| LE7 2                     | 1.2%  | 19     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 9.9%    | 19 |
| LE7 3                     | 0.4%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE7 4                     | 0.5%  | 8      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 4.0%    | 8  |
| LE7 7                     | 2.8%  | 45     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 23.5%   | 45 |
| LE7 9                     | 1.3%  | 21     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE8 0                     | 0.6%  | 10     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE8 4                     | 0.7%  | 11     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE8 5                     | 0.7%  | 11     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE8 6                     | 0.8%  | 13     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE8 8                     | 0.5%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE8 9                     | 1.4%  | 22     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE9 1                     | 0.4%  | 7      | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0  |
| LE9 2                     | 1.7%  | 27     | 0.0%    | 0       | 0.0%    | 0       | 0.0%    | 0       | 42.3%   | 27 |

Column %ges.

# Leicester Household Survey for Nexus Planning

Weighted:

March 2021

|                | Total   | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 | Zone 15 | Zone 16 |
|----------------|---------|--------|---------|---------|---------|---------|---------|---------|---------|
| LE9 3          | 0.4% 6  | 0.0% 0 | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  |
| LE9 4          | 1.6% 26 | 0.0% 0 | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  |
| LE9 6          | 1.1% 17 | 0.0% 0 | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  |
| LE9 7          | 1.5% 24 | 0.0% 0 | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  |
| LE9 9          | 1.4% 22 | 0.0% 0 | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  | 0.0% 0  |
| Weighted base: | 1602    | 105    | 71      | 141     | 206     | 107     | 191     | 63      | 66      |
| Sample:        | 1602    | 100    | 100     | 100     | 100     | 100     | 100     | 100     | 101     |