



**Stroud Town Centres &
Retailing Study**

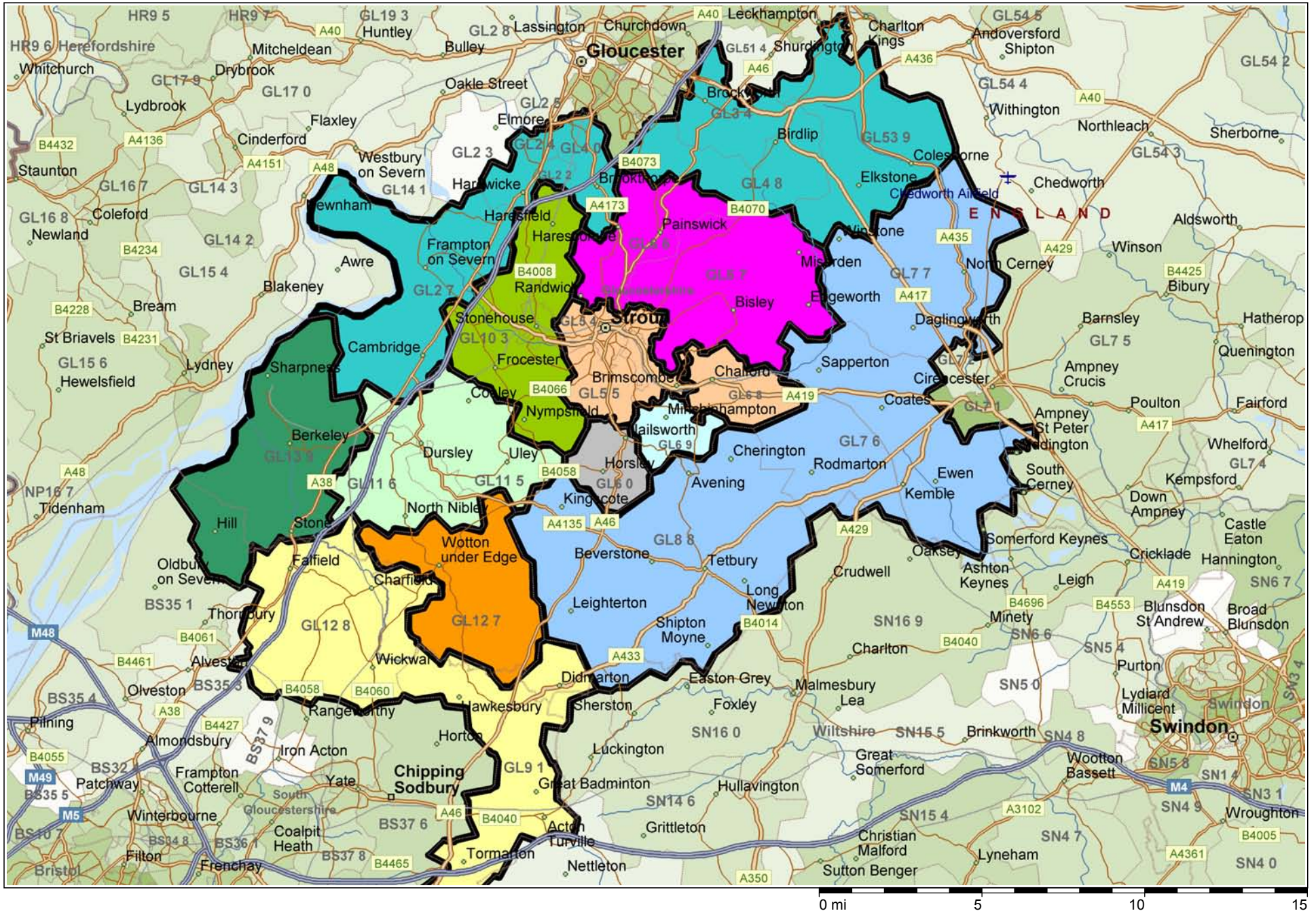
Stroud District Council

VOLUME 2: APPENDICES

July 2010

Appendix A
Study Area Plan

Appendix A - stroud household survey area map



Appendix B
Household Survey Results

Q1. In which shop or shopping centre do you do most of your household's main food shopping?

	Base: All respondents		Area					
	Num	%	Stroud		Stonehouse		Painswick	
			Num	%	Num	%	Num	%
Base: All respondents	1006	100.0%	100	100.0%	80	100.0%	80	100.0%
Tesco, Stroud	115	11.4%	38	38.0%	16	20.0%	22	27.5%
Tesco, Cam	106	10.5%	0	.0%	0	.0%	0	.0%
Sainsbury's Stroud	90	8.9%	20	20.0%	24	30.0%	9	11.3%
Waitrose, Stroud	87	8.6%	14	14.0%	3	3.8%	24	30.0%
Morrisons, Nailsworth	67	6.7%	4	4.0%	2	2.5%	2	2.5%
Tesco, Tetbury	60	6.0%	0	.0%	1	1.3%	0	.0%
Tesco, Quedgeley	51	5.1%	1	1.0%	7	8.8%	0	.0%
Tesco, Cirencester	45	4.5%	0	.0%	0	.0%	1	1.3%
Tesco, Thornbury	39	3.9%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Wotton-under-Edge	38	3.8%	0	.0%	0	.0%	0	.0%
Internet / Home delivery	35	3.5%	4	4.0%	4	5.0%	2	2.5%
Morrisons, Yate	33	3.3%	0	.0%	0	.0%	0	.0%
Tesco, Yate	32	3.2%	0	.0%	0	.0%	0	.0%
Morrisons, Gloucester	13	1.3%	1	1.0%	1	1.3%	4	5.0%
Tesco, Brockworth	12	1.2%	0	.0%	0	.0%	2	2.5%
Somerfield, Parsonage Street, Dursley	11	1.1%	0	.0%	0	.0%	0	.0%
Asda, Gloucester	9	.9%	2	2.0%	0	.0%	0	.0%
Tesco, Gloucester	9	.9%	0	.0%	1	1.3%	3	3.8%
Waitrose, Cirencester	9	.9%	1	1.0%	0	.0%	0	.0%
Asda, Cribbs Causeway, Bristol	8	.8%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties) High Street, Stonehouse	8	.8%	0	.0%	8	10.0%	0	.0%
Co-op (Midcounties), Eastington, Stonehouse	8	.8%	0	.0%	7	8.8%	0	.0%
Co-op (Midcounties), Nailsworth	8	.8%	1	1.0%	0	.0%	0	.0%

(cont.)

Q1. In which shop or shopping centre do you do most of your household's main food shopping?

	Base: All respondents		Area					
	Num	%	Stroud		Stonehouse		Painswick	
			Num	%	Num	%	Num	%
Morrisons, Cheltenham	7	.7%	0	.0%	0	.0%	1	1.3%
Iceland, Stroud	6	.6%	4	4.0%	1	1.3%	0	.0%
Co-op (Midcounties), Berkeley	5	.5%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Cashes Green, Stroud	5	.5%	3	3.0%	0	.0%	1	1.3%
Morrisons, Cribbs Causeway, Bristol	5	.5%	0	.0%	0	.0%	0	.0%
Sainsbury's, Barnwood, Gloucester	5	.5%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Newtown, Berkeley	4	.4%	0	.0%	0	.0%	0	.0%
Lidl, Gloucester	4	.4%	0	.0%	2	2.5%	0	.0%
Sainsbury's Monk Meadow, Gloucester	4	.4%	0	.0%	1	1.3%	0	.0%
Co-op (Midcounties), Slad Road, Stroud	3	.3%	0	.0%	0	.0%	2	2.5%
Tesco, Eastgate, Bristol	3	.3%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Kings Stanley	2	.2%	2	2.0%	0	.0%	0	.0%
Tesco Express, Nailsworth	2	.2%	0	.0%	0	.0%	0	.0%
Tesco Express, Paganhill (Stroud)	2	.2%	2	2.0%	0	.0%	0	.0%
Co-op (Midcounties) Elm Road, Stonehouse	1	.1%	0	.0%	1	1.3%	0	.0%
Co-op (Midcounties), Rosebery Road, Dursley	1	.1%	0	.0%	0	.0%	0	.0%
Lidl, Cirencester	1	.1%	0	.0%	0	.0%	0	.0%
Marks & Spencer, The Mall, Cribbs Causeway, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
Sainsbury's Cheltenham	1	.1%	0	.0%	0	.0%	0	.0%
Tesco Express, Wotton-under-Edge	1	.1%	0	.0%	0	.0%	0	.0%
Tesco, Cheltenham	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. In which shop or shopping centre do you do most of your household's main food shopping?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Morrisons, Glevum Shopping Centre, Abbeydale	10	1.0%	0	.0%	0	.0%	3	3.8%
	Farmers Market, Stroud	5	.5%	2	2.0%	0	.0%	3	3.8%
	Aldi, Bristol Road, Quedgeley, Gloucester	4	.4%	0	.0%	0	.0%	0	.0%
	Waitrose, Honeybourne Way, Cheltenham	3	.3%	0	.0%	0	.0%	0	.0%
	Aldi, Horseshoe Lane, Thornbury	2	.2%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Malmesbury	2	.2%	0	.0%	0	.0%	0	.0%
	Lidl, Kingshill Road, Dursley	2	.2%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Fox Den Road, Filton	2	.2%	0	.0%	0	.0%	0	.0%
	Sunshine Deli, Bedford Street, Stroud	2	.2%	1	1.0%	0	.0%	1	1.3%
	Tesco, High Street, Lydney	2	.2%	0	.0%	0	.0%	0	.0%
	Avening Corner Shop, High Street, Avening, Tetbury	1	.1%	0	.0%	0	.0%	0	.0%
	Co-op, Abbotswood Shopping Centre, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Co-op, Long Street, Tetbury	1	.1%	0	.0%	0	.0%	0	.0%
	Costcutter, Slimbridge Road, Tuffley	1	.1%	0	.0%	0	.0%	0	.0%
	Cromhall Shop & Post Office, Cromhall, Wotton-under-Edge	1	.1%	0	.0%	0	.0%	0	.0%
	Lidl, Morley Square, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	Lidl, Kennedy Way, Yate	1	.1%	0	.0%	0	.0%	0	.0%
	M&B Stores, High Street, Minchinhampton	1	.1%	0	.0%	0	.0%	0	.0%
	McColls, Holmleigh Parade, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Morrisons, Malmesbury Road, Chippenham	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. In which shop or shopping centre do you do most of your household's main food shopping?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Sainsbury's, Northgate Street, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Westhampnett Road, Chichester	1	.1%	0	.0%	1	1.3%	0	.0%
	Tesco Express, Old Cheltenham Road, Lonlevens, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	The Harvest Store, Long Street, Wootton-under-Edge	1	.1%	0	.0%	0	.0%	0	.0%
	Wotton Farm Shop, Wotton-under-Edge	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. In which shop or shopping centre do you do most of your household's main food shopping?

	Area							
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	50	100.0%	50	100.0%	82	100.0%	101	100.0%
Tesco, Stroud	16	32.0%	11	22.0%	9	11.0%	0	.0%
Tesco, Cam	0	.0%	0	.0%	1	1.2%	0	.0%
Sainsbury's Stroud	8	16.0%	3	6.0%	8	9.8%	2	2.0%
Waitrose, Stroud	12	24.0%	12	24.0%	12	14.6%	2	2.0%
Morrisons, Nailsworth	2	4.0%	12	24.0%	39	47.6%	5	5.0%
Tesco, Tetbury	1	2.0%	2	4.0%	2	2.4%	48	47.5%
Tesco, Quedgeley	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Cirencester	8	16.0%	3	6.0%	1	1.2%	31	30.7%
Tesco, Thornbury	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
Internet / Home delivery	1	2.0%	0	.0%	1	1.2%	1	1.0%
Morrisons, Yate	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Yate	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Gloucester	0	.0%	0	.0%	1	1.2%	0	.0%
Tesco, Brockworth	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Parsonage Street, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Cirencester	0	.0%	2	4.0%	0	.0%	6	5.9%
Asda, Cribbs Causeway, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties) High Street, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Eastington, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Nailsworth	0	.0%	2	4.0%	5	6.1%	0	.0%

(cont.)

Q1. In which shop or shopping centre do you do most of your household's main food shopping?

	Area							
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
	Num	%	Num	%	Num	%	Num	%
Morrisons, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Stroud	1	2.0%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Berkeley	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Cashes Green, Stroud	1	2.0%	0	.0%	0	.0%	0	.0%
Morrisons, Cribbs Causeway, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Barnwood, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Newtown, Berkeley	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, Gloucester	0	.0%	1	2.0%	0	.0%	0	.0%
Sainsbury's Monk Meadow, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Slad Road, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Eastgate, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Kings Stanley	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Nailsworth	0	.0%	0	.0%	2	2.4%	0	.0%
Tesco Express, Paganhill (Stroud)	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties) Elm Road, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Rosebery Road, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, Cirencester	0	.0%	1	2.0%	0	.0%	0	.0%
Marks & Spencer, The Mall, Cribbs Causeway, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. In which shop or shopping centre do you do most of your household's main food shopping?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Morrisons, Glevum Shopping Centre, Abbeydale	0	.0%	0	.0%	1	1.2%	0	.0%
	Farmers Market, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Bristol Road, Quedgeley, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Waitrose, Honeybourne Way, Cheltenham	0	.0%	0	.0%	0	.0%	1	1.0%
	Aldi, Horseshoe Lane, Thornbury	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Malmesbury	0	.0%	0	.0%	0	.0%	2	2.0%
	Lidl, Kingshill Road, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Fox Den Road, Filton	0	.0%	0	.0%	0	.0%	0	.0%
	Sunshine Deli, Bedford Street, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, High Street, Lydney	0	.0%	0	.0%	0	.0%	0	.0%
	Avening Corner Shop, High Street, Avening, Tetbury	0	.0%	0	.0%	0	.0%	1	1.0%
	Co-op, Abbotswood Shopping Centre, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Long Street, Tetbury	0	.0%	0	.0%	0	.0%	1	1.0%
	Costcutter, Slimbridge Road, Tuffley	0	.0%	0	.0%	0	.0%	0	.0%
	Cromhall Shop & Post Office, Cromhall, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl, Morley Square, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl, Kennedy Way, Yate	0	.0%	0	.0%	0	.0%	0	.0%
	M&B Stores, High Street, Minchinhampton	0	.0%	1	2.0%	0	.0%	0	.0%
	McColls, Holmleigh Parade, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Malmesbury Road, Chippenham	0	.0%	0	.0%	0	.0%	1	1.0%

(cont.)

Q1. In which shop or shopping centre do you do most of your household's main food shopping?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Sainsbury's, Northgate Street, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Westhampnett Road, Chichester	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco Express, Old Cheltenham Road, Lonlevens, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	The Harvest Store, Long Street, Wootton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
	Wotton Farm Shop, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. In which shop or shopping centre do you do most of your household's main food shopping?

	Area							
	Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	81	100.0%	101	100.0%	80	100.0%	100	100.0%
Tesco, Stroud	0	.0%	0	.0%	1	1.3%	1	1.0%
Tesco, Cam	10	12.3%	2	2.0%	20	25.0%	3	3.0%
Sainsbury's Stroud	3	3.7%	4	4.0%	3	3.8%	0	.0%
Waitrose, Stroud	5	6.2%	0	.0%	2	2.5%	0	.0%
Morrisons, Nailsworth	0	.0%	0	.0%	0	.0%	1	1.0%
Tesco, Tetbury	1	1.2%	5	5.0%	0	.0%	0	.0%
Tesco, Quedgeley	1	1.2%	0	.0%	6	7.5%	35	35.0%
Tesco, Cirencester	0	.0%	1	1.0%	0	.0%	0	.0%
Tesco, Thornbury	0	.0%	19	18.8%	19	23.8%	0	.0%
Co-op (Midcounties), Wotton-under-Edge	36	44.4%	2	2.0%	0	.0%	0	.0%
Internet / Home delivery	1	1.2%	9	8.9%	6	7.5%	4	4.0%
Morrisons, Yate	12	14.8%	21	20.8%	0	.0%	0	.0%
Tesco, Yate	6	7.4%	26	25.7%	0	.0%	0	.0%
Morrisons, Gloucester	0	.0%	0	.0%	0	.0%	6	6.0%
Tesco, Brockworth	0	.0%	0	.0%	0	.0%	10	10.0%
Somerfield, Parsonage Street, Dursley	0	.0%	0	.0%	1	1.3%	0	.0%
Asda, Gloucester	0	.0%	0	.0%	1	1.3%	5	5.0%
Tesco, Gloucester	0	.0%	0	.0%	0	.0%	4	4.0%
Waitrose, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Cribbs Causeway, Bristol	1	1.2%	3	3.0%	4	5.0%	0	.0%
Co-op (Midcounties) High Street, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Eastington, Stonehouse	0	.0%	0	.0%	1	1.3%	0	.0%
Co-op (Midcounties), Nailsworth	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. In which shop or shopping centre do you do most of your household's main food shopping?

	Area							
	Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
	Num	%	Num	%	Num	%	Num	%
Morrisons, Cheltenham	0	.0%	0	.0%	0	.0%	6	6.0%
Iceland, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Berkeley	0	.0%	0	.0%	5	6.3%	0	.0%
Co-op (Midcounties), Cashes Green, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Cribbs Causeway, Bristol	1	1.2%	0	.0%	2	2.5%	1	1.0%
Sainsbury's, Barnwood, Gloucester	0	.0%	0	.0%	1	1.3%	4	4.0%
Co-op (Midcounties), Newtown, Berkeley	0	.0%	0	.0%	4	5.0%	0	.0%
Lidl, Gloucester	0	.0%	1	1.0%	0	.0%	0	.0%
Sainsbury's Monk Meadow, Gloucester	0	.0%	0	.0%	1	1.3%	2	2.0%
Co-op (Midcounties), Slad Road, Stroud	0	.0%	1	1.0%	0	.0%	0	.0%
Tesco, Eastgate, Bristol	1	1.2%	1	1.0%	0	.0%	1	1.0%
Co-op (Midcounties), Kings Stanley	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Nailsworth	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Paganhill (Stroud)	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties) Elm Road, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Rosebery Road, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, The Mall, Cribbs Causeway, Bristol	1	1.2%	0	.0%	0	.0%	0	.0%
Sainsbury's Cheltenham	0	.0%	0	.0%	0	.0%	1	1.0%
Tesco Express, Wotton-under-Edge	0	.0%	1	1.0%	0	.0%	0	.0%
Tesco, Cheltenham	0	.0%	0	.0%	0	.0%	1	1.0%

(cont.)

Q1. In which shop or shopping centre do you do most of your household's main food shopping?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Morrisons, Glevum Shopping Centre, Abbeydale	0	.0%	0	.0%	0	.0%	6	6.0%
	Farmers Market, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Bristol Road, Quedgeley, Gloucester	0	.0%	0	.0%	1	1.3%	3	3.0%
	Waitrose, Honeybourne Way, Cheltenham	0	.0%	0	.0%	0	.0%	1	1.0%
	Aldi, Horseshoe Lane, Thornbury	0	.0%	0	.0%	1	1.3%	0	.0%
	Co-op, High Street, Malmesbury	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl, Kingshill Road, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Fox Den Road, Filton	1	1.2%	1	1.0%	0	.0%	0	.0%
	Sunshine Deli, Bedford Street, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, High Street, Lydney	0	.0%	0	.0%	1	1.3%	0	.0%
	Avening Corner Shop, High Street, Avening, Tetbury	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Abbotswood Shopping Centre, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%
	Co-op, Long Street, Tetbury	0	.0%	0	.0%	0	.0%	0	.0%
	Costcutter, Slimbridge Road, Tuffley	0	.0%	0	.0%	0	.0%	1	1.0%
	Cromhall Shop & Post Office, Cromhall, Wotton-under-Edge	0	.0%	1	1.0%	0	.0%	0	.0%
	Lidl, Morley Square, Bristol	0	.0%	1	1.0%	0	.0%	0	.0%
	Lidl, Kennedy Way, Yate	0	.0%	1	1.0%	0	.0%	0	.0%
	M&B Stores, High Street, Minchinhampton	0	.0%	0	.0%	0	.0%	0	.0%
	McColls, Holmleigh Parade, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%
	Morrisons, Malmesbury Road, Chippenham	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. In which shop or shopping centre do you do most of your household's main food shopping?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Sainsbury's, Northgate Street, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%
	Sainsbury's, Westhampnett Road, Chichester	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco Express, Old Cheltenham Road, Lonlevens, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%
	The Harvest Store, Long Street, Wootton-under-Edge	1	1.2%	0	.0%	0	.0%	0	.0%
	Wotton Farm Shop, Wotton-under-Edge	0	.0%	1	1.0%	0	.0%	0	.0%

(cont.)

Q1. In which shop or shopping centre do you do most of your household's main food shopping?

	Area	
	Dursley/ Cam	
	Num	%
Base: All respondents	101	100.0%
Tesco, Stroud	1	1.0%
Tesco, Cam	70	69.3%
Sainsbury's Stroud	6	5.9%
Waitrose, Stroud	1	1.0%
Morrisons, Nailsworth	0	.0%
Tesco, Tetbury	0	.0%
Tesco, Quedgeley	1	1.0%
Tesco, Cirencester	0	.0%
Tesco, Thornbury	1	1.0%
Co-op (Midcounties), Wotton-under-Edge	0	.0%
Internet / Home delivery	2	2.0%
Morrisons, Yate	0	.0%
Tesco, Yate	0	.0%
Morrisons, Gloucester	0	.0%
Tesco, Brockworth	0	.0%
Somerfield, Parsonage Street, Dursley	10	9.9%
Asda, Gloucester	1	1.0%
Tesco, Gloucester	1	1.0%
Waitrose, Cirencester	0	.0%
Asda, Cribbs Causeway, Bristol	0	.0%
Co-op (Midcounties) High Street, Stonehouse	0	.0%
Co-op (Midcounties), Eastington, Stonehouse	0	.0%
Co-op (Midcounties), Nailsworth	0	.0%

(cont.)

Q1. In which shop or shopping centre do you do most of your household's main food shopping?

	Area	
	Dursley/ Cam	
	Num	%
Morrisons, Cheltenham	0	.0%
Iceland, Stroud	0	.0%
Co-op (Midcounties), Berkeley	0	.0%
Co-op (Midcounties), Cashes Green, Stroud	0	.0%
Morrisons, Cribbs Causeway, Bristol	1	1.0%
Sainsbury's, Barnwood, Gloucester	0	.0%
Co-op (Midcounties), Newtown, Berkeley	0	.0%
Lidl, Gloucester	0	.0%
Sainsbury's Monk Meadow, Gloucester	0	.0%
Co-op (Midcounties), Slad Road, Stroud	0	.0%
Tesco, Eastgate, Bristol	0	.0%
Co-op (Midcounties), Kings Stanley	0	.0%
Tesco Express, Nailsworth	0	.0%
Tesco Express, Paganhill (Stroud)	0	.0%
Co-op (Midcounties) Elm Road, Stonehouse	0	.0%
Co-op (Midcounties), Rosebery Road, Dursley	1	1.0%
Lidl, Cirencester	0	.0%
Marks & Spencer, The Mall, Cribbs Causeway, Bristol	0	.0%
Sainsbury's Cheltenham	0	.0%
Tesco Express, Wotton-under-Edge	0	.0%
Tesco, Cheltenham	0	.0%

(cont.)

Q1. In which shop or shopping centre do you do most of your household's main food shopping?

		Area	
		Dursley/ Cam	
		Num	%
Other	Morrisons, Glevum Shopping Centre, Abbeydale	0	.0%
	Farmers Market, Stroud	0	.0%
	Aldi, Bristol Road, Quedgeley, Gloucester	0	.0%
	Waitrose, Honeybourne Way, Cheltenham	1	1.0%
	Aldi, Horseshoe Lane, Thornbury	1	1.0%
	Co-op, High Street, Malmesbury	0	.0%
	Lidl, Kingshill Road, Dursley	2	2.0%
	Sainsbury's, Fox Den Road, Filton	0	.0%
	Sunshine Deli, Bedford Street, Stroud	0	.0%
	Tesco, High Street, Lydney	1	1.0%
	Avening Corner Shop, High Street, Avening, Tetbury	0	.0%
	Co-op, Abbotswood Shopping Centre, Gloucester	0	.0%
	Co-op, Long Street, Tetbury	0	.0%
	Costcutter, Slimbridge Road, Tuffley	0	.0%
	Cromhall Shop & Post Office, Cromhall, Wotton-under-Edge	0	.0%
	Lidl, Morley Square, Bristol	0	.0%
	Lidl, Kennedy Way, Yate	0	.0%
	M&B Stores, High Street, Minchinhampton	0	.0%
	McColls, Holmleigh Parade, Gloucester	0	.0%
	Morrisons, Malmesbury Road, Chippenham	0	.0%

(cont.)

Q1. In which shop or shopping centre do you do most of your household's main food shopping?

		Area	
		Dursley/ Cam	
		Num	%
Other	Sainsbury's, Northgate Street, Gloucester	0	.0%
	Sainsbury's, Westhampnett Road, Chichester	0	.0%
	Tesco Express, Old Cheltenham Road, Lonlevens, Gloucester	0	.0%
	The Harvest Store, Long Street, Wootton-under-Edge	0	.0%
	Wotton Farm Shop, Wotton-under-Edge	0	.0%

Q2. How does your household normally travel to its main food shopping destination at Q1?

	Base: Excluding internet		Area							
	Num	%	Stroud		Stonehouse		Painswick			
			Num	%	Num	%	Num	%		
Base: Excluding internet	971	100.0%	96	100.0%	76	100.0%	78	100.0%		
Car / van (as driver)	690	71.1%	62	64.6%	51	67.1%	65	83.3%		
Car / van (as passenger)	151	15.6%	17	17.7%	15	19.7%	9	11.5%		
Walk	94	9.7%	11	11.5%	6	7.9%	0	.0%		
Bus	25	2.6%	4	4.2%	3	3.9%	3	3.8%		
Motorcycle	2	.2%	0	.0%	1	1.3%	1	1.3%		
Taxi	2	.2%	1	1.0%	0	.0%	0	.0%		
Bicycle	1	.1%	0	.0%	0	.0%	0	.0%		
Other										
	Goods delivered	4	.4%	1	1.0%	0	.0%	0	.0%	
	Mobility Scooter	2	.2%	0	.0%	0	.0%	0	.0%	

(cont.)

Q2. How does your household normally travel to its main food shopping destination at Q1?

	Area							
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding internet	49	100.0%	50	100.0%	81	100.0%	100	100.0%
Car / van (as driver)	37	75.5%	38	76.0%	59	72.8%	66	66.0%
Car / van (as passenger)	8	16.3%	7	14.0%	9	11.1%	16	16.0%
Walk	0	.0%	1	2.0%	12	14.8%	16	16.0%
Bus	3	6.1%	3	6.0%	0	.0%	1	1.0%
Motorcycle	0	.0%	0	.0%	0	.0%	0	.0%
Taxi	0	.0%	1	2.0%	0	.0%	0	.0%
Bicycle	0	.0%	0	.0%	0	.0%	0	.0%
Other	1	2.0%	0	.0%	1	1.2%	0	.0%
Goods delivered								
Mobility Scooter	0	.0%	0	.0%	0	.0%	1	1.0%

(cont.)

Q2. How does your household normally travel to its main food shopping destination at Q1?

	Area					
	Wotton		Southern Fringe		Berkeley	
	Num	%	Num	%	Num	%
Base: Excluding internet	80	100.0%	92	100.0%	74	100.0%
Car / van (as driver)	42	52.5%	83	90.2%	55	74.3%
Car / van (as passenger)	13	16.3%	7	7.6%	13	17.6%
Walk	25	31.3%	0	.0%	3	4.1%
Bus	0	.0%	1	1.1%	3	4.1%
Motorcycle	0	.0%	0	.0%	0	.0%
Taxi	0	.0%	0	.0%	0	.0%
Bicycle	0	.0%	0	.0%	0	.0%
Other						
Goods delivered	0	.0%	1	1.1%	0	.0%
Mobility Scooter	0	.0%	0	.0%	0	.0%

(cont.)

Q2. How does your household normally travel to its main food shopping destination at Q1?

	Area			
	Northern/ Western Fringe		Dursley/ Cam	
	Num	%	Num	%
Base: Excluding internet	96	100.0%	99	100.0%
Car / van (as driver)	65	67.7%	67	67.7%
Car / van (as passenger)	22	22.9%	15	15.2%
Walk	4	4.2%	16	16.2%
Bus	3	3.1%	1	1.0%
Motorcycle	0	.0%	0	.0%
Taxi	0	.0%	0	.0%
Bicycle	1	1.0%	0	.0%
Other				
Goods delivered	0	.0%	0	.0%
Mobility Scooter	1	1.0%	0	.0%

Q3. When your household undertakes its main food and grocery shopping at Q1, does it also normally visit other shops or services (such as banks, hairdressers, cafes, etc) on the same shopping trip?

	Base: Excluding internet		Area							
	Num	%	Stroud		Stonehouse		Painswick		Chalford	
			Num	%	Num	%	Num	%	Num	%
Base: Excluding internet	971	100.0%	96	100.0%	76	100.0%	78	100.0%	49	100.0%
Always	116	11.9%	9	9.4%	7	9.2%	10	12.8%	4	8.2%
Normally	136	14.0%	11	11.5%	11	14.5%	13	16.7%	6	12.2%
Sometimes	229	23.6%	16	16.7%	21	27.6%	20	25.6%	17	34.7%
Rarely	131	13.5%	14	14.6%	9	11.8%	15	19.2%	9	18.4%
Never	354	36.5%	44	45.8%	27	35.5%	20	25.6%	13	26.5%
Don't know/ varies	5	.5%	2	2.1%	1	1.3%	0	.0%	0	.0%

(cont.)

Q3. When your household undertakes its main food and grocery shopping at Q1, does it also normally visit other shops or services (such as banks, hairdressers, cafes, etc) on the same shopping trip?

	Area											
	Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe		Wotton		Southern Fringe			
	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: Excluding internet	50	100.0%	81	100.0%	100	100.0%	80	100.0%	92	100.0%		
Always	5	10.0%	17	21.0%	8	8.0%	19	23.8%	16	17.4%		
Normally	9	18.0%	10	12.3%	12	12.0%	12	15.0%	21	22.8%		
Sometimes	15	30.0%	18	22.2%	19	19.0%	21	26.3%	21	22.8%		
Rarely	6	12.0%	8	9.9%	13	13.0%	3	3.8%	13	14.1%		
Never	15	30.0%	28	34.6%	48	48.0%	25	31.3%	21	22.8%		
Don't know/ varies	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

Q3. When your household undertakes its main food and grocery shopping at Q1, does it also normally visit other shops or services (such as banks, hairdressers, cafes, etc) on the same shopping trip?

	Area					
	Berkeley		Northern/ Western Fringe		Dursley/ Cam	
	Num	%	Num	%	Num	%
Base: Excluding internet	74	100.0%	96	100.0%	99	100.0%
Always	7	9.5%	5	5.2%	9	9.1%
Normally	8	10.8%	6	6.3%	17	17.2%
Sometimes	22	29.7%	18	18.8%	21	21.2%
Rarely	9	12.2%	17	17.7%	15	15.2%
Never	27	36.5%	49	51.0%	37	37.4%
Don't know/ varies	1	1.4%	1	1.0%	0	.0%

Q4. Which town centre, freestanding store or retail/ leisure park does your household visit most often when it undertakes the linked trip to other shops, leisure or service outlets?

	Base: Those who visit other shops/ services		Area					
	Num	%	Stroud		Stonehouse		Painswick	
			Num	%	Num	%	Num	%
Base: Those who visit other shops/ services	481	100.0%	36	100.0%	39	100.0%	43	100.0%
Stroud	131	27.2%	23	63.9%	18	46.2%	28	65.1%
Nailsworth	41	8.5%	2	5.6%	0	.0%	4	9.3%
Wotton-under-Edge	28	5.8%	0	.0%	0	.0%	0	.0%
Dursley	21	4.4%	0	.0%	0	.0%	0	.0%
Cam	18	3.7%	0	.0%	0	.0%	0	.0%
Stonehouse	14	2.9%	1	2.8%	11	28.2%	0	.0%
Don't know / varies	14	2.9%	1	2.8%	1	2.6%	0	.0%
Berkeley	9	1.9%	0	.0%	0	.0%	0	.0%
Cainscross, Stroud	4	.8%	2	5.6%	1	2.6%	0	.0%
Homebase, Stroud	2	.4%	0	.0%	0	.0%	0	.0%
Brimscombe, Stroud	1	.2%	0	.0%	0	.0%	0	.0%
Focus, Stroud	1	.2%	0	.0%	0	.0%	1	2.3%
Minchinhampton	1	.2%	0	.0%	0	.0%	0	.0%
Painswick	1	.2%	0	.0%	0	.0%	1	2.3%
Woodfield, Cam	1	.2%	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Which town centre, freestanding store or retail/ leisure park does your household visit most often when it undertakes the linked trip to other shops, leisure or service outlets?

		Base: Those who visit other shops/ services		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Yate	36	7.5%	0	.0%	0	.0%	0	.0%
	Gloucester	33	6.9%	4	11.1%	2	5.1%	4	9.3%
	Cirencester	25	5.2%	1	2.8%	0	.0%	0	.0%
	Thornbury	24	5.0%	0	.0%	0	.0%	0	.0%
	Quedgeley	16	3.3%	0	.0%	3	7.7%	0	.0%
	Cribbs Causeway, Bristol	15	3.1%	0	.0%	0	.0%	0	.0%
	Tetbury	14	2.9%	0	.0%	0	.0%	0	.0%
	Bristol	6	1.2%	0	.0%	0	.0%	0	.0%
	Cheltenham	5	1.0%	0	.0%	0	.0%	2	4.7%
	Farmers Market, Stroud	3	.6%	0	.0%	2	5.1%	1	2.3%
	Abbeydale	2	.4%	0	.0%	0	.0%	0	.0%
	Aldi, Bristol Road, Gloucester	2	.4%	0	.0%	0	.0%	1	2.3%
	Westonbirt, Tetbury	2	.4%	0	.0%	0	.0%	0	.0%
	Alveston	1	.2%	0	.0%	0	.0%	0	.0%
	Asda, Gloucester	1	.2%	1	2.8%	0	.0%	0	.0%
	Aston Down, Frampton Mansell, Stroud	1	.2%	0	.0%	1	2.6%	0	.0%
	Chippenham	1	.2%	0	.0%	0	.0%	0	.0%
	Fairford	1	.2%	0	.0%	0	.0%	0	.0%
	John Stayte, Doctor Newtons Way, Wallbridge, Stroud	1	.2%	0	.0%	0	.0%	1	2.3%
	Malmesbury	1	.2%	0	.0%	0	.0%	0	.0%
Minehead	1	.2%	0	.0%	0	.0%	0	.0%	

(cont.)

Q4. Which town centre, freestanding store or retail/ leisure park does your household visit most often when it undertakes the linked trip to other shops, leisure or service outlets?

		Base: Those who visit other shops/ services		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Morrisons, Glevum Shopping Centre, Abbeydale	1	.2%	0	.0%	0	.0%	0	.0%
	Spar, Calcot, Tetbury	1	.2%	1	2.8%	0	.0%	0	.0%
	Waterfront Retail Park	1	.2%	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Which town centre, freestanding store or retail/ leisure park does your household visit most often when it undertakes the linked trip to other shops, leisure or service outlets?

	Area							
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
	Num	%	Num	%	Num	%	Num	%
Base: Those who visit other shops/ services	27	100.0%	29	100.0%	45	100.0%	39	100.0%
Stroud	19	70.4%	13	44.8%	14	31.1%	2	5.1%
Nailsworth	1	3.7%	9	31.0%	23	51.1%	1	2.6%
Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
Dursley	0	.0%	0	.0%	1	2.2%	0	.0%
Cam	0	.0%	0	.0%	0	.0%	0	.0%
Stonehouse	0	.0%	1	3.4%	0	.0%	0	.0%
Don't know / varies	1	3.7%	2	6.9%	2	4.4%	1	2.6%
Berkeley	0	.0%	0	.0%	0	.0%	1	2.6%
Cainscross, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Stroud	1	3.7%	0	.0%	0	.0%	1	2.6%
Brimscombe, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
Focus, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
Minchinhampton	0	.0%	1	3.4%	0	.0%	0	.0%
Painswick	0	.0%	0	.0%	0	.0%	0	.0%
Woodfield, Cam	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Which town centre, freestanding store or retail/ leisure park does your household visit most often when it undertakes the linked trip to other shops, leisure or service outlets?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Yate	0	.0%	0	.0%	0	.0%	0	.0%
	Gloucester	0	.0%	1	3.4%	3	6.7%	0	.0%
	Cirencester	4	14.8%	2	6.9%	0	.0%	18	46.2%
	Thornbury	0	.0%	0	.0%	0	.0%	0	.0%
	Quedgeley	0	.0%	0	.0%	0	.0%	0	.0%
	Cribbs Causeway, Bristol	0	.0%	0	.0%	1	2.2%	0	.0%
	Tetbury	0	.0%	0	.0%	0	.0%	12	30.8%
	Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Cheltenham	1	3.7%	0	.0%	0	.0%	1	2.6%
	Farmers Market, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Abbeydale	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Bristol Road, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Westonbirt, Tetbury	0	.0%	0	.0%	0	.0%	0	.0%
	Alveston	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Aston Down, Frampton Mansell, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Chippenham	0	.0%	0	.0%	0	.0%	1	2.6%
	Fairford	0	.0%	0	.0%	1	2.2%	0	.0%
	John Stayte, Doctor Newtons Way, Wallbridge, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Malmesbury	0	.0%	0	.0%	0	.0%	1	2.6%
Minehead	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q4. Which town centre, freestanding store or retail/ leisure park does your household visit most often when it undertakes the linked trip to other shops, leisure or service outlets?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Morrisons, Glevum Shopping Centre, Abbeydale	0	.0%	0	.0%	0	.0%	0	.0%
	Spar, Calcot, Tetbury	0	.0%	0	.0%	0	.0%	0	.0%
	Waterfront Retail Park	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Which town centre, freestanding store or retail/ leisure park does your household visit most often when it undertakes the linked trip to other shops, leisure or service outlets?

	Area					
	Wotton		Southern Fringe		Berkeley	
	Num	%	Num	%	Num	%
Base: Those who visit other shops/ services	52	100.0%	58	100.0%	37	100.0%
Stroud	5	9.6%	1	1.7%	4	10.8%
Nailsworth	1	1.9%	0	.0%	0	.0%
Wotton-under-Edge	24	46.2%	3	5.2%	1	2.7%
Dursley	1	1.9%	2	3.4%	1	2.7%
Cam	2	3.8%	0	.0%	4	10.8%
Stonehouse	0	.0%	0	.0%	0	.0%
Don't know / varies	1	1.9%	2	3.4%	1	2.7%
Berkeley	0	.0%	0	.0%	8	21.6%
Cainscross, Stroud	0	.0%	0	.0%	0	.0%
Homebase, Stroud	0	.0%	0	.0%	0	.0%
Brimscombe, Stroud	1	1.9%	0	.0%	0	.0%
Focus, Stroud	0	.0%	0	.0%	0	.0%
Minchinhampton	0	.0%	0	.0%	0	.0%
Painswick	0	.0%	0	.0%	0	.0%
Woodfield, Cam	0	.0%	1	1.7%	0	.0%

(cont.)

Q4. Which town centre, freestanding store or retail/ leisure park does your household visit most often when it undertakes the linked trip to other shops, leisure or service outlets?

		Area					
		Wotton		Southern Fringe		Berkeley	
		Num	%	Num	%	Num	%
Other	Yate	10	19.2%	25	43.1%	0	.0%
	Gloucester	2	3.8%	0	.0%	1	2.7%
	Cirencester	0	.0%	0	.0%	0	.0%
	Thornbury	0	.0%	10	17.2%	13	35.1%
	Quedgeley	1	1.9%	0	.0%	0	.0%
	Cribbs Causeway, Bristol	0	.0%	8	13.8%	2	5.4%
	Tetbury	1	1.9%	1	1.7%	0	.0%
	Bristol	2	3.8%	3	5.2%	0	.0%
	Cheltenham	0	.0%	0	.0%	0	.0%
	Farmers Market, Stroud	0	.0%	0	.0%	0	.0%
	Abbeydale	0	.0%	0	.0%	0	.0%
	Aldi, Bristol Road, Gloucester	0	.0%	0	.0%	1	2.7%
	Westonbirt, Tetbury	1	1.9%	1	1.7%	0	.0%
	Alveston	0	.0%	1	1.7%	0	.0%
	Asda, Gloucester	0	.0%	0	.0%	0	.0%
	Aston Down, Frampton Mansell, Stroud	0	.0%	0	.0%	0	.0%
	Chippenham	0	.0%	0	.0%	0	.0%
	Fairford	0	.0%	0	.0%	0	.0%
	John Stayte, Doctor Newtons Way, Wallbridge, Stroud	0	.0%	0	.0%	0	.0%
	Malmesbury	0	.0%	0	.0%	0	.0%
Minehead	0	.0%	0	.0%	0	.0%	

(cont.)

Q4. Which town centre, freestanding store or retail/ leisure park does your household visit most often when it undertakes the linked trip to other shops, leisure or service outlets?

		Area					
		Wotton		Southern Fringe		Berkeley	
		Num	%	Num	%	Num	%
Other	Morrisons, Glevum Shopping Centre, Abbeydale	0	.0%	0	.0%	0	.0%
	Spar, Calcot, Tetbury	0	.0%	0	.0%	0	.0%
	Waterfront Retail Park	0	.0%	0	.0%	1	2.7%

(cont.)

Q4. Which town centre, freestanding store or retail/ leisure park does your household visit most often when it undertakes the linked trip to other shops, leisure or service outlets?

	Area			
	Northern/ Western Fringe		Dursley/ Cam	
	Num	%	Num	%
Base: Those who visit other shops/ services	29	100.0%	47	100.0%
Stroud	1	3.4%	3	6.4%
Nailsworth	0	.0%	0	.0%
Wotton-under-Edge	0	.0%	0	.0%
Dursley	1	3.4%	15	31.9%
Cam	0	.0%	12	25.5%
Stonehouse	1	3.4%	0	.0%
Don't know / varies	1	3.4%	1	2.1%
Berkeley	0	.0%	0	.0%
Cainscross, Stroud	0	.0%	1	2.1%
Homebase, Stroud	0	.0%	0	.0%
Brimscombe, Stroud	0	.0%	0	.0%
Focus, Stroud	0	.0%	0	.0%
Minchinhampton	0	.0%	0	.0%
Painswick	0	.0%	0	.0%
Woodfield, Cam	0	.0%	0	.0%

(cont.)

Q4. Which town centre, freestanding store or retail/ leisure park does your household visit most often when it undertakes the linked trip to other shops, leisure or service outlets?

		Area			
		Northern/ Western Fringe		Dursley/ Cam	
		Num	%	Num	%
Other	Yate	0	.0%	1	2.1%
	Gloucester	10	34.5%	6	12.8%
	Cirencester	0	.0%	0	.0%
	Thornbury	0	.0%	1	2.1%
	Quedgeley	10	34.5%	2	4.3%
	Cribbs Causeway, Bristol	1	3.4%	3	6.4%
	Tetbury	0	.0%	0	.0%
	Bristol	0	.0%	1	2.1%
	Cheltenham	1	3.4%	0	.0%
	Farmers Market, Stroud	0	.0%	0	.0%
	Abbeydale	2	6.9%	0	.0%
	Aldi, Bristol Road, Gloucester	0	.0%	0	.0%
	Westonbirt, Tetbury	0	.0%	0	.0%
	Alveston	0	.0%	0	.0%
	Asda, Gloucester	0	.0%	0	.0%
	Aston Down, Frampton Mansell, Stroud	0	.0%	0	.0%
	Chippenham	0	.0%	0	.0%
	Fairford	0	.0%	0	.0%
	John Stayte, Doctor Newtons Way, Wallbridge, Stroud	0	.0%	0	.0%
	Malmesbury	0	.0%	0	.0%
Minehead	0	.0%	1	2.1%	

(cont.)

Q4. Which town centre, freestanding store or retail/ leisure park does your household visit most often when it undertakes the linked trip to other shops, leisure or service outlets?

		Area			
		Northern/ Western Fringe		Dursley/ Cam	
		Num	%	Num	%
Other	Morrisons, Glevum Shopping Centre, Abbeydale	1	3.4%	0	.0%
	Spar, Calcot, Tetbury	0	.0%	0	.0%
	Waterfront Retail Park	0	.0%	0	.0%

Q5. Thinking about your household's total expenditure on food and groceries (including milk deliveries, newspapers, cigarettes etc), about what proportion do you usually spend at Q1?

	Base: All respondents		Area							
	Num	%	Stroud		Stonehouse		Painswick		Chalford	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1006	100.0%	100	100.0%	80	100.0%	80	100.0%	50	100.0%
0 - 10%	15	1.5%	5	5.0%	1	1.3%	1	1.3%	1	2.0%
11 - 20%	26	2.6%	5	5.0%	2	2.5%	2	2.5%	2	4.0%
21 - 30%	33	3.3%	1	1.0%	2	2.5%	0	.0%	2	4.0%
31 - 40%	32	3.2%	4	4.0%	1	1.3%	3	3.8%	1	2.0%
41 - 50%	93	9.2%	8	8.0%	8	10.0%	10	12.5%	7	14.0%
51 - 60%	75	7.5%	9	9.0%	6	7.5%	2	2.5%	4	8.0%
61 - 70%	88	8.7%	8	8.0%	7	8.8%	7	8.8%	3	6.0%
71 - 80%	219	21.8%	19	19.0%	13	16.3%	17	21.3%	9	18.0%
81 - 90%	161	16.0%	13	13.0%	19	23.8%	17	21.3%	12	24.0%
91 - 100%	141	14.0%	11	11.0%	14	17.5%	10	12.5%	5	10.0%
Don't know / varies	123	12.2%	17	17.0%	7	8.8%	11	13.8%	4	8.0%

(cont.)

Q5. Thinking about your household's total expenditure on food and groceries (including milk deliveries, newspapers, cigarettes etc), about what proportion do you usually spend at Q1?

	Area											
	Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe		Wotton		Southern Fringe			
	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: All respondents	50	100.0%	82	100.0%	101	100.0%	81	100.0%	101	100.0%		
0 - 10%	0	.0%	0	.0%	1	1.0%	2	2.5%	2	2.0%		
11 - 20%	2	4.0%	0	.0%	4	4.0%	1	1.2%	3	3.0%		
21 - 30%	3	6.0%	6	7.3%	4	4.0%	2	2.5%	2	2.0%		
31 - 40%	4	8.0%	4	4.9%	4	4.0%	6	7.4%	2	2.0%		
41 - 50%	6	12.0%	6	7.3%	6	5.9%	13	16.0%	7	6.9%		
51 - 60%	5	10.0%	8	9.8%	11	10.9%	8	9.9%	9	8.9%		
61 - 70%	0	.0%	11	13.4%	7	6.9%	9	11.1%	10	9.9%		
71 - 80%	17	34.0%	17	20.7%	25	24.8%	16	19.8%	27	26.7%		
81 - 90%	5	10.0%	11	13.4%	18	17.8%	11	13.6%	19	18.8%		
91 - 100%	3	6.0%	10	12.2%	10	9.9%	9	11.1%	12	11.9%		
Don't know / varies	5	10.0%	9	11.0%	11	10.9%	4	4.9%	8	7.9%		

(cont.)

Q5. Thinking about your household's total expenditure on food and groceries (including milk deliveries, newspapers, cigarettes etc), about what proportion do you usually spend at Q1?

	Area					
	Berkeley		Northern/ Western Fringe		Dursley/ Cam	
	Num	%	Num	%	Num	%
Base: All respondents	80	100.0%	100	100.0%	101	100.0%
0 - 10%	1	1.3%	0	.0%	1	1.0%
11 - 20%	2	2.5%	1	1.0%	2	2.0%
21 - 30%	3	3.8%	2	2.0%	6	5.9%
31 - 40%	2	2.5%	1	1.0%	0	.0%
41 - 50%	4	5.0%	11	11.0%	7	6.9%
51 - 60%	2	2.5%	1	1.0%	10	9.9%
61 - 70%	9	11.3%	8	8.0%	9	8.9%
71 - 80%	15	18.8%	22	22.0%	22	21.8%
81 - 90%	14	17.5%	15	15.0%	7	6.9%
91 - 100%	16	20.0%	23	23.0%	18	17.8%
Don't know / varies	12	15.0%	16	16.0%	19	18.8%

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Base: All respondents		Area					
	Num	%	Stroud		Stonehouse		Painswick	
			Num	%	Num	%	Num	%
Base: All respondents	1006	100.0%	100	100.0%	80	100.0%	80	100.0%
Don't do top-up food shopping	109	10.8%	8	8.0%	11	13.8%	8	10.0%
Co-op (Midcounties), Wotton-under-Edge	60	6.0%	0	.0%	0	.0%	0	.0%
Morrisons, Nailsworth	50	5.0%	3	3.0%	0	.0%	1	1.3%
Co-op (Midcounties), Berkeley	39	3.9%	0	.0%	0	.0%	0	.0%
Sainsbury's Stroud	36	3.6%	17	17.0%	7	8.8%	4	5.0%
Tesco, Cam	36	3.6%	1	1.0%	0	.0%	0	.0%
Tesco, Stroud	35	3.5%	15	15.0%	4	5.0%	10	12.5%
Tesco, Tetbury	27	2.7%	0	.0%	0	.0%	0	.0%
Waitrose, Stroud	24	2.4%	8	8.0%	4	5.0%	4	5.0%
Tesco Express, Nailsworth	23	2.3%	4	4.0%	0	.0%	0	.0%
Co-op (Midcounties) High Street, Stonehouse	19	1.9%	1	1.0%	14	17.5%	0	.0%
Tesco, Quedgeley	19	1.9%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Eastington, Stonehouse	18	1.8%	0	.0%	17	21.3%	0	.0%
Co-op (Midcounties), Nailsworth	17	1.7%	1	1.0%	0	.0%	0	.0%
Somerfield, Parsonage Street, Dursley	16	1.6%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Cashes Green, Stroud	13	1.3%	7	7.0%	1	1.3%	3	3.8%
Iceland, Stroud	12	1.2%	8	8.0%	1	1.3%	2	2.5%
Tesco Express, Bussage (Stroud)	12	1.2%	1	1.0%	0	.0%	0	.0%
Tesco, Cirencester	12	1.2%	0	.0%	0	.0%	0	.0%
Tesco, Yate	11	1.1%	0	.0%	0	.0%	0	.0%
One Stop (Tesco), Berkeley	10	1.0%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Kings Stanley	9	.9%	1	1.0%	8	10.0%	0	.0%

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Base: All respondents		Area					
	Num	%	Stroud		Stonehouse		Painswick	
			Num	%	Num	%	Num	%
Tesco, Thornbury	9	.9%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Slad Road, Stroud	8	.8%	5	5.0%	0	.0%	2	2.5%
Asda, Gloucester	7	.7%	1	1.0%	0	.0%	0	.0%
Co-op (Midcounties), Newtown, Berkeley	7	.7%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Rosebery Road, Dursley	7	.7%	0	.0%	0	.0%	0	.0%
One Stop (Tesco), Dursley	7	.7%	0	.0%	0	.0%	0	.0%
Internet / Home delivery	7	.7%	0	.0%	1	1.3%	2	2.5%
Waitrose, Cirencester	6	.6%	0	.0%	0	.0%	0	.0%
Morrisons, Gloucester	4	.4%	1	1.0%	0	.0%	1	1.3%
Morrisons, Yate	4	.4%	0	.0%	0	.0%	0	.0%
Sainsbury's, Barnwood, Gloucester	4	.4%	0	.0%	1	1.3%	0	.0%
Tesco Express, Wotton-under-Edge	4	.4%	0	.0%	0	.0%	0	.0%
Tesco, Brockworth	4	.4%	0	.0%	0	.0%	2	2.5%
Lidl, Gloucester	3	.3%	1	1.0%	0	.0%	0	.0%
Tesco Express, Paganhill (Stroud)	3	.3%	1	1.0%	0	.0%	2	2.5%
Tesco, Cheltenham	3	.3%	0	.0%	0	.0%	1	1.3%
Tesco, Gloucester	3	.3%	0	.0%	0	.0%	0	.0%
Marks & Spencer, The Mall, Cribbs Causeway, Bristol	2	.2%	0	.0%	0	.0%	0	.0%
Morrisons, Cheltenham	2	.2%	0	.0%	0	.0%	0	.0%
Morrisons, Cribbs Causeway, Bristol	2	.2%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties) Elm Road, Stonehouse	1	.1%	0	.0%	1	1.3%	0	.0%
Marks & Spencer, Cheltenham	1	.1%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Cirencester	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Base: All respondents		Area					
	Num	%	Stroud		Stonehouse		Painswick	
			Num	%	Num	%	Num	%
Marks & Spencer, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
Morrisons, Thornbury	1	.1%	0	.0%	0	.0%	0	.0%
Sainsbury's Monk Meadow, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
Somerfield, Cheltenham	1	.1%	0	.0%	0	.0%	1	1.3%

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Londis, St Marys Street, Painswick, Stroud	14	1.4%	1	1.0%	0	.0%	12	15.0%
	M&B Stores, High Street, Minchinhampton	14	1.4%	0	.0%	0	.0%	0	.0%
	Co-op, Abbotswood Shopping Centre, Brockworth, Gloucester	10	1.0%	0	.0%	0	.0%	0	.0%
	Tesco, Tanglewood Way, Chalford	8	.8%	0	.0%	0	.0%	0	.0%
	Bramleys, Parsonage Street, Dursley	7	.7%	0	.0%	0	.0%	0	.0%
	Co-op, Long Street, Tetbury	7	.7%	0	.0%	0	.0%	0	.0%
	Local stores, The Green, Eastcombe, Stroud	6	.6%	0	.0%	0	.0%	3	3.8%
	Local stores, Wotton-under-Edge	6	.6%	0	.0%	0	.0%	0	.0%
	Spar, Kingswood, Wotton-under-Edge	6	.6%	0	.0%	0	.0%	0	.0%
	Local stores, Bisley	5	.5%	0	.0%	0	.0%	4	5.0%
	Local stores, Nailsworth	5	.5%	1	1.0%	0	.0%	0	.0%
	Londis, Park Road, Stonehouse	5	.5%	0	.0%	5	6.3%	0	.0%
	Acton Turnville, Tormartor Road, South Gloucester	4	.4%	0	.0%	0	.0%	0	.0%
	Aldi, Bristol Road, Quedgeley	4	.4%	0	.0%	2	2.5%	0	.0%
	Aldi, Horseshoe Lane, Thornbury	4	.4%	0	.0%	0	.0%	0	.0%
	Leonard Walker, George Street, Nailsworth	4	.4%	0	.0%	0	.0%	2	2.5%
	Market, Minchinhampton	4	.4%	0	.0%	0	.0%	0	.0%
	Spar, High Street, Chipping Sodbury	4	.4%	0	.0%	0	.0%	0	.0%
	Sunshine Health Shop, Church Street, Stroud	4	.4%	1	1.0%	1	1.3%	1	1.3%
	Wotton Farm Shop, Bradley Road, Wotton-under-Edge	4	.4%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Bramleys, St Georges Street, Nailsworth	3	.3%	1	1.0%	0	.0%	0	.0%
	Local stores, Didmarton, Badminton	3	.3%	0	.0%	0	.0%	0	.0%
	Co-op, Seventh Avenue, Tuffley	3	.3%	0	.0%	0	.0%	0	.0%
	Cromhall Shop & Post Office, Cromhall, Wotton-under-Edge	3	.3%	0	.0%	0	.0%	0	.0%
	Farmers Market, Cirencester	3	.3%	0	.0%	0	.0%	0	.0%
	Farmers Market, Corn Hill, Stroud	3	.3%	2	2.0%	0	.0%	0	.0%
	Newsmarket, Pitman Place, Wotton-under-Edge	3	.3%	0	.0%	0	.0%	0	.0%
	Steves, Avon Road, Charfield, Wotton-under-Edge	3	.3%	0	.0%	0	.0%	0	.0%
	Hawkesbury Shop, High Street, Hawkesbury Upton, Badminton	3	.3%	0	.0%	0	.0%	0	.0%
	Walkers, Nelson Street, Stroud	3	.3%	1	1.0%	0	.0%	1	1.3%
	Wilkinson, Merrywalks Shopping Centre, Stroud	3	.3%	2	2.0%	0	.0%	0	.0%
	Baileys, Old Market, Nailsworth, Stroud	2	.2%	0	.0%	0	.0%	0	.0%
	Bristol	2	.2%	0	.0%	1	1.3%	0	.0%
	Co-op, Bath Road, Cheltenham	2	.2%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Malmesbury	2	.2%	0	.0%	0	.0%	0	.0%
	Co-op, Leckhampton Road, Cheltenham	2	.2%	0	.0%	0	.0%	0	.0%
	Farmers Market, Gloucester	2	.2%	0	.0%	0	.0%	0	.0%
	Folly Lane Stores, Folly Lane, Stroud	2	.2%	2	2.0%	0	.0%	0	.0%
	Green Spirit, Market Street, Nailsworth, Stroud	2	.2%	0	.0%	0	.0%	0	.0%
Hampton Stores, Hampton Street, Tetbury	2	.2%	0	.0%	0	.0%	0	.0%	

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Hobbs House Bakery, George Street, Nailsworth	2	.2%	1	1.0%	0	.0%	1	1.3%
	Horsley Community Shop, Horsley, Nailsworth	2	.2%	0	.0%	0	.0%	0	.0%
	Kemble Post Office and Stores, Windmill Road, Cirencester	2	.2%	0	.0%	0	.0%	0	.0%
	Lawnside Stores, Lawnside, Forest Green, Nailsworth	2	.2%	0	.0%	0	.0%	0	.0%
	Lidl, Kingshill Road, Dursley	2	.2%	0	.0%	0	.0%	0	.0%
	Local stores, Dursley	2	.2%	0	.0%	0	.0%	0	.0%
	Londis, Broadway Lane, South Cerney, Cirencester	2	.2%	0	.0%	0	.0%	0	.0%
	Morrisons, Glevum Shopping Centre, Abbeydale	2	.2%	0	.0%	0	.0%	0	.0%
	Local stores, Oakridge	2	.2%	0	.0%	0	.0%	2	2.5%
	Local stores, Painswick	2	.2%	0	.0%	0	.0%	2	2.5%
	Post Office, Back Street, Hawksbury Upton	2	.2%	0	.0%	0	.0%	0	.0%
	Post Office, Churchfield Street, Upton St Leonards	2	.2%	0	.0%	0	.0%	0	.0%
	Post Office, High Street, Eastcombe	2	.2%	0	.0%	0	.0%	0	.0%
	Post Office, Salter Street, Berkeley	2	.2%	0	.0%	0	.0%	0	.0%
	Reena Food & Stores, High Street, Michinhampton	2	.2%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Emersons Green, Bristol	2	.2%	0	.0%	0	.0%	0	.0%
	Spar, Queens Drive, Cashes Green, Stroud	2	.2%	1	1.0%	0	.0%	0	.0%
	Local stores, Stroud	2	.2%	0	.0%	0	.0%	2	2.5%
	Local stores, Tetbury	2	.2%	0	.0%	0	.0%	0	.0%
Local stores, Avening, Tetbury	2	.2%	0	.0%	0	.0%	0	.0%	

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	The Natural Grocery Store, Bath Road, Cheltenham	2	.2%	0	.0%	0	.0%	0	.0%
	Lane, Bath Road, Cheltenham	2	.2%	0	.0%	0	.0%	0	.0%
	Walkers, Long Street, Wotton-under-Edge	2	.2%	0	.0%	0	.0%	0	.0%
	Whitminster Stores, Whitminster, Gloucester	2	.2%	0	.0%	0	.0%	0	.0%
	Brook Farm, Harescombe, Harescombe, Gloucester	1	.1%	0	.0%	0	.0%	1	1.3%
	Broomhall, High Street, Stonehouse	1	.1%	0	.0%	1	1.3%	0	.0%
	Butchers, Chalford Hill	1	.1%	0	.0%	0	.0%	1	1.3%
	Cam Family Butchers, Phillimore Road, Cam, Dursley	1	.1%	0	.0%	0	.0%	0	.0%
	Chalford Community Stores, High Street, Chalford	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Berkeley	1	.1%	0	.0%	0	.0%	0	.0%
	Charfield Post Office, Wotton-Under-Edge	1	.1%	0	.0%	0	.0%	0	.0%
	Co-op, London Road, Charlton Kings	1	.1%	0	.0%	0	.0%	0	.0%
	Co-op, Market Place, Fairford	1	.1%	0	.0%	0	.0%	0	.0%
	Co-op, Shaftesbury Road, Bath	1	.1%	0	.0%	0	.0%	0	.0%
	Co-op, Westend Filling Station, Bruton	1	.1%	0	.0%	0	.0%	0	.0%
	Co-op, Botley Road, Oxford	1	.1%	0	.0%	0	.0%	0	.0%
	Coaley Community Shop, The Street, Coaley, Dursley	1	.1%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Thornbury	1	.1%	0	.0%	0	.0%	0	.0%
	Costcutter, Broad Street, Newent	1	.1%	0	.0%	0	.0%	0	.0%
	Costcutter, Quedgeley	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Costcutter, Slimbridge Road, Tuffley	1	.1%	0	.0%	0	.0%	0	.0%
	Country Quality Meat, Old Market, Nailsworth	1	.1%	0	.0%	0	.0%	0	.0%
	Cribbs Causeway, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	Dobbies Garden Centre, Cirencester	1	.1%	1	1.0%	0	.0%	0	.0%
	Drewetts Stores, High Street, Badminton	1	.1%	0	.0%	0	.0%	0	.0%
	Farmers Market, Tetbury	1	.1%	0	.0%	0	.0%	0	.0%
	Farmers Market, Thornbury	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Greens, Market Place, Berkeley	1	.1%	0	.0%	0	.0%	0	.0%
	Hampton Stores, Pitman Place, Wotton-under-Edge	1	.1%	0	.0%	0	.0%	0	.0%
	Hill Street Stores, High Street, Kingswood	1	.1%	0	.0%	0	.0%	0	.0%
	Home Bargains, Merrywalk Shopping Centre, Stroud	1	.1%	0	.0%	0	.0%	0	.0%
	Janes Pantry, Matson Avenue, Matson	1	.1%	0	.0%	0	.0%	0	.0%
	Jesse Smith, Long Street, Tetbury	1	.1%	0	.0%	0	.0%	0	.0%
	Aldi, Bristol Road, Quedgeley	1	.1%	0	.0%	0	.0%	1	1.3%
	Local stores, Eastville, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Falfield	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Kemble	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Miserden, Stroud	1	.1%	0	.0%	0	.0%	1	1.3%
	Local stores, Whitehill	1	.1%	0	.0%	0	.0%	1	1.3%
Local stores, Yate	1	.1%	0	.0%	0	.0%	0	.0%	
Market, Tewkesbury	1	.1%	0	.0%	0	.0%	0	.0%	
Martins, Bristol Road, Quedgeley	1	.1%	0	.0%	0	.0%	0	.0%	

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Newtown Post Office, Bay Lane Villas, Newtown	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, North Woodchester	1	.1%	1	1.0%	0	.0%	0	.0%
	One Stop, Thornbury, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	Over Farm Market, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Perry & Son, Green Hill Parade, Alverston, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	Post Office, Gloucester Road, Newtown	1	.1%	0	.0%	0	.0%	0	.0%
	Post Office, High Street, Cam	1	.1%	0	.0%	0	.0%	1	1.3%
	Post Office, High Street, Malmesbury	1	.1%	0	.0%	0	.0%	0	.0%
	Post Office, High Street, Michenhampton	1	.1%	0	.0%	0	.0%	0	.0%
	Rahim Stores, Toadsmoore Road, Briscombe	1	.1%	1	1.0%	0	.0%	0	.0%
	Post Office, Rendcomb	1	.1%	0	.0%	0	.0%	0	.0%
	Robin Jenkins, Bath Road, Cheltenham	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Queens Road, Clifton, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	Sharpness Dock Shop, Sharpness, Berkeley	1	.1%	0	.0%	0	.0%	0	.0%
	Siddington Post Office, Ashton Road, Siddington, Cirencester	1	.1%	0	.0%	0	.0%	0	.0%
	Somerfield, Kingshill Road, Dursley	1	.1%	0	.0%	0	.0%	0	.0%
	Somerfield, Long Street, Tetbury	1	.1%	0	.0%	0	.0%	0	.0%
	Spar, Wickwar	1	.1%	0	.0%	0	.0%	0	.0%
Square Eyes, Long Street, Wotton-under-Edge	1	.1%	0	.0%	0	.0%	0	.0%	

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Stratton, Cheltenham Road, Cirencester	1	.1%	0	.0%	0	.0%	0	.0%
	Summerhayes Stores, The Crescent, Tilsdown, Dursley	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco Express, High Street, Winterbourne	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Abbeymead Shopping Centre, Abbeymead	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Brimsham Park, Lark Rise, Yate	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, High Street, Lydney	1	.1%	0	.0%	0	.0%	0	.0%
	Co-op, Market Street, Nailsworth	1	.1%	0	.0%	0	.0%	0	.0%
	The Farm Shop, Lakeside Gardens, Rat Hill, Chippenham	1	.1%	0	.0%	0	.0%	0	.0%
	The Hairbrushes, Fosse Way, Cirencester	1	.1%	0	.0%	0	.0%	0	.0%
	The Little Corner Shop, Charlton Kings, Cheltenham	1	.1%	0	.0%	0	.0%	0	.0%
	The Miserden, Stroud	1	.1%	0	.0%	0	.0%	1	1.3%
	Tortworth, Wotton-under-Edge	1	.1%	0	.0%	0	.0%	0	.0%
	Wickwar, Wotton-under-Edge	1	.1%	0	.0%	0	.0%	0	.0%
	Williams Kitchen, Calcot, Tetbury	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Area							
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	50	100.0%	50	100.0%	82	100.0%	101	100.0%
Don't do top-up food shopping	11	22.0%	4	8.0%	5	6.1%	9	8.9%
Co-op (Midcounties), Wotton-under-Edge	0	.0%	0	.0%	0	.0%	2	2.0%
Morrisons, Nailsworth	0	.0%	10	20.0%	33	40.2%	1	1.0%
Co-op (Midcounties), Berkeley	0	.0%	0	.0%	0	.0%	1	1.0%
Sainsbury's Stroud	1	2.0%	0	.0%	1	1.2%	1	1.0%
Tesco, Cam	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Stroud	1	2.0%	1	2.0%	1	1.2%	2	2.0%
Tesco, Tetbury	0	.0%	0	.0%	0	.0%	25	24.8%
Waitrose, Stroud	2	4.0%	4	8.0%	0	.0%	0	.0%
Tesco Express, Nailsworth	3	6.0%	1	2.0%	15	18.3%	0	.0%
Co-op (Midcounties) High Street, Stonehouse	0	.0%	0	.0%	0	.0%	2	2.0%
Tesco, Quedgeley	0	.0%	0	.0%	1	1.2%	0	.0%
Co-op (Midcounties), Eastington, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Nailsworth	0	.0%	1	2.0%	10	12.2%	5	5.0%
Somerfield, Parsonage Street, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Cashes Green, Stroud	1	2.0%	1	2.0%	0	.0%	0	.0%
Iceland, Stroud	0	.0%	1	2.0%	0	.0%	0	.0%
Tesco Express, Bussage (Stroud)	11	22.0%	0	.0%	0	.0%	0	.0%
Tesco, Cirencester	1	2.0%	1	2.0%	0	.0%	10	9.9%
Tesco, Yate	0	.0%	0	.0%	0	.0%	0	.0%
One Stop (Tesco), Berkeley	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Kings Stanley	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Area							
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
	Num	%	Num	%	Num	%	Num	%
Tesco, Thornbury	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Slad Road, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Newtown, Berkeley	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Rosebery Road, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
One Stop (Tesco), Dursley	0	.0%	0	.0%	0	.0%	0	.0%
Internet / Home delivery	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Cirencester	0	.0%	1	2.0%	0	.0%	5	5.0%
Morrisons, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Yate	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Barnwood, Gloucester	1	2.0%	1	2.0%	0	.0%	0	.0%
Tesco Express, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Brockworth	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Paganhill (Stroud)	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, The Mall, Cribbs Causeway, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Cribbs Causeway, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties) Elm Road, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Cirencester	0	.0%	0	.0%	0	.0%	1	1.0%

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Area							
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
	Num	%	Num	%	Num	%	Num	%
Marks & Spencer, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Thornbury	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's Monk Meadow, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Londis, St Marys Street, Painswick, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	M&B Stores, High Street, Minchinhampton	0	.0%	14	28.0%	0	.0%	0	.0%
	Co-op, Abbotswood Shopping Centre, Brockworth, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Tanglewood Way, Chalford	8	16.0%	0	.0%	0	.0%	0	.0%
	Bramleys, Parsonage Street, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Long Street, Tetbury	0	.0%	0	.0%	0	.0%	7	6.9%
	Local stores, The Green, Eastcombe, Stroud	3	6.0%	0	.0%	0	.0%	0	.0%
	Local stores, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
	Spar, Kingswood, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Bisley	1	2.0%	0	.0%	0	.0%	0	.0%
	Local stores, Nailsworth	1	2.0%	0	.0%	2	2.4%	1	1.0%
	Londis, Park Road, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%
	Acton Turnville, Tormartor Road, South Gloucester	0	.0%	1	2.0%	0	.0%	0	.0%
	Aldi, Bristol Road, Quedgeley	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Horseshoe Lane, Thornbury	0	.0%	0	.0%	0	.0%	0	.0%
	Leonard Walker, George Street, Nailsworth	0	.0%	0	.0%	2	2.4%	0	.0%
	Market, Minchinhampton	0	.0%	4	8.0%	0	.0%	0	.0%
	Spar, High Street, Chipping Sodbury	0	.0%	0	.0%	0	.0%	0	.0%
	Sunshine Health Shop, Church Street, Stroud	1	2.0%	0	.0%	0	.0%	0	.0%
	Wotton Farm Shop, Bradley Road, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Bramleys, St Georges Street, Nailsworth	0	.0%	1	2.0%	1	1.2%	0	.0%
	Local stores, Didmarton, Badminton	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Seventh Avenue, Tuffley	0	.0%	0	.0%	0	.0%	0	.0%
	Cromhall Shop & Post Office, Cromhall, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
	Farmers Market, Cirencester	0	.0%	0	.0%	0	.0%	3	3.0%
	Farmers Market, Corn Hill, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Newsmarket, Pitman Place, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
	Steves, Avon Road, Charfield, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
	Hawkesbury Shop, High Street, Hawkesbury Upton, Badminton	0	.0%	0	.0%	0	.0%	0	.0%
	Walkers, Nelson Street, Stroud	0	.0%	0	.0%	1	1.2%	0	.0%
	Wilkinson, Merrywalks Shopping Centre, Stroud	0	.0%	0	.0%	1	1.2%	0	.0%
	Baileys, Old Market, Nailsworth, Stroud	0	.0%	0	.0%	2	2.4%	0	.0%
	Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Bath Road, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Malmesbury	0	.0%	0	.0%	0	.0%	2	2.0%
	Co-op, Leckhampton Road, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
	Farmers Market, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Folly Lane Stores, Folly Lane, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Green Spirit, Market Street, Nailsworth, Stroud	0	.0%	0	.0%	1	1.2%	0	.0%
Hampton Stores, Hampton Street, Tetbury	0	.0%	0	.0%	0	.0%	2	2.0%	

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Hobbs House Bakery, George Street, Nailsworth	0	.0%	0	.0%	0	.0%	0	.0%
	Horsley Community Shop, Horsley, Nailsworth	0	.0%	0	.0%	2	2.4%	0	.0%
	Kemble Post Office and Stores, Windmill Road, Cirencester	0	.0%	0	.0%	0	.0%	2	2.0%
	Lawnside Stores, Lawnside, Forest Green, Nailsworth	0	.0%	0	.0%	2	2.4%	0	.0%
	Lidl, Kingshill Road, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	Londis, Broadway Lane, South Cerney, Cirencester	0	.0%	0	.0%	0	.0%	2	2.0%
	Morrisons, Glevum Shopping Centre, Abbeydale	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Oakridge	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Painswick	0	.0%	0	.0%	0	.0%	0	.0%
	Post Office, Back Street, Hawksbury Upton	0	.0%	0	.0%	0	.0%	0	.0%
	Post Office, Churchfield Street, Upton St Leonards	0	.0%	0	.0%	0	.0%	0	.0%
	Post Office, High Street, Eastcombe	2	4.0%	0	.0%	0	.0%	0	.0%
	Post Office, Salter Street, Berkeley	0	.0%	0	.0%	0	.0%	0	.0%
	Reena Food & Stores, High Street, Minchinhampton	0	.0%	2	4.0%	0	.0%	0	.0%
	Sainsbury's, Emersons Green, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Spar, Queens Drive, Cashes Green, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Tetbury	0	.0%	0	.0%	0	.0%	2	2.0%
Local stores, Avening, Tetbury	0	.0%	0	.0%	0	.0%	1	1.0%	

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	The Natural Grocery Store, Bath Road, Cheltenham	0	.0%	0	.0%	0	.0%	1	1.0%
	Lane, Bath Road, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
	Walkers, Long Street, Wotton-under-Edge	0	.0%	0	.0%	1	1.2%	0	.0%
	Whitminster Stores, Whitminster, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Brook Farm, Harescombe, Harescombe, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Broomhall, High Street, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%
	Butchers, Chalford Hill	0	.0%	0	.0%	0	.0%	0	.0%
	Cam Family Butchers, Phillimore Road, Cam, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	Chalford Community Stores, High Street, Chalford	1	2.0%	0	.0%	0	.0%	0	.0%
	Local stores, Berkeley	0	.0%	0	.0%	0	.0%	0	.0%
	Charfield Post Office, Wotton-Under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, London Road, Charlton Kings	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Market Place, Fairford	0	.0%	0	.0%	0	.0%	1	1.0%
	Co-op, Shaftesbury Road, Bath	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Westend Filling Station, Bruton	0	.0%	0	.0%	0	.0%	1	1.0%
	Co-op, Botley Road, Oxford	0	.0%	0	.0%	0	.0%	1	1.0%
	Coaley Community Shop, The Street, Coaley, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Thornbury	0	.0%	0	.0%	0	.0%	0	.0%
	Costcutter, Broad Street, Newent	0	.0%	0	.0%	0	.0%	0	.0%
	Costcutter, Quedgeley	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Costcutter, Slimbridge Road, Tuffley	0	.0%	0	.0%	0	.0%	0	.0%
	Country Quality Meat, Old Market, Nailsworth	0	.0%	0	.0%	1	1.2%	0	.0%
	Cribbs Causeway, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Dobbies Garden Centre, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%
	Drewetts Stores, High Street, Badminton	0	.0%	0	.0%	0	.0%	0	.0%
	Farmers Market, Tetbury	0	.0%	0	.0%	0	.0%	1	1.0%
	Farmers Market, Thornbury	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Greens, Market Place, Berkeley	0	.0%	0	.0%	0	.0%	0	.0%
	Hampton Stores, Pitman Place, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	1	1.0%
	Hill Street Stores, High Street, Kingswood	0	.0%	0	.0%	0	.0%	0	.0%
	Home Bargains, Merrywalk Shopping Centre, Stroud	0	.0%	0	.0%	0	.0%	1	1.0%
	Janes Pantry, Matson Avenue, Matson	0	.0%	0	.0%	0	.0%	0	.0%
	Jesse Smith, Long Street, Tetbury	0	.0%	0	.0%	0	.0%	1	1.0%
	Aldi, Bristol Road, Quedgeley	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Eastville, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Falfield	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Kemble	0	.0%	0	.0%	0	.0%	1	1.0%
	Local stores, Miserden, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Whitehill	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Yate	0	.0%	0	.0%	0	.0%	0	.0%	
Market, Tewkesbury	0	.0%	0	.0%	0	.0%	0	.0%	
Martins, Bristol Road, Quedgeley	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Newtown Post Office, Bay Lane Villas, Newtown	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, North Woodchester	0	.0%	0	.0%	0	.0%	0	.0%
	One Stop, Thornbury, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Over Farm Market, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Perry & Son, Green Hill Parade, Alverston, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Post Office, Gloucester Road, Newtown	0	.0%	0	.0%	0	.0%	0	.0%
	Post Office, High Street, Cam	0	.0%	0	.0%	0	.0%	0	.0%
	Post Office, High Street, Malmesbury	0	.0%	0	.0%	0	.0%	1	1.0%
	Post Office, High Street, Michenhampton	0	.0%	1	2.0%	0	.0%	0	.0%
	Rahim Stores, Toadsmoore Road, Briscombe	0	.0%	0	.0%	0	.0%	0	.0%
	Post Office, Rendcomb	0	.0%	0	.0%	0	.0%	1	1.0%
	Robin Jenkins, Bath Road, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Queens Road, Clifton, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Sharpness Dock Shop, Sharpness, Berkeley	0	.0%	0	.0%	0	.0%	0	.0%
	Siddington Post Office, Ashton Road, Siddington, Cirencester	0	.0%	0	.0%	0	.0%	1	1.0%
	Somerfield, Kingshill Road, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	Somerfield, Long Street, Tetbury	0	.0%	0	.0%	0	.0%	1	1.0%
	Spar, Wickwar	0	.0%	0	.0%	0	.0%	0	.0%
Square Eyes, Long Street, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Stratton, Cheltenham Road, Cirencester	0	.0%	0	.0%	0	.0%	1	1.0%
	Summerhayes Stores, The Crescent, Tilsdown, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco Express, High Street, Winterbourne	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Abbeymead Shopping Centre, Abbeymead	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Brimsham Park, Lark Rise, Yate	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, High Street, Lydney	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Market Street, Nailsworth	0	.0%	1	2.0%	0	.0%	0	.0%
	The Farm Shop, Lakeside Gardens, Rat Hill, Chippenham	0	.0%	0	.0%	0	.0%	0	.0%
	The Hairbrushes, Fosse Way, Cirencester	0	.0%	0	.0%	0	.0%	1	1.0%
	The Little Corner Shop, Charlton Kings, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
	The Miserden, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Tortworth, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
	Wickwar, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
	Williams Kitchen, Calcot, Tetbury	1	2.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Area							
	Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	81	100.0%	101	100.0%	80	100.0%	100	100.0%
Don't do top-up food shopping	8	9.9%	14	13.9%	4	5.0%	16	16.0%
Co-op (Midcounties), Wotton-under-Edge	49	60.5%	8	7.9%	1	1.3%	0	.0%
Morrisons, Nailsworth	1	1.2%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Berkeley	0	.0%	0	.0%	38	47.5%	0	.0%
Sainsbury's Stroud	1	1.2%	0	.0%	1	1.3%	1	1.0%
Tesco, Cam	1	1.2%	1	1.0%	3	3.8%	3	3.0%
Tesco, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Tetbury	1	1.2%	1	1.0%	0	.0%	0	.0%
Waitrose, Stroud	1	1.2%	0	.0%	1	1.3%	0	.0%
Tesco Express, Nailsworth	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties) High Street, Stonehouse	0	.0%	0	.0%	0	.0%	2	2.0%
Tesco, Quedgeley	0	.0%	0	.0%	0	.0%	18	18.0%
Co-op (Midcounties), Eastington, Stonehouse	0	.0%	0	.0%	0	.0%	1	1.0%
Co-op (Midcounties), Nailsworth	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, Parsonage Street, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
Co-op (Midcounties), Cashes Green, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Bussage (Stroud)	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Yate	1	1.2%	10	9.9%	0	.0%	0	.0%
One Stop (Tesco), Berkeley	0	.0%	0	.0%	10	12.5%	0	.0%
Co-op (Midcounties), Kings Stanley	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Area									
	Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe			
	Num	%	Num	%	Num	%	Num	%	Num	%
Tesco, Thornbury	1	1.2%	4	4.0%	4	5.0%	0	.0%		
Co-op (Midcounties), Slad Road, Stroud	0	.0%	1	1.0%	0	.0%	0	.0%		
Asda, Gloucester	0	.0%	0	.0%	0	.0%	3	3.0%		
Co-op (Midcounties), Newtown, Berkeley	0	.0%	0	.0%	6	7.5%	0	.0%		
Co-op (Midcounties), Rosebery Road, Dursley	0	.0%	0	.0%	0	.0%	0	.0%		
One Stop (Tesco), Dursley	0	.0%	1	1.0%	0	.0%	0	.0%		
Internet / Home delivery	3	3.7%	0	.0%	0	.0%	1	1.0%		
Waitrose, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%		
Morrisons, Gloucester	0	.0%	0	.0%	0	.0%	2	2.0%		
Morrisons, Yate	0	.0%	4	4.0%	0	.0%	0	.0%		
Sainsbury's, Barnwood, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%		
Tesco Express, Wotton-under-Edge	2	2.5%	1	1.0%	0	.0%	0	.0%		
Tesco, Brockworth	0	.0%	0	.0%	0	.0%	2	2.0%		
Lidl, Gloucester	0	.0%	0	.0%	0	.0%	2	2.0%		
Tesco Express, Paganhill (Stroud)	0	.0%	0	.0%	0	.0%	0	.0%		
Tesco, Cheltenham	1	1.2%	0	.0%	1	1.3%	0	.0%		
Tesco, Gloucester	0	.0%	0	.0%	0	.0%	3	3.0%		
Marks & Spencer, The Mall, Cribbs Causeway, Bristol	0	.0%	1	1.0%	0	.0%	0	.0%		
Morrisons, Cheltenham	0	.0%	0	.0%	0	.0%	2	2.0%		
Morrisons, Cribbs Causeway, Bristol	1	1.2%	0	.0%	0	.0%	0	.0%		
Co-op (Midcounties) Elm Road, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%		
Marks & Spencer, Cheltenham	0	.0%	0	.0%	0	.0%	1	1.0%		
Marks & Spencer, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Area							
	Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
	Num	%	Num	%	Num	%	Num	%
Marks & Spencer, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Thornbury	0	.0%	1	1.0%	0	.0%	0	.0%
Sainsbury's Monk Meadow, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%
Somerfield, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Londis, St Marys Street, Painswick, Stroud	0	.0%	0	.0%	0	.0%	1	1.0%
	M&B Stores, High Street, Minchinhampton	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Abbotswood Shopping Centre, Brockworth, Gloucester	0	.0%	0	.0%	0	.0%	10	10.0%
	Tesco, Tanglewood Way, Chalford	0	.0%	0	.0%	0	.0%	0	.0%
	Bramleys, Parsonage Street, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Long Street, Tetbury	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, The Green, Eastcombe, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Wotton-under-Edge	2	2.5%	3	3.0%	0	.0%	0	.0%
	Spar, Kingswood, Wotton-under-Edge	1	1.2%	5	5.0%	0	.0%	0	.0%
	Local stores, Bisley	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Nailsworth	0	.0%	0	.0%	0	.0%	0	.0%
	Londis, Park Road, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%
	Acton Turnville, Tormartor Road, South Gloucester	0	.0%	3	3.0%	0	.0%	0	.0%
	Aldi, Bristol Road, Quedgeley	0	.0%	0	.0%	1	1.3%	0	.0%
	Aldi, Horseshoe Lane, Thornbury	0	.0%	4	4.0%	0	.0%	0	.0%
	Leonard Walker, George Street, Nailsworth	0	.0%	0	.0%	0	.0%	0	.0%
	Market, Minchinhampton	0	.0%	0	.0%	0	.0%	0	.0%
	Spar, High Street, Chipping Sodbury	0	.0%	4	4.0%	0	.0%	0	.0%
	Sunshine Health Shop, Church Street, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Wotton Farm Shop, Bradley Road, Wotton-under-Edge	1	1.2%	2	2.0%	0	.0%	0	.0%

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Bramleys, St Georges Street, Nailsworth	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Didmarton, Badminton	0	.0%	3	3.0%	0	.0%	0	.0%
	Co-op, Seventh Avenue, Tuffley	0	.0%	0	.0%	0	.0%	3	3.0%
	Cromhall Shop & Post Office, Cromhall, Wotton-under-Edge	0	.0%	3	3.0%	0	.0%	0	.0%
	Farmers Market, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%
	Farmers Market, Corn Hill, Stroud	1	1.2%	0	.0%	0	.0%	0	.0%
	Newsmarket, Pitman Place, Wotton-under-Edge	2	2.5%	1	1.0%	0	.0%	0	.0%
	Steves, Avon Road, Charfield, Wotton-under-Edge	0	.0%	3	3.0%	0	.0%	0	.0%
	Hawkesbury Shop, High Street, Hawkesbury Upton, Badminton	0	.0%	3	3.0%	0	.0%	0	.0%
	Walkers, Nelson Street, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Wilkinson, Merrywalks Shopping Centre, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Baileys, Old Market, Nailsworth, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Bristol	0	.0%	1	1.0%	0	.0%	0	.0%
	Co-op, Bath Road, Cheltenham	0	.0%	0	.0%	0	.0%	2	2.0%
	Co-op, High Street, Malmesbury	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Leckhampton Road, Cheltenham	0	.0%	0	.0%	0	.0%	2	2.0%
	Farmers Market, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%
	Folly Lane Stores, Folly Lane, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Green Spirit, Market Street, Nailsworth, Stroud	0	.0%	0	.0%	0	.0%	1	1.0%
	Hampton Stores, Hampton Street, Tetbury	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Hobbs House Bakery, George Street, Nailsworth	0	.0%	0	.0%	0	.0%	0	.0%
	Horsley Community Shop, Horsley, Nailsworth	0	.0%	0	.0%	0	.0%	0	.0%
	Kemble Post Office and Stores, Windmill Road, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%
	Lawnside Stores, Lawnside, Forest Green, Nailsworth	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl, Kingshill Road, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	Londis, Broadway Lane, South Cerney, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Glevum Shopping Centre, Abbeydale	0	.0%	0	.0%	0	.0%	2	2.0%
	Local stores, Oakridge	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Painswick	0	.0%	0	.0%	0	.0%	0	.0%
	Post Office, Back Street, Hawksbury Upton	0	.0%	2	2.0%	0	.0%	0	.0%
	Post Office, Churchfield Street, Upton St Leonards	0	.0%	0	.0%	0	.0%	2	2.0%
	Post Office, High Street, Eastcombe	0	.0%	0	.0%	0	.0%	0	.0%
	Post Office, Salter Street, Berkeley	0	.0%	0	.0%	2	2.5%	0	.0%
	Reena Food & Stores, High Street, Michinhampton	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Emersons Green, Bristol	0	.0%	2	2.0%	0	.0%	0	.0%
	Spar, Queens Drive, Cashes Green, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Tetbury	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Avening, Tetbury	1	1.2%	0	.0%	0	.0%	0	.0%	

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	The Natural Grocery Store, Bath Road, Cheltenham	0	.0%	0	.0%	1	1.3%	0	.0%
	Lane, Bath Road, Cheltenham	0	.0%	0	.0%	0	.0%	2	2.0%
	Walkers, Long Street, Wotton-under-Edge	1	1.2%	0	.0%	0	.0%	0	.0%
	Whitminster Stores, Whitminster, Gloucester	0	.0%	0	.0%	0	.0%	2	2.0%
	Brook Farm, Harescombe, Harescombe, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Broomhall, High Street, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%
	Butchers, Chalford Hill	0	.0%	0	.0%	0	.0%	0	.0%
	Cam Family Butchers, Phillimore Road, Cam, Dursley	0	.0%	0	.0%	0	.0%	1	1.0%
	Chalford Community Stores, High Street, Chalford	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Berkeley	0	.0%	0	.0%	1	1.3%	0	.0%
	Charfield Post Office, Wotton-Under-Edge	0	.0%	1	1.0%	0	.0%	0	.0%
	Co-op, London Road, Charlton Kings	0	.0%	0	.0%	0	.0%	1	1.0%
	Co-op, Market Place, Fairford	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Shaftesbury Road, Bath	0	.0%	0	.0%	1	1.3%	0	.0%
	Co-op, Westend Filling Station, Bruton	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Botley Road, Oxford	0	.0%	0	.0%	0	.0%	0	.0%
	Coaley Community Shop, The Street, Coaley, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Thornbury	0	.0%	1	1.0%	0	.0%	0	.0%
	Costcutter, Broad Street, Newent	0	.0%	0	.0%	0	.0%	1	1.0%
	Costcutter, Quedgeley	0	.0%	0	.0%	0	.0%	1	1.0%

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Costcutter, Slimbridge Road, Tuffley	0	.0%	0	.0%	0	.0%	1	1.0%
	Country Quality Meat, Old Market, Nailsworth	0	.0%	0	.0%	0	.0%	0	.0%
	Cribbs Causeway, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Dobbies Garden Centre, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%
	Drewetts Stores, High Street, Badminton	0	.0%	1	1.0%	0	.0%	0	.0%
	Farmers Market, Tetbury	0	.0%	0	.0%	0	.0%	0	.0%
	Farmers Market, Thornbury	0	.0%	0	.0%	1	1.3%	0	.0%
	Local stores, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%
	Greens, Market Place, Berkeley	0	.0%	0	.0%	1	1.3%	0	.0%
	Hampton Stores, Pitman Place, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
	Hill Street Stores, High Street, Kingswood	0	.0%	1	1.0%	0	.0%	0	.0%
	Home Bargains, Merrywalk Shopping Centre, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Janes Pantry, Matson Avenue, Matson	0	.0%	0	.0%	0	.0%	1	1.0%
	Jesse Smith, Long Street, Tetbury	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Bristol Road, Quedgeley	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Eastville, Bristol	0	.0%	1	1.0%	0	.0%	0	.0%
	Local stores, Falfield	0	.0%	1	1.0%	0	.0%	0	.0%
	Local stores, Kemble	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Miserden, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Whitehill	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Yate	0	.0%	1	1.0%	0	.0%	0	.0%	
Market, Tewkesbury	0	.0%	0	.0%	0	.0%	1	1.0%	
Martins, Bristol Road, Quedgeley	0	.0%	0	.0%	0	.0%	1	1.0%	

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Newtown Post Office, Bay Lane Villas, Newtown	0	.0%	0	.0%	1	1.3%	0	.0%
	Local stores, North Woodchester	0	.0%	0	.0%	0	.0%	0	.0%
	One Stop, Thornbury, Bristol	0	.0%	1	1.0%	0	.0%	0	.0%
	Over Farm Market, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%
	Perry & Son, Green Hill Parade, Alverston, Bristol	0	.0%	1	1.0%	0	.0%	0	.0%
	Post Office, Gloucester Road, Newtown	0	.0%	0	.0%	1	1.3%	0	.0%
	Post Office, High Street, Cam	0	.0%	0	.0%	0	.0%	0	.0%
	Post Office, High Street, Malmesbury	0	.0%	0	.0%	0	.0%	0	.0%
	Post Office, High Street, Michenhampton	0	.0%	0	.0%	0	.0%	0	.0%
	Rahim Stores, Toadsmoore Road, Briscombe	0	.0%	0	.0%	0	.0%	0	.0%
	Post Office, Rendcomb	0	.0%	0	.0%	0	.0%	0	.0%
	Robin Jenkins, Bath Road, Cheltenham	0	.0%	0	.0%	0	.0%	1	1.0%
	Sainsbury's, Queens Road, Clifton, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Sharpness Dock Shop, Sharpness, Berkeley	0	.0%	0	.0%	1	1.3%	0	.0%
	Siddington Post Office, Ashton Road, Siddington, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%
	Somerfield, Kingshill Road, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	Somerfield, Long Street, Tetbury	0	.0%	0	.0%	0	.0%	0	.0%
	Spar, Wickwar	0	.0%	1	1.0%	0	.0%	0	.0%
Square Eyes, Long Street, Wotton-under-Edge	1	1.2%	0	.0%	0	.0%	0	.0%	

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Stratton, Cheltenham Road, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%
	Summerhayes Stores, The Crescent, Tilsdown, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco Express, High Street, Winterbourne	0	.0%	1	1.0%	0	.0%	0	.0%
	Tesco, Abbeymead Shopping Centre, Abbeymead	0	.0%	0	.0%	0	.0%	1	1.0%
	Tesco, Brimsham Park, Lark Rise, Yate	0	.0%	1	1.0%	0	.0%	0	.0%
	Tesco, High Street, Lydney	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Market Street, Nailsworth	0	.0%	0	.0%	0	.0%	0	.0%
	The Farm Shop, Lakeside Gardens, Rat Hill, Chippenham	0	.0%	1	1.0%	0	.0%	0	.0%
	The Hairbrushes, Fosse Way, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%
	The Little Corner Shop, Charlton Kings, Cheltenham	0	.0%	0	.0%	0	.0%	1	1.0%
	The Miserden, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Tortworth, Wotton-under-Edge	0	.0%	1	1.0%	0	.0%	0	.0%
	Wickwar, Wotton-under-Edge	0	.0%	1	1.0%	0	.0%	0	.0%
	Williams Kitchen, Calcot, Tetbury	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Area	
	Dursley/ Cam	
	Num	%
Base: All respondents	101	100.0%
Don't do top-up food shopping	11	10.9%
Co-op (Midcounties), Wotton-under-Edge	0	.0%
Morrisons, Nailsworth	1	1.0%
Co-op (Midcounties), Berkeley	0	.0%
Sainsbury's Stroud	2	2.0%
Tesco, Cam	27	26.7%
Tesco, Stroud	1	1.0%
Tesco, Tetbury	0	.0%
Waitrose, Stroud	0	.0%
Tesco Express, Nailsworth	0	.0%
Co-op (Midcounties) High Street, Stonehouse	0	.0%
Tesco, Quedgeley	0	.0%
Co-op (Midcounties), Eastington, Stonehouse	0	.0%
Co-op (Midcounties), Nailsworth	0	.0%
Somerfield, Parsonage Street, Dursley	16	15.8%
Co-op (Midcounties), Cashes Green, Stroud	0	.0%
Iceland, Stroud	0	.0%
Tesco Express, Bussage (Stroud)	0	.0%
Tesco, Cirencester	0	.0%
Tesco, Yate	0	.0%
One Stop (Tesco), Berkeley	0	.0%
Co-op (Midcounties), Kings Stanley	0	.0%

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Area	
	Dursley/ Cam	
	Num	%
Tesco, Thornbury	0	.0%
Co-op (Midcounties), Slad Road, Stroud	0	.0%
Asda, Gloucester	3	3.0%
Co-op (Midcounties), Newtown, Berkeley	1	1.0%
Co-op (Midcounties), Rosebery Road, Dursley	7	6.9%
One Stop (Tesco), Dursley	6	5.9%
Internet / Home delivery	0	.0%
Waitrose, Cirencester	0	.0%
Morrisons, Gloucester	0	.0%
Morrisons, Yate	0	.0%
Sainsbury's, Barnwood, Gloucester	0	.0%
Tesco Express, Wotton-under-Edge	1	1.0%
Tesco, Brockworth	0	.0%
Lidl, Gloucester	0	.0%
Tesco Express, Paganhill (Stroud)	0	.0%
Tesco, Cheltenham	0	.0%
Tesco, Gloucester	0	.0%
Marks & Spencer, The Mall, Cribbs Causeway, Bristol	1	1.0%
Morrisons, Cheltenham	0	.0%
Morrisons, Cribbs Causeway, Bristol	1	1.0%
Co-op (Midcounties) Elm Road, Stonehouse	0	.0%
Marks & Spencer, Cheltenham	0	.0%
Marks & Spencer, Cirencester	0	.0%

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Area	
	Dursley/ Cam	
	Num	%
Marks & Spencer, Gloucester	1	1.0%
Morrisons, Thornbury	0	.0%
Sainsbury's Monk Meadow, Gloucester	0	.0%
Somerfield, Cheltenham	0	.0%

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Area	
		Dursley/ Cam	
		Num	%
Other	Londis, St Marys Street, Painswick, Stroud	0	.0%
	M&B Stores, High Street, Minchinhampton	0	.0%
	Co-op, Abbotswood Shopping Centre, Brockworth, Gloucester	0	.0%
	Tesco, Tanglewood Way, Chalford	0	.0%
	Bramleys, Parsonage Street, Dursley	7	6.9%
	Co-op, Long Street, Tetbury	0	.0%
	Local stores, The Green, Eastcombe, Stroud	0	.0%
	Local stores, Wotton-under-Edge	1	1.0%
	Spar, Kingswood, Wotton-under-Edge	0	.0%
	Local stores, Bisley	0	.0%
	Local stores, Nailsworth	0	.0%
	Londis, Park Road, Stonehouse	0	.0%
	Acton Turnville, Tormartor Road, South Gloucester	0	.0%
	Aldi, Bristol Road, Quedgeley	1	1.0%
	Aldi, Horseshoe Lane, Thornbury	0	.0%
	Leonard Walker, George Street, Nailsworth	0	.0%
	Market, Minchinhampton	0	.0%
	Spar, High Street, Chipping Sodbury	0	.0%
	Sunshine Health Shop, Church Street, Stroud	0	.0%
	Wotton Farm Shop, Bradley Road, Wotton-under-Edge	1	1.0%

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Area	
		Dursley/ Cam	
		Num	%
Other	Bramleys, St Georges Street, Nailsworth	0	.0%
	Local stores, Didmarton, Badminton	0	.0%
	Co-op, Seventh Avenue, Tuffley	0	.0%
	Cromhall Shop & Post Office, Cromhall, Wotton-under-Edge	0	.0%
	Farmers Market, Cirencester	0	.0%
	Farmers Market, Corn Hill, Stroud	0	.0%
	Newsmarket, Pitman Place, Wotton-under-Edge	0	.0%
	Steves, Avon Road, Charfield, Wotton-under-Edge	0	.0%
	Hawkesbury Shop, High Street, Hawkesbury Upton, Badminton	0	.0%
	Walkers, Nelson Street, Stroud	0	.0%
	Wilkinson, Merrywalks Shopping Centre, Stroud	0	.0%
	Baileys, Old Market, Nailsworth, Stroud	0	.0%
	Bristol	0	.0%
	Co-op, Bath Road, Cheltenham	0	.0%
	Co-op, High Street, Malmesbury	0	.0%
	Co-op, Leckhampton Road, Cheltenham	0	.0%
	Farmers Market, Gloucester	1	1.0%
	Folly Lane Stores, Folly Lane, Stroud	0	.0%
	Green Spirit, Market Street, Nailsworth, Stroud	0	.0%
	Hampton Stores, Hampton Street, Tetbury	0	.0%

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Area	
		Dursley/ Cam	
		Num	%
Other	Hobbs House Bakery, George Street, Nailsworth	0	.0%
	Horsley Community Shop, Horsley, Nailsworth	0	.0%
	Kemble Post Office and Stores, Windmill Road, Cirencester	0	.0%
	Lawnside Stores, Lawnside, Forest Green, Nailsworth	0	.0%
	Lidl, Kingshill Road, Dursley	2	2.0%
	Local stores, Dursley	2	2.0%
	Londis, Broadway Lane, South Cerney, Cirencester	0	.0%
	Morrisons, Glevum Shopping Centre, Abbeydale	0	.0%
	Local stores, Oakridge	0	.0%
	Local stores, Painswick	0	.0%
	Post Office, Back Street, Hawksbury Upton	0	.0%
	Post Office, Churchfield Street, Upton St Leonards	0	.0%
	Post Office, High Street, Eastcombe	0	.0%
	Post Office, Salter Street, Berkeley	0	.0%
	Reena Food & Stores, High Street, Michinhampton	0	.0%
	Sainsbury's, Emersons Green, Bristol	0	.0%
	Spar, Queens Drive, Cashes Green, Stroud	1	1.0%
	Local stores, Stroud	0	.0%
	Local stores, Tetbury	0	.0%
	Local stores, Avening, Tetbury	0	.0%

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Area	
		Dursley/ Cam	
		Num	%
Other	The Natural Grocery Store, Bath Road, Cheltenham	0	.0%
	Lane, Bath Road, Cheltenham	0	.0%
	Walkers, Long Street, Wotton-under-Edge	0	.0%
	Whitminster Stores, Whitminster, Gloucester	0	.0%
	Brook Farm, Harescombe, Harescombe, Gloucester	0	.0%
	Broomhall, High Street, Stonehouse	0	.0%
	Butchers, Chalford Hill	0	.0%
	Cam Family Butchers, Phillimore Road, Cam, Dursley	0	.0%
	Chalford Community Stores, High Street, Chalford	0	.0%
	Local stores, Berkeley	0	.0%
	Charfield Post Office, Wotton-Under-Edge	0	.0%
	Co-op, London Road, Charlton Kings	0	.0%
	Co-op, Market Place, Fairford	0	.0%
	Co-op, Shaftesbury Road, Bath	0	.0%
	Co-op, Westend Filling Station, Bruton	0	.0%
	Co-op, Botley Road, Oxford	0	.0%
	Coaley Community Shop, The Street, Coaley, Dursley	1	1.0%
	Co-op, High Street, Thornbury	0	.0%
	Costcutter, Broad Street, Newent	0	.0%
	Costcutter, Quedgeley	0	.0%

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Area	
		Dursley/ Cam	
		Num	%
Other	Costcutter, Slimbridge Road, Tuffley	0	.0%
	Country Quality Meat, Old Market, Nailsworth	0	.0%
	Cribbs Causeway, Bristol	1	1.0%
	Dobbies Garden Centre, Cirencester	0	.0%
	Drewetts Stores, High Street, Badminton	0	.0%
	Farmers Market, Tetbury	0	.0%
	Farmers Market, Thornbury	0	.0%
	Local stores, Gloucester	0	.0%
	Greens, Market Place, Berkeley	0	.0%
	Hampton Stores, Pitman Place, Wotton-under-Edge	0	.0%
	Hill Street Stores, High Street, Kingswood	0	.0%
	Home Bargains, Merrywalk Shopping Centre, Stroud	0	.0%
	Janes Pantry, Matson Avenue, Matson	0	.0%
	Jesse Smith, Long Street, Tetbury	0	.0%
	Aldi, Bristol Road, Quedgeley	0	.0%
	Local stores, Eastville, Bristol	0	.0%
	Local stores, Falfield	0	.0%
	Local stores, Kemble	0	.0%
	Local stores, Miserden, Stroud	0	.0%
	Local stores, Whitehill	0	.0%
	Local stores, Yate	0	.0%
	Market, Tewkesbury	0	.0%
Martins, Bristol Road, Quedgeley	0	.0%	

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Area	
		Dursley/ Cam	
		Num	%
Other	Newtown Post Office, Bay Lane Villas, Newtown	0	.0%
	Local stores, North Woodchester	0	.0%
	One Stop, Thornbury, Bristol	0	.0%
	Over Farm Market, Gloucester	0	.0%
	Perry & Son, Green Hill Parade, Alverston, Bristol	0	.0%
	Post Office, Gloucester Road, Newtown	0	.0%
	Post Office, High Street, Cam	0	.0%
	Post Office, High Street, Malmesbury	0	.0%
	Post Office, High Street, Michenhampton	0	.0%
	Rahim Stores, Toadsmoore Road, Briscombe	0	.0%
	Post Office, Rendcomb	0	.0%
	Robin Jenkins, Bath Road, Cheltenham	0	.0%
	Sainsbury's, Queens Road, Clifton, Bristol	1	1.0%
	Sharpness Dock Shop, Sharpness, Berkeley	0	.0%
	Siddington Post Office, Ashton Road, Siddington, Cirencester	0	.0%
	Somerfield, Kingshill Road, Dursley	1	1.0%
	Somerfield, Long Street, Tetbury	0	.0%
	Spar, Wickwar	0	.0%
	Square Eyes, Long Street, Wotton-under-Edge	0	.0%

(cont.)

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Area	
		Dursley/ Cam	
		Num	%
Other	Stratton, Cheltenham Road, Cirencester	0	.0%
	Summerhayes Stores, The Crescent, Tilsdown, Dursley	1	1.0%
	Tesco Express, High Street, Winterbourne	0	.0%
	Tesco, Abbeymead Shopping Centre, Abbeymead	0	.0%
	Tesco, Brimsham Park, Lark Rise, Yate	0	.0%
	Tesco, High Street, Lydney	1	1.0%
	Co-op, Market Street, Nailsworth	0	.0%
	The Farm Shop, Lakeside Gardens, Rat Hill, Chippenham	0	.0%
	The Hairbrushes, Fosse Way, Cirencester	0	.0%
	The Little Corner Shop, Charlton Kings, Cheltenham	0	.0%
	The Miserden, Stroud	0	.0%
	Tortworth, Wotton-under-Edge	0	.0%
	Wickwar, Wotton-under-Edge	0	.0%
	Williams Kitchen, Calcot, Tetbury	0	.0%

Q7. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothes, footwear and other fashion goods?

	Base: All respondents		Area					
	Num	%	Stroud		Stonehouse		Painswick	
			Num	%	Num	%	Num	%
Base: All respondents	1006	100.0%	100	100.0%	80	100.0%	80	100.0%
Gloucester	238	23.7%	25	25.0%	37	46.3%	10	12.5%
Bristol – Cribbs Causeway / The Mall	218	21.7%	10	10.0%	10	12.5%	5	6.3%
Cheltenham	151	15.0%	24	24.0%	11	13.8%	33	41.3%
Stroud	85	8.4%	26	26.0%	5	6.3%	9	11.3%
Catalogue / mail order	44	4.4%	3	3.0%	6	7.5%	7	8.8%
Cirencester	37	3.7%	0	.0%	0	.0%	4	5.0%
Internet	28	2.8%	3	3.0%	1	1.3%	2	2.5%
Don't buy these items	18	1.8%	1	1.0%	2	2.5%	2	2.5%
Nailsworth	15	1.5%	0	.0%	0	.0%	1	1.3%
Bristol – Cabot Circus	11	1.1%	0	.0%	0	.0%	0	.0%
Wotton-under-Edge	9	.9%	0	.0%	0	.0%	0	.0%
Gloucester Quays	7	.7%	1	1.0%	0	.0%	1	1.3%
Dursley	4	.4%	0	.0%	0	.0%	0	.0%
Stonehouse	4	.4%	0	.0%	4	5.0%	0	.0%
Gloucester Retail Park	3	.3%	1	1.0%	0	.0%	0	.0%
Minchinhampton	2	.2%	0	.0%	0	.0%	0	.0%
Berkeley	1	.1%	0	.0%	0	.0%	0	.0%
Cainscross, Stroud	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q7. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothes, footwear and other fashion goods?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Swindon	18	1.8%	1	1.0%	0	.0%	0	.0%
	Yate	18	1.8%	1	1.0%	0	.0%	0	.0%
	Bath	11	1.1%	1	1.0%	0	.0%	0	.0%
	Matalan, Quedgeley District Centre, Gloucester	9	.9%	0	.0%	2	2.5%	0	.0%
	Marks & Spencer, Northgate Street, Gloucester	8	.8%	0	.0%	1	1.3%	1	1.3%
	Thornbury	7	.7%	0	.0%	0	.0%	0	.0%
	Quedgeley	6	.6%	0	.0%	0	.0%	0	.0%
	London	4	.4%	0	.0%	0	.0%	2	2.5%
	Marks & Spencer, Cribbs Causeway, Bristol	4	.4%	0	.0%	0	.0%	0	.0%
	Varies	4	.4%	1	1.0%	0	.0%	0	.0%
	Broadmead Shopping Centre, Bristol	3	.3%	0	.0%	0	.0%	0	.0%
	Tesco, Kings Meadow, Cricklade Road, Cirencester	3	.3%	0	.0%	0	.0%	0	.0%
	Debenhams, Kings Walk, Gloucester	2	.2%	1	1.0%	0	.0%	0	.0%
	Tesco, Gloucester Retail Park, Brockworth, Gloucester	2	.2%	0	.0%	0	.0%	0	.0%
	Tetbury	2	.2%	0	.0%	0	.0%	0	.0%
	Asda, Cribbs Causeway	1	.1%	0	.0%	0	.0%	0	.0%
	BHS, Eastgate Street, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Break, Market Place, Berkeley	1	.1%	0	.0%	0	.0%	0	.0%
	Brighton	1	.1%	0	.0%	0	.0%	1	1.3%
	Chalford, Stroud	1	.1%	0	.0%	0	.0%	0	.0%
Chester	1	.1%	0	.0%	0	.0%	1	1.3%	
Clifton	1	.1%	0	.0%	0	.0%	0	.0%	

(cont.)

Q7. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothes, footwear and other fashion goods?

	Base: All respondents		Area						
	Num	%	Stroud		Stonehouse		Painswick		
			Num	%	Num	%	Num	%	
Other									
Eton Park, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%	
Great Western Designer Outlet, Swindon	1	.1%	0	.0%	0	.0%	0	.0%	
Greenbridge Retail Park, Stratton Road, Swindon	1	.1%	0	.0%	0	.0%	0	.0%	
Harringay	1	.1%	0	.0%	0	.0%	0	.0%	
Longwell Green, Bristol	1	.1%	0	.0%	0	.0%	0	.0%	
Makro Self Service Wholesalers, Heol Y Pwll, Parc Nantgarw,	1	.1%	0	.0%	0	.0%	0	.0%	
Malmesbury	1	.1%	0	.0%	0	.0%	0	.0%	
Manchester	1	.1%	0	.0%	1	1.3%	0	.0%	
Melksham	1	.1%	0	.0%	0	.0%	0	.0%	
Narberth	1	.1%	0	.0%	0	.0%	0	.0%	
Next, South Gate Street, Gloucester	1	.1%	1	1.0%	0	.0%	0	.0%	
North Walk Retail Park, Gate, Bristol	1	.1%	0	.0%	0	.0%	0	.0%	
Nottingham	1	.1%	0	.0%	0	.0%	0	.0%	
Oxford	1	.1%	0	.0%	0	.0%	0	.0%	
Peacocks, Northgate Street, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%	
Portsmouth	1	.1%	0	.0%	0	.0%	0	.0%	
Primark, Eastgate Street, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%	
Ross-on-Wye	1	.1%	0	.0%	0	.0%	0	.0%	
Shopping Village, Badminton	1	.1%	0	.0%	0	.0%	0	.0%	

(cont.)

Q7. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothes, footwear and other fashion goods?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Street	1	.1%	0	.0%	0	.0%	0	.0%
	WH Thomas & Son, Long Street, Wotton-under-Edge	1	.1%	0	.0%	0	.0%	0	.0%
	Wilkinson, Merrywalks Shopping Centre, Stroud	1	.1%	0	.0%	0	.0%	1	1.3%

(cont.)

Q7. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothes, footwear and other fashion goods?

	Area							
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	50	100.0%	50	100.0%	82	100.0%	101	100.0%
Gloucester	13	26.0%	9	18.0%	13	15.9%	2	2.0%
Bristol – Cribbs Causeway / The Mall	5	10.0%	1	2.0%	8	9.8%	14	13.9%
Cheltenham	16	32.0%	8	16.0%	17	20.7%	14	13.9%
Stroud	6	12.0%	9	18.0%	14	17.1%	9	8.9%
Catalogue / mail order	3	6.0%	1	2.0%	2	2.4%	3	3.0%
Cirencester	0	.0%	5	10.0%	4	4.9%	23	22.8%
Internet	3	6.0%	1	2.0%	1	1.2%	4	4.0%
Don't buy these items	2	4.0%	4	8.0%	3	3.7%	2	2.0%
Nailsworth	2	4.0%	3	6.0%	7	8.5%	0	.0%
Bristol – Cabot Circus	0	.0%	1	2.0%	2	2.4%	2	2.0%
Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
Gloucester Quays	0	.0%	0	.0%	2	2.4%	0	.0%
Dursley	0	.0%	0	.0%	0	.0%	0	.0%
Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%
Gloucester Retail Park	0	.0%	0	.0%	0	.0%	0	.0%
Minchinhampton	0	.0%	2	4.0%	0	.0%	0	.0%
Berkeley	0	.0%	0	.0%	0	.0%	0	.0%
Cainscross, Stroud	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q7. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothes, footwear and other fashion goods?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Swindon	0	.0%	0	.0%	0	.0%	16	15.8%
	Yate	0	.0%	0	.0%	0	.0%	2	2.0%
	Bath	0	.0%	0	.0%	2	2.4%	3	3.0%
	Matalan, Quedgeley District Centre, Gloucester	0	.0%	0	.0%	1	1.2%	0	.0%
	Marks & Spencer, Northgate Street, Gloucester	0	.0%	2	4.0%	0	.0%	0	.0%
	Thornbury	0	.0%	0	.0%	0	.0%	0	.0%
	Quedgeley	0	.0%	0	.0%	0	.0%	0	.0%
	London	0	.0%	0	.0%	0	.0%	1	1.0%
	Marks & Spencer, Cribbs Causeway, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Varies	0	.0%	0	.0%	0	.0%	0	.0%
	Broadmead Shopping Centre, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Kings Meadow, Cricklade Road, Cirencester	0	.0%	0	.0%	2	2.4%	1	1.0%
	Debenhams, Kings Walk, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Gloucester Retail Park, Brockworth, Gloucester	0	.0%	1	2.0%	0	.0%	0	.0%
	Tetbury	0	.0%	0	.0%	0	.0%	1	1.0%
	Asda, Cribbs Causeway	0	.0%	0	.0%	0	.0%	0	.0%
	BHS, Eastgate Street, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Break, Market Place, Berkeley	0	.0%	0	.0%	0	.0%	0	.0%
	Brighton	0	.0%	0	.0%	0	.0%	0	.0%
	Chalford, Stroud	0	.0%	0	.0%	1	1.2%	0	.0%
Chester	0	.0%	0	.0%	0	.0%	0	.0%	
Clifton	0	.0%	1	2.0%	0	.0%	0	.0%	

(cont.)

Q7. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothes, footwear and other fashion goods?

		Area									
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe			
		Num	%	Num	%	Num	%	Num	%		
Other	Eton Park, Gloucester	0	.0%	0	.0%	1	1.2%	0	.0%		
	Great Western Designer Outlet, Swindon	0	.0%	0	.0%	0	.0%	1	1.0%		
	Greenbridge Retail Park, Stratton Road, Swindon	0	.0%	0	.0%	0	.0%	1	1.0%		
	Harringay	0	.0%	0	.0%	0	.0%	0	.0%		
	Longwell Green, Bristol	0	.0%	0	.0%	0	.0%	0	.0%		
	Makro Self Service Wholesalers, Heol Y Pwll, Parc Nantgarw,	0	.0%	0	.0%	0	.0%	0	.0%		
	Malmesbury	0	.0%	0	.0%	0	.0%	1	1.0%		
	Manchester	0	.0%	0	.0%	0	.0%	0	.0%		
	Melksham	0	.0%	0	.0%	0	.0%	0	.0%		
	Narberth	0	.0%	0	.0%	0	.0%	0	.0%		
	Next, South Gate Street, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%		
	North Walk Retail Park, Gate, Bristol	0	.0%	0	.0%	0	.0%	0	.0%		
	Nottingham	0	.0%	1	2.0%	0	.0%	0	.0%		
	Oxford	0	.0%	0	.0%	0	.0%	0	.0%		
	Peacocks, Northgate Street, Gloucester	0	.0%	0	.0%	1	1.2%	0	.0%		
	Portsmouth	0	.0%	0	.0%	1	1.2%	0	.0%		
	Primark, Eastgate Street, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%		
	Ross-on-Wye	0	.0%	0	.0%	0	.0%	0	.0%		
	Shopping Village, Badminton	0	.0%	0	.0%	0	.0%	1	1.0%		

(cont.)

Q7. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothes, footwear and other fashion goods?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Street	0	.0%	1	2.0%	0	.0%	0	.0%
	WH Thomas & Son, Long Street, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
	Wilkinson, Merrywalks Shopping Centre, Stroud	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q7. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothes, footwear and other fashion goods?

	Area					
	Wotton		Southern Fringe		Berkeley	
	Num	%	Num	%	Num	%
Base: All respondents	81	100.0%	101	100.0%	80	100.0%
Gloucester	15	18.5%	3	3.0%	24	30.0%
Bristol – Cribbs Causeway / The Mall	29	35.8%	62	61.4%	34	42.5%
Cheltenham	1	1.2%	1	1.0%	0	.0%
Stroud	2	2.5%	1	1.0%	0	.0%
Catalogue / mail order	5	6.2%	2	2.0%	6	7.5%
Cirencester	0	.0%	0	.0%	0	.0%
Internet	4	4.9%	3	3.0%	2	2.5%
Don't buy these items	0	.0%	1	1.0%	1	1.3%
Nailsworth	1	1.2%	0	.0%	0	.0%
Bristol – Cabot Circus	0	.0%	3	3.0%	1	1.3%
Wotton-under-Edge	8	9.9%	0	.0%	0	.0%
Gloucester Quays	0	.0%	0	.0%	0	.0%
Dursley	0	.0%	0	.0%	2	2.5%
Stonehouse	0	.0%	0	.0%	0	.0%
Gloucester Retail Park	0	.0%	0	.0%	0	.0%
Minchinhampton	0	.0%	0	.0%	0	.0%
Berkeley	0	.0%	0	.0%	0	.0%
Cainscross, Stroud	0	.0%	0	.0%	0	.0%

(cont.)

Q7. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothes, footwear and other fashion goods?

		Area					
		Wotton		Southern Fringe		Berkeley	
		Num	%	Num	%	Num	%
Other	Swindon	0	.0%	1	1.0%	0	.0%
	Yate	4	4.9%	10	9.9%	1	1.3%
	Bath	4	4.9%	1	1.0%	0	.0%
	Matalan, Quedgeley District Centre, Gloucester	0	.0%	0	.0%	1	1.3%
	Marks & Spencer, Northgate Street, Gloucester	0	.0%	0	.0%	2	2.5%
	Thornbury	0	.0%	5	5.0%	2	2.5%
	Quedgeley	1	1.2%	0	.0%	0	.0%
	London	1	1.2%	0	.0%	0	.0%
	Marks & Spencer, Cribbs Causeway, Bristol	1	1.2%	1	1.0%	1	1.3%
	Varies	1	1.2%	0	.0%	1	1.3%
	Broadmead Shopping Centre, Bristol	0	.0%	2	2.0%	0	.0%
	Tesco, Kings Meadow, Cricklade Road, Cirencester	0	.0%	0	.0%	0	.0%
	Debenhams, Kings Walk, Gloucester	0	.0%	0	.0%	1	1.3%
	Tesco, Gloucester Retail Park, Brockworth, Gloucester	0	.0%	0	.0%	0	.0%
	Tetbury	0	.0%	1	1.0%	0	.0%
	Asda, Cribbs Causeway	1	1.2%	0	.0%	0	.0%
	BHS, Eastgate Street, Gloucester	0	.0%	0	.0%	0	.0%
	Break, Market Place, Berkeley	0	.0%	0	.0%	1	1.3%
	Brighton	0	.0%	0	.0%	0	.0%
	Chalford, Stroud	0	.0%	0	.0%	0	.0%
Chester	0	.0%	0	.0%	0	.0%	
Clifton	0	.0%	0	.0%	0	.0%	

(cont.)

Q7. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothes, footwear and other fashion goods?

		Area					
		Wotton		Southern Fringe		Berkeley	
		Num	%	Num	%	Num	%
Other	Eton Park, Gloucester	0	.0%	0	.0%	0	.0%
	Great Western Designer Outlet, Swindon	0	.0%	0	.0%	0	.0%
	Greenbridge Retail Park, Stratton Road, Swindon	0	.0%	0	.0%	0	.0%
	Harringay	0	.0%	1	1.0%	0	.0%
	Longwell Green, Bristol	0	.0%	1	1.0%	0	.0%
	Makro Self Service Wholesalers, Heol Y Pwll, Parc Nantgarw,	0	.0%	0	.0%	0	.0%
	Malmesbury	0	.0%	0	.0%	0	.0%
	Manchester	0	.0%	0	.0%	0	.0%
	Melksham	0	.0%	1	1.0%	0	.0%
	Narberth	1	1.2%	0	.0%	0	.0%
	Next, South Gate Street, Gloucester	0	.0%	0	.0%	0	.0%
	North Walk Retail Park, Gate, Bristol	0	.0%	1	1.0%	0	.0%
	Nottingham	0	.0%	0	.0%	0	.0%
	Oxford	1	1.2%	0	.0%	0	.0%
	Peacocks, Northgate Street, Gloucester	0	.0%	0	.0%	0	.0%
	Portsmouth	0	.0%	0	.0%	0	.0%
	Primark, Eastgate Street, Gloucester	0	.0%	0	.0%	0	.0%
	Ross-on-Wye	0	.0%	0	.0%	0	.0%
	Shopping Village, Badminton	0	.0%	0	.0%	0	.0%

(cont.)

Q7. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothes, footwear and other fashion goods?

		Area					
		Wotton		Southern Fringe		Berkeley	
		Num	%	Num	%	Num	%
Other	Street	0	.0%	0	.0%	0	.0%
	WH Thomas & Son, Long Street, Wotton-under-Edge	1	1.2%	0	.0%	0	.0%
	Wilkinson, Merrywalks Shopping Centre, Stroud	0	.0%	0	.0%	0	.0%

(cont.)

Q7. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothes, footwear and other fashion goods?

	Area			
	Northern/ Western Fringe		Dursley/ Cam	
	Num	%	Num	%
Base: All respondents	100	100.0%	101	100.0%
Gloucester	48	48.0%	39	38.6%
Bristol – Cribbs Causeway / The Mall	6	6.0%	34	33.7%
Cheltenham	20	20.0%	6	5.9%
Stroud	1	1.0%	3	3.0%
Catalogue / mail order	2	2.0%	4	4.0%
Cirencester	0	.0%	1	1.0%
Internet	3	3.0%	1	1.0%
Don't buy these items	0	.0%	0	.0%
Nailsworth	1	1.0%	0	.0%
Bristol – Cabot Circus	0	.0%	2	2.0%
Wotton-under-Edge	0	.0%	1	1.0%
Gloucester Quays	3	3.0%	0	.0%
Dursley	0	.0%	2	2.0%
Stonehouse	0	.0%	0	.0%
Gloucester Retail Park	1	1.0%	1	1.0%
Minchinhampton	0	.0%	0	.0%
Berkeley	1	1.0%	0	.0%
Cainscross, Stroud	0	.0%	1	1.0%

(cont.)

Q7. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothes, footwear and other fashion goods?

		Area			
		Northern/ Western Fringe		Dursley/ Cam	
		Num	%	Num	%
Other	Swindon	0	.0%	0	.0%
	Yate	0	.0%	0	.0%
	Bath	0	.0%	0	.0%
	Matalan, Quedgeley District Centre, Gloucester	3	3.0%	2	2.0%
	Marks & Spencer, Northgate Street, Gloucester	2	2.0%	0	.0%
	Thornbury	0	.0%	0	.0%
	Quedgeley	4	4.0%	1	1.0%
	London	0	.0%	0	.0%
	Marks & Spencer, Cribbs Causeway, Bristol	0	.0%	1	1.0%
	Varies	1	1.0%	0	.0%
	Broadmead Shopping Centre, Bristol	0	.0%	1	1.0%
	Tesco, Kings Meadow, Cricklade Road, Cirencester	0	.0%	0	.0%
	Debenhams, Kings Walk, Gloucester	0	.0%	0	.0%
	Tesco, Gloucester Retail Park, Brockworth, Gloucester	1	1.0%	0	.0%
	Tetbury	0	.0%	0	.0%
	Asda, Cribbs Causeway	0	.0%	0	.0%
	BHS, Eastgate Street, Gloucester	1	1.0%	0	.0%
	Break, Market Place, Berkeley	0	.0%	0	.0%
	Brighton	0	.0%	0	.0%
	Chalford, Stroud	0	.0%	0	.0%
Chester	0	.0%	0	.0%	
Clifton	0	.0%	0	.0%	

(cont.)

Q7. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothes, footwear and other fashion goods?

		Area			
		Northern/ Western Fringe		Dursley/ Cam	
		Num	%	Num	%
Other	Eton Park, Gloucester	0	.0%	0	.0%
	Great Western Designer Outlet, Swindon	0	.0%	0	.0%
	Greenbridge Retail Park, Stratton Road, Swindon	0	.0%	0	.0%
	Harringay	0	.0%	0	.0%
	Longwell Green, Bristol	0	.0%	0	.0%
	Makro Self Service Wholesalers, Heol Y Pwll, Parc Nantgarw,	1	1.0%	0	.0%
	Malmesbury	0	.0%	0	.0%
	Manchester	0	.0%	0	.0%
	Melksham	0	.0%	0	.0%
	Narberth	0	.0%	0	.0%
	Next, South Gate Street, Gloucester	0	.0%	0	.0%
	North Walk Retail Park, Gate, Bristol	0	.0%	0	.0%
	Nottingham	0	.0%	0	.0%
	Oxford	0	.0%	0	.0%
	Peacocks, Northgate Street, Gloucester	0	.0%	0	.0%
	Portsmouth	0	.0%	0	.0%
	Primark, Eastgate Street, Gloucester	0	.0%	1	1.0%
	Ross-on-Wye	1	1.0%	0	.0%
	Shopping Village, Badminton	0	.0%	0	.0%

(cont.)

Q7. In which town centre, freestanding store or retail park do you do most of your household's shopping for clothes, footwear and other fashion goods?

		Area			
		Northern/ Western Fringe		Dursley/ Cam	
		Num	%	Num	%
Other	Street	0	.0%	0	.0%
	WH Thomas & Son, Long Street, Wotton-under-Edge	0	.0%	0	.0%
	Wilkinson, Merrywalks Shopping Centre, Stroud	0	.0%	0	.0%

Q8. In which town centre, freestanding store, or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles?

	Base: All respondents		Area					
	Num	%	Stroud		Stonehouse		Painswick	
			Num	%	Num	%	Num	%
Base: All respondents	1006	100.0%	100	100.0%	80	100.0%	80	100.0%
Don't buy these items	201	20.0%	23	23.0%	14	17.5%	21	26.3%
Bristol – Cribbs Causeway / The Mall	162	16.1%	7	7.0%	2	2.5%	4	5.0%
Gloucester	160	15.9%	21	21.0%	22	27.5%	10	12.5%
Cheltenham	85	8.4%	14	14.0%	7	8.8%	14	17.5%
Stroud	55	5.5%	11	11.0%	7	8.8%	6	7.5%
Gloucester Retail Park	50	5.0%	5	5.0%	8	10.0%	5	6.3%
Internet	35	3.5%	4	4.0%	4	5.0%	3	3.8%
Cirencester	23	2.3%	0	.0%	1	1.3%	1	1.3%
Wotton-under-Edge	16	1.6%	0	.0%	0	.0%	0	.0%
Nailsworth	12	1.2%	3	3.0%	1	1.3%	0	.0%
Dursley	11	1.1%	0	.0%	0	.0%	0	.0%
Stonehouse	10	1.0%	0	.0%	4	5.0%	1	1.3%
Catalogue / mail order	7	.7%	1	1.0%	0	.0%	0	.0%
Bristol – Cabot Circus	5	.5%	0	.0%	0	.0%	1	1.3%
Gallagher Retail Park, Cheltenham	4	.4%	1	1.0%	0	.0%	0	.0%
Berkeley	3	.3%	0	.0%	0	.0%	1	1.3%
Cam	2	.2%	0	.0%	0	.0%	0	.0%
Gloucester Quays	1	.1%	0	.0%	0	.0%	0	.0%
Painswick	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q8. In which town centre, freestanding store, or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Ikea, Eastgate Centre, Eastgate Road, Bristol	18	1.8%	2	2.0%	2	2.5%	0	.0%
	John Lewis, Cribbs Causeway, Bristol	18	1.8%	1	1.0%	3	3.8%	1	1.3%
	Swindon	13	1.3%	0	.0%	0	.0%	0	.0%
	Varies	7	.7%	0	.0%	0	.0%	2	2.5%
	Tetbury	6	.6%	0	.0%	0	.0%	1	1.3%
	Bath	4	.4%	0	.0%	0	.0%	0	.0%
	Cotswold Edge Carpets, Church Street, Wotton-under-Edge	4	.4%	0	.0%	0	.0%	0	.0%
	Dunelm, Westgate Island, St Oswalds Road, Gloucester	4	.4%	1	1.0%	1	1.3%	1	1.3%
	Focus, Dudbridge Hill, Stroud	4	.4%	0	.0%	0	.0%	0	.0%
	Yate	4	.4%	0	.0%	0	.0%	0	.0%
	Chalford Chairs, Victoria Works, London Road, Chalford	3	.3%	0	.0%	0	.0%	0	.0%
	Eagle Mill Carpets, London Road, Bowbridge, Stroud	3	.3%	1	1.0%	1	1.3%	0	.0%
	Homebase, Cainscross Road, Stroud	3	.3%	0	.0%	1	1.3%	0	.0%
	London	3	.3%	0	.0%	0	.0%	2	2.5%
	Tetbury Carpets and Beds, Priory Industrial Estate, Tetbury	3	.3%	0	.0%	0	.0%	0	.0%
	Thornbury	3	.3%	0	.0%	0	.0%	0	.0%
	Argos, Merrywalks Shopping Centre, Stroud	2	.2%	0	.0%	1	1.3%	0	.0%
	B&Q, Cribbs Causeway, Patchway, Bristol	2	.2%	0	.0%	0	.0%	0	.0%
	B&Q, Station Road, Yate	2	.2%	0	.0%	0	.0%	0	.0%
	Bristol City Centre	2	.2%	0	.0%	0	.0%	0	.0%

(cont.)

Q8. In which town centre, freestanding store, or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Chippenham	2	.2%	0	.0%	0	.0%	0	.0%
	Dunelm, George Street, Gloucester	2	.2%	0	.0%	0	.0%	0	.0%
	Frampton on Severn, Gloucester	2	.2%	0	.0%	1	1.3%	0	.0%
	Furniture Factory Outlet, Saul, Gloucester	2	.2%	0	.0%	0	.0%	0	.0%
	Gardiner Haskins, Broad Plain, Bristol	2	.2%	0	.0%	0	.0%	0	.0%
	Leekes, Beanacre Road, Melksham	2	.2%	0	.0%	0	.0%	0	.0%
	Swindon Retail Parks	2	.2%	0	.0%	0	.0%	0	.0%
	The Weavers Shop, Eastern Avenue, Gloucester	2	.2%	0	.0%	0	.0%	0	.0%
	Aldi, Horseshoe Lane, Thornbury	1	.1%	0	.0%	0	.0%	0	.0%
	Argos, Cirencester	1	.1%	0	.0%	0	.0%	0	.0%
	B&Q, Hatherley Lane, Cheltenham	1	.1%	0	.0%	0	.0%	1	1.3%
	Broadmead, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	Carpet Hotline Superstore, London Road, Brimscombe	1	.1%	0	.0%	0	.0%	0	.0%
	Carpet Man, Bonds Mill, Bristol Road, Stonehouse	1	.1%	0	.0%	0	.0%	0	.0%
	Carpetright, Retail Park, Eastern Avenue, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Carter Carpets, Park Cottage, High Street, Saul	1	.1%	0	.0%	0	.0%	0	.0%
	Charfield	1	.1%	0	.0%	0	.0%	0	.0%
	Chester	1	.1%	0	.0%	0	.0%	1	1.3%
	Countrywide Farmers, Old Gloucester Road, Thornbury	1	.1%	0	.0%	0	.0%	0	.0%
	DFS, Highwood Road, Bristol	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q8. In which town centre, freestanding store, or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Debenhams, Beechwood Shopping Centre, Cheltenham	1	.1%	0	.0%	0	.0%	0	.0%
	DFS, Cribbs Causeway, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	DFS, Wootton Bassett Road, Swindon	1	.1%	0	.0%	0	.0%	0	.0%
	Furniture Recycling Project, Station Road, Gloucester	1	.1%	0	.0%	0	.0%	1	1.3%
	Furniture Village, Cribbs Causeway, Bristol	1	.1%	1	1.0%	0	.0%	0	.0%
	Gloucester Antiques Centre, Gloucester Quays Designer Outlet	1	.1%	0	.0%	0	.0%	0	.0%
	Grange Carpets & Curtains, St Mary Street, Thornbury	1	.1%	0	.0%	0	.0%	0	.0%
	Greenbridge Retail Park, Stratton Road, Swindon	1	.1%	0	.0%	0	.0%	0	.0%
	Harveys Furniture, Cribbs Causeway, Patchway, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	Homebase, Eastbrook Road, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Laura Ashley, Haresfield, Stonehouse	1	.1%	0	.0%	0	.0%	0	.0%
	Laura Ashley, Promenade, Cheltenham	1	.1%	0	.0%	0	.0%	0	.0%
	MFI, Eastern Avenue, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Malmesbury	1	.1%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Cheltenham	1	.1%	1	1.0%	0	.0%	0	.0%
	Matalan, Quedgeley District Centre, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
Nailsworth Carpets, Market Street, Nailsworth, Stroud	1	.1%	0	.0%	0	.0%	0	.0%	

(cont.)

Q8. In which town centre, freestanding store, or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	NEC, Pendigo Way, Solihull, Birmingham	1	.1%	0	.0%	0	.0%	1	1.3%
	Nigel Bowden, Gloucester Road, Almondsbury, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	Quedgeley	1	.1%	0	.0%	0	.0%	0	.0%
	R&D Blinds, Salmon Springs Trading Estate, Stroud	1	.1%	1	1.0%	0	.0%	0	.0%
	SCS, St Oswalds Retail Park, St Oswalds Road, Gloucester	1	.1%	1	1.0%	0	.0%	0	.0%
	Sofa Workshop, Whiteladies Road, Clifton, Bristol	1	.1%	0	.0%	0	.0%	1	1.3%
	Pound House, Churchend Lane, Charfield, Wotton-under-Edge	1	.1%	0	.0%	0	.0%	0	.0%
	Stratford-on-Avon	1	.1%	1	1.0%	0	.0%	0	.0%
	Tesco, Cam	1	.1%	0	.0%	0	.0%	0	.0%
	Woodchester, Chalford	1	.1%	0	.0%	0	.0%	1	1.3%

(cont.)

Q8. In which town centre, freestanding store, or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles?

	Area									
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe			
	Num	%	Num	%	Num	%	Num	%		
Base: All respondents	50	100.0%	50	100.0%	82	100.0%	101	100.0%		
Don't buy these items	12	24.0%	18	36.0%	18	22.0%	12	11.9%		
Bristol – Cribbs Causeway / The Mall	3	6.0%	5	10.0%	6	7.3%	14	13.9%		
Gloucester	6	12.0%	3	6.0%	12	14.6%	3	3.0%		
Cheltenham	7	14.0%	4	8.0%	13	15.9%	7	6.9%		
Stroud	3	6.0%	8	16.0%	6	7.3%	8	7.9%		
Gloucester Retail Park	2	4.0%	0	.0%	3	3.7%	1	1.0%		
Internet	4	8.0%	1	2.0%	1	1.2%	4	4.0%		
Cirencester	3	6.0%	2	4.0%	2	2.4%	12	11.9%		
Wotton-under-Edge	1	2.0%	0	.0%	0	.0%	0	.0%		
Nailsworth	1	2.0%	2	4.0%	5	6.1%	0	.0%		
Dursley	0	.0%	0	.0%	0	.0%	0	.0%		
Stonehouse	0	.0%	0	.0%	1	1.2%	1	1.0%		
Catalogue / mail order	1	2.0%	0	.0%	2	2.4%	1	1.0%		
Bristol – Cabot Circus	0	.0%	1	2.0%	1	1.2%	1	1.0%		
Gallagher Retail Park, Cheltenham	1	2.0%	0	.0%	0	.0%	0	.0%		
Berkeley	0	.0%	0	.0%	0	.0%	0	.0%		
Cam	0	.0%	0	.0%	0	.0%	0	.0%		
Gloucester Quays	0	.0%	0	.0%	0	.0%	0	.0%		
Painswick	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

Q8. In which town centre, freestanding store, or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Ikea, Eastgate Centre, Eastgate Road, Bristol	1	2.0%	0	.0%	3	3.7%	2	2.0%
	John Lewis, Cribbs Causeway, Bristol	0	.0%	0	.0%	3	3.7%	2	2.0%
	Swindon	0	.0%	0	.0%	0	.0%	13	12.9%
	Varies	0	.0%	0	.0%	0	.0%	0	.0%
	Tetbury	0	.0%	0	.0%	0	.0%	4	4.0%
	Bath	0	.0%	2	4.0%	1	1.2%	0	.0%
	Cotswold Edge Carpets, Church Street, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
	Dunelm, Westgate Island, St Oswalds Road, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Focus, Dudbridge Hill, Stroud	0	.0%	1	2.0%	0	.0%	1	1.0%
	Yate	0	.0%	0	.0%	0	.0%	0	.0%
	Chalford Chairs, Victoria Works, London Road, Chalford	2	4.0%	0	.0%	0	.0%	0	.0%
	Eagle Mill Carpets, London Road, Bowbridge, Stroud	0	.0%	1	2.0%	0	.0%	0	.0%
	Homebase, Cainscross Road, Stroud	0	.0%	1	2.0%	1	1.2%	0	.0%
	London	0	.0%	0	.0%	0	.0%	1	1.0%
	Tetbury Carpets and Beds, Priory Industrial Estate, Tetbury	0	.0%	0	.0%	0	.0%	3	3.0%
	Thornbury	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Merrywalks Shopping Centre, Stroud	0	.0%	0	.0%	1	1.2%	0	.0%
	B&Q, Cribbs Causeway, Patchway, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Station Road, Yate	0	.0%	0	.0%	0	.0%	0	.0%
	Bristol City Centre	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q8. In which town centre, freestanding store, or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles?

		Area									
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe			
		Num	%	Num	%	Num	%	Num	%		
Other	Chippenham	0	.0%	0	.0%	0	.0%	2	2.0%		
	Dunelm, George Street, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%		
	Frampton on Severn, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%		
	Furniture Factory Outlet, Saul, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%		
	Gardiner Haskins, Broad Plain, Bristol	0	.0%	0	.0%	0	.0%	0	.0%		
	Leekes, Beanacre Road, Melksham	0	.0%	0	.0%	0	.0%	2	2.0%		
	Swindon Retail Parks	0	.0%	0	.0%	0	.0%	2	2.0%		
	The Weavers Shop, Eastern Avenue, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%		
	Aldi, Horseshoe Lane, Thornbury	0	.0%	0	.0%	0	.0%	0	.0%		
	Argos, Cirencester	0	.0%	0	.0%	0	.0%	1	1.0%		
	B&Q, Hatherley Lane, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%		
	Broadmead, Bristol	0	.0%	0	.0%	0	.0%	0	.0%		
	Carpet Hotline Superstore, London Road, Brimscombe	0	.0%	0	.0%	1	1.2%	0	.0%		
	Carpet Man, Bonds Mill, Bristol Road, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%		
	Carpetright, Retail Park, Eastern Avenue, Gloucester	1	2.0%	0	.0%	0	.0%	0	.0%		
	Carter Carpets, Park Cottage, High Street, Saul	0	.0%	0	.0%	0	.0%	0	.0%		
	Charfield	0	.0%	0	.0%	0	.0%	0	.0%		
	Chester	0	.0%	0	.0%	0	.0%	0	.0%		
	Countrywide Farmers, Old Gloucester Road, Thornbury	0	.0%	0	.0%	0	.0%	0	.0%		
	DFS, Highwood Road, Bristol	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

Q8. In which town centre, freestanding store, or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Debenhams, Beechwood Shopping Centre, Cheltenham	0	.0%	1	2.0%	0	.0%	0	.0%
	DFS, Cribbs Causeway, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	DFS, Wootton Bassett Road, Swindon	0	.0%	0	.0%	0	.0%	1	1.0%
	Furniture Recycling Project, Station Road, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Furniture Village, Cribbs Causeway, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Gloucester Antiques Centre, Gloucester Quays Designer Outlet	1	2.0%	0	.0%	0	.0%	0	.0%
	Grange Carpets & Curtains, St Mary Street, Thornbury	0	.0%	0	.0%	0	.0%	0	.0%
	Greenbridge Retail Park, Stratton Road, Swindon	0	.0%	0	.0%	0	.0%	1	1.0%
	Harveys Furniture, Cribbs Causeway, Patchway, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Eastbrook Road, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Laura Ashley, Haresfield, Stonehouse	0	.0%	0	.0%	1	1.2%	0	.0%
	Laura Ashley, Promenade, Cheltenham	1	2.0%	0	.0%	0	.0%	0	.0%
	MFI, Eastern Avenue, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Malmesbury	0	.0%	0	.0%	0	.0%	1	1.0%
	Marks & Spencer, High Street, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
	Matalan, Quedgeley District Centre, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
Nailsworth Carpets, Market Street, Nailsworth, Stroud	0	.0%	0	.0%	1	1.2%	0	.0%	

(cont.)

Q8. In which town centre, freestanding store, or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	NEC, Pendigo Way, Solihull, Birmingham	0	.0%	0	.0%	0	.0%	0	.0%
	Nigel Bowden, Gloucester Road, Almondsbury, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Quedgeley	0	.0%	0	.0%	0	.0%	0	.0%
	R&D Blinds, Salmon Springs Trading Estate, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	SCS, St Oswalds Retail Park, St Oswalds Road, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Sofa Workshop, Whiteladies Road, Clifton, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Pound House, Churchend Lane, Charfield, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
	Stratford-on-Avon	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Cam	0	.0%	0	.0%	0	.0%	0	.0%
	Woodchester, Chalford	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q8. In which town centre, freestanding store, or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles?

	Area							
	Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	81	100.0%	101	100.0%	80	100.0%	100	100.0%
Don't buy these items	14	17.3%	18	17.8%	17	21.3%	14	14.0%
Bristol – Cribbs Causeway / The Mall	30	37.0%	50	49.5%	26	32.5%	1	1.0%
Gloucester	6	7.4%	1	1.0%	11	13.8%	39	39.0%
Cheltenham	1	1.2%	1	1.0%	1	1.3%	9	9.0%
Stroud	2	2.5%	0	.0%	0	.0%	1	1.0%
Gloucester Retail Park	1	1.2%	0	.0%	1	1.3%	17	17.0%
Internet	1	1.2%	2	2.0%	4	5.0%	2	2.0%
Cirencester	0	.0%	2	2.0%	0	.0%	0	.0%
Wotton-under-Edge	10	12.3%	3	3.0%	2	2.5%	0	.0%
Nailsworth	0	.0%	0	.0%	0	.0%	0	.0%
Dursley	2	2.5%	0	.0%	2	2.5%	0	.0%
Stonehouse	0	.0%	0	.0%	0	.0%	1	1.0%
Catalogue / mail order	0	.0%	0	.0%	1	1.3%	1	1.0%
Bristol – Cabot Circus	0	.0%	1	1.0%	0	.0%	0	.0%
Gallagher Retail Park, Cheltenham	0	.0%	0	.0%	0	.0%	1	1.0%
Berkeley	0	.0%	0	.0%	2	2.5%	0	.0%
Cam	0	.0%	0	.0%	0	.0%	0	.0%
Gloucester Quays	0	.0%	0	.0%	0	.0%	1	1.0%
Painswick	0	.0%	0	.0%	0	.0%	1	1.0%

(cont.)

Q8. In which town centre, freestanding store, or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Ikea, Eastgate Centre, Eastgate Road, Bristol	5	6.2%	0	.0%	1	1.3%	1	1.0%
	John Lewis, Cribbs Causeway, Bristol	2	2.5%	5	5.0%	0	.0%	0	.0%
	Swindon	0	.0%	0	.0%	0	.0%	0	.0%
	Varies	0	.0%	1	1.0%	1	1.3%	2	2.0%
	Tetbury	0	.0%	0	.0%	1	1.3%	0	.0%
	Bath	0	.0%	1	1.0%	0	.0%	0	.0%
	Cotswold Edge Carpets, Church Street, Wotton-under-Edge	2	2.5%	1	1.0%	0	.0%	1	1.0%
	Dunelm, Westgate Island, St Oswalds Road, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Focus, Dudbridge Hill, Stroud	0	.0%	0	.0%	0	.0%	1	1.0%
	Yate	0	.0%	4	4.0%	0	.0%	0	.0%
	Chalford Chairs, Victoria Works, London Road, Chalford	0	.0%	0	.0%	0	.0%	1	1.0%
	Eagle Mill Carpets, London Road, Bowbridge, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Cainscross Road, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	London	0	.0%	0	.0%	0	.0%	0	.0%
	Tetbury Carpets and Beds, Priory Industrial Estate, Tetbury	0	.0%	0	.0%	0	.0%	0	.0%
	Thornbury	0	.0%	1	1.0%	2	2.5%	0	.0%
	Argos, Merrywalks Shopping Centre, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Cribbs Causeway, Patchway, Bristol	0	.0%	0	.0%	2	2.5%	0	.0%
	B&Q, Station Road, Yate	1	1.2%	1	1.0%	0	.0%	0	.0%
	Bristol City Centre	0	.0%	0	.0%	2	2.5%	0	.0%

(cont.)

Q8. In which town centre, freestanding store, or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles?

		Area									
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe			
		Num	%	Num	%	Num	%	Num	%		
Other	Chippenham	0	.0%	0	.0%	0	.0%	0	.0%		
	Dunelm, George Street, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%		
	Frampton on Severn, Gloucester	0	.0%	1	1.0%	0	.0%	0	.0%		
	Furniture Factory Outlet, Saul, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%		
	Gardiner Haskins, Broad Plain, Bristol	0	.0%	2	2.0%	0	.0%	0	.0%		
	Leekes, Beanacre Road, Melksham	0	.0%	0	.0%	0	.0%	0	.0%		
	Swindon Retail Parks	0	.0%	0	.0%	0	.0%	0	.0%		
	The Weavers Shop, Eastern Avenue, Gloucester	0	.0%	0	.0%	0	.0%	2	2.0%		
	Aldi, Horseshoe Lane, Thornbury	0	.0%	1	1.0%	0	.0%	0	.0%		
	Argos, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%		
	B&Q, Hatherley Lane, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%		
	Broadmead, Bristol	1	1.2%	0	.0%	0	.0%	0	.0%		
	Carpet Hotline Superstore, London Road, Brimscombe	0	.0%	0	.0%	0	.0%	0	.0%		
	Carpet Man, Bonds Mill, Bristol Road, Stonehouse	0	.0%	0	.0%	1	1.3%	0	.0%		
	Carpetright, Retail Park, Eastern Avenue, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%		
	Carter Carpets, Park Cottage, High Street, Saul	1	1.2%	0	.0%	0	.0%	0	.0%		
	Charfield	0	.0%	1	1.0%	0	.0%	0	.0%		
	Chester	0	.0%	0	.0%	0	.0%	0	.0%		
	Countrywide Farmers, Old Gloucester Road, Thornbury	0	.0%	1	1.0%	0	.0%	0	.0%		
	DFS, Highwood Road, Bristol	0	.0%	1	1.0%	0	.0%	0	.0%		

(cont.)

Q8. In which town centre, freestanding store, or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Debenhams, Beechwood Shopping Centre, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
	DFS, Cribbs Causeway, Bristol	0	.0%	0	.0%	1	1.3%	0	.0%
	DFS, Wootton Bassett Road, Swindon	0	.0%	0	.0%	0	.0%	0	.0%
	Furniture Recycling Project, Station Road, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Furniture Village, Cribbs Causeway, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Gloucester Antiques Centre, Gloucester Quays Designer Outlet	0	.0%	0	.0%	0	.0%	0	.0%
	Grange Carpets & Curtains, St Mary Street, Thornbury	0	.0%	1	1.0%	0	.0%	0	.0%
	Greenbridge Retail Park, Stratton Road, Swindon	0	.0%	0	.0%	0	.0%	0	.0%
	Harveys Furniture, Cribbs Causeway, Patchway, Bristol	1	1.2%	0	.0%	0	.0%	0	.0%
	Homebase, Eastbrook Road, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%
	Laura Ashley, Haresfield, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%
	Laura Ashley, Promenade, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
	MFI, Eastern Avenue, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%
	Malmesbury	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
	Matalan, Quedgeley District Centre, Gloucester	0	.0%	0	.0%	1	1.3%	0	.0%
Nailsworth Carpets, Market Street, Nailsworth, Stroud	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q8. In which town centre, freestanding store, or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	NEC, Pendigo Way, Solihull, Birmingham	0	.0%	0	.0%	0	.0%	0	.0%
	Nigel Bowden, Gloucester Road, Almondsbury, Bristol	0	.0%	1	1.0%	0	.0%	0	.0%
	Quedgeley	0	.0%	0	.0%	0	.0%	1	1.0%
	R&D Blinds, Salmon Springs Trading Estate, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	SCS, St Oswalds Retail Park, St Oswalds Road, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Sofa Workshop, Whiteladies Road, Clifton, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Pound House, Churchend Lane, Charfield, Wotton-under-Edge	1	1.2%	0	.0%	0	.0%	0	.0%
	Stratford-on-Avon	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Cam	0	.0%	0	.0%	1	1.3%	0	.0%
	Woodchester, Chalford	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q8. In which town centre, freestanding store, or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles?

	Area	
	Dursley/ Cam	
	Num	%
Base: All respondents	101	100.0%
Don't buy these items	20	19.8%
Bristol – Cribbs Causeway / The Mall	14	13.9%
Gloucester	26	25.7%
Cheltenham	7	6.9%
Stroud	3	3.0%
Gloucester Retail Park	7	6.9%
Internet	5	5.0%
Cirencester	0	.0%
Wotton-under-Edge	0	.0%
Nailsworth	0	.0%
Dursley	7	6.9%
Stonehouse	2	2.0%
Catalogue / mail order	0	.0%
Bristol – Cabot Circus	0	.0%
Gallagher Retail Park, Cheltenham	1	1.0%
Berkeley	0	.0%
Cam	2	2.0%
Gloucester Quays	0	.0%
Painswick	0	.0%

(cont.)

Q8. In which town centre, freestanding store, or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles?

		Area	
		Dursley/ Cam	
		Num	%
Other	Ikea, Eastgate Centre, Eastgate Road, Bristol	1	1.0%
	John Lewis, Cribbs Causeway, Bristol	1	1.0%
	Swindon	0	.0%
	Varies	1	1.0%
	Tetbury	0	.0%
	Bath	0	.0%
	Cotswold Edge Carpets, Church Street, Wotton-under-Edge	0	.0%
	Dunelm, Westgate Island, St Oswalds Road, Gloucester	1	1.0%
	Focus, Dudbridge Hill, Stroud	1	1.0%
	Yate	0	.0%
	Chalford Chairs, Victoria Works, London Road, Chalford	0	.0%
	Eagle Mill Carpets, London Road, Bowbridge, Stroud	0	.0%
	Homebase, Cainscross Road, Stroud	0	.0%
	London	0	.0%
	Tetbury Carpets and Beds, Priory Industrial Estate, Tetbury	0	.0%
	Thornbury	0	.0%
	Argos, Merrywalks Shopping Centre, Stroud	0	.0%
	B&Q, Cribbs Causeway, Patchway, Bristol	0	.0%
	B&Q, Station Road, Yate	0	.0%
	Bristol City Centre	0	.0%

(cont.)

Q8. In which town centre, freestanding store, or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles?

		Area	
		Dursley/ Cam	
		Num	%
Other	Chippenham	0	.0%
	Dunelm, George Street, Gloucester	1	1.0%
	Frampton on Severn, Gloucester	0	.0%
	Furniture Factory Outlet, Saul, Gloucester	1	1.0%
	Gardiner Haskins, Broad Plain, Bristol	0	.0%
	Leekes, Beanacre Road, Melksham	0	.0%
	Swindon Retail Parks	0	.0%
	The Weavers Shop, Eastern Avenue, Gloucester	0	.0%
	Aldi, Horseshoe Lane, Thornbury	0	.0%
	Argos, Cirencester	0	.0%
	B&Q, Hatherley Lane, Cheltenham	0	.0%
	Broadmead, Bristol	0	.0%
	Carpet Hotline Superstore, London Road, Brimscombe	0	.0%
	Carpet Man, Bonds Mill, Bristol Road, Stonehouse	0	.0%
	Carpetright, Retail Park, Eastern Avenue, Gloucester	0	.0%
	Carter Carpets, Park Cottage, High Street, Saul	0	.0%
	Charfield	0	.0%
	Chester	0	.0%
	Countrywide Farmers, Old Gloucester Road, Thornbury	0	.0%
	DFS, Highwood Road, Bristol	0	.0%

(cont.)

Q8. In which town centre, freestanding store, or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles?

		Area	
		Dursley/ Cam	
		Num	%
Other	Debenhams, Beechwood Shopping Centre, Cheltenham	0	.0%
	DFS, Cribbs Causeway, Bristol	0	.0%
	DFS, Wootton Bassett Road, Swindon	0	.0%
	Furniture Recycling Project, Station Road, Gloucester	0	.0%
	Furniture Village, Cribbs Causeway, Bristol	0	.0%
	Gloucester Antiques Centre, Gloucester Quays Designer Outlet	0	.0%
	Grange Carpets & Curtains, St Mary Street, Thornbury	0	.0%
	Greenbridge Retail Park, Stratton Road, Swindon	0	.0%
	Harveys Furniture, Cribbs Causeway, Patchway, Bristol	0	.0%
	Homebase, Eastbrook Road, Gloucester	0	.0%
	Laura Ashley, Haresfield, Stonehouse	0	.0%
	Laura Ashley, Promenade, Cheltenham	0	.0%
	MFI, Eastern Avenue, Gloucester	0	.0%
	Malmesbury	0	.0%
	Marks & Spencer, High Street, Cheltenham	0	.0%
	Matalan, Quedgeley District Centre, Gloucester	0	.0%
	Nailsworth Carpets, Market Street, Nailsworth, Stroud	0	.0%

(cont.)

Q8. In which town centre, freestanding store, or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles?

		Area	
		Dursley/ Cam	
		Num	%
Other	NEC, Pendigo Way, Solihull, Birmingham	0	.0%
	Nigel Bowden, Gloucester Road, Almondsbury, Bristol	0	.0%
	Quedgeley	0	.0%
	R&D Blinds, Salmon Springs Trading Estate, Stroud	0	.0%
	SCS, St Oswalds Retail Park, St Oswalds Road, Gloucester	0	.0%
	Sofa Workshop, Whiteladies Road, Clifton, Bristol	0	.0%
	Pound House, Churchend Lane, Charfield, Wotton-under-Edge	0	.0%
	Stratford-on-Avon	0	.0%
	Tesco, Cam	0	.0%
	Woodchester, Chalford	0	.0%

Q9. In which town centre, freestanding store or retail park do you do most of your household's shopping for DIY and decorating goods?

	Base: All respondents		Area					
	Num	%	Stroud		Stonehouse		Painswick	
			Num	%	Num	%	Num	%
Base: All respondents	1006	100.0%	100	100.0%	80	100.0%	80	100.0%
Stroud	179	17.8%	33	33.0%	17	21.3%	22	27.5%
Focus, Stroud	146	14.5%	31	31.0%	21	26.3%	13	16.3%
Don't buy these items	93	9.2%	8	8.0%	9	11.3%	12	15.0%
Gloucester	71	7.1%	4	4.0%	11	13.8%	6	7.5%
Bristol – Cribbs Causeway / The Mall	62	6.2%	0	.0%	0	.0%	1	1.3%
Homebase, Stroud	55	5.5%	13	13.0%	6	7.5%	13	16.3%
Gloucester Retail Park	39	3.9%	0	.0%	2	2.5%	4	5.0%
Wotton-under-Edge	28	2.8%	0	.0%	0	.0%	0	.0%
Yate Retail Park	21	2.1%	0	.0%	0	.0%	0	.0%
Cirencester	20	2.0%	0	.0%	0	.0%	0	.0%
Nailsworth	15	1.5%	0	.0%	0	.0%	0	.0%
Berkeley	13	1.3%	0	.0%	0	.0%	0	.0%
Cheltenham	13	1.3%	0	.0%	1	1.3%	2	2.5%
Dursley	12	1.2%	1	1.0%	0	.0%	0	.0%
Stonehouse	9	.9%	0	.0%	9	11.3%	0	.0%
Internet	8	.8%	1	1.0%	1	1.3%	1	1.3%
Cam	6	.6%	0	.0%	0	.0%	0	.0%
Gloucester Quays	2	.2%	0	.0%	0	.0%	0	.0%
Bristol – Cabot Circus	1	.1%	0	.0%	0	.0%	0	.0%
Cainscross, Stroud	1	.1%	1	1.0%	0	.0%	0	.0%
Gallagher Retail Park, Cheltenham	1	.1%	0	.0%	0	.0%	0	.0%
Kingsditch Retail Park, Cheltenham	1	.1%	0	.0%	0	.0%	0	.0%
Minchinhampton	1	.1%	0	.0%	0	.0%	0	.0%
Tewkesbury	1	.1%	0	.0%	0	.0%	1	1.3%
Westgate Retail Park, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. In which town centre, freestanding store or retail park do you do most of your household's shopping for DIY and decorating goods?

	Base: All respondents		Area					
	Num	%	Stroud		Stonehouse		Painswick	
			Num	%	Num	%	Num	%
Catalogue / mail order	1	.1%	0	.0%	1	1.3%	0	.0%
B&Q, Station Road, Yate, Bristol	47	4.7%	0	.0%	0	.0%	0	.0%
B&Q, St Oswalds Retail Park, Gloucester	36	3.6%	1	1.0%	1	1.3%	0	.0%
B&Q, Cribbs Causeway, Patchway, Bristol	14	1.4%	0	.0%	0	.0%	0	.0%
Yate	11	1.1%	0	.0%	0	.0%	0	.0%
B&Q, Hatherley Lane, Cheltenham	8	.8%	0	.0%	0	.0%	1	1.3%
Brutons Hardware, Old Market, Nailsworth	5	.5%	1	1.0%	0	.0%	0	.0%
Gardiner Homecentre, Dyer Street, Cirencester	5	.5%	0	.0%	0	.0%	0	.0%
Tetbury	5	.5%	0	.0%	0	.0%	0	.0%
Bailey, London Road, Thrupp, Stroud	4	.4%	1	1.0%	0	.0%	0	.0%
Other								
Durcan & Son, Parsonage Street, Dursley	4	.4%	0	.0%	0	.0%	0	.0%
Swindon	4	.4%	0	.0%	0	.0%	0	.0%
Focus, Gloucester Retail Park, Gloucester	3	.3%	0	.0%	0	.0%	0	.0%
Gardiner Haskins, Broad Plain, Bristol	3	.3%	0	.0%	0	.0%	0	.0%
Homebase, Eastbrook Road, Gloucester	3	.3%	1	1.0%	0	.0%	0	.0%
Indoor Outdoor, Tilsdown, Cam, Dursley	3	.3%	0	.0%	0	.0%	0	.0%
Aldridge & Son, Market Place, Berkeley	3	.3%	0	.0%	0	.0%	0	.0%
Travis Perkins, Middle Wharf, Stroud	3	.3%	0	.0%	0	.0%	3	3.8%
Wilkinsons, Merrywalks Shopping Centre, Stroud	3	.3%	3	3.0%	0	.0%	0	.0%

(cont.)

Q9. In which town centre, freestanding store or retail park do you do most of your household's shopping for DIY and decorating goods?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Wotton Building Supplies, The Chipping, Wotton-under-Edge	3	.3%	0	.0%	0	.0%	0	.0%
	Wotton DIY, Long Street, Wotton-under-Edge	3	.3%	0	.0%	0	.0%	0	.0%
	Chalford, Stroud	2	.2%	0	.0%	0	.0%	1	1.3%
	Chippenham	2	.2%	0	.0%	0	.0%	0	.0%
	Longwell Green	2	.2%	0	.0%	0	.0%	0	.0%
	Thornbury	2	.2%	0	.0%	0	.0%	0	.0%
	Wilkinsons, Northgate Street, Gloucester	2	.2%	0	.0%	0	.0%	0	.0%
	Wyevale Thornbury Garden Centre, Milbury Heath, Wotton-under-Edge	2	.2%	0	.0%	0	.0%	0	.0%
	Argos, Yate Retail Park, West Walk, Yate	1	.1%	0	.0%	0	.0%	0	.0%
	B&Q, Centaurus Road, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	B&Q, Barnfield Road, Swindon	1	.1%	0	.0%	0	.0%	0	.0%
	B&Q, Bath Road, Chippenham	1	.1%	0	.0%	0	.0%	0	.0%
	B&Q, Bradleys Road, Trowbridge	1	.1%	0	.0%	0	.0%	0	.0%
	B&Q, Foxden Road, Stoke Gifford, Filton, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	Blooms Garden Centre, Bath Road, Haresfield	1	.1%	0	.0%	0	.0%	0	.0%
	Charlton Kings	1	.1%	0	.0%	0	.0%	0	.0%
	Comet, Oswalds Retail Park, Cattle Market, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Gap Supplies, Eastland Road, Thornbury	1	.1%	0	.0%	0	.0%	0	.0%
	Winstone, Cirencester	1	.1%	0	.0%	0	.0%	0	.0%
	Greenbridge Retail Park, Drakes Way, Swindon	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. In which town centre, freestanding store or retail park do you do most of your household's shopping for DIY and decorating goods?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Hawkins of Thornbury, High Street, Thornbury	1	.1%	0	.0%	0	.0%	0	.0%
	Homebase, Orbital Shopping Centre, Swindon	1	.1%	0	.0%	0	.0%	0	.0%
	Jewsons, Tetbury	1	.1%	0	.0%	0	.0%	0	.0%
	Pound Farm, Stroud Road, Whaddon, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Barnwood, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Saint Oswalds, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Stacks, Bristol	1	.1%	0	.0%	1	1.3%	0	.0%
	The Greenshop, Cheltenham Road, Bisley	1	.1%	1	1.0%	0	.0%	0	.0%
	Travis Perkins, Ashville Industrial Estate, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Travis Perkins, Mead Road, Cheltenham, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Travis Perkins, North Road, Yate	1	.1%	0	.0%	0	.0%	0	.0%
	Wickes, Tewkesbury Road, Cheltenham	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. In which town centre, freestanding store or retail park do you do most of your household's shopping for DIY and decorating goods?

	Area							
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	50	100.0%	50	100.0%	82	100.0%	101	100.0%
Stroud	21	42.0%	14	28.0%	24	29.3%	24	23.8%
Focus, Stroud	8	16.0%	14	28.0%	26	31.7%	13	12.9%
Don't buy these items	5	10.0%	7	14.0%	8	9.8%	7	6.9%
Gloucester	1	2.0%	3	6.0%	1	1.2%	0	.0%
Bristol – Cribbs Causeway / The Mall	0	.0%	0	.0%	1	1.2%	2	2.0%
Homebase, Stroud	7	14.0%	1	2.0%	6	7.3%	6	5.9%
Gloucester Retail Park	0	.0%	0	.0%	1	1.2%	0	.0%
Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
Yate Retail Park	0	.0%	0	.0%	0	.0%	0	.0%
Cirencester	1	2.0%	1	2.0%	1	1.2%	17	16.8%
Nailsworth	1	2.0%	6	12.0%	7	8.5%	1	1.0%
Berkeley	0	.0%	0	.0%	0	.0%	0	.0%
Cheltenham	1	2.0%	0	.0%	0	.0%	4	4.0%
Dursley	0	.0%	0	.0%	0	.0%	0	.0%
Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%
Internet	0	.0%	0	.0%	0	.0%	1	1.0%
Cam	0	.0%	0	.0%	0	.0%	0	.0%
Gloucester Quays	0	.0%	0	.0%	1	1.2%	0	.0%
Bristol – Cabot Circus	0	.0%	1	2.0%	0	.0%	0	.0%
Cainscross, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
Gallagher Retail Park, Cheltenham	1	2.0%	0	.0%	0	.0%	0	.0%
Kingsditch Retail Park, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
Minchinhampton	1	2.0%	0	.0%	0	.0%	0	.0%
Tewkesbury	0	.0%	0	.0%	0	.0%	0	.0%
Westgate Retail Park, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. In which town centre, freestanding store or retail park do you do most of your household's shopping for DIY and decorating goods?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Catalogue / mail order		0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Station Road, Yate, Bristol	0	.0%	1	2.0%	0	.0%	0	.0%
	B&Q, St Oswalds Retail Park, Gloucester	0	.0%	1	2.0%	1	1.2%	2	2.0%
	B&Q, Cribbs Causeway, Patchway, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Yate	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Hatherley Lane, Cheltenham	0	.0%	0	.0%	0	.0%	1	1.0%
	Brutons Hardware, Old Market, Nailsworth	0	.0%	0	.0%	3	3.7%	1	1.0%
	Gardiner Homecentre, Dyer Street, Cirencester	0	.0%	0	.0%	0	.0%	5	5.0%
	Tetbury	0	.0%	0	.0%	0	.0%	5	5.0%
	Bailey, London Road, Thrupp, Stroud	1	2.0%	0	.0%	0	.0%	1	1.0%
Other	Durcan & Son, Parsonage Street, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	Swindon	0	.0%	0	.0%	0	.0%	4	4.0%
	Focus, Gloucester Retail Park, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Gardiner Haskins, Broad Plain, Bristol	0	.0%	0	.0%	1	1.2%	0	.0%
	Homebase, Eastbrook Road, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Indoor Outdoor, Tilsdown, Cam, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	Aldridge & Son, Market Place, Berkeley	0	.0%	0	.0%	0	.0%	0	.0%
	Travis Perkins, Middle Wharf, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Wilkinsons, Merrywalks Shopping Centre, Stroud	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. In which town centre, freestanding store or retail park do you do most of your household's shopping for DIY and decorating goods?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Wotton Building Supplies, The Chipping, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
	Wotton DIY, Long Street, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
	Chalford, Stroud	0	.0%	1	2.0%	0	.0%	0	.0%
	Chippenham	0	.0%	0	.0%	0	.0%	1	1.0%
	Longwell Green	0	.0%	0	.0%	0	.0%	0	.0%
	Thornbury	0	.0%	0	.0%	0	.0%	0	.0%
	Wilkinsons, Northgate Street, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Wyevale Thornbury Garden Centre, Milbury Heath, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Yate Retail Park, West Walk, Yate	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Centaurus Road, Bristol	0	.0%	0	.0%	1	1.2%	0	.0%
	B&Q, Barnfield Road, Swindon	0	.0%	0	.0%	0	.0%	1	1.0%
	B&Q, Bath Road, Chippenham	0	.0%	0	.0%	0	.0%	1	1.0%
	B&Q, Bradleys Road, Trowbridge	1	2.0%	0	.0%	0	.0%	0	.0%
	B&Q, Foxden Road, Stoke Gifford, Filton, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Blooms Garden Centre, Bath Road, Haresfield	0	.0%	0	.0%	0	.0%	0	.0%
	Charlton Kings	0	.0%	0	.0%	0	.0%	0	.0%
	Comet, Oswalds Retail Park, Cattle Market, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Gap Supplies, Eastland Road, Thornbury	0	.0%	0	.0%	0	.0%	0	.0%
	Winstone, Cirencester	0	.0%	0	.0%	0	.0%	1	1.0%
	Greenbridge Retail Park, Drakes Way, Swindon	0	.0%	0	.0%	0	.0%	1	1.0%

(cont.)

Q9. In which town centre, freestanding store or retail park do you do most of your household's shopping for DIY and decorating goods?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Hawkins of Thornbury, High Street, Thornbury	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Orbital Shopping Centre, Swindon	0	.0%	0	.0%	0	.0%	1	1.0%
	Jewsons, Tetbury	0	.0%	0	.0%	0	.0%	1	1.0%
	Pound Farm, Stroud Road, Whaddon, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Barnwood, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Saint Oswalds, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Stacks, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	The Greenshop, Cheltenham Road, Bisley	0	.0%	0	.0%	0	.0%	0	.0%
	Travis Perkins, Ashville Industrial Estate, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Travis Perkins, Mead Road, Cheltenham, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Travis Perkins, North Road, Yate	0	.0%	0	.0%	0	.0%	0	.0%
	Wickes, Tewkesbury Road, Cheltenham	1	2.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. In which town centre, freestanding store or retail park do you do most of your household's shopping for DIY and decorating goods?

	Area							
	Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	81	100.0%	101	100.0%	80	100.0%	100	100.0%
Stroud	1	1.2%	3	3.0%	4	5.0%	3	3.0%
Focus, Stroud	1	1.2%	0	.0%	4	5.0%	4	4.0%
Don't buy these items	5	6.2%	4	4.0%	10	12.5%	6	6.0%
Gloucester	2	2.5%	0	.0%	4	5.0%	28	28.0%
Bristol – Cribbs Causeway / The Mall	10	12.3%	22	21.8%	15	18.8%	0	.0%
Homebase, Stroud	1	1.2%	1	1.0%	0	.0%	0	.0%
Gloucester Retail Park	0	.0%	0	.0%	4	5.0%	23	23.0%
Wotton-under-Edge	25	30.9%	3	3.0%	0	.0%	0	.0%
Yate Retail Park	4	4.9%	17	16.8%	0	.0%	0	.0%
Cirencester	0	.0%	0	.0%	0	.0%	0	.0%
Nailsworth	0	.0%	0	.0%	0	.0%	0	.0%
Berkeley	0	.0%	0	.0%	12	15.0%	0	.0%
Cheltenham	1	1.2%	0	.0%	0	.0%	3	3.0%
Dursley	0	.0%	1	1.0%	0	.0%	0	.0%
Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%
Internet	0	.0%	3	3.0%	1	1.3%	0	.0%
Cam	0	.0%	0	.0%	0	.0%	0	.0%
Gloucester Quays	0	.0%	0	.0%	0	.0%	1	1.0%
Bristol – Cabot Circus	0	.0%	0	.0%	0	.0%	0	.0%
Cainscross, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
Gallagher Retail Park, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
Kingsditch Retail Park, Cheltenham	0	.0%	0	.0%	0	.0%	1	1.0%
Minchinhampton	0	.0%	0	.0%	0	.0%	0	.0%
Tewkesbury	0	.0%	0	.0%	0	.0%	0	.0%
Westgate Retail Park, Gloucester	0	.0%	0	.0%	1	1.3%	0	.0%

(cont.)

Q9. In which town centre, freestanding store or retail park do you do most of your household's shopping for DIY and decorating goods?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Catalogue / mail order		0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Station Road, Yate, Bristol	16	19.8%	27	26.7%	3	3.8%	0	.0%
	B&Q, St Oswalds Retail Park, Gloucester	2	2.5%	0	.0%	6	7.5%	13	13.0%
	B&Q, Cribbs Causeway, Patchway, Bristol	3	3.7%	2	2.0%	9	11.3%	0	.0%
	Yate	1	1.2%	10	9.9%	0	.0%	0	.0%
	B&Q, Hatherley Lane, Cheltenham	0	.0%	0	.0%	0	.0%	5	5.0%
	Brutons Hardware, Old Market, Nailsworth	0	.0%	0	.0%	0	.0%	0	.0%
	Gardiner Homecentre, Dyer Street, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%
	Tetbury	0	.0%	0	.0%	0	.0%	0	.0%
	Bailey, London Road, Thrupp, Stroud	1	1.2%	0	.0%	0	.0%	0	.0%
Other	Durcan & Son, Parsonage Street, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	Swindon	0	.0%	0	.0%	0	.0%	0	.0%
	Focus, Gloucester Retail Park, Gloucester	0	.0%	0	.0%	0	.0%	3	3.0%
	Gardiner Haskins, Broad Plain, Bristol	0	.0%	1	1.0%	0	.0%	0	.0%
	Homebase, Eastbrook Road, Gloucester	0	.0%	0	.0%	0	.0%	2	2.0%
	Indoor Outdoor, Tilsdown, Cam, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	Aldridge & Son, Market Place, Berkeley	0	.0%	0	.0%	3	3.8%	0	.0%
	Travis Perkins, Middle Wharf, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Wilkinsons, Merrywalks Shopping Centre, Stroud	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. In which town centre, freestanding store or retail park do you do most of your household's shopping for DIY and decorating goods?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Wotton Building Supplies, The Chipping, Wotton-under-Edge	3	3.7%	0	.0%	0	.0%	0	.0%
	Wotton DIY, Long Street, Wotton-under-Edge	3	3.7%	0	.0%	0	.0%	0	.0%
	Chalford, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Chippenham	0	.0%	1	1.0%	0	.0%	0	.0%
	Longwell Green	1	1.2%	1	1.0%	0	.0%	0	.0%
	Thornbury	0	.0%	0	.0%	2	2.5%	0	.0%
	Wilkinsons, Northgate Street, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%
	Wyevale Thornbury Garden Centre, Milbury Heath, Wotton-under-Edge	1	1.2%	0	.0%	1	1.3%	0	.0%
	Argos, Yate Retail Park, West Walk, Yate	0	.0%	1	1.0%	0	.0%	0	.0%
	B&Q, Centaurus Road, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Barnfield Road, Swindon	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Bath Road, Chippenham	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Bradleys Road, Trowbridge	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Foxden Road, Stoke Gifford, Filton, Bristol	0	.0%	1	1.0%	0	.0%	0	.0%
	Blooms Garden Centre, Bath Road, Haresfield	0	.0%	0	.0%	0	.0%	1	1.0%
	Charlton Kings	0	.0%	0	.0%	0	.0%	1	1.0%
	Comet, Oswalds Retail Park, Cattle Market, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%
	Gap Supplies, Eastland Road, Thornbury	0	.0%	1	1.0%	0	.0%	0	.0%
	Winstone, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%
	Greenbridge Retail Park, Drakes Way, Swindon	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. In which town centre, freestanding store or retail park do you do most of your household's shopping for DIY and decorating goods?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Hawkins of Thornbury, High Street, Thornbury	0	.0%	1	1.0%	0	.0%	0	.0%
	Homebase, Orbital Shopping Centre, Swindon	0	.0%	0	.0%	0	.0%	0	.0%
	Jewsons, Tetbury	0	.0%	0	.0%	0	.0%	0	.0%
	Pound Farm, Stroud Road, Whaddon, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%
	Sainsbury's, Barnwood, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%
	Saint Oswalds, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%
	Stacks, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	The Greenshop, Cheltenham Road, Bisley	0	.0%	0	.0%	0	.0%	0	.0%
	Travis Perkins, Ashville Industrial Estate, Gloucester	0	.0%	0	.0%	1	1.3%	0	.0%
	Travis Perkins, Mead Road, Cheltenham, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%
	Travis Perkins, North Road, Yate	0	.0%	1	1.0%	0	.0%	0	.0%
	Wickes, Tewkesbury Road, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. In which town centre, freestanding store or retail park do you do most of your household's shopping for DIY and decorating goods?

	Area	
	Dursley/ Cam	
	Num	%
Base: All respondents	101	100.0%
Stroud	13	12.9%
Focus, Stroud	11	10.9%
Don't buy these items	12	11.9%
Gloucester	11	10.9%
Bristol – Cribbs Causeway / The Mall	11	10.9%
Homebase, Stroud	1	1.0%
Gloucester Retail Park	5	5.0%
Wotton-under-Edge	0	.0%
Yate Retail Park	0	.0%
Cirencester	0	.0%
Nailsworth	0	.0%
Berkeley	1	1.0%
Cheltenham	1	1.0%
Dursley	10	9.9%
Stonehouse	0	.0%
Internet	0	.0%
Cam	6	5.9%
Gloucester Quays	0	.0%
Bristol – Cabot Circus	0	.0%
Cainscross, Stroud	0	.0%
Gallagher Retail Park, Cheltenham	0	.0%
Kingsditch Retail Park, Cheltenham	0	.0%
Minchinhampton	0	.0%
Tewkesbury	0	.0%
Westgate Retail Park, Gloucester	0	.0%

(cont.)

Q9. In which town centre, freestanding store or retail park do you do most of your household's shopping for DIY and decorating goods?

		Area	
		Dursley/ Cam	
		Num	%
Catalogue / mail order		0	.0%
	B&Q, Station Road, Yate, Bristol	0	.0%
	B&Q, St Oswalds Retail Park, Gloucester	9	8.9%
	B&Q, Cribbs Causeway, Patchway, Bristol	0	.0%
	Yate	0	.0%
	B&Q, Hatherley Lane, Cheltenham	1	1.0%
	Brutons Hardware, Old Market, Nailsworth	0	.0%
	Gardiner Homecentre, Dyer Street, Cirencester	0	.0%
	Tetbury	0	.0%
	Bailey, London Road, Thrupp, Stroud	0	.0%
Other	Durcan & Son, Parsonage Street, Dursley	4	4.0%
	Swindon	0	.0%
	Focus, Gloucester Retail Park, Gloucester	0	.0%
	Gardiner Haskins, Broad Plain, Bristol	1	1.0%
	Homebase, Eastbrook Road, Gloucester	0	.0%
	Indoor Outdoor, Tilsdown, Cam, Dursley	3	3.0%
	Aldridge & Son, Market Place, Berkeley	0	.0%
	Travis Perkins, Middle Wharf, Stroud	0	.0%
	Wilkinsons, Merrywalks Shopping Centre, Stroud	0	.0%

(cont.)

Q9. In which town centre, freestanding store or retail park do you do most of your household's shopping for DIY and decorating goods?

		Area	
		Dursley/ Cam	
		Num	%
Other	Wotton Building Supplies, The Chipping, Wotton-under-Edge	0	.0%
	Wotton DIY, Long Street, Wotton-under-Edge	0	.0%
	Chalford, Stroud	0	.0%
	Chippenham	0	.0%
	Longwell Green	0	.0%
	Thornbury	0	.0%
	Wilkinsons, Northgate Street, Gloucester	1	1.0%
	Wyevale Thornbury Garden Centre, Milbury Heath, Wotton-under-Edge	0	.0%
	Argos, Yate Retail Park, West Walk, Yate	0	.0%
	B&Q, Centaurus Road, Bristol	0	.0%
	B&Q, Barnfield Road, Swindon	0	.0%
	B&Q, Bath Road, Chippenham	0	.0%
	B&Q, Bradleys Road, Trowbridge	0	.0%
	B&Q, Foxden Road, Stoke Gifford, Filton, Bristol	0	.0%
	Blooms Garden Centre, Bath Road, Haresfield	0	.0%
	Charlton Kings	0	.0%
	Comet, Oswalds Retail Park, Cattle Market, Gloucester	0	.0%
	Gap Supplies, Eastland Road, Thornbury	0	.0%
	Winstone, Cirencester	0	.0%
	Greenbridge Retail Park, Drakes Way, Swindon	0	.0%

(cont.)

Q9. In which town centre, freestanding store or retail park do you do most of your household's shopping for DIY and decorating goods?

		Area	
		Dursley/ Cam	
		Num	%
Other	Hawkins of Thornbury, High Street, Thornbury	0	.0%
	Homebase, Orbital Shopping Centre, Swindon	0	.0%
	Jewsons, Tetbury	0	.0%
	Pound Farm, Stroud Road, Whaddon, Gloucester	0	.0%
	Sainsbury's, Barnwood, Gloucester	0	.0%
	Saint Oswalds, Gloucester	0	.0%
	Stacks, Bristol	0	.0%
	The Greenshop, Cheltenham Road, Bisley	0	.0%
	Travis Perkins, Ashville Industrial Estate, Gloucester	0	.0%
	Travis Perkins, Mead Road, Cheltenham, Gloucester	0	.0%
	Travis Perkins, North Road, Yate	0	.0%
	Wickes, Tewkesbury Road, Cheltenham	0	.0%

Q10. In which town centre, freestanding store or retail park do you do most of your household's shopping for domestic appliances such as washing machines fridges, cookers and kettles?

	Base: All respondents		Area					
	Num	%	Stroud		Stonehouse		Painswick	
			Num	%	Num	%	Num	%
Base: All respondents	1006	100.0%	100	100.0%	80	100.0%	80	100.0%
Gloucester	157	15.6%	22	22.0%	21	26.3%	12	15.0%
Bristol – Cribbs Causeway / The Mall	143	14.2%	1	1.0%	2	2.5%	3	3.8%
Internet	120	11.9%	11	11.0%	3	3.8%	13	16.3%
Stroud	74	7.4%	16	16.0%	3	3.8%	15	18.8%
Gloucester Retail Park	69	6.9%	9	9.0%	10	12.5%	7	8.8%
Don't buy these items	66	6.6%	11	11.0%	0	.0%	12	15.0%
Stonehouse	55	5.5%	7	7.0%	27	33.8%	2	2.5%
Cam	30	3.0%	0	.0%	1	1.3%	0	.0%
Cirencester	27	2.7%	1	1.0%	0	.0%	0	.0%
Cheltenham	24	2.4%	5	5.0%	0	.0%	3	3.8%
Dursley	10	1.0%	0	.0%	1	1.3%	0	.0%
Catalogue / mail order	9	.9%	1	1.0%	0	.0%	0	.0%
Yate Retail Park	8	.8%	0	.0%	0	.0%	0	.0%
Minchinhampton	5	.5%	0	.0%	0	.0%	0	.0%
Wotton-under-Edge	5	.5%	0	.0%	0	.0%	0	.0%
Gallagher Retail Park, Cheltenham	3	.3%	0	.0%	0	.0%	1	1.3%
Berkeley	2	.2%	0	.0%	0	.0%	0	.0%
Bristol – Cabot Circus	2	.2%	0	.0%	0	.0%	0	.0%
Cainscross, Stroud	2	.2%	0	.0%	1	1.3%	1	1.3%
Gloucester Quays	2	.2%	0	.0%	0	.0%	0	.0%
Nailsworth	2	.2%	0	.0%	0	.0%	0	.0%
Focus, Stroud	1	.1%	1	1.0%	0	.0%	0	.0%
Homebase, Stroud	1	.1%	0	.0%	0	.0%	0	.0%
Kingsditch Retail Park, Cheltenham	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q10. In which town centre, freestanding store or retail park do you do most of your household's shopping for domestic appliances such as washing machines fridges, cookers and kettles?

		Base: All respondents		Area							
		Num	%	Stroud		Stonehouse		Painswick			
				Num	%	Num	%	Num	%		
Other	John Lewis, Cribbs Causeway	25	2.5%	1	1.0%	2	2.5%	0	.0%		
	Gillmans, St Oswalds Road, Gloucester	19	1.9%	2	2.0%	0	.0%	0	.0%		
	Currys, Gloucester Retail Park, Eastern Avenue, Gloucester	16	1.6%	2	2.0%	1	1.3%	3	3.8%		
	A1 Appliances, High Street, Cam, Dursley	10	1.0%	0	.0%	0	.0%	0	.0%		
	Swindon	10	1.0%	0	.0%	0	.0%	0	.0%		
	Currys, Cribbs Causeway, Patchway, Bristol	8	.8%	0	.0%	0	.0%	0	.0%		
	Argos, Merrywalks Shopping Centre, Stroud	6	.6%	3	3.0%	1	1.3%	0	.0%		
	Hurn, High Street, Stonehouse	6	.6%	0	.0%	4	5.0%	1	1.3%		
	Comet, Eastern Avenue, Gloucester	5	.5%	0	.0%	0	.0%	1	1.3%		
	Cotswold Appliances, London Road, Stroud	5	.5%	1	1.0%	0	.0%	2	2.5%		
	Gardiner Homecentre, Dyer Street, Cirencester	5	.5%	0	.0%	0	.0%	1	1.3%		
	John Kerry & Sons, Gloucester Road, Stonehouse	5	.5%	1	1.0%	2	2.5%	2	2.5%		
	Thornbury	5	.5%	0	.0%	0	.0%	0	.0%		
	Argos, Cribbs Causeway, Bristol	4	.4%	0	.0%	0	.0%	0	.0%		
	Comet, Cribbs Causeway, Bristol	4	.4%	1	1.0%	0	.0%	0	.0%		
	Bath	3	.3%	0	.0%	0	.0%	0	.0%		
	Brutons Hardware, Old Market, Nailsworth, Stroud	3	.3%	1	1.0%	0	.0%	0	.0%		
	Greenbridge Retail Park, Garrard Way, Swindon	3	.3%	0	.0%	0	.0%	0	.0%		
	Jones, Long Street, Dursley	3	.3%	0	.0%	0	.0%	0	.0%		
	Varies	3	.3%	1	1.0%	0	.0%	0	.0%		

(cont.)

Q10. In which town centre, freestanding store or retail park do you do most of your household's shopping for domestic appliances such as washing machines fridges, cookers and kettles?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Argos, West Walk, Yate Shopping Centre, Yate	2	.2%	0	.0%	0	.0%	0	.0%
	B&Q, St Oswalds Retail Park, Gloucester	2	.2%	0	.0%	0	.0%	0	.0%
	Chippenham	2	.2%	0	.0%	0	.0%	0	.0%
	Comet, Gallagher Retail Park, Cheltenham	2	.2%	0	.0%	0	.0%	0	.0%
	Tetbury	2	.2%	0	.0%	0	.0%	0	.0%
	Yate	2	.2%	0	.0%	0	.0%	0	.0%
	Apollo 2000, Elgar Retail Park, Blackpole, Worcester	1	.1%	0	.0%	0	.0%	1	1.3%
	Argos, Dyer Street, Cirencester	1	.1%	0	.0%	0	.0%	0	.0%
	Argos, Eastgate Street, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Argos, St Oswalds Retail Park, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Asda, Eastgate Centre, Eastgate, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	B&Q, Centaurus Road, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	B&Q, Station Road, Yate, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	Barnwood	1	.1%	0	.0%	0	.0%	0	.0%
	Co-op, Cashes Green, Stroud	1	.1%	0	.0%	0	.0%	0	.0%
	Co-op, Eastington, Stonehouse	1	.1%	0	.0%	1	1.3%	0	.0%
	Co-op, Wotton-under-Edge	1	.1%	0	.0%	0	.0%	0	.0%
	Currys, Eastern Avenue, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Currys, Cricklade Street, Cirencester	1	.1%	0	.0%	0	.0%	0	.0%
	Gardiner Haskins, Broad Plain, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
Green & Burton Services, Cooper Road, Thornbury	1	.1%	0	.0%	0	.0%	0	.0%	

(cont.)

Q10. In which town centre, freestanding store or retail park do you do most of your household's shopping for domestic appliances such as washing machines fridges, cookers and kettles?

		Base: All respondents				Area			
		Base: All respondents		Stroud		Stonehouse		Painswick	
		Num	%	Num	%	Num	%	Num	%
Other	Hamstead Theatre, Swiss Cottage, London	1	.1%	1	1.0%	0	.0%	0	.0%
	Magnet, Southbrook Retail Park, Eastern Avenue, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Morrisons, Station Road, Yate	1	.1%	0	.0%	0	.0%	0	.0%
	Nailsworth Domestic Appliance, High Street, Avening, Tetbury	1	.1%	0	.0%	0	.0%	0	.0%
	Newmans Bloodworth, Bath Road, Cheltenham	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Dudbridge Road, Stroud	1	.1%	1	1.0%	0	.0%	0	.0%
	Saint Oswalds, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Baileys Court Farm, Webbs Woods Road, Bradley Stoke	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Brockworth	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, High Street, Dursley	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Priors Road Industrial Estate, London Road, Tetbury	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Quedgeley	1	.1%	0	.0%	0	.0%	0	.0%
	Frampton-on-Severn, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q10. In which town centre, freestanding store or retail park do you do most of your household's shopping for domestic appliances such as washing machines fridges, cookers and kettles?

	Area									
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe			
	Num	%	Num	%	Num	%	Num	%		
Base: All respondents	50	100.0%	50	100.0%	82	100.0%	101	100.0%		
Gloucester	8	16.0%	7	14.0%	13	15.9%	3	3.0%		
Bristol – Cribbs Causeway / The Mall	1	2.0%	4	8.0%	5	6.1%	13	12.9%		
Internet	10	20.0%	8	16.0%	7	8.5%	15	14.9%		
Stroud	6	12.0%	9	18.0%	13	15.9%	9	8.9%		
Gloucester Retail Park	0	.0%	2	4.0%	8	9.8%	2	2.0%		
Don't buy these items	6	12.0%	7	14.0%	8	9.8%	4	4.0%		
Stonehouse	2	4.0%	2	4.0%	7	8.5%	1	1.0%		
Cam	0	.0%	0	.0%	1	1.2%	0	.0%		
Cirencester	3	6.0%	1	2.0%	2	2.4%	18	17.8%		
Cheltenham	1	2.0%	1	2.0%	1	1.2%	5	5.0%		
Dursley	0	.0%	0	.0%	1	1.2%	0	.0%		
Catalogue / mail order	0	.0%	1	2.0%	2	2.4%	0	.0%		
Yate Retail Park	0	.0%	0	.0%	0	.0%	1	1.0%		
Minchinhampton	0	.0%	5	10.0%	0	.0%	0	.0%		
Wotton-under-Edge	0	.0%	0	.0%	0	.0%	1	1.0%		
Gallagher Retail Park, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%		
Berkeley	0	.0%	0	.0%	0	.0%	1	1.0%		
Bristol – Cabot Circus	0	.0%	1	2.0%	0	.0%	0	.0%		
Cainscross, Stroud	0	.0%	0	.0%	0	.0%	0	.0%		
Gloucester Quays	0	.0%	0	.0%	0	.0%	0	.0%		
Nailsworth	1	2.0%	0	.0%	1	1.2%	0	.0%		
Focus, Stroud	0	.0%	0	.0%	0	.0%	0	.0%		
Homebase, Stroud	0	.0%	0	.0%	0	.0%	1	1.0%		
Kingsditch Retail Park, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

Q10. In which town centre, freestanding store or retail park do you do most of your household's shopping for domestic appliances such as washing machines fridges, cookers and kettles?

		Area									
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe			
		Num	%	Num	%	Num	%	Num	%		
Other	John Lewis, Cribbs Causeway	2	4.0%	0	.0%	4	4.9%	3	3.0%		
	Gillmans, St Oswalds Road, Gloucester	3	6.0%	0	.0%	2	2.4%	1	1.0%		
	Currys, Gloucester Retail Park, Eastern Avenue, Gloucester	2	4.0%	1	2.0%	0	.0%	0	.0%		
	A1 Appliances, High Street, Cam, Dursley	0	.0%	0	.0%	0	.0%	0	.0%		
	Swindon	0	.0%	0	.0%	0	.0%	10	9.9%		
	Currys, Cribbs Causeway, Patchway, Bristol	0	.0%	0	.0%	0	.0%	0	.0%		
	Argos, Merrywalks Shopping Centre, Stroud	0	.0%	0	.0%	1	1.2%	0	.0%		
	Hurn, High Street, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%		
	Comet, Eastern Avenue, Gloucester	1	2.0%	0	.0%	0	.0%	0	.0%		
	Cotswold Appliances, London Road, Stroud	1	2.0%	1	2.0%	0	.0%	0	.0%		
	Gardiner Homecentre, Dyer Street, Cirencester	0	.0%	0	.0%	0	.0%	3	3.0%		
	John Kerry & Sons, Gloucester Road, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%		
	Thornbury	0	.0%	0	.0%	0	.0%	0	.0%		
	Argos, Cribbs Causeway, Bristol	0	.0%	0	.0%	0	.0%	0	.0%		
	Comet, Cribbs Causeway, Bristol	0	.0%	0	.0%	0	.0%	0	.0%		
	Bath	0	.0%	0	.0%	1	1.2%	1	1.0%		
	Brutons Hardware, Old Market, Nailsworth, Stroud	0	.0%	0	.0%	2	2.4%	0	.0%		
	Greenbridge Retail Park, Garrard Way, Swindon	1	2.0%	0	.0%	0	.0%	2	2.0%		
	Jones, Long Street, Dursley	0	.0%	0	.0%	0	.0%	0	.0%		
	Varies	1	2.0%	0	.0%	0	.0%	0	.0%		

(cont.)

Q10. In which town centre, freestanding store or retail park do you do most of your household's shopping for domestic appliances such as washing machines fridges, cookers and kettles?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Argos, West Walk, Yate Shopping Centre, Yate	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, St Oswalds Retail Park, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Chippenham	0	.0%	0	.0%	0	.0%	0	.0%
	Comet, Gallagher Retail Park, Cheltenham	0	.0%	0	.0%	0	.0%	2	2.0%
	Tetbury	0	.0%	0	.0%	0	.0%	2	2.0%
	Yate	0	.0%	0	.0%	0	.0%	0	.0%
	Apollo 2000, Elgar Retail Park, Blackpole, Worcester	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Dyer Street, Cirencester	0	.0%	0	.0%	0	.0%	1	1.0%
	Argos, Eastgate Street, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, St Oswalds Retail Park, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Eastgate Centre, Eastgate, Bristol	0	.0%	0	.0%	0	.0%	1	1.0%
	B&Q, Centaurus Road, Bristol	0	.0%	0	.0%	1	1.2%	0	.0%
	B&Q, Station Road, Yate, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Barnwood	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Cashes Green, Stroud	0	.0%	0	.0%	1	1.2%	0	.0%
	Co-op, Eastington, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Eastern Avenue, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Cricklade Street, Cirencester	1	2.0%	0	.0%	0	.0%	0	.0%
	Gardiner Haskins, Broad Plain, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
Green & Burton Services, Cooper Road, Thornbury	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q10. In which town centre, freestanding store or retail park do you do most of your household's shopping for domestic appliances such as washing machines fridges, cookers and kettles?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Hamstead Theatre, Swiss Cottage, London	0	.0%	0	.0%	0	.0%	0	.0%
	Magnet, Southbrook Retail Park, Eastern Avenue, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Station Road, Yate	0	.0%	0	.0%	0	.0%	0	.0%
	Nailsworth Domestic Appliance, High Street, Avening, Tetbury	0	.0%	0	.0%	1	1.2%	0	.0%
	Newmans Bloodworth, Bath Road, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Dudbridge Road, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Saint Oswalds, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Baileys Court Farm, Webbs Woods Road, Bradley Stoke	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Brockworth	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, High Street, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Priors Road Industrial Estate, London Road, Tetbury	0	.0%	0	.0%	0	.0%	1	1.0%
	Tesco, Quedgeley	0	.0%	0	.0%	0	.0%	0	.0%
	Frampton-on-Severn, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q10. In which town centre, freestanding store or retail park do you do most of your household's shopping for domestic appliances such as washing machines fridges, cookers and kettles?

	Area							
	Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	81	100.0%	101	100.0%	80	100.0%	100	100.0%
Gloucester	5	6.2%	0	.0%	10	12.5%	30	30.0%
Bristol – Cribbs Causeway / The Mall	29	35.8%	49	48.5%	20	25.0%	0	.0%
Internet	8	9.9%	18	17.8%	6	7.5%	7	7.0%
Stroud	0	.0%	0	.0%	1	1.3%	0	.0%
Gloucester Retail Park	1	1.2%	0	.0%	3	3.8%	22	22.0%
Don't buy these items	4	4.9%	3	3.0%	5	6.3%	2	2.0%
Stonehouse	0	.0%	0	.0%	1	1.3%	4	4.0%
Cam	3	3.7%	2	2.0%	11	13.8%	0	.0%
Cirencester	0	.0%	2	2.0%	0	.0%	0	.0%
Cheltenham	0	.0%	0	.0%	0	.0%	6	6.0%
Dursley	2	2.5%	2	2.0%	2	2.5%	0	.0%
Catalogue / mail order	0	.0%	2	2.0%	2	2.5%	0	.0%
Yate Retail Park	4	4.9%	3	3.0%	0	.0%	0	.0%
Minchinhampton	0	.0%	0	.0%	0	.0%	0	.0%
Wotton-under-Edge	4	4.9%	0	.0%	0	.0%	0	.0%
Gallagher Retail Park, Cheltenham	0	.0%	0	.0%	0	.0%	2	2.0%
Berkeley	0	.0%	0	.0%	1	1.3%	0	.0%
Bristol – Cabot Circus	0	.0%	1	1.0%	0	.0%	0	.0%
Cainscross, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
Gloucester Quays	0	.0%	1	1.0%	0	.0%	1	1.0%
Nailsworth	0	.0%	0	.0%	0	.0%	0	.0%
Focus, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
Kingsditch Retail Park, Cheltenham	0	.0%	0	.0%	0	.0%	1	1.0%

(cont.)

Q10. In which town centre, freestanding store or retail park do you do most of your household's shopping for domestic appliances such as washing machines fridges, cookers and kettles?

		Area									
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe			
		Num	%	Num	%	Num	%	Num	%		
Other	John Lewis, Cribbs Causeway	5	6.2%	7	6.9%	1	1.3%	0	.0%		
	Gillmans, St Oswalds Road, Gloucester	1	1.2%	0	.0%	1	1.3%	8	8.0%		
	Currys, Gloucester Retail Park, Eastern Avenue, Gloucester	0	.0%	0	.0%	1	1.3%	4	4.0%		
	A1 Appliances, High Street, Cam, Dursley	2	2.5%	0	.0%	3	3.8%	0	.0%		
	Swindon	0	.0%	0	.0%	0	.0%	0	.0%		
	Currys, Cribbs Causeway, Patchway, Bristol	5	6.2%	0	.0%	3	3.8%	0	.0%		
	Argos, Merrywalks Shopping Centre, Stroud	0	.0%	0	.0%	0	.0%	1	1.0%		
	Hurn, High Street, Stonehouse	0	.0%	0	.0%	0	.0%	1	1.0%		
	Comet, Eastern Avenue, Gloucester	0	.0%	0	.0%	0	.0%	3	3.0%		
	Cotswold Appliances, London Road, Stroud	0	.0%	0	.0%	0	.0%	0	.0%		
	Gardiner Homecentre, Dyer Street, Cirencester	0	.0%	0	.0%	0	.0%	1	1.0%		
	John Kerry & Sons, Gloucester Road, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%		
	Thornbury	1	1.2%	1	1.0%	3	3.8%	0	.0%		
	Argos, Cribbs Causeway, Bristol	0	.0%	0	.0%	4	5.0%	0	.0%		
	Comet, Cribbs Causeway, Bristol	0	.0%	2	2.0%	1	1.3%	0	.0%		
	Bath	0	.0%	1	1.0%	0	.0%	0	.0%		
	Brutons Hardware, Old Market, Nailsworth, Stroud	0	.0%	0	.0%	0	.0%	0	.0%		
	Greenbridge Retail Park, Garrard Way, Swindon	0	.0%	0	.0%	0	.0%	0	.0%		
	Jones, Long Street, Dursley	2	2.5%	0	.0%	0	.0%	0	.0%		
	Varies	0	.0%	0	.0%	0	.0%	1	1.0%		

(cont.)

Q10. In which town centre, freestanding store or retail park do you do most of your household's shopping for domestic appliances such as washing machines fridges, cookers and kettles?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Argos, West Walk, Yate Shopping Centre, Yate	2	2.5%	0	.0%	0	.0%	0	.0%
	B&Q, St Oswalds Retail Park, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Chippenham	0	.0%	2	2.0%	0	.0%	0	.0%
	Comet, Gallagher Retail Park, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
	Tetbury	0	.0%	0	.0%	0	.0%	0	.0%
	Yate	1	1.2%	1	1.0%	0	.0%	0	.0%
	Apollo 2000, Elgar Retail Park, Blackpole, Worcester	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Dyer Street, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Eastgate Street, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, St Oswalds Retail Park, Gloucester	1	1.2%	0	.0%	0	.0%	0	.0%
	Asda, Eastgate Centre, Eastgate, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Centaurus Road, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Station Road, Yate, Bristol	0	.0%	1	1.0%	0	.0%	0	.0%
	Barnwood	0	.0%	0	.0%	0	.0%	1	1.0%
	Co-op, Cashes Green, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Eastington, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Wotton-under-Edge	1	1.2%	0	.0%	0	.0%	0	.0%
	Currys, Eastern Avenue, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%
	Currys, Cricklade Street, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%
	Gardiner Haskins, Broad Plain, Bristol	0	.0%	1	1.0%	0	.0%	0	.0%
Green & Burton Services, Cooper Road, Thornbury	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q10. In which town centre, freestanding store or retail park do you do most of your household's shopping for domestic appliances such as washing machines fridges, cookers and kettles?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Hamstead Theatre, Swiss Cottage, London	0	.0%	0	.0%	0	.0%	0	.0%
	Magnet, Southbrook Retail Park, Eastern Avenue, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Station Road, Yate	0	.0%	1	1.0%	0	.0%	0	.0%
	Nailsworth Domestic Appliance, High Street, Avening, Tetbury	0	.0%	0	.0%	0	.0%	0	.0%
	Newmans Bloodworth, Bath Road, Cheltenham	0	.0%	0	.0%	0	.0%	1	1.0%
	Sainsbury's, Dudbridge Road, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Saint Oswalds, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%
	Tesco, Baileys Court Farm, Webbs Woods Road, Bradley Stoke	0	.0%	1	1.0%	0	.0%	0	.0%
	Tesco, Brockworth	0	.0%	0	.0%	0	.0%	1	1.0%
	Tesco, High Street, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Priors Road Industrial Estate, London Road, Tetbury	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Quedgeley	0	.0%	0	.0%	0	.0%	1	1.0%
	Frampton-on-Severn, Gloucester	0	.0%	0	.0%	1	1.3%	0	.0%

(cont.)

Q10. In which town centre, freestanding store or retail park do you do most of your household's shopping for domestic appliances such as washing machines fridges, cookers and kettles?

	Area	
	Dursley/ Cam	
	Num	%
Base: All respondents	101	100.0%
Gloucester	26	25.7%
Bristol – Cribbs Causeway / The Mall	16	15.8%
Internet	14	13.9%
Stroud	2	2.0%
Gloucester Retail Park	5	5.0%
Don't buy these items	4	4.0%
Stonehouse	2	2.0%
Cam	12	11.9%
Cirencester	0	.0%
Cheltenham	2	2.0%
Dursley	2	2.0%
Catalogue / mail order	1	1.0%
Yate Retail Park	0	.0%
Minchinhampton	0	.0%
Wotton-under-Edge	0	.0%
Gallagher Retail Park, Cheltenham	0	.0%
Berkeley	0	.0%
Bristol – Cabot Circus	0	.0%
Cainscross, Stroud	0	.0%
Gloucester Quays	0	.0%
Nailsworth	0	.0%
Focus, Stroud	0	.0%
Homebase, Stroud	0	.0%
Kingsditch Retail Park, Cheltenham	0	.0%

(cont.)

Q10. In which town centre, freestanding store or retail park do you do most of your household's shopping for domestic appliances such as washing machines fridges, cookers and kettles?

		Area	
		Dursley/ Cam	
		Num	%
Other	John Lewis, Cribbs Causeway	0	.0%
	Gillmans, St Oswalds Road, Gloucester	1	1.0%
	Currys, Gloucester Retail Park, Eastern Avenue, Gloucester	2	2.0%
	A1 Appliances, High Street, Cam, Dursley	5	5.0%
	Swindon	0	.0%
	Currys, Cribbs Causeway, Patchway, Bristol	0	.0%
	Argos, Merrywalks Shopping Centre, Stroud	0	.0%
	Hurn, High Street, Stonehouse	0	.0%
	Comet, Eastern Avenue, Gloucester	0	.0%
	Cotswold Appliances, London Road, Stroud	0	.0%
	Gardiner Homecentre, Dyer Street, Cirencester	0	.0%
	John Kerry & Sons, Gloucester Road, Stonehouse	0	.0%
	Thornbury	0	.0%
	Argos, Cribbs Causeway, Bristol	0	.0%
	Comet, Cribbs Causeway, Bristol	0	.0%
	Bath	0	.0%
	Brutons Hardware, Old Market, Nailsworth, Stroud	0	.0%
	Greenbridge Retail Park, Garrard Way, Swindon	0	.0%
	Jones, Long Street, Dursley	1	1.0%
	Varies	0	.0%

(cont.)

Q10. In which town centre, freestanding store or retail park do you do most of your household's shopping for domestic appliances such as washing machines fridges, cookers and kettles?

		Area	
		Dursley/ Cam	
		Num	%
Other	Argos, West Walk, Yate Shopping Centre, Yate	0	.0%
	B&Q, St Oswalds Retail Park, Gloucester	2	2.0%
	Chippenham	0	.0%
	Comet, Gallagher Retail Park, Cheltenham	0	.0%
	Tetbury	0	.0%
	Yate	0	.0%
	Apollo 2000, Elgar Retail Park, Blackpole, Worcester	0	.0%
	Argos, Dyer Street, Cirencester	0	.0%
	Argos, Eastgate Street, Gloucester	1	1.0%
	Argos, St Oswalds Retail Park, Gloucester	0	.0%
	Asda, Eastgate Centre, Eastgate, Bristol	0	.0%
	B&Q, Centaurus Road, Bristol	0	.0%
	B&Q, Station Road, Yate, Bristol	0	.0%
	Barnwood	0	.0%
	Co-op, Cashes Green, Stroud	0	.0%
	Co-op, Eastington, Stonehouse	0	.0%
	Co-op, Wotton-under-Edge	0	.0%
	Currys, Eastern Avenue, Gloucester	0	.0%
	Currys, Cricklade Street, Cirencester	0	.0%
	Gardiner Haskins, Broad Plain, Bristol	0	.0%
Green & Burton Services, Cooper Road, Thornbury	1	1.0%	

(cont.)

Q10. In which town centre, freestanding store or retail park do you do most of your household's shopping for domestic appliances such as washing machines fridges, cookers and kettles?

		Area	
		Dursley/ Cam	
		Num	%
Other	Hamstead Theatre, Swiss Cottage, London	0	.0%
	Magnet, Southbrook Retail Park, Eastern Avenue, Gloucester	1	1.0%
	Morrisons, Station Road, Yate	0	.0%
	Nailsworth Domestic Appliance, High Street, Avening, Tetbury	0	.0%
	Newmans Bloodworth, Bath Road, Cheltenham	0	.0%
	Sainsbury's, Dudbridge Road, Stroud	0	.0%
	Saint Oswalds, Gloucester	0	.0%
	Tesco, Baileys Court Farm, Webbs Woods Road, Bradley Stoke	0	.0%
	Tesco, Brockworth	0	.0%
	Tesco, High Street, Dursley	1	1.0%
	Tesco, Priors Road Industrial Estate, London Road, Tetbury	0	.0%
	Tesco, Quedgeley	0	.0%
	Frampton-on-Severn, Gloucester	0	.0%

Q11. In which town centre, freestanding store or retail park do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

	Base: All respondents		Area					
	Num	%	Stroud		Stonehouse		Painswick	
			Num	%	Num	%	Num	%
Base: All respondents	1006	100.0%	100	100.0%	80	100.0%	80	100.0%
Internet	157	15.6%	10	10.0%	7	8.8%	12	15.0%
Bristol – Cribbs Causeway / The Mall	150	14.9%	5	5.0%	3	3.8%	1	1.3%
Gloucester	126	12.5%	19	19.0%	20	25.0%	9	11.3%
Don't buy these items	95	9.4%	12	12.0%	7	8.8%	10	12.5%
Gloucester Retail Park	59	5.9%	8	8.0%	8	10.0%	8	10.0%
Stroud	56	5.6%	9	9.0%	5	6.3%	10	12.5%
Cheltenham	50	5.0%	6	6.0%	4	5.0%	10	12.5%
Cirencester	23	2.3%	1	1.0%	1	1.3%	1	1.3%
Stonehouse	16	1.6%	3	3.0%	8	10.0%	1	1.3%
Dursley	13	1.3%	0	.0%	0	.0%	0	.0%
Minchinhampton	13	1.3%	0	.0%	0	.0%	0	.0%
Catalogue / mail order	8	.8%	0	.0%	0	.0%	0	.0%
Wotton-under-Edge	4	.4%	0	.0%	0	.0%	0	.0%
Yate Retail Park	4	.4%	0	.0%	0	.0%	0	.0%
Bristol – Cabot Circus	3	.3%	0	.0%	0	.0%	0	.0%
Gallagher Retail Park, Cheltenham	3	.3%	0	.0%	0	.0%	1	1.3%
Kingsditch Retail Park, Cheltenham	3	.3%	0	.0%	1	1.3%	1	1.3%
Cam	2	.2%	0	.0%	0	.0%	0	.0%
Gloucester Quays	2	.2%	0	.0%	0	.0%	1	1.3%
Nailsworth	2	.2%	1	1.0%	0	.0%	0	.0%

(cont.)

Q11. In which town centre, freestanding store or retail park do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Currys, Gloucester Retail Park, Eastern Avenue, Gloucester	28	2.8%	5	5.0%	2	2.5%	2	2.5%
	Daniels TV, High Street, Kings Stanley, Stonehouse	21	2.1%	2	2.0%	6	7.5%	3	3.8%
	John Lewis, Cribbs Causeway, Bristol	21	2.1%	3	3.0%	1	1.3%	0	.0%
	Currys, Cribbs Causeway, Patchway, Bristol	13	1.3%	0	.0%	0	.0%	0	.0%
	Comet, Gloucester Retail Park, Eastern Avenue, Gloucester	12	1.2%	1	1.0%	0	.0%	1	1.3%
	Swindon	10	1.0%	0	.0%	0	.0%	0	.0%
	Kings Stanley	9	.9%	4	4.0%	2	2.5%	0	.0%
	Argos, Merrywalks Shopping Centre, Stroud	7	.7%	4	4.0%	0	.0%	0	.0%
	Comet, Cribbs Causeway, Bristol	7	.7%	1	1.0%	0	.0%	0	.0%
	Currys, High Street, Stroud	7	.7%	4	4.0%	0	.0%	1	1.3%
	Sawyers, Brantwood Road, Chalford Hill, Stroud	5	.5%	0	.0%	0	.0%	0	.0%
	Jones, Long Street, Dursley	4	.4%	0	.0%	0	.0%	0	.0%
	Richer Sounds, High Street, Cheltenham	4	.4%	0	.0%	1	1.3%	1	1.3%
	Tesco, Bristol Road, Quedgeley, Gloucester	4	.4%	0	.0%	0	.0%	0	.0%
	Argos, Eastgate Street, Gloucester	3	.3%	0	.0%	1	1.3%	0	.0%
	Bath	3	.3%	0	.0%	0	.0%	0	.0%
	Chippenham	3	.3%	0	.0%	0	.0%	0	.0%
	PC World, Magnet Retail Park, Eastern Avenue, Gloucester	3	.3%	1	1.0%	0	.0%	0	.0%
	Taylor, The Laurels, Stone, Berkeley	3	.3%	0	.0%	0	.0%	0	.0%
	Yate	3	.3%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. In which town centre, freestanding store or retail park do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Argos, Cribbs Causeway, Patchway, Bristol	2	.2%	0	.0%	0	.0%	0	.0%
	Argos, West Walk, Yate Shopping Centre, Yate, Bristol	2	.2%	0	.0%	0	.0%	0	.0%
	Bristol	2	.2%	0	.0%	0	.0%	0	.0%
	Chalford	2	.2%	0	.0%	0	.0%	1	1.3%
	Comet, Orbital Shopping Centre, Swindon	2	.2%	0	.0%	0	.0%	0	.0%
	Greenbridge Retail Park, Garrard Way, Swindon	2	.2%	0	.0%	0	.0%	0	.0%
	Hillesley	2	.2%	0	.0%	0	.0%	0	.0%
	Leonard Stanley, Stonehouse	2	.2%	0	.0%	0	.0%	0	.0%
	Shop Around for Low Prices	2	.2%	0	.0%	0	.0%	1	1.3%
	Tesco, Kings Meadow, Cricklade, Cirencester	2	.2%	0	.0%	0	.0%	0	.0%
	Brimscombe	1	.1%	0	.0%	0	.0%	1	1.3%
	Asda, Bruton Way, Gloucester	1	.1%	0	.0%	0	.0%	1	1.3%
	Chalford Hill	1	.1%	0	.0%	0	.0%	0	.0%
	Comet, Chippenham Retail Park, Bumpers Way, Chippenham	1	.1%	0	.0%	0	.0%	0	.0%
	Costco, St Brendans Way, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	Currys, Eastgate Street, Gloucester	1	.1%	0	.0%	1	1.3%	0	.0%
	Currys, Gallagher Retail Park, Cheltenham	1	.1%	0	.0%	0	.0%	0	.0%
	Currys, Greenbridge Retail Park, Swindon	1	.1%	0	.0%	0	.0%	0	.0%
	Currys, Tewkesbury Road, Cheltenham	1	.1%	0	.0%	0	.0%	1	1.3%
	George Taylor, The Laurels, Stone, Berkeley	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. In which town centre, freestanding store or retail park do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Jessops, High Street, Cheltenham	1	.1%	0	.0%	0	.0%	0	.0%
	Jessops, Market Place, Cirencester	1	.1%	0	.0%	0	.0%	0	.0%
	John Lewis, Honeybourne Way, Cheltenham	1	.1%	0	.0%	0	.0%	1	1.3%
	Kings Langley	1	.1%	0	.0%	1	1.3%	0	.0%
	Kingswood	1	.1%	0	.0%	0	.0%	0	.0%
	London	1	.1%	0	.0%	0	.0%	0	.0%
	Makro, Cribbscause way, Lysander Road, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	Malmesbury	1	.1%	0	.0%	0	.0%	0	.0%
	PC World, London	1	.1%	0	.0%	0	.0%	1	1.3%
	Quedgeley	1	.1%	0	.0%	1	1.3%	0	.0%
	Sainsbury's, Dudbridge Road, Stroud	1	.1%	1	1.0%	0	.0%	0	.0%
	Saint Oswalds, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Sony Centre, The Cross, Eastgate Street, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Baileys Court Farm, Webbs Woods Road, Bradley Stoke	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Bradley Stoke, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	TV and HiFi Centre, West Market Place, Cirencester	1	.1%	0	.0%	0	.0%	0	.0%
	Woods Computers, Hounds Road, Chipping Sodbury	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. In which town centre, freestanding store or retail park do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

	Area									
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe			
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	50	100.0%	50	100.0%	82	100.0%	101	100.0%		
Internet	11	22.0%	8	16.0%	16	19.5%	17	16.8%		
Bristol – Cribbs Causeway / The Mall	2	4.0%	3	6.0%	5	6.1%	13	12.9%		
Gloucester	4	8.0%	3	6.0%	8	9.8%	4	4.0%		
Don't buy these items	5	10.0%	4	8.0%	7	8.5%	10	9.9%		
Gloucester Retail Park	1	2.0%	1	2.0%	7	8.5%	2	2.0%		
Stroud	6	12.0%	6	12.0%	8	9.8%	5	5.0%		
Cheltenham	6	12.0%	5	10.0%	5	6.1%	4	4.0%		
Cirencester	3	6.0%	1	2.0%	0	.0%	15	14.9%		
Stonehouse	0	.0%	0	.0%	1	1.2%	2	2.0%		
Dursley	0	.0%	0	.0%	0	.0%	0	.0%		
Minchinhampton	0	.0%	10	20.0%	2	2.4%	1	1.0%		
Catalogue / mail order	0	.0%	1	2.0%	3	3.7%	0	.0%		
Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%		
Yate Retail Park	0	.0%	0	.0%	0	.0%	0	.0%		
Bristol – Cabot Circus	0	.0%	1	2.0%	0	.0%	0	.0%		
Gallagher Retail Park, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%		
Kingsditch Retail Park, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%		
Cam	0	.0%	0	.0%	0	.0%	0	.0%		
Gloucester Quays	0	.0%	0	.0%	0	.0%	0	.0%		
Nailsworth	0	.0%	0	.0%	1	1.2%	0	.0%		

(cont.)

Q11. In which town centre, freestanding store or retail park do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Currys, Gloucester Retail Park, Eastern Avenue, Gloucester	2	4.0%	0	.0%	3	3.7%	1	1.0%
	Daniels TV, High Street, Kings Stanley, Stonehouse	1	2.0%	0	.0%	4	4.9%	0	.0%
	John Lewis, Cribbs Causeway, Bristol	1	2.0%	1	2.0%	2	2.4%	1	1.0%
	Currys, Cribbs Causeway, Patchway, Bristol	0	.0%	0	.0%	1	1.2%	0	.0%
	Comet, Gloucester Retail Park, Eastern Avenue, Gloucester	3	6.0%	1	2.0%	0	.0%	0	.0%
	Swindon	0	.0%	0	.0%	0	.0%	10	9.9%
	Kings Stanley	0	.0%	1	2.0%	2	2.4%	0	.0%
	Argos, Merrywalks Shopping Centre, Stroud	0	.0%	1	2.0%	2	2.4%	0	.0%
	Comet, Cribbs Causeway, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, High Street, Stroud	0	.0%	1	2.0%	1	1.2%	0	.0%
	Sawyers, Brantwood Road, Chalford Hill, Stroud	3	6.0%	1	2.0%	1	1.2%	0	.0%
	Jones, Long Street, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	Richer Sounds, High Street, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Bristol Road, Quedgeley, Gloucester	0	.0%	1	2.0%	0	.0%	0	.0%
	Argos, Eastgate Street, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Bath	0	.0%	0	.0%	1	1.2%	1	1.0%
	Chippenham	0	.0%	0	.0%	0	.0%	1	1.0%
	PC World, Magnet Retail Park, Eastern Avenue, Gloucester	0	.0%	0	.0%	1	1.2%	0	.0%
	Taylor, The Laurels, Stone, Berkeley	0	.0%	0	.0%	0	.0%	0	.0%
	Yate	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. In which town centre, freestanding store or retail park do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Argos, Cribbs Causeway, Patchway, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, West Walk, Yate Shopping Centre, Yate, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Chalford	1	2.0%	0	.0%	0	.0%	0	.0%
	Comet, Orbital Shopping Centre, Swindon	0	.0%	0	.0%	0	.0%	2	2.0%
	Greenbridge Retail Park, Garrard Way, Swindon	0	.0%	0	.0%	0	.0%	2	2.0%
	Hillesley	0	.0%	0	.0%	0	.0%	1	1.0%
	Leonard Stanley, Stonehouse	0	.0%	0	.0%	1	1.2%	1	1.0%
	Shop Around for Low Prices	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Kings Meadow, Cricklade, Cirencester	0	.0%	0	.0%	0	.0%	2	2.0%
	Brimscombe	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Bruton Way, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Chalford Hill	1	2.0%	0	.0%	0	.0%	0	.0%
	Comet, Chippenham Retail Park, Bumpers Way, Chippenham	0	.0%	0	.0%	0	.0%	1	1.0%
	Costco, St Brendans Way, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Eastgate Street, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Gallagher Retail Park, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Greenbridge Retail Park, Swindon	0	.0%	0	.0%	0	.0%	1	1.0%
	Currys, Tewkesbury Road, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
	George Taylor, The Laurels, Stone, Berkeley	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. In which town centre, freestanding store or retail park do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

		Area									
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe			
		Num	%	Num	%	Num	%	Num	%		
Other	Jessops, High Street, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Jessops, Market Place, Cirencester	0	.0%	0	.0%	0	.0%	1	1.0%		
	John Lewis, Honeybourne Way, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Kings Langley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Kingswood	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	London	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Makro, Cribbscause way, Lysander Road, Bristol	0	.0%	0	.0%	0	.0%	1	1.0%		
	Malmesbury	0	.0%	0	.0%	0	.0%	1	1.0%		
	PC World, London	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Quedgeley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Dudbridge Road, Stroud	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Saint Oswalds, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sony Centre, The Cross, Eastgate Street, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Baileys Court Farm, Webbs Woods Road, Bradley Stoke	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Bradley Stoke, Bristol	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	TV and HiFi Centre, West Market Place, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Woods Computers, Hounds Road, Chipping Sodbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. In which town centre, freestanding store or retail park do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

	Area									
	Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe			
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	81	100.0%	101	100.0%	80	100.0%	100	100.0%		
Internet	12	14.8%	24	23.8%	10	12.5%	15	15.0%		
Bristol – Cribbs Causeway / The Mall	26	32.1%	47	46.5%	26	32.5%	1	1.0%		
Gloucester	2	2.5%	0	.0%	7	8.8%	28	28.0%		
Don't buy these items	8	9.9%	5	5.0%	10	12.5%	9	9.0%		
Gloucester Retail Park	0	.0%	0	.0%	4	5.0%	16	16.0%		
Stroud	2	2.5%	1	1.0%	0	.0%	0	.0%		
Cheltenham	0	.0%	0	.0%	0	.0%	5	5.0%		
Cirencester	0	.0%	0	.0%	1	1.3%	0	.0%		
Stonehouse	0	.0%	0	.0%	1	1.3%	0	.0%		
Dursley	3	3.7%	1	1.0%	2	2.5%	0	.0%		
Minchinhampton	0	.0%	0	.0%	0	.0%	0	.0%		
Catalogue / mail order	0	.0%	1	1.0%	1	1.3%	2	2.0%		
Wotton-under-Edge	4	4.9%	0	.0%	0	.0%	0	.0%		
Yate Retail Park	2	2.5%	2	2.0%	0	.0%	0	.0%		
Bristol – Cabot Circus	0	.0%	1	1.0%	0	.0%	0	.0%		
Gallagher Retail Park, Cheltenham	0	.0%	0	.0%	0	.0%	2	2.0%		
Kingsditch Retail Park, Cheltenham	0	.0%	0	.0%	0	.0%	1	1.0%		
Cam	1	1.2%	0	.0%	1	1.3%	0	.0%		
Gloucester Quays	0	.0%	0	.0%	0	.0%	0	.0%		
Nailsworth	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

Q11. In which town centre, freestanding store or retail park do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Currys, Gloucester Retail Park, Eastern Avenue, Gloucester	1	1.2%	0	.0%	2	2.5%	5	5.0%
	Daniels TV, High Street, Kings Stanley, Stonehouse	0	.0%	0	.0%	2	2.5%	0	.0%
	John Lewis, Cribbs Causeway, Bristol	5	6.2%	5	5.0%	1	1.3%	0	.0%
	Currys, Cribbs Causeway, Patchway, Bristol	5	6.2%	0	.0%	5	6.3%	0	.0%
	Comet, Gloucester Retail Park, Eastern Avenue, Gloucester	0	.0%	0	.0%	1	1.3%	5	5.0%
	Swindon	0	.0%	0	.0%	0	.0%	0	.0%
	Kings Stanley	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Merrywalks Shopping Centre, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Comet, Cribbs Causeway, Bristol	2	2.5%	2	2.0%	1	1.3%	0	.0%
	Currys, High Street, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Sawyers, Brantwood Road, Chalford Hill, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Jones, Long Street, Dursley	2	2.5%	0	.0%	1	1.3%	0	.0%
	Richer Sounds, High Street, Cheltenham	0	.0%	0	.0%	0	.0%	1	1.0%
	Tesco, Bristol Road, Quedgeley, Gloucester	0	.0%	0	.0%	0	.0%	2	2.0%
	Argos, Eastgate Street, Gloucester	0	.0%	0	.0%	1	1.3%	1	1.0%
	Bath	0	.0%	1	1.0%	0	.0%	0	.0%
	Chippenham	0	.0%	2	2.0%	0	.0%	0	.0%
	PC World, Magnet Retail Park, Eastern Avenue, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%
	Taylor, The Laurels, Stone, Berkeley	1	1.2%	1	1.0%	1	1.3%	0	.0%
	Yate	0	.0%	3	3.0%	0	.0%	0	.0%

(cont.)

Q11. In which town centre, freestanding store or retail park do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

		Area									
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe			
		Num	%	Num	%	Num	%	Num	%	Num	%
Other	Argos, Cribbs Causeway, Patchway, Bristol	1	1.2%	0	.0%	1	1.3%	0	.0%	0	.0%
	Argos, West Walk, Yate Shopping Centre, Yate, Bristol	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%
	Bristol	1	1.2%	0	.0%	0	.0%	1	1.0%	0	.0%
	Chalford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Comet, Orbital Shopping Centre, Swindon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Greenbridge Retail Park, Garrard Way, Swindon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hillesley	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Leonard Stanley, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Shop Around for Low Prices	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Tesco, Kings Meadow, Cricklade, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Brimscombe	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Bruton Way, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Chalford Hill	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Comet, Chippenham Retail Park, Bumpers Way, Chippenham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Costco, St Brendans Way, Bristol	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Currys, Eastgate Street, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Gallagher Retail Park, Cheltenham	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Currys, Greenbridge Retail Park, Swindon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Tewkesbury Road, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	George Taylor, The Laurels, Stone, Berkeley	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%

(cont.)

Q11. In which town centre, freestanding store or retail park do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

		Area									
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe			
		Num	%	Num	%	Num	%	Num	%	Num	%
Other	Jessops, High Street, Cheltenham	0	.0%	0	.0%	0	.0%	1	1.0%		
	Jessops, Market Place, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%		
	John Lewis, Honeybourne Way, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%		
	Kings Langley	0	.0%	0	.0%	0	.0%	0	.0%		
	Kingswood	1	1.2%	0	.0%	0	.0%	0	.0%		
	London	0	.0%	0	.0%	0	.0%	0	.0%		
	Makro, Cribbscause way, Lysander Road, Bristol	0	.0%	0	.0%	0	.0%	0	.0%		
	Malmesbury	0	.0%	0	.0%	0	.0%	0	.0%		
	PC World, London	0	.0%	0	.0%	0	.0%	0	.0%		
	Quedgeley	0	.0%	0	.0%	0	.0%	0	.0%		
	Sainsbury's, Dudbridge Road, Stroud	0	.0%	0	.0%	0	.0%	0	.0%		
	Saint Oswalds, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%		
	Sony Centre, The Cross, Eastgate Street, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%		
	Tesco, Baileys Court Farm, Webbs Woods Road, Bradley Stoke	0	.0%	1	1.0%	0	.0%	0	.0%		
	Tesco, Bradley Stoke, Bristol	1	1.2%	0	.0%	0	.0%	0	.0%		
	TV and HiFi Centre, West Market Place, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%		
	Woods Computers, Hounds Road, Chipping Sodbury	0	.0%	1	1.0%	0	.0%	0	.0%		

(cont.)

Q11. In which town centre, freestanding store or retail park do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

	Area	
	Dursley/ Cam	
	Num	%
Base: All respondents	101	100.0%
Internet	15	14.9%
Bristol – Cribbs Causeway / The Mall	18	17.8%
Gloucester	22	21.8%
Don't buy these items	8	7.9%
Gloucester Retail Park	4	4.0%
Stroud	4	4.0%
Cheltenham	5	5.0%
Cirencester	0	.0%
Stonehouse	0	.0%
Dursley	7	6.9%
Minchinhampton	0	.0%
Catalogue / mail order	0	.0%
Wotton-under-Edge	0	.0%
Yate Retail Park	0	.0%
Bristol – Cabot Circus	1	1.0%
Gallagher Retail Park, Cheltenham	0	.0%
Kingsditch Retail Park, Cheltenham	0	.0%
Cam	0	.0%
Gloucester Quays	1	1.0%
Nailsworth	0	.0%

(cont.)

Q11. In which town centre, freestanding store or retail park do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

		Area	
		Dursley/ Cam	
		Num	%
Other	Currys, Gloucester Retail Park, Eastern Avenue, Gloucester	5	5.0%
	Daniels TV, High Street, Kings Stanley, Stonehouse	3	3.0%
	John Lewis, Cribbs Causeway, Bristol	1	1.0%
	Currys, Cribbs Causeway, Patchway, Bristol	2	2.0%
	Comet, Gloucester Retail Park, Eastern Avenue, Gloucester	0	.0%
	Swindon	0	.0%
	Kings Stanley	0	.0%
	Argos, Merrywalks Shopping Centre, Stroud	0	.0%
	Comet, Cribbs Causeway, Bristol	1	1.0%
	Currys, High Street, Stroud	0	.0%
	Sawyers, Brantwood Road, Chalford Hill, Stroud	0	.0%
	Jones, Long Street, Dursley	1	1.0%
	Richer Sounds, High Street, Cheltenham	1	1.0%
	Tesco, Bristol Road, Quedgeley, Gloucester	1	1.0%
	Argos, Eastgate Street, Gloucester	0	.0%
	Bath	0	.0%
	Chippenham	0	.0%
	PC World, Magnet Retail Park, Eastern Avenue, Gloucester	0	.0%
	Taylor, The Laurels, Stone, Berkeley	0	.0%
	Yate	0	.0%

(cont.)

Q11. In which town centre, freestanding store or retail park do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

		Area	
		Dursley/ Cam	
		Num	%
Other	Argos, Cribbs Causeway, Patchway, Bristol	0	.0%
	Argos, West Walk, Yate Shopping Centre, Yate, Bristol	0	.0%
	Bristol	0	.0%
	Chalford	0	.0%
	Comet, Orbital Shopping Centre, Swindon	0	.0%
	Greenbridge Retail Park, Garrard Way, Swindon	0	.0%
	Hillesley	0	.0%
	Leonard Stanley, Stonehouse	0	.0%
	Shop Around for Low Prices	0	.0%
	Tesco, Kings Meadow, Cricklade, Cirencester	0	.0%
	Brimscombe	0	.0%
	Asda, Bruton Way, Gloucester	0	.0%
	Chalford Hill	0	.0%
	Comet, Chippenham Retail Park, Bumpers Way, Chippenham	0	.0%
	Costco, St Brendans Way, Bristol	0	.0%
	Currys, Eastgate Street, Gloucester	0	.0%
	Currys, Gallagher Retail Park, Cheltenham	0	.0%
	Currys, Greenbridge Retail Park, Swindon	0	.0%
	Currys, Tewkesbury Road, Cheltenham	0	.0%
	George Taylor, The Laurels, Stone, Berkeley	0	.0%

(cont.)

Q11. In which town centre, freestanding store or retail park do you do most of your household's shopping for TV, Hi-Fi, radio, photographic and computer equipment?

		Area	
		Dursley/ Cam	
		Num	%
Other	Jessops, High Street, Cheltenham	0	.0%
	Jessops, Market Place, Cirencester	0	.0%
	John Lewis, Honeybourne Way, Cheltenham	0	.0%
	Kings Langley	0	.0%
	Kingswood	0	.0%
	London	1	1.0%
	Makro, Cribbscause way, Lysander Road, Bristol	0	.0%
	Malmesbury	0	.0%
	PC World, London	0	.0%
	Quedgeley	0	.0%
	Sainsbury's, Dudbridge Road, Stroud	0	.0%
	Saint Oswalds, Gloucester	0	.0%
	Sony Centre, The Cross, Eastgate Street, Gloucester	0	.0%
	Tesco, Baileys Court Farm, Webbs Woods Road, Bradley Stoke	0	.0%
	Tesco, Bradley Stoke, Bristol	0	.0%
	TV and HiFi Centre, West Market Place, Cirencester	0	.0%
	Woods Computers, Hounds Road, Chipping Sodbury	0	.0%

Q12. In which town centre, freestanding store or retail park do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass, cosmetics and medical goods?

	Base: All respondents		Area					
	Num	%	Stroud		Stonehouse		Painswick	
			Num	%	Num	%	Num	%
Base: All respondents	1006	100.0%	100	100.0%	80	100.0%	80	100.0%
Gloucester	143	14.2%	15	15.0%	18	22.5%	6	7.5%
Stroud	140	13.9%	43	43.0%	19	23.8%	22	27.5%
Bristol – Cribbs Causeway / The Mall	139	13.8%	3	3.0%	1	1.3%	4	5.0%
Don't buy these items	96	9.5%	10	10.0%	14	17.5%	5	6.3%
Internet	90	8.9%	9	9.0%	3	3.8%	8	10.0%
Cheltenham	80	8.0%	6	6.0%	9	11.3%	17	21.3%
Cirencester	46	4.6%	0	.0%	1	1.3%	2	2.5%
Nailsworth	31	3.1%	1	1.0%	0	.0%	1	1.3%
Wotton-under-Edge	24	2.4%	0	.0%	0	.0%	0	.0%
Catalogue / mail order	16	1.6%	1	1.0%	1	1.3%	3	3.8%
Dursley	12	1.2%	1	1.0%	0	.0%	0	.0%
Berkeley	8	.8%	0	.0%	0	.0%	0	.0%
Bristol – Cabot Circus	7	.7%	0	.0%	0	.0%	0	.0%
Minchinhampton	7	.7%	0	.0%	0	.0%	1	1.3%
Yate Retail Park	7	.7%	0	.0%	0	.0%	0	.0%
Stonehouse	6	.6%	0	.0%	6	7.5%	0	.0%
Cam	3	.3%	0	.0%	0	.0%	0	.0%
Cainscross, Stroud	2	.2%	1	1.0%	0	.0%	0	.0%
Gloucester Quays	2	.2%	0	.0%	0	.0%	0	.0%
Gloucester Retail Park	2	.2%	0	.0%	0	.0%	0	.0%
Painswick	2	.2%	1	1.0%	0	.0%	1	1.3%

(cont.)

Q12. In which town centre, freestanding store or retail park do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass, cosmetics and medical goods?

		Base: All respondents		Area							
		Num	%	Stroud		Stonehouse		Painswick			
				Num	%	Num	%	Num	%		
Other	Bath	11	1.1%	1	1.0%	0	.0%	0	.0%		
	Tetbury	11	1.1%	0	.0%	0	.0%	0	.0%		
	Yate	11	1.1%	0	.0%	0	.0%	0	.0%		
	Lloyds, Old Market, Nailsworth	10	1.0%	0	.0%	0	.0%	0	.0%		
	Boots, Tanglewood Way, Chalford, Stroud	7	.7%	1	1.0%	1	1.3%	1	1.3%		
	Lloyds, Long Street, Wotton-under-Edge	6	.6%	0	.0%	0	.0%	0	.0%		
	Thornbury	6	.6%	0	.0%	0	.0%	0	.0%		
	Berkeley Pharmacy, Market Place, Berkeley	5	.5%	0	.0%	0	.0%	0	.0%		
	Varies	5	.5%	0	.0%	2	2.5%	0	.0%		
	Boots, High Street, Stroud	4	.4%	1	1.0%	1	1.3%	1	1.3%		
	Boots, Parsonage Street, Dursley	4	.4%	0	.0%	0	.0%	0	.0%		
	Swindon	4	.4%	0	.0%	0	.0%	0	.0%		
	Boots, London House, West End, Minchinhampton	3	.3%	0	.0%	0	.0%	0	.0%		
	Boots, North Walk, Yate	3	.3%	0	.0%	0	.0%	0	.0%		
	Lloyds, King Street, Stroud	3	.3%	2	2.0%	0	.0%	1	1.3%		
	Boots, Cricklade Street, Cirencester	2	.2%	0	.0%	0	.0%	0	.0%		
	Debenhams, Kings Walk, Gloucester	2	.2%	0	.0%	0	.0%	0	.0%		
	John Lewis, The Mall, Cribbs Causeway, Bristol	2	.2%	0	.0%	0	.0%	0	.0%		
	Lloyds, Bristol Road, Quedgeley, Gloucester	2	.2%	0	.0%	1	1.3%	0	.0%		
	Lloyds, Long Street, Tetbury	2	.2%	0	.0%	0	.0%	0	.0%		
Tesco, Stratford Road, Stroud	2	.2%	1	1.0%	1	1.3%	0	.0%			

(cont.)

Q12. In which town centre, freestanding store or retail park do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass, cosmetics and medical goods?

		Base: All respondents		Area							
		Num	%	Stroud		Stonehouse		Painswick			
				Num	%	Num	%	Num	%		
Other	Alveston	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Merrywalks Shopping Centre, Stroud	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%
	BHS, Eastgate Street, Gloucester	1	.1%	0	.0%	1	1.3%	0	.0%	0	.0%
	Blooms of Bressingham, Bath Road, Hardwicke	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, High Street, Thornbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Bussage, Stroud	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Cam	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Cheltenham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Eastgate Street, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Borders, Orbital Shopping Centre, Swindon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Brockworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Cardiff	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Chester	1	.1%	0	.0%	0	.0%	1	1.3%	0	.0%
	Costco, St Brendans Way, Bristol	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Eastwood Garden Plant Centre, Falfield, Wotton-under-Edge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Haywood Heath	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	House of Fraser, Cabot Circus, Bristol	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	House of Fraser, Cavendish House, Promenade, Cheltenham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Kings Chase Retail Park, Regent Street, Kingswood, Bristol	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Lloyds, Holmleigh Parade, Tuffley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
Lloyds, May Lane, Dursley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q12. In which town centre, freestanding store or retail park do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass, cosmetics and medical goods?

		Base: All respondents		Area							
		Num	%	Stroud		Stonehouse		Painswick			
				Num	%	Num	%	Num	%		
Other	Lloyds, Thornbury, Bristol	1	.1%	0	.0%	0	.0%	0	.0%		
	London	1	.1%	0	.0%	0	.0%	1	1.3%		
	Malmesbury	1	.1%	0	.0%	0	.0%	0	.0%		
	Morrisons, Glevum Retail Park, Abbeydale, Gloucester	1	.1%	0	.0%	0	.0%	1	1.3%		
	Sainsbury's, North Gate Street, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%		
	Sainsbury's, Gallagher Retail Park Cheltenham	1	.1%	1	1.0%	0	.0%	0	.0%		
	Saint Oswalds, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%		
	St Peter Port, Guernsey	1	.1%	0	.0%	0	.0%	1	1.3%		
	Stroud Bookshop, High Street, Stroud	1	.1%	0	.0%	0	.0%	1	1.3%		
	Tesco, Cirencester	1	.1%	0	.0%	0	.0%	0	.0%		
	Tesco, Thornbury	1	.1%	0	.0%	0	.0%	0	.0%		
	Painswick Pharmacy, New Street, Painswick	1	.1%	0	.0%	0	.0%	1	1.3%		
	The Works, High Street, Stroud	1	.1%	0	.0%	1	1.3%	0	.0%		
	Waitrose, Sheen Road, Richmond	1	.1%	0	.0%	0	.0%	1	1.3%		
	WH Smith, Eastgate Street, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%		
	WH Smith, King Street, Stroud	1	.1%	0	.0%	0	.0%	0	.0%		
	Wilkinson, Merrywalks Shopping Centre, Stroud	1	.1%	1	1.0%	0	.0%	0	.0%		

(cont.)

Q12. In which town centre, freestanding store or retail park do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass, cosmetics and medical goods?

	Area							
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	50	100.0%	50	100.0%	82	100.0%	101	100.0%
Gloucester	4	8.0%	5	10.0%	7	8.5%	1	1.0%
Stroud	12	24.0%	11	22.0%	16	19.5%	9	8.9%
Bristol – Cribbs Causeway / The Mall	3	6.0%	0	.0%	4	4.9%	10	9.9%
Don't buy these items	6	12.0%	5	10.0%	11	13.4%	7	6.9%
Internet	2	4.0%	5	10.0%	4	4.9%	10	9.9%
Cheltenham	7	14.0%	4	8.0%	6	7.3%	3	3.0%
Cirencester	3	6.0%	4	8.0%	1	1.2%	33	32.7%
Nailsworth	1	2.0%	5	10.0%	20	24.4%	1	1.0%
Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue / mail order	1	2.0%	0	.0%	0	.0%	0	.0%
Dursley	0	.0%	0	.0%	0	.0%	0	.0%
Berkeley	0	.0%	0	.0%	0	.0%	0	.0%
Bristol – Cabot Circus	0	.0%	1	2.0%	1	1.2%	0	.0%
Minchinhampton	1	2.0%	4	8.0%	0	.0%	1	1.0%
Yate Retail Park	0	.0%	0	.0%	0	.0%	1	1.0%
Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%
Cam	0	.0%	0	.0%	0	.0%	0	.0%
Cainscross, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
Gloucester Quays	0	.0%	0	.0%	0	.0%	0	.0%
Gloucester Retail Park	1	2.0%	0	.0%	0	.0%	0	.0%
Painswick	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q12. In which town centre, freestanding store or retail park do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass, cosmetics and medical goods?

		Area									
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe			
		Num	%	Num	%	Num	%	Num	%		
Other	Bath	0	.0%	1	2.0%	2	2.4%	2	2.0%		
	Tetbury	0	.0%	1	2.0%	0	.0%	10	9.9%		
	Yate	0	.0%	0	.0%	0	.0%	0	.0%		
	Lloyds, Old Market, Nailsworth	0	.0%	0	.0%	9	11.0%	1	1.0%		
	Boots, Tanglewood Way, Chalford, Stroud	3	6.0%	1	2.0%	0	.0%	0	.0%		
	Lloyds, Long Street, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%		
	Thornbury	0	.0%	0	.0%	0	.0%	0	.0%		
	Berkeley Pharmacy, Market Place, Berkeley	0	.0%	0	.0%	0	.0%	0	.0%		
	Varies	0	.0%	0	.0%	0	.0%	0	.0%		
	Boots, High Street, Stroud	1	2.0%	0	.0%	0	.0%	0	.0%		
	Boots, Parsonage Street, Dursley	0	.0%	0	.0%	0	.0%	0	.0%		
	Swindon	0	.0%	0	.0%	0	.0%	4	4.0%		
	Boots, London House, West End, Minchinhampton	0	.0%	3	6.0%	0	.0%	0	.0%		
	Boots, North Walk, Yate	0	.0%	0	.0%	0	.0%	0	.0%		
	Lloyds, King Street, Stroud	0	.0%	0	.0%	0	.0%	0	.0%		
	Boots, Cricklade Street, Cirencester	0	.0%	0	.0%	1	1.2%	1	1.0%		
	Debenhams, Kings Walk, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%		
	John Lewis, The Mall, Cribbs Causeway, Bristol	1	2.0%	0	.0%	0	.0%	0	.0%		
	Lloyds, Bristol Road, Quedgeley, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%		
	Lloyds, Long Street, Tetbury	0	.0%	0	.0%	0	.0%	2	2.0%		
Tesco, Stratford Road, Stroud	0	.0%	0	.0%	0	.0%	0	.0%			

(cont.)

Q12. In which town centre, freestanding store or retail park do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass, cosmetics and medical goods?

		Area									
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe			
		Num	%	Num	%	Num	%	Num	%		
Other	Alveston	0	.0%	0	.0%	0	.0%	0	.0%		
	Argos, Merrywalks Shopping Centre, Stroud	0	.0%	0	.0%	0	.0%	0	.0%		
	BHS, Eastgate Street, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%		
	Blooms of Bressingham, Bath Road, Hardwicke	0	.0%	0	.0%	0	.0%	0	.0%		
	Boots, High Street, Thornbury	0	.0%	0	.0%	0	.0%	0	.0%		
	Boots, Bussage, Stroud	1	2.0%	0	.0%	0	.0%	0	.0%		
	Boots, Cam	0	.0%	0	.0%	0	.0%	0	.0%		
	Boots, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%		
	Boots, Eastgate Street, Gloucester	1	2.0%	0	.0%	0	.0%	0	.0%		
	Borders, Orbital Shopping Centre, Swindon	0	.0%	0	.0%	0	.0%	1	1.0%		
	Brockworth	0	.0%	0	.0%	0	.0%	0	.0%		
	Cardiff	0	.0%	0	.0%	0	.0%	0	.0%		
	Chester	0	.0%	0	.0%	0	.0%	0	.0%		
	Costco, St Brendans Way, Bristol	0	.0%	0	.0%	0	.0%	1	1.0%		
	Eastwood Garden Plant Centre, Falfield, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%		
	Haywood Heath	1	2.0%	0	.0%	0	.0%	0	.0%		
	House of Fraser, Cabot Circus, Bristol	0	.0%	0	.0%	0	.0%	0	.0%		
	House of Fraser, Cavendish House, Promenade, Cheltenham	0	.0%	0	.0%	0	.0%	1	1.0%		
	Kings Chase Retail Park, Regent Street, Kingswood, Bristol	0	.0%	0	.0%	0	.0%	0	.0%		
	Lloyds, Holmleigh Parade, Tuffley	0	.0%	0	.0%	0	.0%	0	.0%		
Lloyds, May Lane, Dursley	0	.0%	0	.0%	0	.0%	0	.0%			

(cont.)

Q12. In which town centre, freestanding store or retail park do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass, cosmetics and medical goods?

		Area									
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe			
		Num	%	Num	%	Num	%	Num	%	Num	%
Other	Lloyds, Thornbury, Bristol	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	London	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Malmesbury	0	.0%	0	.0%	0	.0%	1	1.0%		
	Morrisons, Glevum Retail Park, Abbeydale, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, North Gate Street, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Gallagher Retail Park Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Saint Oswalds, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	St Peter Port, Guernsey	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stroud Bookshop, High Street, Stroud	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Cirencester	0	.0%	0	.0%	0	.0%	1	1.0%		
	Tesco, Thornbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Painswick Pharmacy, New Street, Painswick	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Works, High Street, Stroud	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Waitrose, Sheen Road, Richmond	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	WH Smith, Eastgate Street, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	WH Smith, King Street, Stroud	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wilkinson, Merrywalks Shopping Centre, Stroud	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q12. In which town centre, freestanding store or retail park do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass, cosmetics and medical goods?

	Area					
	Wotton		Southern Fringe		Berkeley	
	Num	%	Num	%	Num	%
Base: All respondents	81	100.0%	101	100.0%	80	100.0%
Gloucester	6	7.4%	0	.0%	18	22.5%
Stroud	1	1.2%	1	1.0%	2	2.5%
Bristol – Cribbs Causeway / The Mall	25	30.9%	40	39.6%	23	28.8%
Don't buy these items	6	7.4%	9	8.9%	3	3.8%
Internet	7	8.6%	17	16.8%	6	7.5%
Cheltenham	0	.0%	1	1.0%	1	1.3%
Cirencester	0	.0%	1	1.0%	0	.0%
Nailsworth	1	1.2%	0	.0%	0	.0%
Wotton-under-Edge	21	25.9%	3	3.0%	0	.0%
Catalogue / mail order	0	.0%	1	1.0%	3	3.8%
Dursley	0	.0%	0	.0%	1	1.3%
Berkeley	0	.0%	0	.0%	8	10.0%
Bristol – Cabot Circus	0	.0%	3	3.0%	0	.0%
Minchinhampton	0	.0%	0	.0%	0	.0%
Yate Retail Park	1	1.2%	5	5.0%	0	.0%
Stonehouse	0	.0%	0	.0%	0	.0%
Cam	0	.0%	0	.0%	0	.0%
Cainscross, Stroud	0	.0%	0	.0%	1	1.3%
Gloucester Quays	0	.0%	0	.0%	0	.0%
Gloucester Retail Park	0	.0%	0	.0%	0	.0%
Painswick	0	.0%	0	.0%	0	.0%

(cont.)

Q12. In which town centre, freestanding store or retail park do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass, cosmetics and medical goods?

		Area					
		Wotton		Southern Fringe		Berkeley	
		Num	%	Num	%	Num	%
Other	Bath	1	1.2%	4	4.0%	0	.0%
	Tetbury	0	.0%	0	.0%	0	.0%
	Yate	3	3.7%	7	6.9%	1	1.3%
	Lloyds, Old Market, Nailsworth	0	.0%	0	.0%	0	.0%
	Boots, Tanglewood Way, Chalford, Stroud	0	.0%	0	.0%	0	.0%
	Lloyds, Long Street, Wotton-under-Edge	6	7.4%	0	.0%	0	.0%
	Thornbury	0	.0%	3	3.0%	3	3.8%
	Berkeley Pharmacy, Market Place, Berkeley	0	.0%	0	.0%	5	6.3%
	Varies	0	.0%	1	1.0%	1	1.3%
	Boots, High Street, Stroud	0	.0%	0	.0%	0	.0%
	Boots, Parsonage Street, Dursley	0	.0%	0	.0%	0	.0%
	Swindon	0	.0%	0	.0%	0	.0%
	Boots, London House, West End, Minchinhampton	0	.0%	0	.0%	0	.0%
	Boots, North Walk, Yate	1	1.2%	2	2.0%	0	.0%
	Lloyds, King Street, Stroud	0	.0%	0	.0%	0	.0%
	Boots, Cricklade Street, Cirencester	0	.0%	0	.0%	0	.0%
	Debenhams, Kings Walk, Gloucester	0	.0%	0	.0%	0	.0%
	John Lewis, The Mall, Cribbs Causeway, Bristol	1	1.2%	0	.0%	0	.0%
	Lloyds, Bristol Road, Quedgeley, Gloucester	0	.0%	0	.0%	0	.0%
	Lloyds, Long Street, Tetbury	0	.0%	0	.0%	0	.0%
Tesco, Stratford Road, Stroud	0	.0%	0	.0%	0	.0%	

(cont.)

Q12. In which town centre, freestanding store or retail park do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass, cosmetics and medical goods?

		Area					
		Wotton		Southern Fringe		Berkeley	
		Num	%	Num	%	Num	%
Other	Alveston	0	.0%	1	1.0%	0	.0%
	Argos, Merrywalks Shopping Centre, Stroud	0	.0%	0	.0%	0	.0%
	BHS, Eastgate Street, Gloucester	0	.0%	0	.0%	0	.0%
	Blooms of Bressingham, Bath Road, Hardwicke	0	.0%	0	.0%	0	.0%
	Boots, High Street, Thornbury	0	.0%	0	.0%	1	1.3%
	Boots, Bussage, Stroud	0	.0%	0	.0%	0	.0%
	Boots, Cam	0	.0%	0	.0%	0	.0%
	Boots, Cheltenham	0	.0%	0	.0%	0	.0%
	Boots, Eastgate Street, Gloucester	0	.0%	0	.0%	0	.0%
	Borders, Orbital Shopping Centre, Swindon	0	.0%	0	.0%	0	.0%
	Brockworth	0	.0%	0	.0%	0	.0%
	Cardiff	0	.0%	0	.0%	0	.0%
	Chester	0	.0%	0	.0%	0	.0%
	Costco, St Brendans Way, Bristol	0	.0%	0	.0%	0	.0%
	Eastwood Garden Plant Centre, Falfield, Wotton-under-Edge	1	1.2%	0	.0%	0	.0%
	Haywood Heath	0	.0%	0	.0%	0	.0%
	House of Fraser, Cabot Circus, Bristol	0	.0%	0	.0%	1	1.3%
	House of Fraser, Cavendish House, Promenade, Cheltenham	0	.0%	0	.0%	0	.0%
	Kings Chase Retail Park, Regent Street, Kingswood, Bristol	0	.0%	0	.0%	1	1.3%
	Lloyds, Holmleigh Parade, Tuffley	0	.0%	0	.0%	0	.0%
Lloyds, May Lane, Dursley	0	.0%	0	.0%	0	.0%	

(cont.)

Q12. In which town centre, freestanding store or retail park do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass, cosmetics and medical goods?

		Area					
		Wotton		Southern Fringe		Berkeley	
		Num	%	Num	%	Num	%
Other	Lloyds, Thornbury, Bristol	0	.0%	1	1.0%	0	.0%
	London	0	.0%	0	.0%	0	.0%
	Malmesbury	0	.0%	0	.0%	0	.0%
	Morrisons, Glevum Retail Park, Abbeydale, Gloucester	0	.0%	0	.0%	0	.0%
	Sainsbury's, North Gate Street, Gloucester	0	.0%	0	.0%	0	.0%
	Sainsbury's, Gallagher Retail Park Cheltenham	0	.0%	0	.0%	0	.0%
	Saint Oswalds, Gloucester	0	.0%	0	.0%	0	.0%
	St Peter Port, Guernsey	0	.0%	0	.0%	0	.0%
	Stroud Bookshop, High Street, Stroud	0	.0%	0	.0%	0	.0%
	Tesco, Cirencester	0	.0%	0	.0%	0	.0%
	Tesco, Thornbury	0	.0%	1	1.0%	0	.0%
	Painswick Pharmacy, New Street, Painswick	0	.0%	0	.0%	0	.0%
	The Works, High Street, Stroud	0	.0%	0	.0%	0	.0%
	Waitrose, Sheen Road, Richmond	0	.0%	0	.0%	0	.0%
	WH Smith, Eastgate Street, Gloucester	0	.0%	0	.0%	1	1.3%
	WH Smith, King Street, Stroud	0	.0%	0	.0%	0	.0%
	Wilkinson, Merrywalks Shopping Centre, Stroud	0	.0%	0	.0%	0	.0%

(cont.)

Q12. In which town centre, freestanding store or retail park do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass, cosmetics and medical goods?

	Area			
	Northern/ Western Fringe		Dursley/ Cam	
	Num	%	Num	%
Base: All respondents	100	100.0%	101	100.0%
Gloucester	43	43.0%	20	19.8%
Stroud	2	2.0%	2	2.0%
Bristol – Cribbs Causeway / The Mall	4	4.0%	22	21.8%
Don't buy these items	9	9.0%	11	10.9%
Internet	10	10.0%	9	8.9%
Cheltenham	19	19.0%	7	6.9%
Cirencester	1	1.0%	0	.0%
Nailsworth	0	.0%	1	1.0%
Wotton-under-Edge	0	.0%	0	.0%
Catalogue / mail order	2	2.0%	4	4.0%
Dursley	0	.0%	10	9.9%
Berkeley	0	.0%	0	.0%
Bristol – Cabot Circus	0	.0%	2	2.0%
Minchinhampton	0	.0%	0	.0%
Yate Retail Park	0	.0%	0	.0%
Stonehouse	0	.0%	0	.0%
Cam	0	.0%	3	3.0%
Cainscross, Stroud	0	.0%	0	.0%
Gloucester Quays	1	1.0%	1	1.0%
Gloucester Retail Park	1	1.0%	0	.0%
Painswick	0	.0%	0	.0%

(cont.)

Q12. In which town centre, freestanding store or retail park do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass, cosmetics and medical goods?

		Area			
		Northern/ Western Fringe		Dursley/ Cam	
		Num	%	Num	%
Other	Bath	0	.0%	0	.0%
	Tetbury	0	.0%	0	.0%
	Yate	0	.0%	0	.0%
	Lloyds, Old Market, Nailsworth	0	.0%	0	.0%
	Boots, Tanglewood Way, Chalford, Stroud	0	.0%	0	.0%
	Lloyds, Long Street, Wotton-under-Edge	0	.0%	0	.0%
	Thornbury	0	.0%	0	.0%
	Berkeley Pharmacy, Market Place, Berkeley	0	.0%	0	.0%
	Varies	1	1.0%	0	.0%
	Boots, High Street, Stroud	0	.0%	0	.0%
	Boots, Parsonage Street, Dursley	0	.0%	4	4.0%
	Swindon	0	.0%	0	.0%
	Boots, London House, West End, Minchinhampton	0	.0%	0	.0%
	Boots, North Walk, Yate	0	.0%	0	.0%
	Lloyds, King Street, Stroud	0	.0%	0	.0%
	Boots, Cricklade Street, Cirencester	0	.0%	0	.0%
	Debenhams, Kings Walk, Gloucester	1	1.0%	1	1.0%
	John Lewis, The Mall, Cribbs Causeway, Bristol	0	.0%	0	.0%
	Lloyds, Bristol Road, Quedgeley, Gloucester	1	1.0%	0	.0%
	Lloyds, Long Street, Tetbury	0	.0%	0	.0%
Tesco, Stratford Road, Stroud	0	.0%	0	.0%	

(cont.)

Q12. In which town centre, freestanding store or retail park do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass, cosmetics and medical goods?

		Area					
		Northern/ Western Fringe			Dursley/ Cam		
		Num	%		Num	%	
Other	Alveston	0	.0%		0	.0%	
	Argos, Merrywalks Shopping Centre, Stroud	0	.0%		0	.0%	
	BHS, Eastgate Street, Gloucester	0	.0%		0	.0%	
	Blooms of Bressingham, Bath Road, Hardwicke	0	.0%		1	1.0%	
	Boots, High Street, Thornbury	0	.0%		0	.0%	
	Boots, Bussage, Stroud	0	.0%		0	.0%	
	Boots, Cam	0	.0%		1	1.0%	
	Boots, Cheltenham	1	1.0%		0	.0%	
	Boots, Eastgate Street, Gloucester	0	.0%		0	.0%	
	Borders, Orbital Shopping Centre, Swindon	0	.0%		0	.0%	
	Brockworth	1	1.0%		0	.0%	
	Cardiff	0	.0%		1	1.0%	
	Chester	0	.0%		0	.0%	
	Costco, St Brendans Way, Bristol	0	.0%		0	.0%	
	Eastwood Garden Plant Centre, Falfield, Wotton-under-Edge	0	.0%		0	.0%	
	Haywood Heath	0	.0%		0	.0%	
	House of Fraser, Cabot Circus, Bristol	0	.0%		0	.0%	
	House of Fraser, Cavendish House, Promenade, Cheltenham	0	.0%		0	.0%	
	Kings Chase Retail Park, Regent Street, Kingswood, Bristol	0	.0%		0	.0%	
	Lloyds, Holmleigh Parade, Tuffley	1	1.0%		0	.0%	
Lloyds, May Lane, Dursley	0	.0%		1	1.0%		

(cont.)

Q12. In which town centre, freestanding store or retail park do you do most of your household's shopping for personal/ luxury goods including books, jewellery, china, glass, cosmetics and medical goods?

		Area			
		Northern/ Western Fringe		Dursley/ Cam	
		Num	%	Num	%
Other	Lloyds, Thornbury, Bristol	0	.0%	0	.0%
	London	0	.0%	0	.0%
	Malmesbury	0	.0%	0	.0%
	Morrisons, Glevum Retail Park, Abbeydale, Gloucester	0	.0%	0	.0%
	Sainsbury's, North Gate Street, Gloucester	1	1.0%	0	.0%
	Sainsbury's, Gallagher Retail Park Cheltenham	0	.0%	0	.0%
	Saint Oswalds, Gloucester	1	1.0%	0	.0%
	St Peter Port, Guernsey	0	.0%	0	.0%
	Stroud Bookshop, High Street, Stroud	0	.0%	0	.0%
	Tesco, Cirencester	0	.0%	0	.0%
	Tesco, Thornbury	0	.0%	0	.0%
	Painswick Pharmacy, New Street, Painswick	0	.0%	0	.0%
	The Works, High Street, Stroud	0	.0%	0	.0%
	Waitrose, Sheen Road, Richmond	0	.0%	0	.0%
	WH Smith, Eastgate Street, Gloucester	0	.0%	0	.0%
	WH Smith, King Street, Stroud	0	.0%	0	.0%
	Wilkinson, Merrywalks Shopping Centre, Stroud	0	.0%	0	.0%

Q13. In which town centre, freestanding store, or retail park do you do most of your household's shopping for recreational goods including bicycles, games, toys, sports and camping equipment?

	Base: All respondents		Area					
	Num	%	Stroud		Stonehouse		Painswick	
			Num	%	Num	%	Num	%
Base: All respondents	1006	100.0%	100	100.0%	80	100.0%	80	100.0%
Don't buy these items	369	36.7%	41	41.0%	26	32.5%	38	47.5%
Gloucester	119	11.8%	9	9.0%	13	16.3%	3	3.8%
Stroud	86	8.5%	17	17.0%	15	18.8%	8	10.0%
Bristol – Cribbs Causeway / The Mall	85	8.4%	3	3.0%	1	1.3%	3	3.8%
Internet	85	8.4%	6	6.0%	4	5.0%	10	12.5%
Cheltenham	33	3.3%	5	5.0%	2	2.5%	8	10.0%
Cirencester	27	2.7%	0	.0%	0	.0%	1	1.3%
Nailsworth	14	1.4%	0	.0%	0	.0%	0	.0%
Gloucester Retail Park	11	1.1%	0	.0%	1	1.3%	0	.0%
Wotton-under-Edge	9	.9%	0	.0%	1	1.3%	0	.0%
Stonehouse	7	.7%	1	1.0%	4	5.0%	1	1.3%
Bristol – Cabot Circus	5	.5%	0	.0%	0	.0%	0	.0%
Catalogue/mail order	5	.5%	1	1.0%	0	.0%	0	.0%
Gloucester Quays	3	.3%	0	.0%	0	.0%	2	2.5%
Minchinhampton	2	.2%	2	2.0%	0	.0%	0	.0%
Berkeley	1	.1%	0	.0%	0	.0%	0	.0%
Cam	1	.1%	0	.0%	0	.0%	0	.0%
Dursley	1	.1%	0	.0%	0	.0%	0	.0%
Gallagher Retail Park, Cheltenham	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q13. In which town centre, freestanding store, or retail park do you do most of your household's shopping for recreational goods including bicycles, games, toys, sports and camping equipment?

		Base: All respondents				Area					
		Base: All respondents		Stroud		Stonehouse		Painswick			
		Num	%	Num	%	Num	%	Num	%		
Other	Toys R Us, St Ann Way, Gloucester	15	1.5%	1	1.0%	3	3.8%	2	2.5%		
	Yate	11	1.1%	0	.0%	0	.0%	0	.0%		
	Argos, Merrywalks Shopping Centre, Stroud	10	1.0%	4	4.0%	1	1.3%	1	1.3%		
	Attwoolls, Bristol Road, Whitminster, Gloucester	8	.8%	0	.0%	0	.0%	1	1.3%		
	Swindon	7	.7%	0	.0%	0	.0%	0	.0%		
	Toys R Us, Centaurus Road, Bristol	7	.7%	0	.0%	0	.0%	0	.0%		
	Bath	5	.5%	1	1.0%	0	.0%	0	.0%		
	John Lewis, Cribbs Causeway, Bristol	4	.4%	0	.0%	1	1.3%	0	.0%		
	Whitminster, Gloucester	4	.4%	0	.0%	0	.0%	0	.0%		
	Batemans, Kendrick Street, Stroud	3	.3%	1	1.0%	0	.0%	0	.0%		
	Cotswold Outdoor, Gateway Visitors Centre, Cirencester	3	.3%	1	1.0%	0	.0%	0	.0%		
	Thornbury	3	.3%	0	.0%	0	.0%	0	.0%		
	Cainscross, Stroud	2	.2%	1	1.0%	1	1.3%	0	.0%		
	Filton, Bristol	2	.2%	0	.0%	0	.0%	0	.0%		
	Greenbridge Retail Park, Stratton Road, Swindon	2	.2%	0	.0%	0	.0%	0	.0%		
	Halfords, King Street, Stroud	2	.2%	0	.0%	1	1.3%	0	.0%		
	Hobbycraft, Peel Centre, St Ann Way, Gloucester	2	.2%	1	1.0%	0	.0%	1	1.3%		
	Millets, Kendrick Street, Stroud	2	.2%	0	.0%	0	.0%	0	.0%		
	Noahs Ark, Bourne Mills, Brimscombe, Stroud	2	.2%	1	1.0%	1	1.3%	0	.0%		
	Tesco, Bristol Road, Quedgeley, Gloucester	2	.2%	0	.0%	1	1.3%	0	.0%		

(cont.)

Q13. In which town centre, freestanding store, or retail park do you do most of your household's shopping for recreational goods including bicycles, games, toys, sports and camping equipment?

		Base: All respondents				Area					
		Base: All respondents		Stroud		Stonehouse		Painswick			
		Num	%	Num	%	Num	%	Num	%		
Other	Toys R Us, Oxford Road, Swindon	2	.2%	0	.0%	0	.0%	0	.0%		
	Varies	2	.2%	1	1.0%	0	.0%	0	.0%		
	Argos, Yate	1	.1%	0	.0%	0	.0%	0	.0%		
	Asda, Bruton Way, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%		
	Baileys News, Market Place, Berkeley	1	.1%	0	.0%	0	.0%	0	.0%		
	Blooms Garden Centre, Haresfield, Stonehouse	1	.1%	1	1.0%	0	.0%	0	.0%		
	Bristol	1	.1%	0	.0%	0	.0%	0	.0%		
	Caravan Centre, Gloucester	1	.1%	0	.0%	1	1.3%	0	.0%		
	Chalford	1	.1%	0	.0%	0	.0%	0	.0%		
	Chipping Sodbury	1	.1%	0	.0%	0	.0%	0	.0%		
	Game, Cricklade Street, Cirencester	1	.1%	0	.0%	0	.0%	0	.0%		
	Game, East Walk, Yate, Bristol	1	.1%	0	.0%	0	.0%	0	.0%		
	Halfords, Merrywalks, Stroud	1	.1%	0	.0%	0	.0%	0	.0%		
	Halfords, West Walk, Yate	1	.1%	0	.0%	0	.0%	0	.0%		
	Heritage, George Street, Stroud	1	.1%	0	.0%	1	1.3%	0	.0%		
	Higgs & Wise, St Oswalds Road, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%		
	Homebase, Stroud	1	.1%	0	.0%	1	1.3%	0	.0%		
	House of Fraser, Cabot Circus, Bristol	1	.1%	0	.0%	0	.0%	0	.0%		
	John Lewis, Oxford Street, London	1	.1%	0	.0%	0	.0%	0	.0%		
	Marlborough	1	.1%	0	.0%	0	.0%	0	.0%		
Matalan, Quedgeley, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%			
Millets, High Street, Cheltenham	1	.1%	0	.0%	0	.0%	0	.0%			

(cont.)

Q13. In which town centre, freestanding store, or retail park do you do most of your household's shopping for recreational goods including bicycles, games, toys, sports and camping equipment?

		Base: All respondents				Area			
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Millets, High Street, Weston-super-Mare	1	.1%	0	.0%	0	.0%	0	.0%
	Millets, Southgate Street, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Millets, Yate, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	Mitchells, Barton Street, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Mothercare, St Oswalds Road, Gloucester	1	.1%	1	1.0%	0	.0%	0	.0%
	North Port Arcade Retail Park, Yate, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	Petes Cycles, Thornbury	1	.1%	0	.0%	0	.0%	0	.0%
	Riders of Bristol, Stockwood Road, Brislington, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Dudbridge Road, Stroud	1	.1%	0	.0%	1	1.3%	0	.0%
	Starshine, Bridge Street, Nailsworth, Stroud	1	.1%	0	.0%	0	.0%	0	.0%
	Superdrug, East Walk, Yate	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Ocotal Way Swindon	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Bradley Stoke, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Brockworth	1	.1%	0	.0%	0	.0%	1	1.3%
	Tesco, Kings Meadow, Old Cricklade Road, Cirencester	1	.1%	0	.0%	0	.0%	0	.0%
	Tetbury	1	.1%	0	.0%	0	.0%	0	.0%
	The Cycle Shop, Long Street, Wotton-under-Edge	1	.1%	0	.0%	0	.0%	0	.0%
	Toys R Us, Peel Centre, Bristol Road, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q13. In which town centre, freestanding store, or retail park do you do most of your household's shopping for recreational goods including bicycles, games, toys, sports and camping equipment?

		Base: All respondents				Area			
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	WH Smith, Eastern Avenue, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	West Country Motor Homes, Bristol Road, Highbridge	1	.1%	0	.0%	0	.0%	0	.0%
	WH Smith, High Street, Cheltenham	1	.1%	1	1.0%	0	.0%	0	.0%
	Wyevale Garden Centre, Milbury Heath, Wotton-under-Edge	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q13. In which town centre, freestanding store, or retail park do you do most of your household's shopping for recreational goods including bicycles, games, toys, sports and camping equipment?

	Area									
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe			
	Num	%	Num	%	Num	%	Num	%		
Base: All respondents	50	100.0%	50	100.0%	82	100.0%	101	100.0%		
Don't buy these items	19	38.0%	25	50.0%	28	34.1%	36	35.6%		
Gloucester	1	2.0%	5	10.0%	11	13.4%	1	1.0%		
Stroud	9	18.0%	9	18.0%	11	13.4%	8	7.9%		
Bristol – Cribbs Causeway / The Mall	1	2.0%	1	2.0%	3	3.7%	4	4.0%		
Internet	5	10.0%	2	4.0%	5	6.1%	9	8.9%		
Cheltenham	3	6.0%	0	.0%	2	2.4%	4	4.0%		
Cirencester	4	8.0%	2	4.0%	0	.0%	17	16.8%		
Nailsworth	0	.0%	4	8.0%	8	9.8%	2	2.0%		
Gloucester Retail Park	0	.0%	1	2.0%	2	2.4%	0	.0%		
Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%		
Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%		
Bristol – Cabot Circus	0	.0%	1	2.0%	0	.0%	1	1.0%		
Catalogue/mail order	0	.0%	0	.0%	1	1.2%	0	.0%		
Gloucester Quays	0	.0%	0	.0%	0	.0%	0	.0%		
Minchinhampton	0	.0%	0	.0%	0	.0%	0	.0%		
Berkeley	1	2.0%	0	.0%	0	.0%	0	.0%		
Cam	0	.0%	0	.0%	0	.0%	0	.0%		
Dursley	0	.0%	0	.0%	0	.0%	0	.0%		
Gallagher Retail Park, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

Q13. In which town centre, freestanding store, or retail park do you do most of your household's shopping for recreational goods including bicycles, games, toys, sports and camping equipment?

		Area									
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe			
		Num	%	Num	%	Num	%	Num	%		
Other	Toys R Us, St Ann Way, Gloucester	1	2.0%	0	.0%	1	1.2%	0	.0%		
	Yate	0	.0%	0	.0%	0	.0%	1	1.0%		
	Argos, Merrywalks Shopping Centre, Stroud	2	4.0%	0	.0%	1	1.2%	0	.0%		
	Attwoolls, Bristol Road, Whitminster, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%		
	Swindon	0	.0%	0	.0%	0	.0%	7	6.9%		
	Toys R Us, Centaurus Road, Bristol	0	.0%	0	.0%	0	.0%	0	.0%		
	Bath	0	.0%	0	.0%	1	1.2%	1	1.0%		
	John Lewis, Cribbs Causeway, Bristol	1	2.0%	0	.0%	0	.0%	0	.0%		
	Whitminster, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%		
	Batemans, Kendrick Street, Stroud	1	2.0%	0	.0%	0	.0%	0	.0%		
	Cotswold Outdoor, Gateway Visitors Centre, Cirencester	2	4.0%	0	.0%	0	.0%	0	.0%		
	Thornbury	0	.0%	0	.0%	0	.0%	0	.0%		
	Cainscross, Stroud	0	.0%	0	.0%	0	.0%	0	.0%		
	Filton, Bristol	0	.0%	0	.0%	0	.0%	0	.0%		
	Greenbridge Retail Park, Stratton Road, Swindon	0	.0%	0	.0%	0	.0%	2	2.0%		
	Halfords, King Street, Stroud	0	.0%	0	.0%	0	.0%	1	1.0%		
	Hobbycraft, Peel Centre, St Ann Way, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%		
	Millets, Kendrick Street, Stroud	0	.0%	0	.0%	1	1.2%	0	.0%		
	Noahs Ark, Bourne Mills, Brimscombe, Stroud	0	.0%	0	.0%	0	.0%	0	.0%		
	Tesco, Bristol Road, Quedgeley, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

Q13. In which town centre, freestanding store, or retail park do you do most of your household's shopping for recreational goods including bicycles, games, toys, sports and camping equipment?

		Area									
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe			
		Num	%	Num	%	Num	%	Num	%		
Other	Toys R Us, Oxford Road, Swindon	0	.0%	0	.0%	0	.0%	2	2.0%		
	Varies	0	.0%	0	.0%	0	.0%	0	.0%		
	Argos, Yate	0	.0%	0	.0%	0	.0%	0	.0%		
	Asda, Bruton Way, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%		
	Baileys News, Market Place, Berkeley	0	.0%	0	.0%	0	.0%	0	.0%		
	Blooms Garden Centre, Haresfield, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%		
	Bristol	0	.0%	0	.0%	0	.0%	0	.0%		
	Caravan Centre, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%		
	Chalford	0	.0%	0	.0%	0	.0%	0	.0%		
	Chipping Sodbury	0	.0%	0	.0%	0	.0%	0	.0%		
	Game, Cricklade Street, Cirencester	0	.0%	0	.0%	1	1.2%	0	.0%		
	Game, East Walk, Yate, Bristol	0	.0%	0	.0%	0	.0%	0	.0%		
	Halfords, Merrywalks, Stroud	0	.0%	0	.0%	1	1.2%	0	.0%		
	Halfords, West Walk, Yate	0	.0%	0	.0%	1	1.2%	0	.0%		
	Heritage, George Street, Stroud	0	.0%	0	.0%	0	.0%	0	.0%		
	Higgs & Wise, St Oswalds Road, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%		
	Homebase, Stroud	0	.0%	0	.0%	0	.0%	0	.0%		
	House of Fraser, Cabot Circus, Bristol	0	.0%	0	.0%	1	1.2%	0	.0%		
	John Lewis, Oxford Street, London	0	.0%	0	.0%	0	.0%	1	1.0%		
	Marlborough	0	.0%	0	.0%	0	.0%	1	1.0%		
Matalan, Quedgeley, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%			
Millets, High Street, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%			

(cont.)

Q13. In which town centre, freestanding store, or retail park do you do most of your household's shopping for recreational goods including bicycles, games, toys, sports and camping equipment?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Millets, High Street, Weston-super-Mare	0	.0%	0	.0%	0	.0%	1	1.0%
	Millets, Southgate Street, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Millets, Yate, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Mitchells, Barton Street, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Mothercare, St Oswalds Road, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	North Port Arcade Retail Park, Yate, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Petes Cycles, Thornbury	0	.0%	0	.0%	0	.0%	0	.0%
	Riders of Bristol, Stockwood Road, Brislington, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Dudbridge Road, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Starshine, Bridge Street, Nailsworth, Stroud	0	.0%	0	.0%	1	1.2%	0	.0%
	Superdrug, East Walk, Yate	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Ocotal Way Swindon	0	.0%	0	.0%	0	.0%	1	1.0%
	Tesco, Bradley Stoke, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Brockworth	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Kings Meadow, Old Cricklade Road, Cirencester	0	.0%	0	.0%	1	1.2%	0	.0%
	Tetbury	0	.0%	0	.0%	0	.0%	1	1.0%
	The Cycle Shop, Long Street, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
	Toys R Us, Peel Centre, Bristol Road, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q13. In which town centre, freestanding store, or retail park do you do most of your household's shopping for recreational goods including bicycles, games, toys, sports and camping equipment?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	WH Smith, Eastern Avenue, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	West Country Motor Homes, Bristol Road, Highbridge	0	.0%	0	.0%	0	.0%	0	.0%
	WH Smith, High Street, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
	Wyevale Garden Centre, Milbury Heath, Wotton-under-Edge	0	.0%	0	.0%	1	1.2%	0	.0%

(cont.)

Q13. In which town centre, freestanding store, or retail park do you do most of your household's shopping for recreational goods including bicycles, games, toys, sports and camping equipment?

	Area									
	Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe			
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	81	100.0%	101	100.0%	80	100.0%	100	100.0%		
Don't buy these items	31	38.3%	30	29.7%	29	36.3%	30	30.0%		
Gloucester	3	3.7%	1	1.0%	12	15.0%	36	36.0%		
Stroud	0	.0%	3	3.0%	1	1.3%	0	.0%		
Bristol – Cribbs Causeway / The Mall	15	18.5%	24	23.8%	17	21.3%	1	1.0%		
Internet	10	12.3%	13	12.9%	7	8.8%	5	5.0%		
Cheltenham	1	1.2%	0	.0%	1	1.3%	5	5.0%		
Cirencester	0	.0%	0	.0%	0	.0%	2	2.0%		
Nailsworth	0	.0%	0	.0%	0	.0%	0	.0%		
Gloucester Retail Park	1	1.2%	0	.0%	0	.0%	5	5.0%		
Wotton-under-Edge	5	6.2%	2	2.0%	1	1.3%	0	.0%		
Stonehouse	0	.0%	0	.0%	0	.0%	1	1.0%		
Bristol – Cabot Circus	0	.0%	2	2.0%	0	.0%	0	.0%		
Catalogue/mail order	0	.0%	1	1.0%	2	2.5%	0	.0%		
Gloucester Quays	0	.0%	0	.0%	0	.0%	1	1.0%		
Minchinhampton	0	.0%	0	.0%	0	.0%	0	.0%		
Berkeley	0	.0%	0	.0%	0	.0%	0	.0%		
Cam	0	.0%	0	.0%	1	1.3%	0	.0%		
Dursley	0	.0%	0	.0%	0	.0%	0	.0%		
Gallagher Retail Park, Cheltenham	0	.0%	0	.0%	0	.0%	1	1.0%		

(cont.)

Q13. In which town centre, freestanding store, or retail park do you do most of your household's shopping for recreational goods including bicycles, games, toys, sports and camping equipment?

		Area									
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe			
		Num	%	Num	%	Num	%	Num	%		
Other	Toys R Us, St Ann Way, Gloucester	1	1.2%	0	.0%	1	1.3%	4	4.0%		
	Yate	2	2.5%	8	7.9%	0	.0%	0	.0%		
	Argos, Merrywalks Shopping Centre, Stroud	0	.0%	0	.0%	0	.0%	0	.0%		
	Attwoolls, Bristol Road, Whitminster, Gloucester	1	1.2%	3	3.0%	0	.0%	1	1.0%		
	Swindon	0	.0%	0	.0%	0	.0%	0	.0%		
	Toys R Us, Centaurus Road, Bristol	4	4.9%	1	1.0%	2	2.5%	0	.0%		
	Bath	0	.0%	2	2.0%	0	.0%	0	.0%		
	John Lewis, Cribbs Causeway, Bristol	1	1.2%	0	.0%	0	.0%	0	.0%		
	Whitminster, Gloucester	0	.0%	0	.0%	0	.0%	2	2.0%		
	Batemans, Kendrick Street, Stroud	0	.0%	0	.0%	0	.0%	0	.0%		
	Cotswold Outdoor, Gateway Visitors Centre, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%		
	Thornbury	1	1.2%	1	1.0%	1	1.3%	0	.0%		
	Cainscross, Stroud	0	.0%	0	.0%	0	.0%	0	.0%		
	Filton, Bristol	0	.0%	1	1.0%	1	1.3%	0	.0%		
	Greenbridge Retail Park, Stratton Road, Swindon	0	.0%	0	.0%	0	.0%	0	.0%		
	Halfords, King Street, Stroud	0	.0%	0	.0%	0	.0%	0	.0%		
	Hobbycraft, Peel Centre, St Ann Way, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%		
	Millets, Kendrick Street, Stroud	1	1.2%	0	.0%	0	.0%	0	.0%		
	Noahs Ark, Bourne Mills, Brimscombe, Stroud	0	.0%	0	.0%	0	.0%	0	.0%		
	Tesco, Bristol Road, Quedgeley, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%		

(cont.)

Q13. In which town centre, freestanding store, or retail park do you do most of your household's shopping for recreational goods including bicycles, games, toys, sports and camping equipment?

		Area									
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe			
		Num	%	Num	%	Num	%	Num	%	Num	%
Other	Toys R Us, Oxford Road, Swindon	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Varies	0	.0%	0	.0%	0	.0%	1	1.0%		
	Argos, Yate	0	.0%	1	1.0%	0	.0%	0	.0%		
	Asda, Bruton Way, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%		
	Baileys News, Market Place, Berkeley	0	.0%	0	.0%	1	1.3%	0	.0%		
	Blooms Garden Centre, Haresfield, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%		
	Bristol	1	1.2%	0	.0%	0	.0%	0	.0%		
	Caravan Centre, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%		
	Chalford	0	.0%	1	1.0%	0	.0%	0	.0%		
	Chipping Sodbury	0	.0%	1	1.0%	0	.0%	0	.0%		
	Game, Cricklade Street, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%		
	Game, East Walk, Yate, Bristol	0	.0%	1	1.0%	0	.0%	0	.0%		
	Halfords, Merrywalks, Stroud	0	.0%	0	.0%	0	.0%	0	.0%		
	Halfords, West Walk, Yate	0	.0%	0	.0%	0	.0%	0	.0%		
	Heritage, George Street, Stroud	0	.0%	0	.0%	0	.0%	0	.0%		
	Higgs & Wise, St Oswalds Road, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%		
	Homebase, Stroud	0	.0%	0	.0%	0	.0%	0	.0%		
	House of Fraser, Cabot Circus, Bristol	0	.0%	0	.0%	0	.0%	0	.0%		
	John Lewis, Oxford Street, London	0	.0%	0	.0%	0	.0%	0	.0%		
	Marlborough	0	.0%	0	.0%	0	.0%	0	.0%		
Matalan, Quedgeley, Gloucester	0	.0%	0	.0%	1	1.3%	0	.0%			
Millets, High Street, Cheltenham	0	.0%	0	.0%	0	.0%	1	1.0%			

(cont.)

Q13. In which town centre, freestanding store, or retail park do you do most of your household's shopping for recreational goods including bicycles, games, toys, sports and camping equipment?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Millets, High Street, Weston-super-Mare	0	.0%	0	.0%	0	.0%	0	.0%
	Millets, Southgate Street, Gloucester	0	.0%	0	.0%	1	1.3%	0	.0%
	Millets, Yate, Bristol	0	.0%	1	1.0%	0	.0%	0	.0%
	Mitchells, Barton Street, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Mothercare, St Oswalds Road, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	North Port Arcade Retail Park, Yate, Bristol	0	.0%	1	1.0%	0	.0%	0	.0%
	Petes Cycles, Thornbury	0	.0%	0	.0%	1	1.3%	0	.0%
	Riders of Bristol, Stockwood Road, Brislington, Bristol	0	.0%	1	1.0%	0	.0%	0	.0%
	Sainsbury's, Dudbridge Road, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Starshine, Bridge Street, Nailsworth, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Superdrug, East Walk, Yate	1	1.2%	0	.0%	0	.0%	0	.0%
	Tesco, Ocotal Way Swindon	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Bradley Stoke, Bristol	1	1.2%	0	.0%	0	.0%	0	.0%
	Tesco, Brockworth	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Kings Meadow, Old Cricklade Road, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%
	Tetbury	0	.0%	0	.0%	0	.0%	0	.0%
	The Cycle Shop, Long Street, Wotton-under-Edge	0	.0%	1	1.0%	0	.0%	0	.0%
	Toys R Us, Peel Centre, Bristol Road, Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%

(cont.)

Q13. In which town centre, freestanding store, or retail park do you do most of your household's shopping for recreational goods including bicycles, games, toys, sports and camping equipment?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	WH Smith, Eastern Avenue, Gloucester	1	1.2%	0	.0%	0	.0%	0	.0%
	West Country Motor Homes, Bristol Road, Highbridge	0	.0%	1	1.0%	0	.0%	0	.0%
	WH Smith, High Street, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
	Wyevale Garden Centre, Milbury Heath, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q13. In which town centre, freestanding store, or retail park do you do most of your household's shopping for recreational goods including bicycles, games, toys, sports and camping equipment?

	Area	
	Dursley/ Cam	
	Num	%
Base: All respondents	101	100.0%
Don't buy these items	36	35.6%
Gloucester	24	23.8%
Stroud	5	5.0%
Bristol – Cribbs Causeway / The Mall	12	11.9%
Internet	9	8.9%
Cheltenham	2	2.0%
Cirencester	1	1.0%
Nailsworth	0	.0%
Gloucester Retail Park	1	1.0%
Wotton-under-Edge	0	.0%
Stonehouse	0	.0%
Bristol – Cabot Circus	1	1.0%
Catalogue/mail order	0	.0%
Gloucester Quays	0	.0%
Minchinhampton	0	.0%
Berkeley	0	.0%
Cam	0	.0%
Dursley	1	1.0%
Gallagher Retail Park, Cheltenham	0	.0%

(cont.)

Q13. In which town centre, freestanding store, or retail park do you do most of your household's shopping for recreational goods including bicycles, games, toys, sports and camping equipment?

		Area	
		Dursley/ Cam	
		Num	%
Other	Toys R Us, St Ann Way, Gloucester	1	1.0%
	Yate	0	.0%
	Argos, Merrywalks Shopping Centre, Stroud	1	1.0%
	Attwoolls, Bristol Road, Whitminster, Gloucester	2	2.0%
	Swindon	0	.0%
	Toys R Us, Centaurus Road, Bristol	0	.0%
	Bath	0	.0%
	John Lewis, Cribbs Causeway, Bristol	1	1.0%
	Whitminster, Gloucester	2	2.0%
	Batemans, Kendrick Street, Stroud	1	1.0%
	Cotswold Outdoor, Gateway Visitors Centre, Cirencester	0	.0%
	Thornbury	0	.0%
	Cainscross, Stroud	0	.0%
	Filton, Bristol	0	.0%
	Greenbridge Retail Park, Stratton Road, Swindon	0	.0%
	Halfords, King Street, Stroud	0	.0%
	Hobbycraft, Peel Centre, St Ann Way, Gloucester	0	.0%
	Millets, Kendrick Street, Stroud	0	.0%
	Noahs Ark, Bourne Mills, Brimscombe, Stroud	0	.0%
	Tesco, Bristol Road, Quedgeley, Gloucester	0	.0%

(cont.)

Q13. In which town centre, freestanding store, or retail park do you do most of your household's shopping for recreational goods including bicycles, games, toys, sports and camping equipment?

		Area	
		Dursley/ Cam	
		Num	%
Other	Toys R Us, Oxford Road, Swindon	0	.0%
	Varies	0	.0%
	Argos, Yate	0	.0%
	Asda, Bruton Way, Gloucester	0	.0%
	Baileys News, Market Place, Berkeley	0	.0%
	Blooms Garden Centre, Haresfield, Stonehouse	0	.0%
	Bristol	0	.0%
	Caravan Centre, Gloucester	0	.0%
	Chalford	0	.0%
	Chipping Sodbury	0	.0%
	Game, Cricklade Street, Cirencester	0	.0%
	Game, East Walk, Yate, Bristol	0	.0%
	Halfords, Merrywalks, Stroud	0	.0%
	Halfords, West Walk, Yate	0	.0%
	Heritage, George Street, Stroud	0	.0%
	Higgs & Wise, St Oswalds Road, Gloucester	0	.0%
	Homebase, Stroud	0	.0%
	House of Fraser, Cabot Circus, Bristol	0	.0%
	John Lewis, Oxford Street, London	0	.0%
	Marlborough	0	.0%
Matalan, Quedgeley, Gloucester	0	.0%	
Millets, High Street, Cheltenham	0	.0%	

(cont.)

Q13. In which town centre, freestanding store, or retail park do you do most of your household's shopping for recreational goods including bicycles, games, toys, sports and camping equipment?

		Area	
		Dursley/ Cam	
		Num	%
Other	Millets, High Street, Weston-super-Mare	0	.0%
	Millets, Southgate Street, Gloucester	0	.0%
	Millets, Yate, Bristol	0	.0%
	Mitchells, Barton Street, Gloucester	1	1.0%
	Mothercare, St Oswalds Road, Gloucester	0	.0%
	North Port Arcade Retail Park, Yate, Bristol	0	.0%
	Petes Cycles, Thornbury	0	.0%
	Riders of Bristol, Stockwood Road, Brislington, Bristol	0	.0%
	Sainsbury's, Dudbridge Road, Stroud	0	.0%
	Starshine, Bridge Street, Nailsworth, Stroud	0	.0%
	Superdrug, East Walk, Yate	0	.0%
	Tesco, Ocotal Way Swindon	0	.0%
	Tesco, Bradley Stoke, Bristol	0	.0%
	Tesco, Brockworth	0	.0%
	Tesco, Kings Meadow, Old Cricklade Road, Cirencester	0	.0%
	Tetbury	0	.0%
	The Cycle Shop, Long Street, Wotton-under-Edge	0	.0%
	Toys R Us, Peel Centre, Bristol Road, Gloucester	0	.0%

(cont.)

Q13. In which town centre, freestanding store, or retail park do you do most of your household's shopping for recreational goods including bicycles, games, toys, sports and camping equipment?

		Area	
		Dursley/ Cam	
		Num	%
Other	WH Smith, Eastern Avenue, Gloucester	0	.0%
	West Country Motor Homes, Bristol Road, Highbridge	0	.0%
	WH Smith, High Street, Cheltenham	0	.0%
	Wyevale Garden Centre, Milbury Heath, Wotton-under-Edge	0	.0%

Q14. How do you normally travel when undertaking shopping for non-food goods?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Base: All respondents		1006	100.0%	100	100.0%	80	100.0%	80	100.0%
Car / van (as driver)		694	69.0%	58	58.0%	43	53.8%	62	77.5%
Car / van (as passenger)		158	15.7%	11	11.0%	19	23.8%	9	11.3%
Bus		98	9.7%	17	17.0%	8	10.0%	8	10.0%
Walk		30	3.0%	10	10.0%	3	3.8%	0	.0%
Train		7	.7%	1	1.0%	2	2.5%	1	1.3%
Taxi		4	.4%	2	2.0%	0	.0%	0	.0%
Bicycle		4	.4%	0	.0%	2	2.5%	0	.0%
Motorcycle		1	.1%	0	.0%	1	1.3%	0	.0%
Goods delivered		1	.1%	0	.0%	0	.0%	0	.0%
Other	Park and Ride	8	.8%	1	1.0%	2	2.5%	0	.0%
	Mobility scooter	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q14. How do you normally travel when undertaking shopping for non-food goods?

	Area								
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe		
	Num	%	Num	%	Num	%	Num	%	
Base: All respondents	50	100.0%	50	100.0%	82	100.0%	101	100.0%	
Car / van (as driver)	35	70.0%	40	80.0%	56	68.3%	67	66.3%	
Car / van (as passenger)	8	16.0%	5	10.0%	11	13.4%	23	22.8%	
Bus	4	8.0%	4	8.0%	7	8.5%	9	8.9%	
Walk	2	4.0%	1	2.0%	7	8.5%	2	2.0%	
Train	1	2.0%	0	.0%	0	.0%	0	.0%	
Taxi	0	.0%	0	.0%	0	.0%	0	.0%	
Bicycle	0	.0%	0	.0%	0	.0%	0	.0%	
Motorcycle	0	.0%	0	.0%	0	.0%	0	.0%	
Goods delivered	0	.0%	0	.0%	1	1.2%	0	.0%	
Other									
	Park and Ride	0	.0%	0	.0%	0	.0%	0	.0%
	Mobility scooter	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q14. How do you normally travel when undertaking shopping for non-food goods?

	Area						
	Wotton		Southern Fringe		Berkeley		
	Num	%	Num	%	Num	%	
Base: All respondents	81	100.0%	101	100.0%	80	100.0%	
Car / van (as driver)	56	69.1%	89	88.1%	61	76.3%	
Car / van (as passenger)	17	21.0%	8	7.9%	11	13.8%	
Bus	4	4.9%	4	4.0%	6	7.5%	
Walk	3	3.7%	0	.0%	0	.0%	
Train	0	.0%	0	.0%	1	1.3%	
Taxi	1	1.2%	0	.0%	0	.0%	
Bicycle	0	.0%	0	.0%	0	.0%	
Motorcycle	0	.0%	0	.0%	0	.0%	
Goods delivered	0	.0%	0	.0%	0	.0%	
Other							
	Park and Ride	0	.0%	0	.0%	1	1.3%
	Mobility scooter	0	.0%	0	.0%	0	.0%

(cont.)

Q14. How do you normally travel when undertaking shopping for non-food goods?

	Area			
	Northern/ Western Fringe		Dursley/ Cam	
	Num	%	Num	%
Base: All respondents	100	100.0%	101	100.0%
Car / van (as driver)	58	58.0%	69	68.3%
Car / van (as passenger)	17	17.0%	19	18.8%
Bus	18	18.0%	9	8.9%
Walk	0	.0%	2	2.0%
Train	0	.0%	1	1.0%
Taxi	1	1.0%	0	.0%
Bicycle	2	2.0%	0	.0%
Motorcycle	0	.0%	0	.0%
Goods delivered	0	.0%	0	.0%
Other				
Park and Ride	3	3.0%	1	1.0%
Mobility scooter	1	1.0%	0	.0%

Q15. Do you or your household do any of the following leisure activities?

	Base: All respondents		Area							
	Num	%	Stroud		Stonehouse		Painswick		Chalford	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1006	100.0%	100	100.0%	80	100.0%	80	100.0%	50	100.0%
Cinema	494	49.1%	46	46.0%	38	47.5%	44	55.0%	25	50.0%
Theatre	467	46.4%	35	35.0%	32	40.0%	50	62.5%	28	56.0%
Pub/Bar	521	51.8%	49	49.0%	40	50.0%	41	51.3%	22	44.0%
Restaurant	679	67.5%	65	65.0%	54	67.5%	46	57.5%	34	68.0%
Nightclub	41	4.1%	4	4.0%	2	2.5%	2	2.5%	0	.0%
Leisure centre/Health and Fitness club	317	31.5%	32	32.0%	21	26.3%	23	28.8%	15	30.0%
Tenpin bowling	219	21.8%	25	25.0%	16	20.0%	14	17.5%	14	28.0%
Don't do any leisure activities/don't know	78	7.8%	12	12.0%	3	3.8%	7	8.8%	3	6.0%
None of these	35	3.5%	1	1.0%	5	6.3%	4	5.0%	1	2.0%

(cont.)

Q15. Do you or your household do any of the following leisure activities?

	Area									
	Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe		Wotton		Southern Fringe	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	50	100.0%	82	100.0%	101	100.0%	81	100.0%	101	100.0%
Cinema	16	32.0%	44	53.7%	52	51.5%	44	54.3%	60	59.4%
Theatre	25	50.0%	32	39.0%	46	45.5%	36	44.4%	63	62.4%
Pub/Bar	27	54.0%	39	47.6%	56	55.4%	40	49.4%	65	64.4%
Restaurant	36	72.0%	54	65.9%	68	67.3%	52	64.2%	76	75.2%
Nightclub	2	4.0%	5	6.1%	2	2.0%	1	1.2%	8	7.9%
Leisure centre/Health and Fitness club	12	24.0%	25	30.5%	34	33.7%	22	27.2%	49	48.5%
Tenpin bowling	5	10.0%	24	29.3%	20	19.8%	7	8.6%	32	31.7%
Don't do any leisure activities/don't know	5	10.0%	4	4.9%	7	6.9%	3	3.7%	10	9.9%
None of these	2	4.0%	2	2.4%	3	3.0%	5	6.2%	0	.0%

(cont.)

Q15. Do you or your household do any of the following leisure activities?

	Area					
	Berkeley		Northern/ Western Fringe		Dursley/ Cam	
	Num	%	Num	%	Num	%
Base: All respondents	80	100.0%	100	100.0%	101	100.0%
Cinema	30	37.5%	43	43.0%	52	51.5%
Theatre	25	31.3%	46	46.0%	49	48.5%
Pub/Bar	39	48.8%	51	51.0%	52	51.5%
Restaurant	50	62.5%	71	71.0%	73	72.3%
Nightclub	4	5.0%	1	1.0%	10	9.9%
Leisure centre/Health and Fitness club	20	25.0%	30	30.0%	34	33.7%
Tenpin bowling	16	20.0%	23	23.0%	23	22.8%
Don't do any leisure activities/don't know	9	11.3%	9	9.0%	6	5.9%
None of these	3	3.8%	5	5.0%	4	4.0%

Q15a. Where do you normally go to the cinema?

	Base: Those mentioning the cinema		Area							
	Num	%	Stroud		Stonehouse		Painswick			
			Num	%	Num	%	Num	%		
Base: Those mentioning the cinema	494	100.0%	46	100.0%	38	100.0%	44	100.0%		
Apollo, Stroud	242	49.0%	38	82.6%	33	86.8%	36	81.8%		
Vue, Cribbs Causeway, Bristol	88	17.8%	2	4.3%	2	5.3%	1	2.3%		
Electric Picture House, Wotton	56	11.3%	0	.0%	0	.0%	0	.0%		
Cineworld, Peel Centre, Gloucester	35	7.1%	1	2.2%	1	2.6%	0	.0%		
Cineworld, Cheltenham	16	3.2%	2	4.3%	0	.0%	4	9.1%		
Olympus, Gloucester	7	1.4%	0	.0%	2	5.3%	0	.0%		
Cineworld, Bristol	5	1.0%	0	.0%	0	.0%	0	.0%		
Guildhall, Gloucester	5	1.0%	0	.0%	0	.0%	0	.0%		
Cineworld, Greenbridge Retail Park, Swindon	4	.8%	0	.0%	0	.0%	0	.0%		
Showcase, bristol	4	.8%	0	.0%	0	.0%	0	.0%		
UGC Shawridge Leisure Park, Swindon	3	.6%	0	.0%	0	.0%	0	.0%		
Wyvern Theatre, Swindon	3	.6%	0	.0%	0	.0%	1	2.3%		
Bacon, Cheltenham	2	.4%	1	2.2%	0	.0%	0	.0%		
Odeon, Bristol	2	.4%	0	.0%	0	.0%	0	.0%		
The Astoria Cinema, Chippenham	1	.2%	0	.0%	0	.0%	0	.0%		

(cont.)

Q15a. Where do you normally go to the cinema?

		Base: Those mentioning the cinema		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Empire Cinemas, Greenbridge Retail Park, Swindon	5	1.0%	0	.0%	0	.0%	0	.0%
	Vue Cinema, Longwell Green, Bristol	5	1.0%	0	.0%	0	.0%	0	.0%
	London	3	.6%	2	4.3%	0	.0%	0	.0%
	Bisley Village hall	2	.4%	0	.0%	0	.0%	2	4.5%
	Badminton	1	.2%	0	.0%	0	.0%	0	.0%
	Kemble	1	.2%	0	.0%	0	.0%	0	.0%
	Leisure World, West Quay Road, Southampton	1	.2%	0	.0%	0	.0%	0	.0%
	Newton Longville	1	.2%	0	.0%	0	.0%	0	.0%
	Roses Theatre, Sun Street, Tewkesbury	1	.2%	0	.0%	0	.0%	0	.0%
	Swansea	1	.2%	0	.0%	0	.0%	0	.0%

(cont.)

Q15a. Where do you normally go to the cinema?

	Area									
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe			
	Num	%	Num	%	Num	%	Num	%		
Base: Those mentioning the cinema	25	100.0%	16	100.0%	44	100.0%	52	100.0%		
Apollo, Stroud	24	96.0%	12	75.0%	38	86.4%	30	57.7%		
Vue, Cribbs Causeway, Bristol	0	.0%	0	.0%	1	2.3%	1	1.9%		
Electric Picture House, Wotton	0	.0%	0	.0%	2	4.5%	1	1.9%		
Cineworld, Peel Centre, Gloucester	1	4.0%	2	12.5%	1	2.3%	1	1.9%		
Cineworld, Cheltenham	0	.0%	0	.0%	0	.0%	1	1.9%		
Olympus, Gloucester	0	.0%	1	6.3%	0	.0%	0	.0%		
Cineworld, Bristol	0	.0%	0	.0%	0	.0%	0	.0%		
Guildhall, Gloucester	0	.0%	0	.0%	1	2.3%	0	.0%		
Cineworld, Greenbridge Retail Park, Swindon	0	.0%	0	.0%	0	.0%	4	7.7%		
Showcase, bristol	0	.0%	0	.0%	0	.0%	1	1.9%		
UGC Shawridge Leisure Park, Swindon	0	.0%	0	.0%	0	.0%	3	5.8%		
Wyvern Theatre, Swindon	0	.0%	0	.0%	0	.0%	2	3.8%		
Bacon, Cheltenham	0	.0%	1	6.3%	0	.0%	0	.0%		
Odeon, Bristol	0	.0%	0	.0%	0	.0%	1	1.9%		
The Astoria Cinema, Chippenham	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

Q15a. Where do you normally go to the cinema?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Empire Cinemas, Greenbridge Retail Park, Swindon	0	.0%	0	.0%	0	.0%	5	9.6%
	Vue Cinema, Longwell Green, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	London	0	.0%	0	.0%	1	2.3%	0	.0%
	Bisley Village hall	0	.0%	0	.0%	0	.0%	0	.0%
	Badminton	0	.0%	0	.0%	0	.0%	0	.0%
	Kemble	0	.0%	0	.0%	0	.0%	1	1.9%
	Leisure World, West Quay Road, Southampton	0	.0%	0	.0%	0	.0%	1	1.9%
	Newton Longville	0	.0%	0	.0%	0	.0%	0	.0%
	Roses Theatre, Sun Street, Tewkesbury	0	.0%	0	.0%	0	.0%	0	.0%
	Swansea	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q15a. Where do you normally go to the cinema?

	Area									
	Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe			
	Num	%	Num	%	Num	%	Num	%		
Base: Those mentioning the cinema	44	100.0%	60	100.0%	30	100.0%	43	100.0%		
Apollo, Stroud	1	2.3%	4	6.7%	4	13.3%	5	11.6%		
Vue, Cribbs Causeway, Bristol	8	18.2%	33	55.0%	18	60.0%	2	4.7%		
Electric Picture House, Wotton	31	70.5%	12	20.0%	4	13.3%	0	.0%		
Cineworld, Peel Centre, Gloucester	1	2.3%	0	.0%	3	10.0%	20	46.5%		
Cineworld, Cheltenham	0	.0%	0	.0%	0	.0%	8	18.6%		
Olympus, Gloucester	0	.0%	0	.0%	0	.0%	3	7.0%		
Cineworld, Bristol	1	2.3%	3	5.0%	0	.0%	0	.0%		
Guildhall, Gloucester	0	.0%	0	.0%	0	.0%	3	7.0%		
Cineworld, Greenbridge Retail Park, Swindon	0	.0%	0	.0%	0	.0%	0	.0%		
Showcase, bristol	1	2.3%	1	1.7%	1	3.3%	0	.0%		
UGC Shawridge Leisure Park, Swindon	0	.0%	0	.0%	0	.0%	0	.0%		
Wyvern Theatre, Swindon	0	.0%	0	.0%	0	.0%	0	.0%		
Bacon, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%		
Odeon, Bristol	0	.0%	0	.0%	0	.0%	0	.0%		
The Astoria Cinema, Chippenham	0	.0%	1	1.7%	0	.0%	0	.0%		

(cont.)

Q15a. Where do you normally go to the cinema?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Empire Cinemas, Greenbridge Retail Park, Swindon	0	.0%	0	.0%	0	.0%	0	.0%
	Vue Cinema, Longwell Green, Bristol	1	2.3%	4	6.7%	0	.0%	0	.0%
	London	0	.0%	0	.0%	0	.0%	0	.0%
	Bisley Village hall	0	.0%	0	.0%	0	.0%	0	.0%
	Badminton	0	.0%	1	1.7%	0	.0%	0	.0%
	Kemble	0	.0%	0	.0%	0	.0%	0	.0%
	Leisure World, West Quay Road, Southampton	0	.0%	0	.0%	0	.0%	0	.0%
	Newton Longville	0	.0%	1	1.7%	0	.0%	0	.0%
	Roses Theatre, Sun Street, Tewkesbury	0	.0%	0	.0%	0	.0%	1	2.3%
	Swansea	0	.0%	0	.0%	0	.0%	1	2.3%

(cont.)

Q15a. Where do you normally go to the cinema?

	Area	
	Dursley/ Cam	
	Num	%
Base: Those mentioning the cinema	52	100.0%
Apollo, Stroud	17	32.7%
Vue, Cribbs Causeway, Bristol	20	38.5%
Electric Picture House, Wotton	6	11.5%
Cineworld, Peel Centre, Gloucester	4	7.7%
Cineworld, Cheltenham	1	1.9%
Olympus, Gloucester	1	1.9%
Cineworld, Bristol	1	1.9%
Guildhall, Gloucester	1	1.9%
Cineworld, Greenbridge Retail Park, Swindon	0	.0%
Showcase, bristol	0	.0%
UGC Shawridge Leisure Park, Swindon	0	.0%
Wyvern Theatre, Swindon	0	.0%
Bacon, Cheltenham	0	.0%
Odeon, Bristol	1	1.9%
The Astoria Cinema, Chippenham	0	.0%

(cont.)

Q15a. Where do you normally go to the cinema?

	Area	Dursley/ Cam	
		Num	%
Other	Empire Cinemas, Greenbridge Retail Park, Swindon	0	.0%
	Vue Cinema, Longwell Green, Bristol	0	.0%
	London	0	.0%
	Bisley Village hall	0	.0%
	Badminton	0	.0%
	Kemble	0	.0%
	Leisure World, West Quay Road, Southampton	0	.0%
	Newton Longville	0	.0%
	Roses Theatre, Sun Street, Tewkesbury	0	.0%
	Swansea	0	.0%

Q15b. Where do you normally go to the theatre?

	Base: Those mentioning the theatre		Area					
	Num	%	Stroud		Stonehouse		Painswick	
			Num	%	Num	%	Num	%
Base: Those mentioning the theatre	467	100.0%	35	100.0%	32	100.0%	50	100.0%
Everyman Theatre, Cheltenham	184	39.4%	20	57.1%	12	37.5%	30	60.0%
Cotswolds Playhouse, Stroud	12	2.6%	1	2.9%	3	9.4%	3	6.0%
The Playhouse, Cheltenham	9	1.9%	0	.0%	1	3.1%	1	2.0%
Town Hall, Cheltenham	6	1.3%	1	2.9%	0	.0%	2	4.0%
Stroud Performing Arts Centre, Stroud	5	1.1%	1	2.9%	0	.0%	1	2.0%
Wyvern Theatre, Swindon	3	.6%	0	.0%	0	.0%	0	.0%
Subsription Rooms, Stroud	2	.4%	1	2.9%	1	3.1%	0	.0%
Guildhall, Gloucester	1	.2%	0	.0%	0	.0%	0	.0%
Kings, Gloucester	1	.2%	0	.0%	0	.0%	0	.0%
Olympus, Gloucester	1	.2%	0	.0%	0	.0%	0	.0%
Sundial Theatre, Cirencester	1	.2%	0	.0%	0	.0%	0	.0%
The Arts Centre, Swindon	1	.2%	0	.0%	0	.0%	0	.0%

(cont.)

Q15b. Where do you normally go to the theatre?

		Base: Those mentioning the theatre		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Hippodrome, Augustines Parade, Bristol	97	20.8%	5	14.3%	6	18.8%	2	4.0%
	The Theatre Royal Bath, Sawclose, Bath	43	9.2%	1	2.9%	1	3.1%	1	2.0%
	London	31	6.6%	4	11.4%	4	12.5%	3	6.0%
	Bristol City Centre	9	1.9%	0	.0%	0	.0%	0	.0%
	Old Vic Theatre, King Street, Bristol	9	1.9%	0	.0%	0	.0%	0	.0%
	Malvern Festival Theatre, Grange Road, Malvern	6	1.3%	0	.0%	0	.0%	2	4.0%
	Roses Theatre, Sun Street, Tewkesbury	6	1.3%	0	.0%	2	6.3%	1	2.0%
	Varies	3	.6%	0	.0%	1	3.1%	0	.0%
	Cardiff Millennium Centre	2	.4%	0	.0%	0	.0%	0	.0%
	Colston Hall, Colston Street, Bristol	2	.4%	0	.0%	0	.0%	0	.0%
	Lister Club, Chantry House, Church Lane, North Nibley	2	.4%	0	.0%	0	.0%	0	.0%
	RSC, Downie Street, Stratford-upon-Avon	2	.4%	0	.0%	0	.0%	1	2.0%
	The Little Theatre, St Michaels Place, Bath	2	.4%	0	.0%	0	.0%	0	.0%
	The Tobacco Factory, Raleigh Road, Bristol	2	.4%	1	2.9%	0	.0%	0	.0%
	Theatre Royal, Berkeley Square, Bristol	2	.4%	0	.0%	0	.0%	0	.0%
	Albert Hall, London	1	.2%	0	.0%	0	.0%	0	.0%
	Alexandra Theatre, Station Street, Birmingham	1	.2%	0	.0%	0	.0%	0	.0%
	Bath	1	.2%	0	.0%	0	.0%	0	.0%
BIC, Bournemouth	1	.2%	0	.0%	0	.0%	0	.0%	

(cont.)

Q15b. Where do you normally go to the theatre?

		Base: Those mentioning the theatre		Area							
		Num	%	Stroud		Stonehouse		Painswick			
				Num	%	Num	%	Num	%		
Other	Birmingham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Bisley Theatre Club, Bisley	1	.2%	0	.0%	0	.0%	1	2.0%		
	Church Hall, Painswick	1	.2%	0	.0%	0	.0%	1	2.0%		
	Dominion Theatre, London	1	.2%	0	.0%	0	.0%	0	.0%		
	Festival Theatre, Grange Road, Malvern	1	.2%	0	.0%	0	.0%	0	.0%		
	Lister Hall, Long Street, Dursley	1	.2%	0	.0%	0	.0%	0	.0%		
	New London Theatre, Drury Lane, London	1	.2%	0	.0%	0	.0%	0	.0%		
	New Theatre, George Street, Oxford	1	.2%	0	.0%	0	.0%	0	.0%		
	Prince Edward Theatre, London	1	.2%	0	.0%	1	3.1%	0	.0%		
	Royal Opera House, London	1	.2%	0	.0%	0	.0%	0	.0%		
	Sonning	1	.2%	0	.0%	0	.0%	0	.0%		
	Tewkesbury	1	.2%	0	.0%	0	.0%	0	.0%		
	The London Palladium, Argyll Street, London	1	.2%	0	.0%	0	.0%	0	.0%		
	The Lyceum Theatre, Wellington Street, London	1	.2%	0	.0%	0	.0%	0	.0%		
	The National Theatre, South Bank, London	1	.2%	0	.0%	0	.0%	0	.0%		
	The Space, Lansdown, Stroud	1	.2%	0	.0%	0	.0%	1	2.0%		
	The Warf, Couch Lane, Devizes	1	.2%	0	.0%	0	.0%	0	.0%		
	Theatre Royal Stratford, Stratford, London	1	.2%	0	.0%	0	.0%	0	.0%		
Wotton-under-Edge	1	.2%	0	.0%	0	.0%	0	.0%			

(cont.)

Q15b. Where do you normally go to the theatre?

	Area							
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning the theatre	28	100.0%	25	100.0%	32	100.0%	46	100.0%
Everyman Theatre, Cheltenham	21	75.0%	15	60.0%	13	40.6%	11	23.9%
Cotswolds Playhouse, Stroud	2	7.1%	0	.0%	2	6.3%	0	.0%
The Playhouse, Cheltenham	0	.0%	1	4.0%	1	3.1%	1	2.2%
Town Hall, Cheltenham	2	7.1%	0	.0%	1	3.1%	0	.0%
Stroud Performing Arts Centre, Stroud	0	.0%	0	.0%	1	3.1%	0	.0%
Wyvern Theatre, Swindon	0	.0%	0	.0%	1	3.1%	2	4.3%
Subsription Rooms, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
Guildhall, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
Kings, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
Olympus, Gloucester	0	.0%	0	.0%	0	.0%	1	2.2%
Sundial Theatre, Cirencester	0	.0%	0	.0%	0	.0%	1	2.2%
The Arts Centre, Swindon	0	.0%	0	.0%	0	.0%	1	2.2%

(cont.)

Q15b. Where do you normally go to the theatre?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Hippodrome, Augustines Parade, Bristol	1	3.6%	2	8.0%	0	.0%	11	23.9%
	The Theatre Royal Bath, Sawclose, Bath	0	.0%	0	.0%	4	12.5%	9	19.6%
	London	1	3.6%	1	4.0%	3	9.4%	5	10.9%
	Bristol City Centre	0	.0%	1	4.0%	1	3.1%	0	.0%
	Old Vic Theatre, King Street, Bristol	0	.0%	0	.0%	1	3.1%	1	2.2%
	Malvern Festival Theatre, Grange Road, Malvern	0	.0%	2	8.0%	0	.0%	0	.0%
	Roses Theatre, Sun Street, Tewkesbury	0	.0%	0	.0%	0	.0%	1	2.2%
	Varies	0	.0%	0	.0%	0	.0%	0	.0%
	Cardiff Millennium Centre	0	.0%	0	.0%	0	.0%	0	.0%
	Colston Hall, Colston Street, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Lister Club, Chantry House, Church Lane, North Nibley	0	.0%	0	.0%	0	.0%	0	.0%
	RSC, Downie Street, Stratford-upon-Avon	0	.0%	0	.0%	0	.0%	0	.0%
	The Little Theatre, St Michaels Place, Bath	0	.0%	1	4.0%	0	.0%	1	2.2%
	The Tobacco Factory, Raleigh Road, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Theatre Royal, Berkeley Square, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Albert Hall, London	0	.0%	0	.0%	0	.0%	1	2.2%
	Alexandra Theatre, Station Street, Birmingham	0	.0%	0	.0%	0	.0%	0	.0%
	Bath	0	.0%	0	.0%	0	.0%	0	.0%
BIC, Bournemouth	0	.0%	0	.0%	1	3.1%	0	.0%	

(cont.)

Q15b. Where do you normally go to the theatre?

		Area									
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe			
		Num	%	Num	%	Num	%	Num	%	Num	%
Other	Birmingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bisley Theatre Club, Bisley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Church Hall, Painswick	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dominion Theatre, London	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Festival Theatre, Grange Road, Malvern	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lister Hall, Long Street, Dursley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	New London Theatre, Drury Lane, London	0	.0%	1	4.0%	0	.0%	0	.0%	0	.0%
	New Theatre, George Street, Oxford	1	3.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Prince Edward Theatre, London	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Royal Opera House, London	0	.0%	0	.0%	1	3.1%	0	.0%	0	.0%
	Sonning	0	.0%	0	.0%	1	3.1%	0	.0%	0	.0%
	Tewkesbury	0	.0%	1	4.0%	0	.0%	0	.0%	0	.0%
	The London Palladium, Argyll Street, London	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Lyceum Theatre, Wellington Street, London	0	.0%	0	.0%	1	3.1%	0	.0%	0	.0%
	The National Theatre, South Bank, London	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Space, Lansdown, Stroud	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Warf, Couch Lane, Devizes	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Theatre Royal Stratford, Stratford, London	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q15b. Where do you normally go to the theatre?

	Area							
	Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning the theatre	36	100.0%	63	100.0%	25	100.0%	46	100.0%
Everyman Theatre, Cheltenham	7	19.4%	2	3.2%	3	12.0%	35	76.1%
Cotswolds Playhouse, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
The Playhouse, Cheltenham	0	.0%	1	1.6%	0	.0%	1	2.2%
Town Hall, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
Stroud Performing Arts Centre, Stroud	0	.0%	0	.0%	1	4.0%	0	.0%
Wyvern Theatre, Swindon	0	.0%	0	.0%	0	.0%	0	.0%
Subsription Rooms, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
Guildhall, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
Kings, Gloucester	0	.0%	0	.0%	0	.0%	1	2.2%
Olympus, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
Sundial Theatre, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%
The Arts Centre, Swindon	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q15b. Where do you normally go to the theatre?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Hippodrome, Augustines Parade, Bristol	17	47.2%	24	38.1%	13	52.0%	2	4.3%
	The Theatre Royal Bath, Sawclose, Bath	4	11.1%	17	27.0%	4	16.0%	0	.0%
	London	1	2.8%	2	3.2%	1	4.0%	2	4.3%
	Bristol City Centre	2	5.6%	5	7.9%	0	.0%	0	.0%
	Old Vic Theatre, King Street, Bristol	0	.0%	4	6.3%	1	4.0%	1	2.2%
	Malvern Festival Theatre, Grange Road, Malvern	0	.0%	0	.0%	0	.0%	0	.0%
	Roses Theatre, Sun Street, Tewkesbury	0	.0%	0	.0%	0	.0%	2	4.3%
	Varies	1	2.8%	0	.0%	0	.0%	0	.0%
	Cardiff Millennium Centre	0	.0%	0	.0%	1	4.0%	0	.0%
	Colston Hall, Colston Street, Bristol	0	.0%	2	3.2%	0	.0%	0	.0%
	Lister Club, Chantry House, Church Lane, North Nibley	1	2.8%	0	.0%	0	.0%	0	.0%
	RSC, Downie Street, Stratford-upon-Avon	1	2.8%	0	.0%	0	.0%	0	.0%
	The Little Theatre, St Michaels Place, Bath	0	.0%	0	.0%	0	.0%	0	.0%
	The Tobacco Factory, Raleigh Road, Bristol	0	.0%	1	1.6%	0	.0%	0	.0%
	Theatre Royal, Berkeley Square, Bristol	1	2.8%	1	1.6%	0	.0%	0	.0%
	Albert Hall, London	0	.0%	0	.0%	0	.0%	0	.0%
	Alexandra Theatre, Station Street, Birmingham	0	.0%	0	.0%	0	.0%	0	.0%
	Bath	0	.0%	1	1.6%	0	.0%	0	.0%
BIC, Bournemouth	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q15b. Where do you normally go to the theatre?

		Area									
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe			
		Num	%	Num	%	Num	%	Num	%		
Other	Birmingham	0	.0%	1	1.6%	0	.0%	0	.0%		
	Bisley Theatre Club, Bisley	0	.0%	0	.0%	0	.0%	0	.0%		
	Church Hall, Painswick	0	.0%	0	.0%	0	.0%	0	.0%		
	Dominion Theatre, London	0	.0%	0	.0%	1	4.0%	0	.0%		
	Festival Theatre, Grange Road, Malvern	0	.0%	0	.0%	0	.0%	1	2.2%		
	Lister Hall, Long Street, Dursley	0	.0%	0	.0%	0	.0%	0	.0%		
	New London Theatre, Drury Lane, London	0	.0%	0	.0%	0	.0%	0	.0%		
	New Theatre, George Street, Oxford	0	.0%	0	.0%	0	.0%	0	.0%		
	Prince Edward Theatre, London	0	.0%	0	.0%	0	.0%	0	.0%		
	Royal Opera House, London	0	.0%	0	.0%	0	.0%	0	.0%		
	Sonning	0	.0%	0	.0%	0	.0%	0	.0%		
	Tewkesbury	0	.0%	0	.0%	0	.0%	0	.0%		
	The London Palladium, Argyll Street, London	0	.0%	0	.0%	0	.0%	0	.0%		
	The Lyceum Theatre, Wellington Street, London	0	.0%	0	.0%	0	.0%	0	.0%		
	The National Theatre, South Bank, London	1	2.8%	0	.0%	0	.0%	0	.0%		
	The Space, Lansdown, Stroud	0	.0%	0	.0%	0	.0%	0	.0%		
	The Warf, Couch Lane, Devizes	0	.0%	1	1.6%	0	.0%	0	.0%		
	Theatre Royal Stratford, Stratford, London	0	.0%	0	.0%	0	.0%	1	2.2%		
Wotton-under-Edge	0	.0%	1	1.6%	0	.0%	0	.0%			

(cont.)

Q15b. Where do you normally go to the theatre?

	Area	
	Dursley/ Cam	
	Num	%
Base: Those mentioning the theatre	49	100.0%
Everyman Theatre, Cheltenham	15	30.6%
Cotswolds Playhouse, Stroud	1	2.0%
The Playhouse, Cheltenham	2	4.1%
Town Hall, Cheltenham	0	.0%
Stroud Performing Arts Centre, Stroud	1	2.0%
Wyvern Theatre, Swindon	0	.0%
Subsription Rooms, Stroud	0	.0%
Guildhall, Gloucester	1	2.0%
Kings, Gloucester	0	.0%
Olympus, Gloucester	0	.0%
Sundial Theatre, Cirencester	0	.0%
The Arts Centre, Swindon	0	.0%

(cont.)

Q15b. Where do you normally go to the theatre?

		Area	
		Dursley/ Cam	
		Num	%
Other	Hippodrome, Augustines Parade, Bristol	14	28.6%
	The Theatre Royal Bath, Sawclose, Bath	2	4.1%
	London	4	8.2%
	Bristol City Centre	0	.0%
	Old Vic Theatre, King Street, Bristol	1	2.0%
	Malvern Festival Theatre, Grange Road, Malvern	2	4.1%
	Roses Theatre, Sun Street, Tewkesbury	0	.0%
	Varies	1	2.0%
	Cardiff Millennium Centre	1	2.0%
	Colston Hall, Colston Street, Bristol	0	.0%
	Lister Club, Chantry House, Church Lane, North Nibley	1	2.0%
	RSC, Downie Street, Stratford-upon-Avon	0	.0%
	The Little Theatre, St Michaels Place, Bath	0	.0%
	The Tobacco Factory, Raleigh Road, Bristol	0	.0%
	Theatre Royal, Berkeley Square, Bristol	0	.0%
	Albert Hall, London	0	.0%
	Alexandra Theatre, Station Street, Birmingham	1	2.0%
	Bath	0	.0%
BIC, Bournemouth	0	.0%	

(cont.)

Q15b. Where do you normally go to the theatre?

		Area	
		Dursley/ Cam	
		Num	%
Other	Birmingham	0	.0%
	Bisley Theatre Club, Bisley	0	.0%
	Church Hall, Painswick	0	.0%
	Dominion Theatre, London	0	.0%
	Festival Theatre, Grange Road, Malvern	0	.0%
	Lister Hall, Long Street, Dursley	1	2.0%
	New London Theatre, Drury Lane, London	0	.0%
	New Theatre, George Street, Oxford	0	.0%
	Prince Edward Theatre, London	0	.0%
	Royal Opera House, London	0	.0%
	Sonning	0	.0%
	Tewkesbury	0	.0%
	The London Palladium, Argyll Street, London	1	2.0%
	The Lyceum Theatre, Wellington Street, London	0	.0%
	The National Theatre, South Bank, London	0	.0%
	The Space, Lansdown, Stroud	0	.0%
	The Warf, Couch Lane, Devizes	0	.0%
	Theatre Royal Stratford, Stratford, London	0	.0%
	Wotton-under-Edge	0	.0%

Q15c. Where do you normally go to pubs/ bars?

	Base: Those mentioning pubs/ bars		Area							
	Num	%	Stroud		Stonehouse		Painswick			
			Num	%	Num	%	Num	%		
Base: Those mentioning pubs/ bars	521	100.0%	49	100.0%	40	100.0%	41	100.0%		
Stroud	80	15.4%	33	67.3%	14	35.0%	12	29.3%		
Nailsworth	41	7.9%	2	4.1%	2	5.0%	1	2.4%		
Wotton	33	6.3%	0	.0%	0	.0%	0	.0%		
Tetbury	28	5.4%	0	.0%	1	2.5%	0	.0%		
Gloucester	26	5.0%	3	6.1%	1	2.5%	0	.0%		
Berkeley	25	4.8%	0	.0%	0	.0%	0	.0%		
Dursley	23	4.4%	0	.0%	0	.0%	0	.0%		
Cheltenham	21	4.0%	1	2.0%	0	.0%	2	4.9%		
Cirencester	18	3.5%	0	.0%	0	.0%	2	4.9%		
Minchinhampton	17	3.3%	2	4.1%	0	.0%	0	.0%		
Stonehouse	10	1.9%	0	.0%	10	25.0%	0	.0%		
Bristol	7	1.3%	0	.0%	1	2.5%	0	.0%		
Yate	7	1.3%	1	2.0%	0	.0%	1	2.4%		
Cam	6	1.2%	0	.0%	0	.0%	0	.0%		
Chalford	6	1.2%	0	.0%	1	2.5%	0	.0%		
Painswick	6	1.2%	0	.0%	0	.0%	5	12.2%		
Chipping Sodbury	2	.4%	0	.0%	0	.0%	0	.0%		
Bishop's Cleeve	1	.2%	0	.0%	0	.0%	0	.0%		
Chipping Norton	1	.2%	0	.0%	0	.0%	0	.0%		
Swindon	1	.2%	0	.0%	0	.0%	0	.0%		

(cont.)

Q15c. Where do you normally go to pubs/ bars?

		Base: Those mentioning pubs/ bars				Area					
		Num	%	Stroud		Stonehouse		Painswick			
				Num	%	Num	%	Num	%		
Other	Quedgeley	7	1.3%	0	.0%	0	.0%	0	.0%		
	Wickwar	6	1.2%	0	.0%	0	.0%	0	.0%		
	Butchers Arms, Oakridge Lynch, Stroud	4	.8%	0	.0%	0	.0%	3	7.3%		
	Harvester, Olympus Park Business Centre, Quedgeley	4	.8%	0	.0%	1	2.5%	0	.0%		
	Avening	3	.6%	0	.0%	0	.0%	0	.0%		
	Eastcombe, Stroud	3	.6%	0	.0%	0	.0%	1	2.4%		
	Frocester Cricket Club, Frocester, Stonehouse	3	.6%	0	.0%	3	7.5%	0	.0%		
	Hawkesbury Upton	3	.6%	0	.0%	0	.0%	0	.0%		
	Sharpness, Berkeley	3	.6%	0	.0%	0	.0%	0	.0%		
	Slimbridge	3	.6%	0	.0%	0	.0%	0	.0%		
	Amberley Inn, Culver Hill, Amberley, Stroud	2	.4%	0	.0%	0	.0%	0	.0%		
	Bear Inn, George Street, Bisley, Stroud	2	.4%	0	.0%	0	.0%	1	2.4%		
	Bisley, Stroud	2	.4%	0	.0%	0	.0%	1	2.4%		
	Cat & Custard Pot Inn, The Street, Shipton Moyne, Tetbury	2	.4%	0	.0%	0	.0%	0	.0%		
	Charfield, Wotton-under-Edge	2	.4%	0	.0%	0	.0%	0	.0%		
	Dinneywicks Inn, The Chipping, Kingswood, Wotton-under-Edge	2	.4%	0	.0%	0	.0%	0	.0%		
	Forest of Dean	2	.4%	0	.0%	0	.0%	0	.0%		
	Frampton	2	.4%	0	.0%	0	.0%	0	.0%		
	Harvester, Hucclecote Road, Gloucester	2	.4%	0	.0%	0	.0%	0	.0%		
Hunters Hall Inn, Kingscote, Gloucester	2	.4%	0	.0%	0	.0%	0	.0%			

(cont.)

Q15c. Where do you normally go to pubs/ bars?

		Base: Those mentioning pubs/ bars		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Kings Arms, The Street, Didmarton, Badminton	2	.4%	0	.0%	0	.0%	0	.0%
	Lamb Inn, Eastcombe	2	.4%	0	.0%	0	.0%	1	2.4%
	Leyhill Social Club, Thornbury	2	.4%	0	.0%	0	.0%	0	.0%
	New Inn, Woodmancote, Dursley	2	.4%	0	.0%	0	.0%	0	.0%
	Oldbury-on-Severn	2	.4%	0	.0%	0	.0%	0	.0%
	Sheepscombe	2	.4%	0	.0%	0	.0%	2	4.9%
	The Old Nelson, Stratford Road, Stroud	2	.4%	2	4.1%	0	.0%	0	.0%
	Thornbury	2	.4%	0	.0%	0	.0%	0	.0%
	Whitminster	2	.4%	0	.0%	2	5.0%	0	.0%
	Wickwar Social Club, High Street, Wickwar, Wotton-under-Edge	2	.4%	0	.0%	0	.0%	0	.0%
	Wool Pack, Slad Road, Slad	2	.4%	0	.0%	0	.0%	2	4.9%
	Varies	2	.4%	0	.0%	0	.0%	1	2.4%
	Arlingham, Gloucester	1	.2%	0	.0%	0	.0%	0	.0%
	Badminton	1	.2%	0	.0%	0	.0%	0	.0%
	Berkeley Arms Hotel, Berkeley	1	.2%	0	.0%	0	.0%	0	.0%
	Berkeley Arms Hotel, Canonbury Street, Berkeley	1	.2%	0	.0%	0	.0%	0	.0%
	Birdlip, Gloucester	1	.2%	0	.0%	0	.0%	0	.0%
	Black Horse Inn, Littleworth, Amberley, Stroud	1	.2%	0	.0%	0	.0%	0	.0%
	Black Horse, Amberley, West Sussex	1	.2%	1	2.0%	0	.0%	0	.0%
	Brass Mill, Avon Mill Lane, Keynsham, Bristol	1	.2%	0	.0%	0	.0%	0	.0%
Brighton	1	.2%	0	.0%	0	.0%	1	2.4%	
Brockworth	1	.2%	0	.0%	0	.0%	0	.0%	

(cont.)

Q15c. Where do you normally go to pubs/ bars?

		Base: Those mentioning pubs/ bars				Area			
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Bumble Bee, Waterwells Business Park, Quedgeley	1	.2%	0	.0%	0	.0%	0	.0%
	Buthay Inn, High Street, Wickwar, Wotton-under-Edge	1	.2%	0	.0%	0	.0%	0	.0%
	Calcot, Reading	1	.2%	0	.0%	0	.0%	0	.0%
	Cam Mills Bowling Club, Everlands, Cam, Dursley	1	.2%	0	.0%	0	.0%	0	.0%
	Carpenters Arms, Miserden, Stroud	1	.2%	0	.0%	0	.0%	1	2.4%
	Coaley	1	.2%	0	.0%	0	.0%	0	.0%
	Devon	1	.2%	0	.0%	0	.0%	0	.0%
	Eastington	1	.2%	0	.0%	1	2.5%	0	.0%
	Falfield	1	.2%	0	.0%	0	.0%	0	.0%
	Frampton-on-Severn, Gloucester	1	.2%	0	.0%	0	.0%	0	.0%
	George Inn, Peter Street, Frocester, Stonehouse	1	.2%	1	2.0%	0	.0%	0	.0%
	Greyhound, Siddington, Cirencester	1	.2%	0	.0%	0	.0%	0	.0%
	Gumstool Inn, Tetbury	1	.2%	0	.0%	0	.0%	1	2.4%
	Harringay	1	.2%	0	.0%	0	.0%	0	.0%
	Hillesley	1	.2%	0	.0%	0	.0%	0	.0%
	Hocksbury	1	.2%	0	.0%	0	.0%	0	.0%
	Holford Arms. Knockdown, Tetbury	1	.2%	0	.0%	0	.0%	0	.0%
	Kings Head, France Lynch, Stroud	1	.2%	0	.0%	0	.0%	0	.0%
	Kings Head, The Street, Kingscourt, Stroud	1	.2%	0	.0%	0	.0%	0	.0%
	Kingswood	1	.2%	0	.0%	0	.0%	0	.0%
Ledbury	1	.2%	0	.0%	0	.0%	0	.0%	
Listers Club, Long street, Dursley	1	.2%	0	.0%	0	.0%	0	.0%	
Lower Wick, Dursley	1	.2%	0	.0%	0	.0%	0	.0%	

(cont.)

Q15c. Where do you normally go to pubs/ bars?

		Base: Those mentioning pubs/ bars		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Malt House Inn, Marybrook Street, Berkeley	1	.2%	0	.0%	0	.0%	0	.0%
	Milbury Heath	1	.2%	0	.0%	0	.0%	0	.0%
	Mountain Ash, South Wales	1	.2%	0	.0%	0	.0%	0	.0%
	New Inn, Waterley Bottom, North Dibley, Dursley	1	.2%	0	.0%	0	.0%	0	.0%
	North Cerney, Cirencester	1	.2%	0	.0%	0	.0%	0	.0%
	Nympsfield	1	.2%	0	.0%	1	2.5%	0	.0%
	Old George Inn, Clarks Hay, South Cerney, Cirencester	1	.2%	0	.0%	0	.0%	0	.0%
	Old Lodge, Minchinhampton Common, Stroud	1	.2%	1	2.0%	0	.0%	0	.0%
	Pike and Musket, Windsor Drive, Tuffley, Gloucester	1	.2%	0	.0%	0	.0%	0	.0%
	Prince Albert, The Butts, Rodborough Hill, Stroud	1	.2%	0	.0%	1	2.5%	0	.0%
	Queen Victoria, Gloucester Street, Stroud	1	.2%	0	.0%	1	2.5%	0	.0%
	Railway Tavern, Wotton Road, Charfield, Wotton-under-Edge	1	.2%	0	.0%	0	.0%	0	.0%
	Ram Inn, Bussage, Stroud	1	.2%	0	.0%	0	.0%	0	.0%
	Rednock School, Rednock Drive, Dursley	1	.2%	0	.0%	0	.0%	0	.0%
	Rose Inn Pub, Paganhill, Stroud	1	.2%	1	2.0%	0	.0%	0	.0%
	Royal Oak, Haw Street, Wotton-under-Edge	1	.2%	0	.0%	0	.0%	0	.0%
	Salisbury	1	.2%	0	.0%	0	.0%	0	.0%
	Salmon Inn, Wanswell, Berkley	1	.2%	0	.0%	0	.0%	0	.0%
Seven Tuns Inn, Queen Street, Chedworth, Cheltenham	1	.2%	0	.0%	0	.0%	1	2.4%	

(cont.)

Q15c. Where do you normally go to pubs/ bars?

		Base: Those mentioning pubs/ bars		Area							
		Num	%	Stroud		Stonehouse		Painswick			
				Num	%	Num	%	Num	%		
Other	Shipton Moyne, Tetbury	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Shortwood FC, Meadow Bank, Nailsworth, Stroud	1	.2%	1	2.0%	0	.0%	0	.0%	0	.0%
	Snuff Mill Harvester, Frenchay Park Road, Bristol	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Somerford Keynes	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Stirrup Cup, Bisley	1	.2%	0	.0%	0	.0%	1	2.4%	0	.0%
	Stone	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Swan Inn, Duck Street, Tytherington, Wotton-under-Edge	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
	The Beacon Hotel, Haresfield, Stonehouse	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
	The Beaumont, Shurdington Road, Cheltenham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
	The Bell Inn, High Street, Avening, Tetbury	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
	The Butchers Arms, Sheepscombe, Stroud	1	.2%	0	.0%	0	.0%	1	2.4%	0	.0%
	The Fox, Broad Lane, Yate	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
	The Green Dragon Inn, Cockleford, Cowley, Cheltenham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
	The Halfway House, Box Village, Stroud	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
	The Hungry Horse, Seven Springs, Gloucester	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
	The Old Spot Inn, Hill Road, Dursley	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
	The Royal Oak, Bristol Road, Cromhall	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
	The Vine Tree, Norton, Malmesbury	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
Trouble House, Cirencester Road, Tetbury	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q15c. Where do you normally go to pubs/ bars?

		Base: Those mentioning pubs/ bars				Area					
		Num	%	Stroud		Stonehouse		Painswick			
				Num	%	Num	%	Num	%		
Other	Tuffley	1	.2%	0	.0%	0	.0%	0	.0%		
	Tunnel House Inn, Coates, Cirencester	1	.2%	0	.0%	0	.0%	0	.0%		
	Twelve Bells, Witcombe, Gloucester	1	.2%	0	.0%	0	.0%	0	.0%		
	Tytherington, Wotton-under-Edge	1	.2%	0	.0%	0	.0%	0	.0%		
	Uley, Dursley	1	.2%	0	.0%	0	.0%	0	.0%		
	Weighbridge Inn, Longfords, Minchinhampton, Stroud	1	.2%	0	.0%	0	.0%	0	.0%		
	White Hart, Littleton-upon-Severn	1	.2%	0	.0%	0	.0%	0	.0%		
	Woodchester	1	.2%	0	.0%	0	.0%	0	.0%		

(cont.)

Q15c. Where do you normally go to pubs/ bars?

	Area							
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning pubs/ bars	22	100.0%	27	100.0%	39	100.0%	56	100.0%
Stroud	5	22.7%	6	22.2%	3	7.7%	0	.0%
Nailsworth	0	.0%	2	7.4%	31	79.5%	2	3.6%
Wotton	0	.0%	0	.0%	0	.0%	0	.0%
Tetbury	0	.0%	0	.0%	0	.0%	23	41.1%
Gloucester	0	.0%	1	3.7%	0	.0%	0	.0%
Berkeley	0	.0%	0	.0%	0	.0%	0	.0%
Dursley	0	.0%	0	.0%	0	.0%	0	.0%
Cheltenham	1	4.5%	1	3.7%	0	.0%	0	.0%
Cirencester	3	13.6%	0	.0%	0	.0%	13	23.2%
Minchinhampton	1	4.5%	12	44.4%	1	2.6%	0	.0%
Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%
Bristol	0	.0%	1	3.7%	0	.0%	0	.0%
Yate	0	.0%	0	.0%	0	.0%	1	1.8%
Cam	0	.0%	0	.0%	0	.0%	0	.0%
Chalford	4	18.2%	0	.0%	0	.0%	0	.0%
Painswick	0	.0%	0	.0%	0	.0%	0	.0%
Chipping Sodbury	0	.0%	0	.0%	0	.0%	0	.0%
Bishop's Cleeve	0	.0%	0	.0%	0	.0%	0	.0%
Chipping Norton	0	.0%	0	.0%	0	.0%	1	1.8%
Swindon	0	.0%	0	.0%	0	.0%	1	1.8%

(cont.)

Q15c. Where do you normally go to pubs/ bars?

		Area									
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe			
		Num	%	Num	%	Num	%	Num	%		
Other	Quedgeley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wickwar	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Butchers Arms, Oakridge Lynch, Stroud	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Harvester, Olympus Park Business Centre, Quedgeley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Avening	0	.0%	0	.0%	0	.0%	3	5.4%		
	Eastcombe, Stroud	2	9.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Frocester Cricket Club, Frocester, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hawkesbury Upton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sharpness, Berkeley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Slimbridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Amberley Inn, Culver Hill, Amberley, Stroud	0	.0%	1	3.7%	1	2.6%	0	.0%		
	Bear Inn, George Street, Bisley, Stroud	0	.0%	0	.0%	1	2.6%	0	.0%		
	Bisley, Stroud	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Cat & Custard Pot Inn, The Street, Shipton Moyne, Tetbury	0	.0%	0	.0%	0	.0%	1	1.8%		
	Charfield, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dinneywicks Inn, The Chipping, Kingswood, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Forest of Dean	0	.0%	0	.0%	1	2.6%	0	.0%		
	Frampton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Harvester, Hucclecote Road, Gloucester	0	.0%	1	3.7%	0	.0%	0	.0%	0	.0%	
Hunters Hall Inn, Kingscote, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q15c. Where do you normally go to pubs/ bars?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Kings Arms, The Street, Didmarton, Badminton	0	.0%	0	.0%	0	.0%	0	.0%
	Lamb Inn, Eastcombe	1	4.5%	0	.0%	0	.0%	0	.0%
	Leyhill Social Club, Thornbury	0	.0%	0	.0%	0	.0%	0	.0%
	New Inn, Woodmancote, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	Oldbury-on-Severn	0	.0%	0	.0%	0	.0%	0	.0%
	Sheepscombe	0	.0%	0	.0%	0	.0%	0	.0%
	The Old Nelson, Stratford Road, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Thornbury	0	.0%	0	.0%	0	.0%	0	.0%
	Whitminster	0	.0%	0	.0%	0	.0%	0	.0%
	Wickwar Social Club, High Street, Wickwar, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
	Wool Pack, Slad Road, Slad	0	.0%	0	.0%	0	.0%	0	.0%
	Varies	0	.0%	1	3.7%	0	.0%	0	.0%
	Arlingham, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Badminton	0	.0%	0	.0%	0	.0%	0	.0%
	Berkeley Arms Hotel, Berkeley	0	.0%	0	.0%	0	.0%	0	.0%
	Berkeley Arms Hotel, Canonbury Street, Berkeley	0	.0%	0	.0%	0	.0%	0	.0%
	Birdlip, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Black Horse Inn, Littleworth, Amberley, Stroud	0	.0%	0	.0%	0	.0%	1	1.8%
	Black Horse, Amberley, West Sussex	0	.0%	0	.0%	0	.0%	0	.0%
	Brass Mill, Avon Mill Lane, Keynsham, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
Brighton	0	.0%	0	.0%	0	.0%	0	.0%	
Brockworth	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q15c. Where do you normally go to pubs/ bars?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Bumble Bee, Waterwells Business Park, Quedgeley	0	.0%	0	.0%	0	.0%	0	.0%
	Buthay Inn, High Street, Wickwar, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
	Calcot, Reading	0	.0%	0	.0%	0	.0%	0	.0%
	Cam Mills Bowling Club, Everlands, Cam, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	Carpenters Arms, Miserden, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Coaley	0	.0%	0	.0%	0	.0%	0	.0%
	Devon	0	.0%	0	.0%	0	.0%	0	.0%
	Eastington	0	.0%	0	.0%	0	.0%	0	.0%
	Falfield	0	.0%	0	.0%	0	.0%	0	.0%
	Frampton-on-Severn, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	George Inn, Peter Street, Frocester, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%
	Greyhound, Siddington, Cirencester	0	.0%	0	.0%	0	.0%	1	1.8%
	Gumstool Inn, Tetbury	0	.0%	0	.0%	0	.0%	0	.0%
	Harringay	0	.0%	0	.0%	0	.0%	0	.0%
	Hillesley	0	.0%	0	.0%	0	.0%	0	.0%
	Hocksbury	0	.0%	0	.0%	0	.0%	0	.0%
	Holford Arms. Knockdown, Tetbury	0	.0%	0	.0%	0	.0%	1	1.8%
	Kings Head, France Lynch, Stroud	1	4.5%	0	.0%	0	.0%	0	.0%
	Kings Head, The Street, Kingscourt, Stroud	1	4.5%	0	.0%	0	.0%	0	.0%
	Kingswood	0	.0%	0	.0%	0	.0%	0	.0%
Ledbury	0	.0%	0	.0%	0	.0%	0	.0%	
Listers Club, Long street, Dursley	0	.0%	0	.0%	0	.0%	0	.0%	
Lower Wick, Dursley	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q15c. Where do you normally go to pubs/ bars?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Malt House Inn, Marybrook Street, Berkeley	0	.0%	0	.0%	0	.0%	0	.0%
	Milbury Heath	0	.0%	0	.0%	0	.0%	0	.0%
	Mountain Ash, South Wales	0	.0%	0	.0%	0	.0%	0	.0%
	New Inn, Waterley Bottom, North Dibley, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	North Cerney, Cirencester	0	.0%	0	.0%	0	.0%	1	1.8%
	Nymphsfield	0	.0%	0	.0%	0	.0%	0	.0%
	Old George Inn, Clarks Hay, South Cerney, Cirencester	0	.0%	0	.0%	0	.0%	1	1.8%
	Old Lodge, Minchinhampton Common, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Pike and Musket, Windsor Drive, Tuffley, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Prince Albert, The Butts, Rodborough Hill, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Queen Victoria, Gloucester Street, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Railway Tavern, Wotton Road, Charfield, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
	Ram Inn, Bussage, Stroud	1	4.5%	0	.0%	0	.0%	0	.0%
	Rednock School, Rednock Drive, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	Rose Inn Pub, Paganhill, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Royal Oak, Haw Street, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
	Salisbury	0	.0%	0	.0%	0	.0%	0	.0%
	Salmon Inn, Wanswell, Berkley	0	.0%	0	.0%	0	.0%	0	.0%
Seven Tuns Inn, Queen Street, Chedworth, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q15c. Where do you normally go to pubs/ bars?

		Area									
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe			
		Num	%	Num	%	Num	%	Num	%		
Other	Shipton Moyne, Tetbury	0	.0%	0	.0%	0	.0%	1	1.8%		
	Shortwood FC, Meadow Bank, Nailsworth, Stroud	0	.0%	0	.0%	0	.0%	0	.0%		
	Snuff Mill Harvester, Frenchay Park Road, Bristol	0	.0%	0	.0%	0	.0%	0	.0%		
	Somerford Keynes	0	.0%	0	.0%	0	.0%	1	1.8%		
	Stirrup Cup, Bisley	0	.0%	0	.0%	0	.0%	0	.0%		
	Stone	0	.0%	0	.0%	0	.0%	0	.0%		
	Swan Inn, Duck Street, Tytherington, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%		
	The Beacon Hotel, Haresfield, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%		
	The Beaumont, Shurdington Road, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%		
	The Bell Inn, High Street, Avening, Tetbury	0	.0%	0	.0%	0	.0%	1	1.8%		
	The Butchers Arms, Sheepscombe, Stroud	0	.0%	0	.0%	0	.0%	0	.0%		
	The Fox, Broad Lane, Yate	0	.0%	0	.0%	0	.0%	0	.0%		
	The Green Dragon Inn, Cockleford, Cowley, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%		
	The Halfway House, Box Village, Stroud	0	.0%	1	3.7%	0	.0%	0	.0%		
	The Hungry Horse, Seven Springs, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%		
	The Old Spot Inn, Hill Road, Dursley	0	.0%	0	.0%	0	.0%	0	.0%		
	The Royal Oak, Bristol Road, Cromhall	0	.0%	0	.0%	0	.0%	0	.0%		
The Vine Tree, Norton, Malmesbury	0	.0%	0	.0%	0	.0%	1	1.8%			
Trouble House, Cirencester Road, Tetbury	0	.0%	0	.0%	0	.0%	1	1.8%			

(cont.)

Q15c. Where do you normally go to pubs/ bars?

		Area									
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe			
		Num	%	Num	%	Num	%	Num	%		
Other	Tuffley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tunnel House Inn, Coates, Cirencester	0	.0%	0	.0%	0	.0%	1	1.8%		
	Twelve Bells, Witcombe, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%		
	Tytherington, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%		
	Uley, Dursley	0	.0%	0	.0%	0	.0%	0	.0%		
	Weighbridge Inn, Longfords, Minchinhampton, Stroud	0	.0%	0	.0%	1	2.6%	0	.0%		
	White Hart, Littleton-upon-Severn	0	.0%	0	.0%	0	.0%	0	.0%		
	Woodchester	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

Q15c. Where do you normally go to pubs/ bars?

	Area					
	Wotton		Southern Fringe		Berkeley	
	Num	%	Num	%	Num	%
Base: Those mentioning pubs/ bars	40	100.0%	65	100.0%	39	100.0%
Stroud	1	2.5%	2	3.1%	0	.0%
Nailsworth	0	.0%	0	.0%	0	.0%
Wotton	25	62.5%	7	10.8%	0	.0%
Tetbury	0	.0%	4	6.2%	0	.0%
Gloucester	0	.0%	2	3.1%	2	5.1%
Berkeley	0	.0%	1	1.5%	23	59.0%
Dursley	0	.0%	0	.0%	1	2.6%
Cheltenham	0	.0%	0	.0%	1	2.6%
Cirencester	0	.0%	0	.0%	0	.0%
Minchinhampton	0	.0%	1	1.5%	0	.0%
Stonehouse	0	.0%	0	.0%	0	.0%
Bristol	0	.0%	3	4.6%	1	2.6%
Yate	2	5.0%	2	3.1%	0	.0%
Cam	0	.0%	0	.0%	1	2.6%
Chalford	0	.0%	1	1.5%	0	.0%
Painswick	0	.0%	0	.0%	1	2.6%
Chipping Sodbury	0	.0%	2	3.1%	0	.0%
Bishop's Cleeve	0	.0%	0	.0%	0	.0%
Chipping Norton	0	.0%	0	.0%	0	.0%
Swindon	0	.0%	0	.0%	0	.0%

(cont.)

Q15c. Where do you normally go to pubs/ bars?

		Area					
		Wotton		Southern Fringe		Berkeley	
		Num	%	Num	%	Num	%
Other	Quedgeley	0	.0%	0	.0%	0	.0%
	Wickwar	0	.0%	6	9.2%	0	.0%
	Butchers Arms, Oakridge Lynch, Stroud	0	.0%	0	.0%	0	.0%
	Harvester, Olympus Park Business Centre, Quedgeley	1	2.5%	0	.0%	1	2.6%
	Avening	0	.0%	0	.0%	0	.0%
	Eastcombe, Stroud	0	.0%	0	.0%	0	.0%
	Frocester Cricket Club, Frocester, Stonehouse	0	.0%	0	.0%	0	.0%
	Hawkesbury Upton	1	2.5%	2	3.1%	0	.0%
	Sharpness, Berkeley	0	.0%	0	.0%	3	7.7%
	Slimbridge	0	.0%	0	.0%	0	.0%
	Amberley Inn, Culver Hill, Amberley, Stroud	0	.0%	0	.0%	0	.0%
	Bear Inn, George Street, Bisley, Stroud	0	.0%	0	.0%	0	.0%
	Bisley, Stroud	0	.0%	0	.0%	0	.0%
	Cat & Custard Pot Inn, The Street, Shipton Moyne, Tetbury	0	.0%	1	1.5%	0	.0%
	Charfield, Wotton-under-Edge	0	.0%	2	3.1%	0	.0%
	Dinneywicks Inn, The Chipping, Kingswood, Wotton-under-Edge	0	.0%	2	3.1%	0	.0%
	Forest of Dean	1	2.5%	0	.0%	0	.0%
	Frampton	0	.0%	1	1.5%	0	.0%
	Harvester, Hucclecote Road, Gloucester	1	2.5%	0	.0%	0	.0%
	Hunters Hall Inn, Kingscote, Gloucester	0	.0%	1	1.5%	0	.0%

(cont.)

Q15c. Where do you normally go to pubs/ bars?

		Area					
		Wotton		Southern Fringe		Berkeley	
		Num	%	Num	%	Num	%
Other	Kings Arms, The Street, Didmarton, Badminton	0	.0%	2	3.1%	0	.0%
	Lamb Inn, Eastcombe	0	.0%	0	.0%	0	.0%
	Leyhill Social Club, Thornbury	0	.0%	2	3.1%	0	.0%
	New Inn, Woodmancote, Dursley	0	.0%	0	.0%	0	.0%
	Oldbury-on-Severn	0	.0%	1	1.5%	1	2.6%
	Sheepscombe	0	.0%	0	.0%	0	.0%
	The Old Nelson, Stratford Road, Stroud	0	.0%	0	.0%	0	.0%
	Thornbury	0	.0%	2	3.1%	0	.0%
	Whitminster	0	.0%	0	.0%	0	.0%
	Wickwar Social Club, High Street, Wickwar, Wotton-under-Edge	0	.0%	2	3.1%	0	.0%
	Wool Pack, Slad Road, Slad	0	.0%	0	.0%	0	.0%
	Varies	0	.0%	0	.0%	0	.0%
	Arlingham, Gloucester	0	.0%	0	.0%	0	.0%
	Badminton	0	.0%	1	1.5%	0	.0%
	Berkeley Arms Hotel, Berkeley	0	.0%	0	.0%	1	2.6%
	Berkeley Arms Hotel, Canonbury Street, Berkeley	0	.0%	0	.0%	1	2.6%
	Birdlip, Gloucester	0	.0%	0	.0%	0	.0%
	Black Horse Inn, Littleworth, Amberley, Stroud	0	.0%	0	.0%	0	.0%
	Black Horse, Amberley, West Sussex	0	.0%	0	.0%	0	.0%
	Brass Mill, Avon Mill Lane, Keynsham, Bristol	0	.0%	1	1.5%	0	.0%
Brighton	0	.0%	0	.0%	0	.0%	
Brockworth	0	.0%	0	.0%	0	.0%	

(cont.)

Q15c. Where do you normally go to pubs/ bars?

		Area					
		Wotton		Southern Fringe		Berkeley	
		Num	%	Num	%	Num	%
Other	Bumble Bee, Waterwells Business Park, Quedgeley	0	.0%	0	.0%	0	.0%
	Buthay Inn, High Street, Wickwar, Wotton-under-Edge	0	.0%	1	1.5%	0	.0%
	Calcot, Reading	1	2.5%	0	.0%	0	.0%
	Cam Mills Bowling Club, Everlands, Cam, Dursley	0	.0%	0	.0%	0	.0%
	Carpenters Arms, Miserden, Stroud	0	.0%	0	.0%	0	.0%
	Coaley	0	.0%	0	.0%	0	.0%
	Devon	0	.0%	0	.0%	0	.0%
	Eastington	0	.0%	0	.0%	0	.0%
	Falfield	0	.0%	1	1.5%	0	.0%
	Frampton-on-Severn, Gloucester	0	.0%	0	.0%	0	.0%
	George Inn, Peter Street, Frocester, Stonehouse	0	.0%	0	.0%	0	.0%
	Greyhound, Siddington, Cirencester	0	.0%	0	.0%	0	.0%
	Gumstool Inn, Tetbury	0	.0%	0	.0%	0	.0%
	Harringay	0	.0%	1	1.5%	0	.0%
	Hillesley	0	.0%	1	1.5%	0	.0%
	Hocksbury	0	.0%	1	1.5%	0	.0%
	Holford Arms. Knockdown, Tetbury	0	.0%	0	.0%	0	.0%
	Kings Head, France Lynch, Stroud	0	.0%	0	.0%	0	.0%
	Kings Head, The Street, Kingscourt, Stroud	0	.0%	0	.0%	0	.0%
	Kingswood	0	.0%	1	1.5%	0	.0%
Ledbury	1	2.5%	0	.0%	0	.0%	
Listers Club, Long street, Dursley	0	.0%	0	.0%	0	.0%	
Lower Wick, Dursley	0	.0%	1	1.5%	0	.0%	

(cont.)

Q15c. Where do you normally go to pubs/ bars?

		Area					
		Wotton		Southern Fringe		Berkeley	
		Num	%	Num	%	Num	%
Other	Malt House Inn, Marybrook Street, Berkeley	0	.0%	0	.0%	1	2.6%
	Milbury Heath	1	2.5%	0	.0%	0	.0%
	Mountain Ash, South Wales	1	2.5%	0	.0%	0	.0%
	New Inn, Waterley Bottom, North Dibley, Dursley	1	2.5%	0	.0%	0	.0%
	North Cerney, Cirencester	0	.0%	0	.0%	0	.0%
	Nymphsfield	0	.0%	0	.0%	0	.0%
	Old George Inn, Clarks Hay, South Cerney, Cirencester	0	.0%	0	.0%	0	.0%
	Old Lodge, Minchinhampton Common, Stroud	0	.0%	0	.0%	0	.0%
	Pike and Musket, Windsor Drive, Tuffley, Gloucester	0	.0%	0	.0%	0	.0%
	Prince Albert, The Butts, Rodborough Hill, Stroud	0	.0%	0	.0%	0	.0%
	Queen Victoria, Gloucester Street, Stroud	0	.0%	0	.0%	0	.0%
	Railway Tavern, Wotton Road, Charfield, Wotton-under-Edge	0	.0%	1	1.5%	0	.0%
	Ram Inn, Bussage, Stroud	0	.0%	0	.0%	0	.0%
	Rednock School, Rednock Drive, Dursley	0	.0%	0	.0%	0	.0%
	Rose Inn Pub, Paganhill, Stroud	0	.0%	0	.0%	0	.0%
	Royal Oak, Haw Street, Wotton-under-Edge	0	.0%	1	1.5%	0	.0%
	Salisbury	1	2.5%	0	.0%	0	.0%
	Salmon Inn, Wanswell, Berkley	0	.0%	0	.0%	1	2.6%
	Seven Tuns Inn, Queen Street, Chedworth, Cheltenham	0	.0%	0	.0%	0	.0%

(cont.)

Q15c. Where do you normally go to pubs/ bars?

		Area					
		Wotton		Southern Fringe		Berkeley	
		Num	%	Num	%	Num	%
Other	Shipton Moyne, Tetbury	0	.0%	0	.0%	0	.0%
	Shortwood FC, Meadow Bank, Nailsworth, Stroud	0	.0%	0	.0%	0	.0%
	Snuff Mill Harvester, Frenchay Park Road, Bristol	0	.0%	1	1.5%	0	.0%
	Somerford Keynes	0	.0%	0	.0%	0	.0%
	Stirrup Cup, Bisley	0	.0%	0	.0%	0	.0%
	Stone	0	.0%	0	.0%	0	.0%
	Swan Inn, Duck Street, Tytherington, Wotton-under-Edge	1	2.5%	0	.0%	0	.0%
	The Beacon Hotel, Haresfield, Stonehouse	0	.0%	0	.0%	0	.0%
	The Beaumont, Shurdington Road, Cheltenham	0	.0%	0	.0%	0	.0%
	The Bell Inn, High Street, Avening, Tetbury	0	.0%	0	.0%	0	.0%
	The Butchers Arms, Sheepscombe, Stroud	0	.0%	0	.0%	0	.0%
	The Fox, Broad Lane, Yate	0	.0%	1	1.5%	0	.0%
	The Green Dragon Inn, Cockleford, Cowley, Cheltenham	0	.0%	0	.0%	0	.0%
	The Halfway House, Box Village, Stroud	0	.0%	0	.0%	0	.0%
	The Hungry Horse, Seven Springs, Gloucester	0	.0%	0	.0%	0	.0%
	The Old Spot Inn, Hill Road, Dursley	0	.0%	0	.0%	0	.0%
	The Royal Oak, Bristol Road, Cromhall	0	.0%	1	1.5%	0	.0%
	The Vine Tree, Norton, Malmesbury	0	.0%	0	.0%	0	.0%
Trouble House, Cirencester Road, Tetbury	0	.0%	0	.0%	0	.0%	

(cont.)

Q15c. Where do you normally go to pubs/ bars?

		Area					
		Wotton		Southern Fringe		Berkeley	
		Num	%	Num	%	Num	%
Other	Tuffley	0	.0%	0	.0%	0	.0%
	Tunnel House Inn, Coates, Cirencester	0	.0%	0	.0%	0	.0%
	Twelve Bells, Witcombe, Gloucester	0	.0%	0	.0%	0	.0%
	Tytherington, Wotton-under-Edge	0	.0%	1	1.5%	0	.0%
	Uley, Dursley	0	.0%	0	.0%	0	.0%
	Weighbridge Inn, Longfords, Minchinhampton, Stroud	0	.0%	0	.0%	0	.0%
	White Hart, Littleton-upon-Severn	0	.0%	1	1.5%	0	.0%
	Woodchester	1	2.5%	0	.0%	0	.0%

(cont.)

Q15c. Where do you normally go to pubs/ bars?

	Area			
	Northern/ Western Fringe		Dursley/ Cam	
	Num	%	Num	%
Base: Those mentioning pubs/ bars	51	100.0%	52	100.0%
Stroud	1	2.0%	3	5.8%
Nailsworth	0	.0%	1	1.9%
Wotton	0	.0%	1	1.9%
Tetbury	0	.0%	0	.0%
Gloucester	14	27.5%	3	5.8%
Berkeley	0	.0%	1	1.9%
Dursley	0	.0%	22	42.3%
Cheltenham	12	23.5%	3	5.8%
Cirencester	0	.0%	0	.0%
Minchinhampton	0	.0%	0	.0%
Stonehouse	0	.0%	0	.0%
Bristol	0	.0%	1	1.9%
Yate	0	.0%	0	.0%
Cam	0	.0%	5	9.6%
Chalford	0	.0%	0	.0%
Painswick	0	.0%	0	.0%
Chipping Sodbury	0	.0%	0	.0%
Bishop's Cleeve	1	2.0%	0	.0%
Chipping Norton	0	.0%	0	.0%
Swindon	0	.0%	0	.0%

(cont.)

Q15c. Where do you normally go to pubs/ bars?

		Area			
		Northern/ Western Fringe		Dursley/ Cam	
		Num	%	Num	%
Other	Quedgeley	7	13.7%	0	.0%
	Wickwar	0	.0%	0	.0%
	Butchers Arms, Oakridge Lynch, Stroud	0	.0%	0	.0%
	Harvester, Olympus Park Business Centre, Quedgeley	1	2.0%	0	.0%
	Avening	0	.0%	0	.0%
	Eastcombe, Stroud	0	.0%	0	.0%
	Frocester Cricket Club, Frocester, Stonehouse	0	.0%	0	.0%
	Hawkesbury Upton	0	.0%	0	.0%
	Sharpness, Berkeley	0	.0%	0	.0%
	Slimbridge	2	3.9%	1	1.9%
	Amberley Inn, Culver Hill, Amberley, Stroud	0	.0%	0	.0%
	Bear Inn, George Street, Bisley, Stroud	0	.0%	0	.0%
	Bisley, Stroud	0	.0%	0	.0%
	Cat & Custard Pot Inn, The Street, Shipton Moyne, Tetbury	0	.0%	0	.0%
	Charfield, Wotton-under-Edge	0	.0%	0	.0%
	Dinneywicks Inn, The Chipping, Kingswood, Wotton-under-Edge	0	.0%	0	.0%
	Forest of Dean	0	.0%	0	.0%
	Frampton	1	2.0%	0	.0%
	Harvester, Hucclecote Road, Gloucester	0	.0%	0	.0%
	Hunters Hall Inn, Kingscote, Gloucester	0	.0%	1	1.9%

(cont.)

Q15c. Where do you normally go to pubs/ bars?

		Area			
		Northern/ Western Fringe		Dursley/ Cam	
		Num	%	Num	%
Other	Kings Arms, The Street, Didmarton, Badminton	0	.0%	0	.0%
	Lamb Inn, Eastcombe	0	.0%	0	.0%
	Leyhill Social Club, Thornbury	0	.0%	0	.0%
	New Inn, Woodmancote, Dursley	0	.0%	2	3.8%
	Oldbury-on-Severn	0	.0%	0	.0%
	Sheepscombe	0	.0%	0	.0%
	The Old Nelson, Stratford Road, Stroud	0	.0%	0	.0%
	Thornbury	0	.0%	0	.0%
	Whitminster	0	.0%	0	.0%
	Wickwar Social Club, High Street, Wickwar, Wotton-under-Edge	0	.0%	0	.0%
	Wool Pack, Slad Road, Slad	0	.0%	0	.0%
	Varies	0	.0%	0	.0%
	Arlingham, Gloucester	1	2.0%	0	.0%
	Badminton	0	.0%	0	.0%
	Berkeley Arms Hotel, Berkeley	0	.0%	0	.0%
	Berkeley Arms Hotel, Canonbury Street, Berkeley	0	.0%	0	.0%
	Birdlip, Gloucester	1	2.0%	0	.0%
	Black Horse Inn, Littleworth, Amberley, Stroud	0	.0%	0	.0%
	Black Horse, Amberley, West Sussex	0	.0%	0	.0%
	Brass Mill, Avon Mill Lane, Keynsham, Bristol	0	.0%	0	.0%
	Brighton	0	.0%	0	.0%
	Brockworth	1	2.0%	0	.0%

(cont.)

Q15c. Where do you normally go to pubs/ bars?

		Area			
		Northern/ Western Fringe		Dursley/ Cam	
		Num	%	Num	%
Other	Bumble Bee, Waterwells Business Park, Quedgeley	1	2.0%	0	.0%
	Buthay Inn, High Street, Wickwar, Wotton-under-Edge	0	.0%	0	.0%
	Calcot, Reading	0	.0%	0	.0%
	Cam Mills Bowling Club, Everlands, Cam, Dursley	0	.0%	1	1.9%
	Carpenters Arms, Miserden, Stroud	0	.0%	0	.0%
	Coaley	0	.0%	1	1.9%
	Devon	0	.0%	1	1.9%
	Eastington	0	.0%	0	.0%
	Falfield	0	.0%	0	.0%
	Frampton-on-Severn, Gloucester	1	2.0%	0	.0%
	George Inn, Peter Street, Frocester, Stonehouse	0	.0%	0	.0%
	Greyhound, Siddington, Cirencester	0	.0%	0	.0%
	Gumstool Inn, Tetbury	0	.0%	0	.0%
	Harringay	0	.0%	0	.0%
	Hillesley	0	.0%	0	.0%
	Hocksbury	0	.0%	0	.0%
	Holford Arms. Knockdown, Tetbury	0	.0%	0	.0%
	Kings Head, France Lynch, Stroud	0	.0%	0	.0%
	Kings Head, The Street, Kingscourt, Stroud	0	.0%	0	.0%
	Kingswood	0	.0%	0	.0%
Ledbury	0	.0%	0	.0%	
Listers Club, Long street, Dursley	0	.0%	1	1.9%	
Lower Wick, Dursley	0	.0%	0	.0%	

(cont.)

Q15c. Where do you normally go to pubs/ bars?

		Area			
		Northern/ Western Fringe		Dursley/ Cam	
		Num	%	Num	%
Other	Malt House Inn, Marybrook Street, Berkeley	0	.0%	0	.0%
	Milbury Heath	0	.0%	0	.0%
	Mountain Ash, South Wales	0	.0%	0	.0%
	New Inn, Waterley Bottom, North Dibley, Dursley	0	.0%	0	.0%
	North Cerney, Cirencester	0	.0%	0	.0%
	Nymphsfield	0	.0%	0	.0%
	Old George Inn, Clarks Hay, South Cerney, Cirencester	0	.0%	0	.0%
	Old Lodge, Minchinhampton Common, Stroud	0	.0%	0	.0%
	Pike and Musket, Windsor Drive, Tuffley, Gloucester	1	2.0%	0	.0%
	Prince Albert, The Butts, Rodborough Hill, Stroud	0	.0%	0	.0%
	Queen Victoria, Gloucester Street, Stroud	0	.0%	0	.0%
	Railway Tavern, Wotton Road, Charfield, Wotton-under-Edge	0	.0%	0	.0%
	Ram Inn, Bussage, Stroud	0	.0%	0	.0%
	Rednock School, Rednock Drive, Dursley	0	.0%	1	1.9%
	Rose Inn Pub, Paganhill, Stroud	0	.0%	0	.0%
	Royal Oak, Haw Street, Wotton-under-Edge	0	.0%	0	.0%
	Salisbury	0	.0%	0	.0%
	Salmon Inn, Wanswell, Berkley	0	.0%	0	.0%
	Seven Tuns Inn, Queen Street, Chedworth, Cheltenham	0	.0%	0	.0%

(cont.)

Q15c. Where do you normally go to pubs/ bars?

		Area			
		Northern/ Western Fringe		Dursley/ Cam	
		Num	%	Num	%
Other	Shipton Moyne, Tetbury	0	.0%	0	.0%
	Shortwood FC, Meadow Bank, Nailsworth, Stroud	0	.0%	0	.0%
	Snuff Mill Harvester, Frenchay Park Road, Bristol	0	.0%	0	.0%
	Somerford Keynes	0	.0%	0	.0%
	Stirrup Cup, Bisley	0	.0%	0	.0%
	Stone	0	.0%	1	1.9%
	Swan Inn, Duck Street, Tytherington, Wotton-under-Edge	0	.0%	0	.0%
	The Beacon Hotel, Haresfield, Stonehouse	1	2.0%	0	.0%
	The Beaumont, Shurdington Road, Cheltenham	1	2.0%	0	.0%
	The Bell Inn, High Street, Avening, Tetbury	0	.0%	0	.0%
	The Butchers Arms, Sheepscombe, Stroud	0	.0%	0	.0%
	The Fox, Broad Lane, Yate	0	.0%	0	.0%
	The Green Dragon Inn, Cockleford, Cowley, Cheltenham	1	2.0%	0	.0%
	The Halfway House, Box Village, Stroud	0	.0%	0	.0%
	The Hungry Horse, Seven Springs, Gloucester	1	2.0%	0	.0%
	The Old Spot Inn, Hill Road, Dursley	0	.0%	1	1.9%
	The Royal Oak, Bristol Road, Cromhall	0	.0%	0	.0%
	The Vine Tree, Norton, Malmesbury	0	.0%	0	.0%
Trouble House, Cirencester Road, Tetbury	0	.0%	0	.0%	

(cont.)

Q15c. Where do you normally go to pubs/ bars?

		Area			
		Northern/ Western Fringe		Dursley/ Cam	
		Num	%	Num	%
Other	Tuffley	1	2.0%	0	.0%
	Tunnel House Inn, Coates, Cirencester	0	.0%	0	.0%
	Twelve Bells, Witcombe, Gloucester	1	2.0%	0	.0%
	Tytherington, Wotton-under-Edge	0	.0%	0	.0%
	Uley, Dursley	0	.0%	1	1.9%
	Weighbridge Inn, Longfords, Minchinhampton, Stroud	0	.0%	0	.0%
	White Hart, Littleton-upon-Severn	0	.0%	0	.0%
	Woodchester	0	.0%	0	.0%

Q15d. Where do you normally go to restaurants?

	Base: Those mentioning restaurants		Area							
	Num	%	Stroud		Stonehouse		Painswick			
			Num	%	Num	%	Num	%		
Base: Those mentioning restaurants	679	100.0%	65	100.0%	54	100.0%	46	100.0%		
Stroud	105	15.5%	35	53.8%	19	35.2%	13	28.3%		
Nailsworth	77	11.3%	6	9.2%	3	5.6%	2	4.3%		
Gloucester	62	9.1%	4	6.2%	4	7.4%	1	2.2%		
Bristol	44	6.5%	0	.0%	2	3.7%	0	.0%		
Cheltenham	44	6.5%	5	7.7%	2	3.7%	12	26.1%		
Tetbury	33	4.9%	0	.0%	1	1.9%	0	.0%		
Cirencester	26	3.8%	1	1.5%	0	.0%	2	4.3%		
Wotton	21	3.1%	0	.0%	0	.0%	0	.0%		
Dursley	16	2.4%	0	.0%	0	.0%	0	.0%		
Berkeley	15	2.2%	0	.0%	0	.0%	0	.0%		
Minchinhampton	12	1.8%	0	.0%	1	1.9%	1	2.2%		
Stonehouse	12	1.8%	1	1.5%	10	18.5%	0	.0%		
Yate	9	1.3%	0	.0%	0	.0%	0	.0%		
Painswick	5	.7%	0	.0%	0	.0%	4	8.7%		
Chipping Sodbury	4	.6%	0	.0%	0	.0%	1	2.2%		
Chalford	3	.4%	0	.0%	1	1.9%	0	.0%		
Swindon	3	.4%	0	.0%	0	.0%	0	.0%		
Cam	2	.3%	0	.0%	0	.0%	0	.0%		
Chipping Norton	2	.3%	0	.0%	0	.0%	0	.0%		
Malmesbury	2	.3%	0	.0%	0	.0%	0	.0%		

(cont.)

Q15d. Where do you normally go to restaurants?

		Base: Those mentioning restaurants		Area							
		Num	%	Stroud		Stonehouse		Painswick			
				Num	%	Num	%	Num	%		
Other	Thornbury	13	1.9%	0	.0%	0	.0%	0	.0%		
	Bath	9	1.3%	1	1.5%	0	.0%	0	.0%		
	Quedgeley	9	1.3%	0	.0%	1	1.9%	0	.0%		
	Varies	9	1.3%	1	1.5%	0	.0%	0	.0%		
	Whitminster	7	1.0%	0	.0%	4	7.4%	0	.0%		
	London	6	.9%	0	.0%	0	.0%	2	4.3%		
	Cribbs Causeway, Bristol	4	.6%	0	.0%	0	.0%	0	.0%		
	Old Nelson Inn, Stratford Lodge, Stratford Road, Stroud	4	.6%	3	4.6%	1	1.9%	0	.0%		
	Calcutt Manor, Calcutt, Swindon, Wiltshire	3	.4%	0	.0%	1	1.9%	0	.0%		
	Dilraj, Long Street, Dursley	3	.4%	0	.0%	0	.0%	0	.0%		
	Luckington	3	.4%	0	.0%	0	.0%	0	.0%		
	Old Lodge, Minchinhampton Common, Minchinhampton	3	.4%	0	.0%	1	1.9%	0	.0%		
	Amberley	2	.3%	0	.0%	0	.0%	0	.0%		
	Angel Chef, The Peel Centre, St Ann Way, Gloucester	2	.3%	0	.0%	0	.0%	0	.0%		
	Abroad	2	.3%	0	.0%	0	.0%	0	.0%		
	Bumble Bee, Waterwells Business Park, Quedgeley	2	.3%	0	.0%	1	1.9%	0	.0%		
	Bussage, Stroud	2	.3%	0	.0%	0	.0%	0	.0%		
	Harvester, Olympus Park Business Centre, Quedgley	2	.3%	0	.0%	0	.0%	0	.0%		
	Lamb Inn, Eastcombe, Stroud	2	.3%	0	.0%	0	.0%	1	2.2%		
	Pepper Pot, Gold Wick Barn, Lower Wick, Dursley	2	.3%	0	.0%	0	.0%	0	.0%		
TGI Fridays, Cribbs Causeway, Lysander Road, Bristol	2	.3%	0	.0%	0	.0%	0	.0%			

(cont.)

Q15d. Where do you normally go to restaurants?

	Base: Those mentioning restaurants		Area						
	Num	%	Stroud		Stonehouse		Painswick		
			Num	%	Num	%	Num	%	
Other	The Halfway House, Box Village, Stroud	2	.3%	0	.0%	0	.0%	1	2.2%
	Tipputs Inn, Tiltups End, Horsley, Stroud	2	.3%	0	.0%	0	.0%	0	.0%
	Toby Carvery, Cross Hands, Shurdington Road, Brockworth	2	.3%	0	.0%	1	1.9%	0	.0%
	Tubbys Waterside Cafe, Avening Road, Nailsworth, Stroud	2	.3%	0	.0%	0	.0%	0	.0%
	Woodchester, Stroud	2	.3%	0	.0%	0	.0%	0	.0%
	Barnsley House Hotel, Cirencester	1	.1%	0	.0%	0	.0%	0	.0%
	Bath Road Indians, Bath Road, Cheltenham	1	.1%	0	.0%	0	.0%	0	.0%
	Belle Italia, Cribbs Causeway	1	.1%	0	.0%	0	.0%	0	.0%
	Bodkin House Hotel, Petty France, Badminton	1	.1%	0	.0%	0	.0%	0	.0%
	Bradley Stoke	1	.1%	0	.0%	0	.0%	0	.0%
	Brimscombe	1	.1%	1	1.5%	0	.0%	0	.0%
	Britannia Inn, Nailsworth, Stroud	1	.1%	0	.0%	0	.0%	0	.0%
	Burleigh Court Hotel, Burleigh Hill, Stroud	1	.1%	0	.0%	0	.0%	1	2.2%
	Calcot Mannor, Church Street, Tetbury	1	.1%	0	.0%	0	.0%	0	.0%
	Carpenters Arms, Miserden, Stroud	1	.1%	0	.0%	0	.0%	1	2.2%
	Chippenham	1	.1%	0	.0%	0	.0%	0	.0%
	Didmarton, Badminton	1	.1%	0	.0%	0	.0%	0	.0%
	Downend, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	Eastcombe	1	.1%	0	.0%	0	.0%	0	.0%
Egypt Mill, Stroud Road, Nailsworth, Stroud	1	.1%	0	.0%	0	.0%	0	.0%	

(cont.)

Q15d. Where do you normally go to restaurants?

	Base: Those mentioning restaurants		Area							
	Num	%	Stroud		Stonehouse		Painswick			
			Num	%	Num	%	Num	%		
Ewen, Cirencester	1	.1%	0	.0%	0	.0%	0	.0%		
Fleece Hotel, Market Place, Cirencester	1	.1%	0	.0%	0	.0%	1	2.2%		
Forest of Dean	1	.1%	0	.0%	0	.0%	0	.0%		
Fostons Ash Inn, Stroud	1	.1%	0	.0%	0	.0%	0	.0%		
Four Mile House, Stroud Road, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%		
Fox Inn, High Street, Hawkesbury Upton, Badminton	1	.1%	0	.0%	0	.0%	0	.0%		
Framilode, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%		
Frankie & Bennys, Cribbs Causeway	1	.1%	0	.0%	0	.0%	0	.0%		
Frankie & Bennys, St Oswalds Road, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%		
Fromebridge Mill, Fromebridge Lane, Whitminster	1	.1%	0	.0%	1	1.9%	0	.0%		
Church End, Eastington, Stonehouse	1	.1%	0	.0%	0	.0%	0	.0%		
Hambrook	1	.1%	0	.0%	0	.0%	0	.0%		
Harringay	1	.1%	0	.0%	0	.0%	0	.0%		
Harvester, Bristol Road, Quedgeley	1	.1%	0	.0%	0	.0%	0	.0%		
Harvester, Hucclecote Road, Gloucester	1	.1%	1	1.5%	0	.0%	0	.0%		
Hillsley	1	.1%	0	.0%	0	.0%	0	.0%		
Hungry Horse, Seven Springs, Coberley, Cheltenham	1	.1%	1	1.5%	0	.0%	0	.0%		
Wetherspoons, James Street West, Bath	1	.1%	0	.0%	0	.0%	0	.0%		
Kings Arms, The Street, Didmarton, Badminton	1	.1%	0	.0%	0	.0%	0	.0%		
Kingscoat	1	.1%	0	.0%	0	.0%	0	.0%		

(cont.)

Q15d. Where do you normally go to restaurants?

		Base: Those mentioning restaurants		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Lamb Inn, Windsor Place, Mangotsfield, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	Ledbury	1	.1%	0	.0%	0	.0%	0	.0%
	Longford Beefeater, Tewkesbury Road, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Mama Mias, Park Street, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	Messe, The Plain, Thornbury	1	.1%	0	.0%	0	.0%	0	.0%
	Nandos, St Margarets Road, Cheltenham	1	.1%	0	.0%	0	.0%	0	.0%
	Nelson Inn, Gloucester Street, Cirencester	1	.1%	0	.0%	0	.0%	0	.0%
	Orchard Inn, Olympus Park, Quedgeley	1	.1%	1	1.5%	0	.0%	0	.0%
	Petty France Hotel, Dunkirk, Badminton	1	.1%	0	.0%	0	.0%	0	.0%
	Pizza Hut, Promenade, Cheltenham	1	.1%	0	.0%	0	.0%	1	2.2%
	Prince of Wales, Cashes Green Road, Stroud	1	.1%	1	1.5%	0	.0%	0	.0%
	Queens Head, Tewkesbury Road, Longford, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Railway Hotel, Station Road, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	Randwick	1	.1%	0	.0%	0	.0%	1	2.2%
	Ronnies, St Mary Street, Thornbury, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	Rose & Crown, The Cross, Nympsfield, Stonehouse	1	.1%	0	.0%	0	.0%	0	.0%
	Royal Oak, Haw Street, Wotton-under-Edge	1	.1%	0	.0%	0	.0%	0	.0%
Rudgeway	1	.1%	0	.0%	0	.0%	0	.0%	
San Carlo, Corn Street, Bristol	1	.1%	0	.0%	0	.0%	0	.0%	

(cont.)

Q15d. Where do you normally go to restaurants?

	Base: Those mentioning restaurants		Area								
	Num	%	Stroud		Stonehouse		Painswick		Num	%	
			Num	%	Num	%	Num	%			
Other	Sapperton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Snuff Mill Harvester, Frenchay Park Road, Bristol	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Sophies Restaurant, The Priory, High Street, Minchinhampton	1	.1%	1	1.5%	0	.0%	0	.0%	0	.0%
	Stagecoach Inn, Newport, Berkeley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	TGI Fridays, Gloucester Road, Cheltenham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Tewkesbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	The Bell, Sapperton, Cirencester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	The Fox, Broad Lane, Yate	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	The George, High Street, Girton, Cambridge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	The Mariners Arms, Salter Street, Berkeley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	The Old Fleece Inn, Rooksmore, Woodchester	1	.1%	1	1.5%	0	.0%	0	.0%	0	.0%
	The Olive Tree, George Street, Nailsworth, Stroud	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	The Weighbridge Inn, Minchinhampton, Stroud	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Toby Carvery, The Dog Inn, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Tortworth Court Four Pillar, Tortworth, Wotton-under-Edge	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Trouble House, Cirencester Road, Tetbury	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Tuffley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
Turmut-Hoer, Mead Road, Abbeymead, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	
Twelve Bells, Witcombe, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%	1	2.2%	

(cont.)

Q15d. Where do you normally go to restaurants?

	Base: Those mentioning restaurants		Area							
	Num	%	Stroud		Stonehouse		Painswick			
			Num	%	Num	%	Num	%		
Other	Vine Tree Inn, Randwick, Stroud	1	.1%	1	1.5%	0	.0%	0	.0%	
	Whitminster	1	.1%	0	.0%	0	.0%	0	.0%	
	Whittle inn, Brockworth industrial estate, brockworth	1	.1%	0	.0%	0	.0%	0	.0%	
	Whittle Inn, Lower Tuffly Lane, Gloucester	1	.1%	0	.0%	0	.0%	0	.0%	
	Winchester	1	.1%	0	.0%	0	.0%	0	.0%	
	Worcester	1	.1%	0	.0%	0	.0%	0	.0%	
	YakYetiYak, Pierrepont Street, Bath	1	.1%	0	.0%	0	.0%	0	.0%	
	Zizzi, St James Church, Suffolk Square, Cheltenham	1	.1%	0	.0%	0	.0%	0	.0%	

(cont.)

Q15d. Where do you normally go to restaurants?

	Area									
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe			
	Num	%	Num	%	Num	%	Num	%		
Base: Those mentioning restaurants	34	100.0%	36	100.0%	54	100.0%	68	100.0%		
Stroud	8	23.5%	5	13.9%	9	16.7%	1	1.5%		
Nailsworth	6	17.6%	9	25.0%	32	59.3%	8	11.8%		
Gloucester	3	8.8%	0	.0%	0	.0%	0	.0%		
Bristol	0	.0%	3	8.3%	1	1.9%	0	.0%		
Cheltenham	4	11.8%	0	.0%	1	1.9%	4	5.9%		
Tetbury	1	2.9%	1	2.8%	0	.0%	22	32.4%		
Cirencester	3	8.8%	2	5.6%	2	3.7%	16	23.5%		
Wotton	0	.0%	0	.0%	0	.0%	1	1.5%		
Dursley	0	.0%	0	.0%	0	.0%	0	.0%		
Berkeley	0	.0%	0	.0%	0	.0%	0	.0%		
Minchinhampton	0	.0%	9	25.0%	1	1.9%	0	.0%		
Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%		
Yate	0	.0%	0	.0%	0	.0%	0	.0%		
Painswick	0	.0%	0	.0%	0	.0%	0	.0%		
Chipping Sodbury	0	.0%	0	.0%	0	.0%	0	.0%		
Chalford	1	2.9%	0	.0%	0	.0%	0	.0%		
Swindon	0	.0%	0	.0%	0	.0%	2	2.9%		
Cam	0	.0%	0	.0%	0	.0%	0	.0%		
Chipping Norton	0	.0%	0	.0%	0	.0%	1	1.5%		
Malmesbury	0	.0%	1	2.8%	0	.0%	0	.0%		

(cont.)

Q15d. Where do you normally go to restaurants?

		Area									
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe			
		Num	%	Num	%	Num	%	Num	%	Num	%
Other	Thornbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bath	0	.0%	0	.0%	0	.0%	1	1.5%		
	Quedgeley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Varies	0	.0%	1	2.8%	0	.0%	0	.0%	0	.0%
	Whitminster	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	London	0	.0%	0	.0%	0	.0%	1	1.5%		
	Cribbs Causeway, Bristol	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Old Nelson Inn, Stratford Lodge, Stratford Road, Stroud	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Calcutt Manor, Calcutt, Swindon, Wiltshire	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dilraj, Long Street, Dursley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Luckington	0	.0%	0	.0%	0	.0%	1	1.5%		
	Old Lodge, Minchinhampton Common, Minchinhampton	0	.0%	2	5.6%	0	.0%	0	.0%	0	.0%
	Amberley	0	.0%	1	2.8%	0	.0%	0	.0%	0	.0%
	Angel Chef, The Peel Centre, St Ann Way, Gloucester	0	.0%	0	.0%	0	.0%	1	1.5%		
	Abroad	0	.0%	0	.0%	0	.0%	2	2.9%		
	Bumble Bee, Waterwells Business Park, Quedgeley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bussage, Stroud	2	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Harvester, Olympus Park Business Centre, Quedgley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lamb Inn, Eastcombe, Stroud	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Pepper Pot, Gold Wick Barn, Lower Wick, Dursley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
TGI Fridays, Cribbs Causeway, Lysander Road, Bristol	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q15d. Where do you normally go to restaurants?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	The Halfway House, Box Village, Stroud	0	.0%	1	2.8%	0	.0%	0	.0%
	Tipputs Inn, Tiltups End, Horsley, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Toby Carvery, Cross Hands, Shurdington Road, Brockworth	0	.0%	0	.0%	0	.0%	0	.0%
	Tubbys Waterside Cafe, Avening Road, Nailsworth, Stroud	0	.0%	0	.0%	1	1.9%	0	.0%
	Woodchester, Stroud	1	2.9%	1	2.8%	0	.0%	0	.0%
	Barnsley House Hotel, Cirencester	0	.0%	0	.0%	0	.0%	1	1.5%
	Bath Road Indians, Bath Road, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
	Belle Italia, Cribbs Causeway	0	.0%	0	.0%	0	.0%	0	.0%
	Bodkin House Hotel, Petty France, Badminton	0	.0%	0	.0%	0	.0%	0	.0%
	Bradley Stoke	0	.0%	0	.0%	0	.0%	0	.0%
	Brimscombe	0	.0%	0	.0%	0	.0%	0	.0%
	Britannia Inn, Nailsworth, Stroud	0	.0%	0	.0%	1	1.9%	0	.0%
	Burleigh Court Hotel, Burleigh Hill, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Calcot Mannor, Church Street, Tetbury	0	.0%	0	.0%	0	.0%	0	.0%
	Carpenters Arms, Miserden, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Chippenham	0	.0%	0	.0%	0	.0%	1	1.5%
	Didmarton, Badminton	0	.0%	0	.0%	0	.0%	0	.0%
	Downend, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
Eastcombe	1	2.9%	0	.0%	0	.0%	0	.0%	
Egypt Mill, Stroud Road, Nailsworth, Stroud	0	.0%	0	.0%	1	1.9%	0	.0%	

(cont.)

Q15d. Where do you normally go to restaurants?

		Area									
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe			
		Num	%	Num	%	Num	%	Num	%	Num	%
Other	Ewen, Cirencester	0	.0%	0	.0%	0	.0%	1	1.5%		
	Fleece Hotel, Market Place, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%		
	Forest of Dean	0	.0%	0	.0%	1	1.9%	0	.0%		
	Fostons Ash Inn, Stroud	1	2.9%	0	.0%	0	.0%	0	.0%		
	Four Mile House, Stroud Road, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%		
	Fox Inn, High Street, Hawkesbury Upton, Badminton	0	.0%	0	.0%	0	.0%	0	.0%		
	Framilode, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%		
	Frankie & Bennys, Cribbs Causeway	0	.0%	0	.0%	0	.0%	0	.0%		
	Frankie & Bennys, St Oswalds Road, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%		
	Fromebridge Mill, Fromebridge Lane, Whitminster	0	.0%	0	.0%	0	.0%	0	.0%		
	Church End, Eastington, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%		
	Hambrook	0	.0%	0	.0%	0	.0%	0	.0%		
	Harringay	0	.0%	0	.0%	0	.0%	0	.0%		
	Harvester, Bristol Road, Quedgeley	0	.0%	0	.0%	0	.0%	0	.0%		
	Harvester, Hucclecote Road, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%		
	Hillsley	0	.0%	0	.0%	0	.0%	0	.0%		
	Hungry Horse, Seven Springs, Coberley, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%		
	Wetherspools, James Street West, Bath	0	.0%	0	.0%	0	.0%	0	.0%		
Kings Arms, The Street, Didmarton, Badminton	0	.0%	0	.0%	0	.0%	0	.0%			
Kingscoat	0	.0%	0	.0%	0	.0%	1	1.5%			

(cont.)

Q15d. Where do you normally go to restaurants?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Lamb Inn, Windsor Place, Mangotsfield, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Ledbury	0	.0%	0	.0%	0	.0%	0	.0%
	Longford Beefeater, Tewkesbury Road, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Mama Mias, Park Street, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Messe, The Plain, Thornbury	0	.0%	0	.0%	0	.0%	0	.0%
	Nandos, St Margarets Road, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
	Nelson Inn, Gloucester Street, Cirencester	0	.0%	0	.0%	1	1.9%	0	.0%
	Orchard Inn, Olympus Park, Quedgeley	0	.0%	0	.0%	0	.0%	0	.0%
	Petty France Hotel, Dunkirk, Badminton	0	.0%	0	.0%	1	1.9%	0	.0%
	Pizza Hut, Promenade, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
	Prince of Wales, Cashes Green Road, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	Queens Head, Tewkesbury Road, Longford, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Railway Hotel, Station Road, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Randwick	0	.0%	0	.0%	0	.0%	0	.0%
	Ronnies, St Mary Street, Thornbury, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Rose & Crown, The Cross, Nympsfield, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%
	Royal Oak, Haw Street, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%
Rudgeway	0	.0%	0	.0%	0	.0%	0	.0%	
San Carlo, Corn Street, Bristol	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q15d. Where do you normally go to restaurants?

		Area									
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe			
		Num	%	Num	%	Num	%	Num	%		
Other	Sapperton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Snuff Mill Harvester, Frenchay Park Road, Bristol	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sophies Restaurant, The Priory, High Street, Minchinhampton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Stagecoach Inn, Newport, Berkeley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	TGI Fridays, Gloucester Road, Cheltenham	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Tewkesbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Bell, Sapperton, Cirencester	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	The Fox, Broad Lane, Yate	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The George, High Street, Girton, Cambridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Mariners Arms, Salter Street, Berkeley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Old Fleece Inn, Rooksmore, Woodchester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Olive Tree, George Street, Nailsworth, Stroud	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%
	The Weighbridge Inn, Minchinhampton, Stroud	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Toby Carvery, The Dog Inn, Gloucester	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%
	Tortworth Court Four Pillar, Tortworth, Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Trouble House, Cirencester Road, Tetbury	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Tuffley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Turmut-Hoer, Mead Road, Abbeymead, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Twelve Bells, Witcombe, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q15d. Where do you normally go to restaurants?

		Area									
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe			
		Num	%	Num	%	Num	%	Num	%	Num	%
Other	Vine Tree Inn, Randwick, Stroud	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Whitminster	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Whittle inn, Brockworth industrial estate, brockworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Whittle Inn, Lower Tuffly Lane, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Winchester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Worcester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	YakYetiYak, Pierrepont Street, Bath	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%
	Zizzi, St James Church, Suffolk Square, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q15d. Where do you normally go to restaurants?

	Area					
	Wotton		Southern Fringe		Berkeley	
	Num	%	Num	%	Num	%
Base: Those mentioning restaurants	52	100.0%	76	100.0%	50	100.0%
Stroud	4	7.7%	2	2.6%	3	6.0%
Nailsworth	4	7.7%	2	2.6%	1	2.0%
Gloucester	0	.0%	3	3.9%	6	12.0%
Bristol	6	11.5%	17	22.4%	7	14.0%
Cheltenham	0	.0%	1	1.3%	0	.0%
Tetbury	3	5.8%	2	2.6%	0	.0%
Cirencester	0	.0%	0	.0%	0	.0%
Wotton	16	30.8%	3	3.9%	0	.0%
Dursley	1	1.9%	0	.0%	1	2.0%
Berkeley	0	.0%	0	.0%	11	22.0%
Minchinhampton	0	.0%	0	.0%	0	.0%
Stonehouse	0	.0%	0	.0%	0	.0%
Yate	2	3.8%	6	7.9%	0	.0%
Painswick	1	1.9%	0	.0%	0	.0%
Chipping Sodbury	0	.0%	2	2.6%	1	2.0%
Chalford	0	.0%	0	.0%	1	2.0%
Swindon	0	.0%	1	1.3%	0	.0%
Cam	0	.0%	0	.0%	1	2.0%
Chipping Norton	0	.0%	0	.0%	1	2.0%
Malmesbury	0	.0%	0	.0%	0	.0%

(cont.)

Q15d. Where do you normally go to restaurants?

		Area					
		Wotton		Southern Fringe		Berkeley	
		Num	%	Num	%	Num	%
Other	Thornbury	0	.0%	9	11.8%	3	6.0%
	Bath	3	5.8%	2	2.6%	1	2.0%
	Quedgeley	0	.0%	0	.0%	0	.0%
	Varies	0	.0%	2	2.6%	2	4.0%
	Whitminster	0	.0%	0	.0%	0	.0%
	London	2	3.8%	1	1.3%	0	.0%
	Cribbs Causeway, Bristol	0	.0%	1	1.3%	1	2.0%
	Old Nelson Inn, Stratford Lodge, Stratford Road, Stroud	0	.0%	0	.0%	0	.0%
	Calcutt Manor, Calcutt, Swindon, Wiltshire	1	1.9%	0	.0%	1	2.0%
	Dilraj, Long Street, Dursley	0	.0%	0	.0%	0	.0%
	Luckington	0	.0%	1	1.3%	1	2.0%
	Old Lodge, Minchinhampton Common, Minchinhampton	0	.0%	0	.0%	0	.0%
	Amberley	0	.0%	0	.0%	0	.0%
	Angel Chef, The Peel Centre, St Ann Way, Gloucester	0	.0%	0	.0%	0	.0%
	Abroad	0	.0%	0	.0%	0	.0%
	Bumble Bee, Waterwells Business Park, Quedgeley	0	.0%	0	.0%	0	.0%
	Bussage, Stroud	0	.0%	0	.0%	0	.0%
	Harvester, Olympus Park Business Centre, Quedgley	0	.0%	0	.0%	0	.0%
	Lamb Inn, Eastcombe, Stroud	0	.0%	0	.0%	0	.0%
	Pepper Pot, Gold Wick Barn, Lower Wick, Dursley	0	.0%	1	1.3%	1	2.0%
TGI Fridays, Cribbs Causeway, Lysander Road, Bristol	0	.0%	0	.0%	1	2.0%	

(cont.)

Q15d. Where do you normally go to restaurants?

		Area					
		Wotton		Southern Fringe		Berkeley	
		Num	%	Num	%	Num	%
Other	The Halfway House, Box Village, Stroud	0	.0%	0	.0%	0	.0%
	Tipputs Inn, Tiltups End, Horsley, Stroud	2	3.8%	0	.0%	0	.0%
	Toby Carvery, Cross Hands, Shurdington Road, Brockworth	0	.0%	0	.0%	0	.0%
	Tubbys Waterside Cafe, Avening Road, Nailsworth, Stroud	1	1.9%	0	.0%	0	.0%
	Woodchester, Stroud	0	.0%	0	.0%	0	.0%
	Barnsley House Hotel, Cirencester	0	.0%	0	.0%	0	.0%
	Bath Road Indians, Bath Road, Cheltenham	0	.0%	0	.0%	0	.0%
	Belle Italia, Cribbs Causeway	0	.0%	1	1.3%	0	.0%
	Bodkin House Hotel, Petty France, Badminton	0	.0%	1	1.3%	0	.0%
	Bradley Stoke	0	.0%	1	1.3%	0	.0%
	Brimscombe	0	.0%	0	.0%	0	.0%
	Britannia Inn, Nailsworth, Stroud	0	.0%	0	.0%	0	.0%
	Burleigh Court Hotel, Burleigh Hill, Stroud	0	.0%	0	.0%	0	.0%
	Calcot Mannor, Church Street, Tetbury	0	.0%	1	1.3%	0	.0%
	Carpenters Arms, Miserden, Stroud	0	.0%	0	.0%	0	.0%
	Chippenham	0	.0%	0	.0%	0	.0%
	Didmarton, Badminton	0	.0%	1	1.3%	0	.0%
	Downend, Bristol	0	.0%	1	1.3%	0	.0%
	Eastcombe	0	.0%	0	.0%	0	.0%
	Egypt Mill, Stroud Road, Nailsworth, Stroud	0	.0%	0	.0%	0	.0%

(cont.)

Q15d. Where do you normally go to restaurants?

		Area					
		Wotton		Southern Fringe		Berkeley	
		Num	%	Num	%	Num	%
Other	Ewen, Cirencester	0	.0%	0	.0%	0	.0%
	Fleece Hotel, Market Place, Cirencester	0	.0%	0	.0%	0	.0%
	Forest of Dean	0	.0%	0	.0%	0	.0%
	Fostons Ash Inn, Stroud	0	.0%	0	.0%	0	.0%
	Four Mile House, Stroud Road, Gloucester	0	.0%	0	.0%	0	.0%
	Fox Inn, High Street, Hawkesbury Upton, Badminton	0	.0%	1	1.3%	0	.0%
	Framilode, Gloucester	0	.0%	0	.0%	0	.0%
	Frankie & Bennys, Cribbs Causeway	0	.0%	0	.0%	1	2.0%
	Frankie & Bennys, St Oswalds Road, Gloucester	0	.0%	0	.0%	0	.0%
	Fromebridge Mill, Fromebridge Lane, Whitminster	0	.0%	0	.0%	0	.0%
	Church End, Eastington, Stonehouse	0	.0%	0	.0%	0	.0%
	Hambrook	0	.0%	1	1.3%	0	.0%
	Harringay	0	.0%	1	1.3%	0	.0%
	Harvester, Bristol Road, Quedgeley	1	1.9%	0	.0%	0	.0%
	Harvester, Hucclecote Road, Gloucester	0	.0%	0	.0%	0	.0%
	Hillsley	0	.0%	1	1.3%	0	.0%
	Hungry Horse, Seven Springs, Coberley, Cheltenham	0	.0%	0	.0%	0	.0%
	Wetherspoons, James Street West, Bath	0	.0%	0	.0%	1	2.0%
	Kings Arms, The Street, Didmarton, Badminton	0	.0%	1	1.3%	0	.0%
	Kingscoat	0	.0%	0	.0%	0	.0%

(cont.)

Q15d. Where do you normally go to restaurants?

		Area					
		Wotton		Southern Fringe		Berkeley	
		Num	%	Num	%	Num	%
Other	Lamb Inn, Windsor Place, Mangotsfield, Bristol	1	1.9%	0	.0%	0	.0%
	Ledbury	1	1.9%	0	.0%	0	.0%
	Longford Beefeater, Tewkesbury Road, Gloucester	0	.0%	0	.0%	0	.0%
	Mama Mias, Park Street, Bristol	0	.0%	1	1.3%	0	.0%
	Messe, The Plain, Thornbury	0	.0%	1	1.3%	0	.0%
	Nandos, St Margarets Road, Cheltenham	0	.0%	0	.0%	0	.0%
	Nelson Inn, Gloucester Street, Cirencester	0	.0%	0	.0%	0	.0%
	Orchard Inn, Olympus Park, Quedgeley	0	.0%	0	.0%	0	.0%
	Petty France Hotel, Dunkirk, Badminton	0	.0%	0	.0%	0	.0%
	Pizza Hut, Promenade, Cheltenham	0	.0%	0	.0%	0	.0%
	Prince of Wales, Cashes Green Road, Stroud	0	.0%	0	.0%	0	.0%
	Queens Head, Tewkesbury Road, Longford, Gloucester	0	.0%	0	.0%	0	.0%
	Railway Hotel, Station Road, Bristol	0	.0%	1	1.3%	0	.0%
	Randwick	0	.0%	0	.0%	0	.0%
	Ronnies, St Mary Street, Thornbury, Bristol	0	.0%	1	1.3%	0	.0%
	Rose & Crown, The Cross, Nympsfield, Stonehouse	1	1.9%	0	.0%	0	.0%
	Royal Oak, Haw Street, Wotton-under-Edge	0	.0%	1	1.3%	0	.0%
	Rudgeway	0	.0%	0	.0%	1	2.0%
San Carlo, Corn Street, Bristol	1	1.9%	0	.0%	0	.0%	

(cont.)

Q15d. Where do you normally go to restaurants?

		Area					
		Wotton		Southern Fringe		Berkeley	
		Num	%	Num	%	Num	%
Other	Sapperton	0	.0%	1	1.3%	0	.0%
	Snuff Mill Harvester, Frenchay Park Road, Bristol	0	.0%	1	1.3%	0	.0%
	Sophies Restaurant, The Priory, High Street, Minchinhampton	0	.0%	0	.0%	0	.0%
	Stagecoach Inn, Newport, Berkeley	0	.0%	0	.0%	1	2.0%
	TGI Fridays, Gloucester Road, Cheltenham	0	.0%	0	.0%	0	.0%
	Tewkesbury	0	.0%	0	.0%	0	.0%
	The Bell, Sapperton, Cirencester	0	.0%	0	.0%	0	.0%
	The Fox, Broad Lane, Yate	0	.0%	1	1.3%	0	.0%
	The George, High Street, Girton, Cambridge	0	.0%	0	.0%	0	.0%
	The Mariners Arms, Salter Street, Berkeley	0	.0%	0	.0%	1	2.0%
	The Old Fleece Inn, Rooksmore, Woodchester	0	.0%	0	.0%	0	.0%
	The Olive Tree, George Street, Nailsworth, Stroud	0	.0%	0	.0%	0	.0%
	The Weighbridge Inn, Minchinhampton, Stroud	0	.0%	0	.0%	0	.0%
	Toby Carvery, The Dog Inn, Gloucester	0	.0%	0	.0%	0	.0%
	Tortworth Court Four Pillar, Tortworth, Wotton-under-Edge	0	.0%	1	1.3%	0	.0%
	Trouble House, Cirencester Road, Tetbury	0	.0%	0	.0%	0	.0%
	Tuffley	0	.0%	0	.0%	0	.0%
	Turmut-Hoer, Mead Road, Abbeymead, Gloucester	0	.0%	0	.0%	0	.0%
Twelve Bells, Witcombe, Gloucester	0	.0%	0	.0%	0	.0%	

(cont.)

Q15d. Where do you normally go to restaurants?

		Area					
		Wotton		Southern Fringe		Berkeley	
		Num	%	Num	%	Num	%
Other	Vine Tree Inn, Randwick, Stroud	0	.0%	0	.0%	0	.0%
	Whitminster	0	.0%	0	.0%	1	2.0%
	Whittle inn, Brockworth industrial estate, brockworth	0	.0%	0	.0%	0	.0%
	Whittle Inn, Lower Tuffly Lane, Gloucester	0	.0%	0	.0%	0	.0%
	Winchester	0	.0%	0	.0%	0	.0%
	Worcester	1	1.9%	0	.0%	0	.0%
	YakYetiYak, Pierrepont Street, Bath	0	.0%	0	.0%	0	.0%
	Zizzi, St James Church, Suffolk Square, Cheltenham	0	.0%	0	.0%	0	.0%

(cont.)

Q15d. Where do you normally go to restaurants?

	Area			
	Northern/ Western Fringe		Dursley/ Cam	
	Num	%	Num	%
Base: Those mentioning restaurants	71	100.0%	73	100.0%
Stroud	3	4.2%	3	4.1%
Nailsworth	0	.0%	4	5.5%
Gloucester	30	42.3%	11	15.1%
Bristol	0	.0%	8	11.0%
Cheltenham	11	15.5%	4	5.5%
Tetbury	0	.0%	3	4.1%
Cirencester	0	.0%	0	.0%
Wotton	0	.0%	1	1.4%
Dursley	1	1.4%	13	17.8%
Berkeley	1	1.4%	3	4.1%
Minchinhampton	0	.0%	0	.0%
Stonehouse	0	.0%	1	1.4%
Yate	0	.0%	1	1.4%
Painswick	0	.0%	0	.0%
Chipping Sodbury	0	.0%	0	.0%
Chalford	0	.0%	0	.0%
Swindon	0	.0%	0	.0%
Cam	0	.0%	1	1.4%
Chipping Norton	0	.0%	0	.0%
Malmesbury	0	.0%	1	1.4%

(cont.)

Q15d. Where do you normally go to restaurants?

		Area			
		Northern/ Western Fringe		Dursley/ Cam	
		Num	%	Num	%
Other	Thornbury	0	.0%	1	1.4%
	Bath	0	.0%	1	1.4%
	Quedgeley	7	9.9%	1	1.4%
	Varies	2	2.8%	1	1.4%
	Whitminster	1	1.4%	2	2.7%
	London	0	.0%	0	.0%
	Cribbs Causeway, Bristol	0	.0%	2	2.7%
	Old Nelson Inn, Stratford Lodge, Stratford Road, Stroud	0	.0%	0	.0%
	Calcutt Manor, Calcutt, Swindon, Wiltshire	0	.0%	0	.0%
	Dilraj, Long Street, Dursley	0	.0%	3	4.1%
	Luckington	0	.0%	0	.0%
	Old Lodge, Minchinhampton Common, Minchinhampton	0	.0%	0	.0%
	Amberley	0	.0%	1	1.4%
	Angel Chef, The Peel Centre, St Ann Way, Gloucester	0	.0%	1	1.4%
	Abroad	0	.0%	0	.0%
	Bumble Bee, Waterwells Business Park, Quedgeley	1	1.4%	0	.0%
	Bussage, Stroud	0	.0%	0	.0%
	Harvester, Olympus Park Business Centre, Quedgley	1	1.4%	1	1.4%
	Lamb Inn, Eastcombe, Stroud	0	.0%	0	.0%
	Pepper Pot, Gold Wick Barn, Lower Wick, Dursley	0	.0%	0	.0%
TGI Fridays, Cribbs Causeway, Lysander Road, Bristol	0	.0%	1	1.4%	

(cont.)

Q15d. Where do you normally go to restaurants?

		Area			
		Northern/ Western Fringe		Dursley/ Cam	
		Num	%	Num	%
Other	The Halfway House, Box Village, Stroud	0	.0%	0	.0%
	Tipputs Inn, Tiltups End, Horsley, Stroud	0	.0%	0	.0%
	Toby Carvery, Cross Hands, Shurdington Road, Brockworth	1	1.4%	0	.0%
	Tubbys Waterside Cafe, Avening Road, Nailsworth, Stroud	0	.0%	0	.0%
	Woodchester, Stroud	0	.0%	0	.0%
	Barnsley House Hotel, Cirencester	0	.0%	0	.0%
	Bath Road Indians, Bath Road, Cheltenham	1	1.4%	0	.0%
	Belle Italia, Cribbs Causeway	0	.0%	0	.0%
	Bodkin House Hotel, Petty France, Badminton	0	.0%	0	.0%
	Bradley Stoke	0	.0%	0	.0%
	Brimscombe	0	.0%	0	.0%
	Britannia Inn, Nailsworth, Stroud	0	.0%	0	.0%
	Burleigh Court Hotel, Burleigh Hill, Stroud	0	.0%	0	.0%
	Calcot Mannor, Church Street, Tetbury	0	.0%	0	.0%
	Carpenters Arms, Miserden, Stroud	0	.0%	0	.0%
	Chippenham	0	.0%	0	.0%
	Didmarton, Badminton	0	.0%	0	.0%
	Downend, Bristol	0	.0%	0	.0%
	Eastcombe	0	.0%	0	.0%
	Egypt Mill, Stroud Road, Nailsworth, Stroud	0	.0%	0	.0%

(cont.)

Q15d. Where do you normally go to restaurants?

		Area			
		Northern/ Western Fringe		Dursley/ Cam	
		Num	%	Num	%
Other	Ewen, Cirencester	0	.0%	0	.0%
	Fleece Hotel, Market Place, Cirencester	0	.0%	0	.0%
	Forest of Dean	0	.0%	0	.0%
	Fostons Ash Inn, Stroud	0	.0%	0	.0%
	Four Mile House, Stroud Road, Gloucester	1	1.4%	0	.0%
	Fox Inn, High Street, Hawkesbury Upton, Badminton	0	.0%	0	.0%
	Framilode, Gloucester	1	1.4%	0	.0%
	Frankie & Bennys, Cribbs Causeway	0	.0%	0	.0%
	Frankie & Bennys, St Oswalds Road, Gloucester	1	1.4%	0	.0%
	Fromebridge Mill, Fromebridge Lane, Whitminster	0	.0%	0	.0%
	Church End, Eastington, Stonehouse	0	.0%	1	1.4%
	Hambrook	0	.0%	0	.0%
	Harringay	0	.0%	0	.0%
	Harvester, Bristol Road, Quedgeley	0	.0%	0	.0%
	Harvester, Hucclecote Road, Gloucester	0	.0%	0	.0%
	Hillsley	0	.0%	0	.0%
	Hungry Horse, Seven Springs, Coberley, Cheltenham	0	.0%	0	.0%
	Wetherspools, James Street West, Bath	0	.0%	0	.0%
	Kings Arms, The Street, Didmarton, Badminton	0	.0%	0	.0%
	Kingscoat	0	.0%	0	.0%

(cont.)

Q15d. Where do you normally go to restaurants?

		Area			
		Northern/ Western Fringe		Dursley/ Cam	
		Num	%	Num	%
Other	Lamb Inn, Windsor Place, Mangotsfield, Bristol	0	.0%	0	.0%
	Ledbury	0	.0%	0	.0%
	Longford Beefeater, Tewkesbury Road, Gloucester	1	1.4%	0	.0%
	Mama Mias, Park Street, Bristol	0	.0%	0	.0%
	Messe, The Plain, Thornbury	0	.0%	0	.0%
	Nandos, St Margarets Road, Cheltenham	1	1.4%	0	.0%
	Nelson Inn, Gloucester Street, Cirencester	0	.0%	0	.0%
	Orchard Inn, Olympus Park, Quedgeley	0	.0%	0	.0%
	Petty France Hotel, Dunkirk, Badminton	0	.0%	0	.0%
	Pizza Hut, Promenade, Cheltenham	0	.0%	0	.0%
	Prince of Wales, Cashes Green Road, Stroud	0	.0%	0	.0%
	Queens Head, Tewkesbury Road, Longford, Gloucester	1	1.4%	0	.0%
	Railway Hotel, Station Road, Bristol	0	.0%	0	.0%
	Randwick	0	.0%	0	.0%
	Ronnies, St Mary Street, Thornbury, Bristol	0	.0%	0	.0%
	Rose & Crown, The Cross, Nympsfield, Stonehouse	0	.0%	0	.0%
	Royal Oak, Haw Street, Wotton-under-Edge	0	.0%	0	.0%
	Rudgeway	0	.0%	0	.0%
San Carlo, Corn Street, Bristol	0	.0%	0	.0%	

(cont.)

Q15d. Where do you normally go to restaurants?

		Area			
		Northern/ Western Fringe		Dursley/ Cam	
		Num	%	Num	%
Other	Sapperton	0	.0%	0	.0%
	Snuff Mill Harvester, Frenchay Park Road, Bristol	0	.0%	0	.0%
	Sophies Restaurant, The Priory, High Street, Minchinhampton	0	.0%	0	.0%
	Stagecoach Inn, Newport, Berkeley	0	.0%	0	.0%
	TGI Fridays, Gloucester Road, Cheltenham	0	.0%	0	.0%
	Tewkesbury	1	1.4%	0	.0%
	The Bell, Sapperton, Cirencester	0	.0%	0	.0%
	The Fox, Broad Lane, Yate	0	.0%	0	.0%
	The George, High Street, Girton, Cambridge	0	.0%	1	1.4%
	The Mariners Arms, Salter Street, Berkeley	0	.0%	0	.0%
	The Old Fleece Inn, Rooksmore, Woodchester	0	.0%	0	.0%
	The Olive Tree, George Street, Nailsworth, Stroud	0	.0%	0	.0%
	The Weighbridge Inn, Minchinhampton, Stroud	0	.0%	0	.0%
	Toby Carvery, The Dog Inn, Gloucester	0	.0%	0	.0%
	Tortworth Court Four Pillar, Tortwoth, Wotton-under-Edge	0	.0%	0	.0%
	Trouble House, Cirencester Road, Tetbury	0	.0%	0	.0%
	Tuffley	1	1.4%	0	.0%
	Turmut-Hoer, Mead Road, Abbeymead, Gloucester	0	.0%	1	1.4%
Twelve Bells, Witcombe, Gloucester	0	.0%	0	.0%	

(cont.)

Q15d. Where do you normally go to restaurants?

		Area			
		Northern/ Western Fringe		Dursley/ Cam	
		Num	%	Num	%
Other	Vine Tree Inn, Randwick, Stroud	0	.0%	0	.0%
	Whitminster	0	.0%	0	.0%
	Whittle inn, Brockworth industrial estate, brockworth	1	1.4%	0	.0%
	Whittle Inn, Lower Tuffly Lane, Gloucester	1	1.4%	0	.0%
	Winchester	0	.0%	1	1.4%
	Worcester	0	.0%	0	.0%
	YakYetiYak, Pierrepont Street, Bath	0	.0%	0	.0%
	Zizzi, St James Church, Suffolk Square, Cheltenham	1	1.4%	0	.0%

Q15e. Where do you normally go to nightclubs?

	Base: Those mentioning nightclubs		Area					
	Num	%	Stroud		Stonehouse		Painswick	
			Num	%	Num	%	Num	%
Base: Those mentioning nightclubs	41	100.0%	4	100.0%	2	100.0%	2	100.0%
Bristol	15	36.6%	0	.0%	0	.0%	0	.0%
Stroud	10	24.4%	2	50.0%	1	50.0%	1	50.0%
Gloucester	7	17.1%	1	25.0%	0	.0%	0	.0%
Cheltenham	5	12.2%	1	25.0%	1	50.0%	1	50.0%
Cirencester	1	2.4%	0	.0%	0	.0%	0	.0%
Dursley	1	2.4%	0	.0%	0	.0%	0	.0%
Other	1	2.4%	0	.0%	0	.0%	0	.0%
	London		0	.0%	0	.0%	0	.0%
	The Syndicate Superclub, Nelson Street, Bristol		0	.0%	0	.0%	0	.0%

(cont.)

Q15e. Where do you normally go to nightclubs?

	Area									
	Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe		Wotton			
	Num	%	Num	%	Num	%	Num	%		
Base: Those mentioning nightclubs	2	100.0%	5	100.0%	2	100.0%	1	100.0%		
Bristol	1	50.0%	0	.0%	0	.0%	1	100.0%		
Stroud	0	.0%	3	60.0%	1	50.0%	0	.0%		
Gloucester	0	.0%	2	40.0%	0	.0%	0	.0%		
Cheltenham	1	50.0%	0	.0%	0	.0%	0	.0%		
Cirencester	0	.0%	0	.0%	1	50.0%	0	.0%		
Dursley	0	.0%	0	.0%	0	.0%	0	.0%		
Other										
	London	0	.0%	0	.0%	0	.0%	0	.0%	
	The Syndicate Superclub, Nelson Street, Bristol	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q15e. Where do you normally go to nightclubs?

		Area							
		Southern Fringe		Berkeley		Northern/ Western Fringe		Dursley/ Cam	
		Num	%	Num	%	Num	%	Num	%
Base: Those mentioning nightclubs		8	100.0%	4	100.0%	1	100.0%	10	100.0%
Bristol		6	75.0%	3	75.0%	0	.0%	4	40.0%
Stroud		0	.0%	0	.0%	1	100.0%	1	10.0%
Gloucester		0	.0%	0	.0%	0	.0%	4	40.0%
Cheltenham		0	.0%	0	.0%	0	.0%	1	10.0%
Cirencester		0	.0%	0	.0%	0	.0%	0	.0%
Dursley		0	.0%	1	25.0%	0	.0%	0	.0%
Other		1	12.5%	0	.0%	0	.0%	0	.0%
	London	1	12.5%	0	.0%	0	.0%	0	.0%
	The Syndicate Superclub, Nelson Street, Bristol	1	12.5%	0	.0%	0	.0%	0	.0%

Q15f. Where do you normally go to a leisure centre/ health and fitness club?

	Base: Those mentioning leisure centre/ health club		Area					
	Num	%	Stroud		Stonehouse		Painswick	
			Num	%	Num	%	Num	%
Base: Those mentioning leisure centre/ health club	317	100.0%	32	100.0%	21	100.0%	23	100.0%
Stroud	73	23.0%	23	71.9%	12	57.1%	8	34.8%
Dursley	47	14.8%	0	.0%	2	9.5%	0	.0%
Cirencester	28	8.8%	2	6.3%	0	.0%	2	8.7%
Gloucester	23	7.3%	1	3.1%	0	.0%	1	4.3%
Yate	19	6.0%	0	.0%	0	.0%	0	.0%
Tetbury	11	3.5%	0	.0%	0	.0%	0	.0%
Nailsworth	7	2.2%	0	.0%	0	.0%	2	8.7%
Wotton	7	2.2%	0	.0%	0	.0%	0	.0%
Cheltenham	6	1.9%	0	.0%	0	.0%	2	8.7%
Stonehouse	5	1.6%	0	.0%	3	14.3%	1	4.3%
Painswick	4	1.3%	0	.0%	0	.0%	3	13.0%
Berkeley	3	.9%	0	.0%	0	.0%	0	.0%
Malmesbury	3	.9%	0	.0%	0	.0%	0	.0%
Bristol	2	.6%	0	.0%	0	.0%	0	.0%
Chalford	2	.6%	1	3.1%	0	.0%	0	.0%
Minchinhampton	2	.6%	0	.0%	0	.0%	0	.0%
Swindon	2	.6%	1	3.1%	0	.0%	0	.0%
Cam	1	.3%	0	.0%	0	.0%	0	.0%

(cont.)

Q15f. Where do you normally go to a leisure centre/ health and fitness club?

		Base: Those mentioning leisure centre/ health club		Area							
		Num	%	Stroud		Stonehouse		Painswick			
				Num	%	Num	%	Num	%		
	Thornbury	15	4.7%	0	.0%	0	.0%	0	.0%		
	Brockworth	7	2.2%	0	.0%	0	.0%	3	13.0%		
	Thornbury Leisure Centre, Alveston Hill, Thornbury	6	1.9%	0	.0%	0	.0%	0	.0%		
	Westonbirt Leisure, Westonbirt, Tetbury	4	1.3%	0	.0%	0	.0%	0	.0%		
	Yate Leisure Centre, Kennedy Way, Bristol	4	1.3%	0	.0%	0	.0%	0	.0%		
	Kingswood	3	.9%	0	.0%	0	.0%	0	.0%		
	Bradley Stoke Leisure Centre, Bradley Stoke, Bristol	2	.6%	0	.0%	0	.0%	0	.0%		
	Cotswold Leisure Centre, Lowfield Road, Tetbury	2	.6%	0	.0%	0	.0%	0	.0%		
	Fifth Dimension, Ebley Wharf Mill, Stroud	2	.6%	1	3.1%	1	4.8%	0	.0%		
Other	Quedgeley	2	.6%	0	.0%	1	4.8%	0	.0%		
	Tewkesbury Sports Centre, Ashchurch Road, Tewkesbury	2	.6%	0	.0%	0	.0%	0	.0%		
	Thomas Keble Leisure Centre, Eastcombe, Stroud	2	.6%	0	.0%	0	.0%	0	.0%		
	Tortworth	2	.6%	0	.0%	0	.0%	0	.0%		
	Beaudesert Park School, Box, Stroud	1	.3%	0	.0%	0	.0%	0	.0%		
	Brimscombe	1	.3%	1	3.1%	0	.0%	0	.0%		
	Calcot	1	.3%	0	.0%	0	.0%	0	.0%		
	Calcot Spa, Calcot, Tetbury	1	.3%	1	3.1%	0	.0%	0	.0%		
	Cotswold Leisure Centre, Tetbury Road, Cirencester	1	.3%	0	.0%	0	.0%	0	.0%		
	David Lloyd, Aston Road, Bristol	1	.3%	0	.0%	0	.0%	0	.0%		
	Dursley Leisure Centre	1	.3%	0	.0%	0	.0%	0	.0%		

(cont.)

Q15f. Where do you normally go to a leisure centre/ health and fitness club?

		Base: Those mentioning leisure centre/ health club		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Esporta, Golf Club Lane, Brockworth, Gloucester	1	.3%	0	.0%	0	.0%	0	.0%
	Esporta, Hunts Ground Road, Stoke Gifford, Bristol	1	.3%	0	.0%	0	.0%	0	.0%
	Forest Green Football Club, Nympsfield Road, Forest Green	1	.3%	0	.0%	0	.0%	0	.0%
	GL1 Leisure Centre, Bruton Way, Gloucester	1	.3%	0	.0%	0	.0%	0	.0%
	Horfield Leisure Centre, Bristol	1	.3%	0	.0%	0	.0%	0	.0%
	Link Centre, West Swindon District Centre, Swindon	1	.3%	1	3.1%	0	.0%	0	.0%
	Maidenhill School Gym, Stonehouse	1	.3%	0	.0%	1	4.8%	0	.0%
	Prince of Wales Athletics Stadium, Cheltenham	1	.3%	0	.0%	0	.0%	0	.0%
	Stratford Park Leisure Centre, Stratford Road, Stroud	1	.3%	0	.0%	0	.0%	1	4.3%
	The Manor House Golf Club, Castle Combe, Chippenham	1	.3%	0	.0%	0	.0%	0	.0%
	Thornbury	1	.3%	0	.0%	0	.0%	0	.0%
Thrupp, Stroud	1	.3%	0	.0%	1	4.8%	0	.0%	

(cont.)

Q15f. Where do you normally go to a leisure centre/ health and fitness club?

	Area							
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning leisure centre/ health club	15	100.0%	12	100.0%	25	100.0%	34	100.0%
Stroud	7	46.7%	4	33.3%	13	52.0%	1	2.9%
Dursley	0	.0%	1	8.3%	1	4.0%	0	.0%
Cirencester	4	26.7%	2	16.7%	2	8.0%	15	44.1%
Gloucester	1	6.7%	0	.0%	1	4.0%	0	.0%
Yate	0	.0%	0	.0%	0	.0%	0	.0%
Tetbury	0	.0%	2	16.7%	2	8.0%	5	14.7%
Nailsworth	0	.0%	0	.0%	4	16.0%	1	2.9%
Wotton	0	.0%	0	.0%	0	.0%	0	.0%
Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%
Painswick	0	.0%	0	.0%	1	4.0%	0	.0%
Berkeley	0	.0%	0	.0%	0	.0%	0	.0%
Malmesbury	0	.0%	0	.0%	0	.0%	3	8.8%
Bristol	0	.0%	0	.0%	0	.0%	0	.0%
Chalford	0	.0%	0	.0%	0	.0%	0	.0%
Minchinhampton	0	.0%	1	8.3%	0	.0%	1	2.9%
Swindon	0	.0%	0	.0%	0	.0%	1	2.9%
Cam	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q15f. Where do you normally go to a leisure centre/ health and fitness club?

		Area									
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe			
		Num	%	Num	%	Num	%	Num	%	Num	%
Other	Thornbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Brockworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Thornbury Leisure Centre, Alveston Hill, Thornbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Westonbirt Leisure, Westonbirt, Tetbury	0	.0%	0	.0%	0	.0%	4	11.8%		
	Yate Leisure Centre, Kennedy Way, Bristol	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Kingswood	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bradley Stoke Leisure Centre, Bradley Stoke, Bristol	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cotswold Leisure Centre, Lowfield Road, Tetbury	0	.0%	0	.0%	0	.0%	2	5.9%		
	Fifth Dimension, Ebley Wharf Mill, Stroud	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Quedgeley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tewkesbury Sports Centre, Ashchurch Road, Tewkesbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Thomas Keble Leisure Centre, Eastcombe, Stroud	2	13.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Tortworth	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Beaudesert Park School, Box, Stroud	0	.0%	1	8.3%	0	.0%	0	.0%	0	.0%
	Brimscombe	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Calcot	0	.0%	0	.0%	0	.0%	1	2.9%		
	Calcot Spa, Calcot, Tetbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cotswold Leisure Centre, Tetbury Road, Cirencester	0	.0%	1	8.3%	0	.0%	0	.0%	0	.0%
	David Lloyd, Aston Road, Bristol	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Dursley Leisure Centre	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q15f. Where do you normally go to a leisure centre/ health and fitness club?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Esporta, Golf Club Lane, Brockworth, Gloucester	1	6.7%	0	.0%	0	.0%	0	.0%
	Esporta, Hunts Ground Road, Stoke Gifford, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Forest Green Football Club, Nympsfield Road, Forest Green	0	.0%	0	.0%	1	4.0%	0	.0%
	GL1 Leisure Centre, Bruton Way, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Horfield Leisure Centre, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Link Centre, West Swindon District Centre, Swindon	0	.0%	0	.0%	0	.0%	0	.0%
	Maidenhill School Gym, Stonehouse	0	.0%	0	.0%	0	.0%	0	.0%
	Prince of Wales Athletics Stadium, Cheltenham	0	.0%	0	.0%	0	.0%	0	.0%
	Stratford Park Leisure Centre, Stratford Road, Stroud	0	.0%	0	.0%	0	.0%	0	.0%
	The Manor House Golf Club, Castle Combe, Chippenham	0	.0%	0	.0%	0	.0%	0	.0%
	Thornbury	0	.0%	0	.0%	0	.0%	0	.0%
Thrupp, Stroud	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q15f. Where do you normally go to a leisure centre/ health and fitness club?

	Area					
	Wotton		Southern Fringe		Berkeley	
	Num	%	Num	%	Num	%
Base: Those mentioning leisure centre/ health club	22	100.0%	49	100.0%	20	100.0%
Stroud	0	.0%	0	.0%	0	.0%
Dursley	4	18.2%	4	8.2%	5	25.0%
Cirencester	0	.0%	0	.0%	0	.0%
Gloucester	0	.0%	1	2.0%	2	10.0%
Yate	4	18.2%	15	30.6%	0	.0%
Tetbury	1	4.5%	0	.0%	1	5.0%
Nailsworth	0	.0%	0	.0%	0	.0%
Wotton	3	13.6%	4	8.2%	0	.0%
Cheltenham	2	9.1%	0	.0%	0	.0%
Stonehouse	0	.0%	0	.0%	0	.0%
Painswick	0	.0%	0	.0%	0	.0%
Berkeley	0	.0%	0	.0%	3	15.0%
Malmesbury	0	.0%	0	.0%	0	.0%
Bristol	1	4.5%	1	2.0%	0	.0%
Chalford	0	.0%	1	2.0%	0	.0%
Minchinhampton	0	.0%	0	.0%	0	.0%
Swindon	0	.0%	0	.0%	0	.0%
Cam	0	.0%	1	2.0%	0	.0%

(cont.)

Q15f. Where do you normally go to a leisure centre/ health and fitness club?

		Area					
		Wotton		Southern Fringe		Berkeley	
		Num	%	Num	%	Num	%
Other	Thornbury	2	9.1%	9	18.4%	4	20.0%
	Brockworth	0	.0%	0	.0%	0	.0%
	Thornbury Leisure Centre, Alveston Hill, Thornbury	0	.0%	2	4.1%	4	20.0%
	Westonbirt Leisure, Westonbirt, Tetbury	0	.0%	0	.0%	0	.0%
	Yate Leisure Centre, Kennedy Way, Bristol	1	4.5%	3	6.1%	0	.0%
	Kingswood	1	4.5%	2	4.1%	0	.0%
	Bradley Stoke Leisure Centre, Bradley Stoke, Bristol	1	4.5%	1	2.0%	0	.0%
	Cotswold Leisure Centre, Lowfield Road, Tetbury	0	.0%	0	.0%	0	.0%
	Fifth Dimension, Ebley Wharf Mill, Stroud	0	.0%	0	.0%	0	.0%
	Quedgeley	0	.0%	0	.0%	0	.0%
	Tewkesbury Sports Centre, Ashchurch Road, Tewkesbury	0	.0%	0	.0%	0	.0%
	Thomas Keble Leisure Centre, Eastcombe, Stroud	0	.0%	0	.0%	0	.0%
	Tortworth	0	.0%	2	4.1%	0	.0%
	Beaudesert Park School, Box, Stroud	0	.0%	0	.0%	0	.0%
	Brimscombe	0	.0%	0	.0%	0	.0%
	Calcot	0	.0%	0	.0%	0	.0%
	Calcot Spa, Calcot, Tetbury	0	.0%	0	.0%	0	.0%
	Cotswold Leisure Centre, Tetbury Road, Cirencester	0	.0%	0	.0%	0	.0%
	David Lloyd, Aston Road, Bristol	0	.0%	1	2.0%	0	.0%
	Dursley Leisure Centre	0	.0%	0	.0%	1	5.0%

(cont.)

Q15f. Where do you normally go to a leisure centre/ health and fitness club?

		Area					
		Wotton		Southern Fringe		Berkeley	
		Num	%	Num	%	Num	%
Other	Esporta, Golf Club Lane, Brockworth, Gloucester	0	.0%	0	.0%	0	.0%
	Esporta, Hunts Ground Road, Stoke Gifford, Bristol	1	4.5%	0	.0%	0	.0%
	Forest Green Football Club, Nympsfield Road, Forest Green	0	.0%	0	.0%	0	.0%
	GL1 Leisure Centre, Bruton Way, Gloucester	0	.0%	0	.0%	0	.0%
	Horfield Leisure Centre, Bristol	0	.0%	1	2.0%	0	.0%
	Link Centre, West Swindon District Centre, Swindon	0	.0%	0	.0%	0	.0%
	Maidenhill School Gym, Stonehouse	0	.0%	0	.0%	0	.0%
	Prince of Wales Athletics Stadium, Cheltenham	0	.0%	0	.0%	0	.0%
	Stratford Park Leisure Centre, Stratford Road, Stroud	0	.0%	0	.0%	0	.0%
	The Manor House Golf Club, Castle Combe, Chippenham	0	.0%	1	2.0%	0	.0%
	Thornbury	1	4.5%	0	.0%	0	.0%
Thrupp, Stroud	0	.0%	0	.0%	0	.0%	

(cont.)

Q15f. Where do you normally go to a leisure centre/ health and fitness club?

	Area			
	Northern/ Western Fringe		Dursley/ Cam	
	Num	%	Num	%
Base: Those mentioning leisure centre/ health club	30	100.0%	34	100.0%
Stroud	4	13.3%	1	2.9%
Dursley	1	3.3%	29	85.3%
Cirencester	1	3.3%	0	.0%
Gloucester	15	50.0%	1	2.9%
Yate	0	.0%	0	.0%
Tetbury	0	.0%	0	.0%
Nailsworth	0	.0%	0	.0%
Wotton	0	.0%	0	.0%
Cheltenham	1	3.3%	1	2.9%
Stonehouse	0	.0%	1	2.9%
Painswick	0	.0%	0	.0%
Berkeley	0	.0%	0	.0%
Malmesbury	0	.0%	0	.0%
Bristol	0	.0%	0	.0%
Chalford	0	.0%	0	.0%
Minchinhampton	0	.0%	0	.0%
Swindon	0	.0%	0	.0%
Cam	0	.0%	0	.0%

(cont.)

Q15f. Where do you normally go to a leisure centre/ health and fitness club?

		Area			
		Northern/ Western Fringe		Dursley/ Cam	
		Num	%	Num	%
Other	Thornbury	0	.0%	0	.0%
	Brockworth	4	13.3%	0	.0%
	Thornbury Leisure Centre, Alveston Hill, Thornbury	0	.0%	0	.0%
	Westonbirt Leisure, Westonbirt, Tetbury	0	.0%	0	.0%
	Yate Leisure Centre, Kennedy Way, Bristol	0	.0%	0	.0%
	Kingswood	0	.0%	0	.0%
	Bradley Stoke Leisure Centre, Bradley Stoke, Bristol	0	.0%	0	.0%
	Cotswold Leisure Centre, Lowfield Road, Tetbury	0	.0%	0	.0%
	Fifth Dimension, Ebley Wharf Mill, Stroud	0	.0%	0	.0%
	Quedgeley	1	3.3%	0	.0%
	Tewkesbury Sports Centre, Ashchurch Road, Tewkesbury	1	3.3%	1	2.9%
	Thomas Keble Leisure Centre, Eastcombe, Stroud	0	.0%	0	.0%
	Tortworth	0	.0%	0	.0%
	Beaudesert Park School, Box, Stroud	0	.0%	0	.0%
	Brimscombe	0	.0%	0	.0%
	Calcot	0	.0%	0	.0%
	Calcot Spa, Calcot, Tetbury	0	.0%	0	.0%
	Cotswold Leisure Centre, Tetbury Road, Cirencester	0	.0%	0	.0%
	David Lloyd, Aston Road, Bristol	0	.0%	0	.0%
	Dursley Leisure Centre	0	.0%	0	.0%

(cont.)

Q15f. Where do you normally go to a leisure centre/ health and fitness club?

		Area			
		Northern/ Western Fringe		Dursley/ Cam	
		Num	%	Num	%
Other	Esporta, Golf Club Lane, Brockworth, Gloucester	0	.0%	0	.0%
	Esporta, Hunts Ground Road, Stoke Gifford, Bristol	0	.0%	0	.0%
	Forest Green Football Club, Nympsfield Road, Forest Green	0	.0%	0	.0%
	GL1 Leisure Centre, Bruton Way, Gloucester	1	3.3%	0	.0%
	Horfield Leisure Centre, Bristol	0	.0%	0	.0%
	Link Centre, West Swindon District Centre, Swindon	0	.0%	0	.0%
	Maidenhill School Gym, Stonehouse	0	.0%	0	.0%
	Prince of Wales Athletics Stadium, Cheltenham	1	3.3%	0	.0%
	Stratford Park Leisure Centre, Stratford Road, Stroud	0	.0%	0	.0%
	The Manor House Golf Club, Castle Combe, Chippenham	0	.0%	0	.0%
	Thornbury	0	.0%	0	.0%
Thrupp, Stroud	0	.0%	0	.0%	

Q15g. Where do you normally go tenpin bowling?

	Base: Those mentioning tenpin bowling		Area						
	Num	%	Stroud		Stonehouse		Painswick		
			Num	%	Num	%	Num	%	
Base: Those mentioning tenpin bowling	219	100.0%	25	100.0%	16	100.0%	14	100.0%	
Stroud Bowl, Stroud	113	51.6%	23	92.0%	13	81.3%	11	78.6%	
Hollywood Bowl, The Venue, Cribbs Causeway, Bristol	40	18.3%	0	.0%	0	.0%	0	.0%	
Tenpin, Gloucester	36	16.4%	2	8.0%	2	12.5%	2	14.3%	
Tenpin, Swindon	10	4.6%	0	.0%	0	.0%	0	.0%	
Bowlplex, Longwell Green, Bristol	7	3.2%	0	.0%	0	.0%	0	.0%	
Cotswold Bowl, Cheltenham	4	1.8%	0	.0%	0	.0%	0	.0%	
Hollywood Bowl, St Phillips, Bristol	2	.9%	0	.0%	0	.0%	0	.0%	
	Cribbs Causeway, Bristol	2	.9%	0	.0%	0	.0%	1	7.1%
	Megabowl, Centre Severn, Barnwood, Gloucester	2	.9%	0	.0%	1	6.3%	0	.0%
Other	Cam Mills Bowling Club, Everlands, Cam, Dursley	1	.5%	0	.0%	0	.0%	0	.0%
	Nailsworth	1	.5%	0	.0%	0	.0%	0	.0%
	Abroad	1	.5%	0	.0%	0	.0%	0	.0%

(cont.)

Q15g. Where do you normally go tenpin bowling?

	Area								
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe		
	Num	%	Num	%	Num	%	Num	%	
Base: Those mentioning tenpin bowling	14	100.0%	5	100.0%	24	100.0%	20	100.0%	
Stroud Bowl, Stroud	12	85.7%	4	80.0%	22	91.7%	9	45.0%	
Hollywood Bowl, The Venue, Cribbs Causeway, Bristol	0	.0%	0	.0%	1	4.2%	0	.0%	
Tenpin, Gloucester	2	14.3%	0	.0%	0	.0%	2	10.0%	
Tenpin, Swindon	0	.0%	0	.0%	0	.0%	9	45.0%	
Bowlplex, Longwell Green, Bristol	0	.0%	0	.0%	0	.0%	0	.0%	
Cotswold Bowl, Cheltenham	0	.0%	0	.0%	1	4.2%	0	.0%	
Hollywood Bowl, St Phillips, Bristol	0	.0%	0	.0%	0	.0%	0	.0%	
	Cribbs Causeway, Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Megabowl, Centre Severn, Barnwood, Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
Other	Cam Mills Bowling Club, Everlands, Cam, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
	Nailsworth	0	.0%	1	20.0%	0	.0%	0	.0%
	Abroad	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q15g. Where do you normally go tenpin bowling?

	Area							
	Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning tenpin bowling	7	100.0%	32	100.0%	16	100.0%	23	100.0%
Stroud Bowl, Stroud	1	14.3%	1	3.1%	2	12.5%	6	26.1%
Hollywood Bowl, The Venue, Cribbs Causeway, Bristol	3	42.9%	23	71.9%	10	62.5%	0	.0%
Tenpin, Gloucester	3	42.9%	0	.0%	2	12.5%	15	65.2%
Tenpin, Swindon	0	.0%	0	.0%	1	6.3%	0	.0%
Bowlplex, Longwell Green, Bristol	0	.0%	6	18.8%	1	6.3%	0	.0%
Cotswold Bowl, Cheltenham	0	.0%	0	.0%	0	.0%	1	4.3%
Hollywood Bowl, St Phillips, Bristol	0	.0%	1	3.1%	0	.0%	0	.0%
Cribbs Causeway, Bristol	0	.0%	1	3.1%	0	.0%	0	.0%
Megabowl, Centre Severn, Barnwood, Gloucester	0	.0%	0	.0%	0	.0%	1	4.3%
Other								
Cam Mills Bowling Club, Everlands, Cam, Dursley	0	.0%	0	.0%	0	.0%	0	.0%
Nailsworth	0	.0%	0	.0%	0	.0%	0	.0%
Abroad	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q15g. Where do you normally go tenpin bowling?

	Area		
	Dursley/ Cam		
	Num	%	
Base: Those mentioning tenpin bowling	23	100.0%	
Stroud Bowl, Stroud	9	39.1%	
Hollywood Bowl, The Venue, Cribbs Causeway, Bristol	3	13.0%	
Tenpin, Gloucester	6	26.1%	
Tenpin, Swindon	0	.0%	
Bowlplex, Longwell Green, Bristol	0	.0%	
Cotswold Bowl, Cheltenham	2	8.7%	
Hollywood Bowl, St Phillips, Bristol	1	4.3%	
	Cribbs Causeway, Bristol	0	.0%
	Megabowl, Centre Severn, Barnwood, Gloucester	0	.0%
Other	Cam Mills Bowling Club, Everlands, Cam, Dursley	1	4.3%
	Nailsworth	0	.0%
	Abroad	1	4.3%

Q16. Of the following centres which do you consider your main centre?

	Base: All respondents		Area					
	Num	%	Stroud		Stonehouse		Painswick	
			Num	%	Num	%	Num	%
Base: All respondents	1006	100.0%	100	100.0%	80	100.0%	80	100.0%
Stroud	287	28.5%	88	88.0%	30	37.5%	57	71.3%
Nailsworth	114	11.3%	7	7.0%	0	.0%	7	8.8%
Wotton-under-Edge	108	10.7%	0	.0%	0	.0%	0	.0%
Dursley	70	7.0%	0	.0%	0	.0%	1	1.3%
Stonehouse	54	5.4%	1	1.0%	45	56.3%	0	.0%
Berkeley	47	4.7%	0	.0%	0	.0%	0	.0%
Cam	27	2.7%	0	.0%	0	.0%	0	.0%
Minchinhampton	24	2.4%	2	2.0%	0	.0%	0	.0%
Painswick	12	1.2%	0	.0%	0	.0%	9	11.3%
Other								
Gloucester	84	8.3%	2	2.0%	3	3.8%	0	.0%
Cirencester	52	5.2%	0	.0%	1	1.3%	1	1.3%
Yate	30	3.0%	0	.0%	0	.0%	0	.0%
Cheltenham	23	2.3%	0	.0%	1	1.3%	5	6.3%
Thornbury	20	2.0%	0	.0%	0	.0%	0	.0%
Tetbury	18	1.8%	0	.0%	0	.0%	0	.0%
Cribbs Causeway, Bristol	14	1.4%	0	.0%	0	.0%	0	.0%
Bristol	8	.8%	0	.0%	0	.0%	0	.0%
Quedgeley	4	.4%	0	.0%	0	.0%	0	.0%
Bath	3	.3%	0	.0%	0	.0%	0	.0%
Swindon	3	.3%	0	.0%	0	.0%	0	.0%
Brockworth	2	.2%	0	.0%	0	.0%	0	.0%
Chippenham	1	.1%	0	.0%	0	.0%	0	.0%
Kingswood	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q16. Of the following centres which do you consider your main centre?

	Area							
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	50	100.0%	50	100.0%	82	100.0%	101	100.0%
Stroud	38	76.0%	20	40.0%	9	11.0%	21	20.8%
Nailsworth	6	12.0%	13	26.0%	68	82.9%	8	7.9%
Wotton-under-Edge	0	.0%	0	.0%	0	.0%	1	1.0%
Dursley	0	.0%	0	.0%	0	.0%	1	1.0%
Stonehouse	0	.0%	0	.0%	0	.0%	1	1.0%
Berkeley	0	.0%	0	.0%	0	.0%	0	.0%
Cam	0	.0%	0	.0%	0	.0%	0	.0%
Minchinhampton	2	4.0%	16	32.0%	1	1.2%	0	.0%
Painswick	0	.0%	0	.0%	0	.0%	1	1.0%
Gloucester	0	.0%	1	2.0%	2	2.4%	2	2.0%
Cirencester	3	6.0%	0	.0%	1	1.2%	46	45.5%
Yate	0	.0%	0	.0%	0	.0%	0	.0%
Cheltenham	1	2.0%	0	.0%	0	.0%	1	1.0%
Thornbury	0	.0%	0	.0%	0	.0%	1	1.0%
Tetbury	0	.0%	0	.0%	0	.0%	14	13.9%
Other	0	.0%	0	.0%	0	.0%	1	1.0%
Bristol	0	.0%	0	.0%	0	.0%	0	.0%
Quedgeley	0	.0%	0	.0%	0	.0%	0	.0%
Bath	0	.0%	0	.0%	1	1.2%	0	.0%
Swindon	0	.0%	0	.0%	0	.0%	2	2.0%
Brockworth	0	.0%	0	.0%	0	.0%	0	.0%
Chippenham	0	.0%	0	.0%	0	.0%	1	1.0%
Kingswood	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16. Of the following centres which do you consider your main centre?

	Area					
	Wotton		Southern Fringe		Berkeley	
	Num	%	Num	%	Num	%
Base: All respondents	81	100.0%	101	100.0%	80	100.0%
Stroud	1	1.2%	7	6.9%	3	3.8%
Nailsworth	1	1.2%	2	2.0%	0	.0%
Wotton-under-Edge	67	82.7%	37	36.6%	1	1.3%
Dursley	1	1.2%	0	.0%	8	10.0%
Stonehouse	0	.0%	0	.0%	0	.0%
Berkeley	0	.0%	0	.0%	47	58.8%
Cam	1	1.2%	0	.0%	5	6.3%
Minchinhampton	0	.0%	0	.0%	0	.0%
Painswick	0	.0%	0	.0%	0	.0%
Gloucester	3	3.7%	0	.0%	6	7.5%
Cirencester	0	.0%	0	.0%	0	.0%
Yate	5	6.2%	25	24.8%	0	.0%
Cheltenham	0	.0%	0	.0%	0	.0%
Thornbury	0	.0%	13	12.9%	5	6.3%
Tetbury	0	.0%	4	4.0%	0	.0%
Other						
Cribbs Causeway, Bristol	1	1.2%	6	5.9%	3	3.8%
Bristol	1	1.2%	4	4.0%	2	2.5%
Quedgeley	0	.0%	0	.0%	0	.0%
Bath	0	.0%	1	1.0%	0	.0%
Swindon	0	.0%	1	1.0%	0	.0%
Brockworth	0	.0%	0	.0%	0	.0%
Chippenham	0	.0%	0	.0%	0	.0%
Kingswood	0	.0%	1	1.0%	0	.0%

(cont.)

Q16. Of the following centres which do you consider your main centre?

	Area			
	Northern/ Western Fringe		Dursley/ Cam	
	Num	%	Num	%
Base: All respondents	100	100.0%	101	100.0%
Stroud	6	6.0%	7	6.9%
Nailsworth	1	1.0%	1	1.0%
Wotton-under-Edge	1	1.0%	1	1.0%
Dursley	4	4.0%	55	54.5%
Stonehouse	7	7.0%	0	.0%
Berkeley	0	.0%	0	.0%
Cam	0	.0%	21	20.8%
Minchinhampton	3	3.0%	0	.0%
Painswick	1	1.0%	1	1.0%
Gloucester	57	57.0%	8	7.9%
Cirencester	0	.0%	0	.0%
Yate	0	.0%	0	.0%
Cheltenham	14	14.0%	1	1.0%
Thornbury	0	.0%	1	1.0%
Tetbury	0	.0%	0	.0%
Other				
Cribbs Causeway, Bristol	0	.0%	3	3.0%
Bristol	0	.0%	1	1.0%
Quedgeley	4	4.0%	0	.0%
Bath	0	.0%	1	1.0%
Swindon	0	.0%	0	.0%
Brockworth	2	2.0%	0	.0%
Chippenham	0	.0%	0	.0%
Kingswood	0	.0%	0	.0%

Q17. What do you like most about Q16?

	Base: All respondents		Area					
	Num	%	Stroud		Stonehouse		Painswick	
			Num	%	Num	%	Num	%
Base: All respondents	1006	100.0%	100	100.0%	80	100.0%	80	100.0%
Character	73	7.3%	6	6.0%	5	6.3%	11	13.8%
Cheap parking	41	4.1%	1	1.0%	3	3.8%	5	6.3%
Cleanliness of streets	12	1.2%	2	2.0%	1	1.3%	0	.0%
Close to friends / relatives	34	3.4%	4	4.0%	5	6.3%	1	1.3%
Competitive prices	5	.5%	1	1.0%	0	.0%	2	2.5%
Countryside Location	44	4.4%	5	5.0%	3	3.8%	3	3.8%
Easy parking	48	4.8%	2	2.0%	4	5.0%	3	3.8%
Evening entertainment	6	.6%	0	.0%	0	.0%	2	2.5%
Farmers Market	46	4.6%	10	10.0%	4	5.0%	8	10.0%
Feels safe	15	1.5%	1	1.0%	1	1.3%	3	3.8%
Financial services	5	.5%	0	.0%	1	1.3%	0	.0%
Good public transport links	18	1.8%	4	4.0%	2	2.5%	1	1.3%
Leisure facilities	0	.0%	0	.0%	0	.0%	0	.0%
Near / convenient	344	34.2%	34	34.0%	27	33.8%	26	32.5%
Particular foodstore	0	.0%	0	.0%	0	.0%	0	.0%
Pedestrian friendly environment	43	4.3%	2	2.0%	5	6.3%	0	.0%
Selection / choice multiple shops	208	20.7%	14	14.0%	18	22.5%	11	13.8%
Selection / choice of independent shop	135	13.4%	16	16.0%	6	7.5%	14	17.5%
Nothing	103	10.2%	13	13.0%	9	11.3%	7	8.8%

(cont.)

Q17. What do you like most about Q16?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Friendly town/ people	48	4.8%	3	3.0%	4	5.0%	5	6.3%
	Attractive environment/ nice place	34	3.4%	3	3.0%	1	1.3%	5	6.3%
	Familiar/ always lived there	32	3.2%	6	6.0%	2	2.5%	1	1.3%
	Everything I need is there	26	2.6%	1	1.0%	3	3.8%	0	.0%
	Compact	25	2.5%	4	4.0%	3	3.8%	2	2.5%
	General convenience	25	2.5%	2	2.0%	3	3.8%	2	2.5%
	Peaceful/ quiet	15	1.5%	2	2.0%	1	1.3%	0	.0%
	Good cafes/ restaurants/ pubs	13	1.3%	4	4.0%	0	.0%	2	2.5%
	Rural / surrounded by countryside	13	1.3%	3	3.0%	0	.0%	1	1.3%
	Free parking	11	1.1%	0	.0%	0	.0%	0	.0%
	Small town/ not too big	11	1.1%	2	2.0%	0	.0%	1	1.3%
	Different/ diverse/ unusual	9	.9%	2	2.0%	1	1.3%	0	.0%
	It's flat/ on a level	8	.8%	0	.0%	4	5.0%	0	.0%
	Accessibility/ easy to get to	6	.6%	0	.0%	2	2.5%	0	.0%
	Architecture/ old buildings/ history	6	.6%	0	.0%	0	.0%	0	.0%
	Good quality shops	6	.6%	1	1.0%	0	.0%	0	.0%
	Art events/ artistic community/ culturally a lot to offer	4	.4%	0	.0%	1	1.3%	2	2.5%
	Leisure Centre	4	.4%	0	.0%	0	.0%	0	.0%
	Lively/ lots going on	4	.4%	0	.0%	0	.0%	2	2.5%
	Close to other services/ facilities	3	.3%	0	.0%	1	1.3%	0	.0%
	Community spirit	3	.3%	1	1.0%	0	.0%	0	.0%
	Convenient for work	3	.3%	0	.0%	0	.0%	0	.0%
	Golf course/ club	3	.3%	1	1.0%	0	.0%	0	.0%
	Good doctors	3	.3%	0	.0%	1	1.3%	0	.0%
	Tesco	3	.3%	0	.0%	0	.0%	0	.0%
	Waitrose	3	.3%	0	.0%	0	.0%	1	1.3%

(cont.)

Q17. What do you like most about Q16?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Library	2	.2%	0	.0%	0	.0%	0	.0%
	No large stores/ chain stores	2	.2%	1	1.0%	0	.0%	0	.0%
	Very good local schools	2	.2%	0	.0%	0	.0%	0	.0%
	Argos	1	.1%	0	.0%	0	.0%	0	.0%
	Customer service	1	.1%	0	.0%	0	.0%	0	.0%
	Good bowling	1	.1%	0	.0%	0	.0%	0	.0%
	Good garden centre	1	.1%	0	.0%	0	.0%	0	.0%
	Good pharmacy	1	.1%	1	1.0%	0	.0%	0	.0%
	Housing is cheap	1	.1%	0	.0%	1	1.3%	0	.0%
	Is a great medium sized town which is growing	1	.1%	0	.0%	0	.0%	0	.0%
	Like to support local economy	1	.1%	0	.0%	0	.0%	0	.0%
	Local Council are very efficient	1	.1%	0	.0%	0	.0%	0	.0%
	More food shops coming	1	.1%	0	.0%	0	.0%	0	.0%
	Open spaces	1	.1%	0	.0%	0	.0%	0	.0%
	Park and Ride	1	.1%	0	.0%	0	.0%	0	.0%
	Quays and rugby ground	1	.1%	0	.0%	0	.0%	0	.0%
	Size of the shopping area	1	.1%	0	.0%	0	.0%	0	.0%
	The Docks	1	.1%	0	.0%	0	.0%	0	.0%
	The High Street	1	.1%	0	.0%	0	.0%	0	.0%
	The out of centre retail parks	1	.1%	0	.0%	0	.0%	0	.0%
Tourists to the town	1	.1%	0	.0%	0	.0%	0	.0%	
Variety of food shops	1	.1%	0	.0%	0	.0%	0	.0%	
Well laid out	1	.1%	0	.0%	0	.0%	0	.0%	

(cont.)

Q17. What do you like most about Q16?

	Area							
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	50	100.0%	50	100.0%	82	100.0%	101	100.0%
Character	5	10.0%	4	8.0%	4	4.9%	6	5.9%
Cheap parking	3	6.0%	4	8.0%	3	3.7%	8	7.9%
Cleanliness of streets	1	2.0%	0	.0%	0	.0%	1	1.0%
Close to friends / relatives	1	2.0%	1	2.0%	6	7.3%	5	5.0%
Competitive prices	0	.0%	0	.0%	0	.0%	1	1.0%
Countryside Location	3	6.0%	2	4.0%	4	4.9%	1	1.0%
Easy parking	2	4.0%	4	8.0%	6	7.3%	5	5.0%
Evening entertainment	0	.0%	0	.0%	2	2.4%	0	.0%
Farmers Market	4	8.0%	3	6.0%	0	.0%	3	3.0%
Feels safe	2	4.0%	2	4.0%	3	3.7%	1	1.0%
Financial services	0	.0%	0	.0%	0	.0%	1	1.0%
Good public transport links	0	.0%	0	.0%	0	.0%	1	1.0%
Leisure facilities	0	.0%	0	.0%	0	.0%	0	.0%
Near / convenient	18	36.0%	15	30.0%	22	26.8%	24	23.8%
Particular foodstore	0	.0%	0	.0%	0	.0%	0	.0%
Pedestrian friendly environment	2	4.0%	3	6.0%	2	2.4%	6	5.9%
Selection / choice multiple shops	6	12.0%	11	22.0%	26	31.7%	32	31.7%
Selection / choice of independent shop	10	20.0%	7	14.0%	15	18.3%	18	17.8%
Nothing	6	12.0%	5	10.0%	5	6.1%	11	10.9%

(cont.)

Q17. What do you like most about Q16?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Friendly town/ people	3	6.0%	3	6.0%	9	11.0%	4	4.0%
	Attractive environment/ nice place	0	.0%	2	4.0%	3	3.7%	6	5.9%
	Familiar/ always lived there	0	.0%	2	4.0%	5	6.1%	1	1.0%
	Everything I need is there	0	.0%	2	4.0%	3	3.7%	2	2.0%
	Compact	0	.0%	1	2.0%	1	1.2%	1	1.0%
	General convenience	1	2.0%	1	2.0%	3	3.7%	2	2.0%
	Peaceful/ quiet	1	2.0%	1	2.0%	0	.0%	1	1.0%
	Good cafes/ restaurants/ pubs	0	.0%	0	.0%	2	2.4%	1	1.0%
	Rural / surrounded by countryside	1	2.0%	0	.0%	0	.0%	0	.0%
	Free parking	0	.0%	0	.0%	4	4.9%	1	1.0%
	Small town/ not too big	0	.0%	0	.0%	1	1.2%	5	5.0%
	Different/ diverse/ unusual	1	2.0%	0	.0%	0	.0%	4	4.0%
	It's flat/ on a level	1	2.0%	0	.0%	0	.0%	1	1.0%
	Accessibility/ easy to get to	0	.0%	0	.0%	0	.0%	0	.0%
	Architecture/ old buildings/ history	0	.0%	0	.0%	0	.0%	1	1.0%
	Good quality shops	0	.0%	1	2.0%	2	2.4%	0	.0%
	Art events/ artistic community/ culturally a lot to offer	0	.0%	0	.0%	0	.0%	0	.0%
	Leisure Centre	0	.0%	1	2.0%	0	.0%	1	1.0%
	Lively/ lots going on	0	.0%	1	2.0%	1	1.2%	0	.0%
	Close to other services/ facilities	0	.0%	0	.0%	0	.0%	0	.0%
	Community spirit	0	.0%	1	2.0%	0	.0%	0	.0%
	Convenient for work	0	.0%	1	2.0%	0	.0%	1	1.0%
	Golf course/ club	1	2.0%	0	.0%	0	.0%	0	.0%
	Good doctors	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco	0	.0%	0	.0%	0	.0%	0	.0%
	Waitrose	0	.0%	0	.0%	0	.0%	2	2.0%

(cont.)

Q17. What do you like most about Q16?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Library	0	.0%	0	.0%	0	.0%	0	.0%
	No large stores/ chain stores	0	.0%	0	.0%	0	.0%	1	1.0%
	Very good local schools	0	.0%	0	.0%	0	.0%	0	.0%
	Argos	1	2.0%	0	.0%	0	.0%	0	.0%
	Customer service	0	.0%	0	.0%	1	1.2%	0	.0%
	Good bowling	1	2.0%	0	.0%	0	.0%	0	.0%
	Good garden centre	0	.0%	1	2.0%	0	.0%	0	.0%
	Good pharmacy	0	.0%	0	.0%	0	.0%	0	.0%
	Housing is cheap	0	.0%	0	.0%	0	.0%	0	.0%
	Is a great medium sized town which is growing	0	.0%	0	.0%	0	.0%	0	.0%
	Like to support local economy	0	.0%	1	2.0%	0	.0%	0	.0%
	Local Council are very efficient	1	2.0%	0	.0%	0	.0%	0	.0%
	More food shops coming	0	.0%	0	.0%	0	.0%	0	.0%
	Open spaces	0	.0%	0	.0%	0	.0%	0	.0%
	Park and Ride	0	.0%	0	.0%	0	.0%	0	.0%
	Quays and rugby ground	0	.0%	0	.0%	0	.0%	1	1.0%
	Size of the shopping area	0	.0%	0	.0%	0	.0%	0	.0%
	The Docks	0	.0%	0	.0%	0	.0%	0	.0%
	The High Street	0	.0%	0	.0%	0	.0%	0	.0%
	The out of centre retail parks	0	.0%	0	.0%	0	.0%	0	.0%
	Tourists to the town	0	.0%	0	.0%	0	.0%	1	1.0%
Variety of food shops	1	2.0%	0	.0%	0	.0%	0	.0%	
Well laid out	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q17. What do you like most about Q16?

	Area							
	Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	81	100.0%	101	100.0%	80	100.0%	100	100.0%
Character	10	12.3%	7	6.9%	5	6.3%	8	8.0%
Cheap parking	2	2.5%	4	4.0%	5	6.3%	2	2.0%
Cleanliness of streets	3	3.7%	2	2.0%	1	1.3%	0	.0%
Close to friends / relatives	4	4.9%	1	1.0%	4	5.0%	1	1.0%
Competitive prices	0	.0%	0	.0%	1	1.3%	0	.0%
Countryside Location	6	7.4%	2	2.0%	4	5.0%	5	5.0%
Easy parking	2	2.5%	6	5.9%	4	5.0%	8	8.0%
Evening entertainment	2	2.5%	0	.0%	0	.0%	0	.0%
Farmers Market	3	3.7%	6	5.9%	2	2.5%	2	2.0%
Feels safe	1	1.2%	0	.0%	1	1.3%	0	.0%
Financial services	0	.0%	2	2.0%	1	1.3%	0	.0%
Good public transport links	1	1.2%	3	3.0%	1	1.3%	5	5.0%
Leisure facilities	0	.0%	0	.0%	0	.0%	0	.0%
Near / convenient	25	30.9%	38	37.6%	36	45.0%	35	35.0%
Particular foodstore	0	.0%	0	.0%	0	.0%	0	.0%
Pedestrian friendly environment	7	8.6%	4	4.0%	3	3.8%	5	5.0%
Selection / choice multiple shops	9	11.1%	22	21.8%	12	15.0%	29	29.0%
Selection / choice of independent shop	6	7.4%	20	19.8%	6	7.5%	5	5.0%
Nothing	4	4.9%	7	6.9%	5	6.3%	12	12.0%

(cont.)

Q17. What do you like most about Q16?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Friendly town/ people	11	13.6%	1	1.0%	2	2.5%	1	1.0%
	Attractive environment/ nice place	1	1.2%	0	.0%	4	5.0%	4	4.0%
	Familiar/ always lived there	4	4.9%	1	1.0%	3	3.8%	3	3.0%
	Everything I need is there	5	6.2%	2	2.0%	4	5.0%	3	3.0%
	Compact	0	.0%	4	4.0%	4	5.0%	3	3.0%
	General convenience	1	1.2%	3	3.0%	1	1.3%	2	2.0%
	Peaceful/ quiet	4	4.9%	2	2.0%	1	1.3%	0	.0%
	Good cafes/ restaurants/ pubs	1	1.2%	1	1.0%	1	1.3%	0	.0%
	Rural / surrounded by countryside	2	2.5%	0	.0%	0	.0%	3	3.0%
	Free parking	0	.0%	6	5.9%	0	.0%	0	.0%
	Small town/ not too big	1	1.2%	1	1.0%	0	.0%	0	.0%
	Different/ diverse/ unusual	0	.0%	1	1.0%	0	.0%	0	.0%
	It's flat/ on a level	0	.0%	1	1.0%	1	1.3%	0	.0%
	Accessibility/ easy to get to	1	1.2%	0	.0%	2	2.5%	1	1.0%
	Architecture/ old buildings/ history	0	.0%	3	3.0%	0	.0%	2	2.0%
	Good quality shops	0	.0%	0	.0%	1	1.3%	1	1.0%
	Art events/ artistic community/ culturally a lot to offer	0	.0%	1	1.0%	0	.0%	0	.0%
	Leisure Centre	0	.0%	0	.0%	0	.0%	1	1.0%
	Lively/ lots going on	0	.0%	0	.0%	0	.0%	0	.0%
	Close to other services/ facilities	0	.0%	1	1.0%	1	1.3%	0	.0%
	Community spirit	1	1.2%	0	.0%	0	.0%	0	.0%
	Convenient for work	0	.0%	0	.0%	1	1.3%	0	.0%
	Golf course/ club	0	.0%	0	.0%	1	1.3%	0	.0%
	Good doctors	1	1.2%	0	.0%	1	1.3%	0	.0%
	Tesco	0	.0%	1	1.0%	1	1.3%	0	.0%
	Waitrose	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q17. What do you like most about Q16?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Library	0	.0%	1	1.0%	0	.0%	0	.0%
	No large stores/ chain stores	0	.0%	0	.0%	0	.0%	0	.0%
	Very good local schools	1	1.2%	0	.0%	0	.0%	1	1.0%
	Argos	0	.0%	0	.0%	0	.0%	0	.0%
	Customer service	0	.0%	0	.0%	0	.0%	0	.0%
	Good bowling	0	.0%	0	.0%	0	.0%	0	.0%
	Good garden centre	0	.0%	0	.0%	0	.0%	0	.0%
	Good pharmacy	0	.0%	0	.0%	0	.0%	0	.0%
	Housing is cheap	0	.0%	0	.0%	0	.0%	0	.0%
	Is a great medium sized town which is growing	0	.0%	1	1.0%	0	.0%	0	.0%
	Like to support local economy	0	.0%	0	.0%	0	.0%	0	.0%
	Local Council are very efficient	0	.0%	0	.0%	0	.0%	0	.0%
	More food shops coming	0	.0%	0	.0%	0	.0%	0	.0%
	Open spaces	1	1.2%	0	.0%	0	.0%	0	.0%
	Park and Ride	1	1.2%	0	.0%	0	.0%	0	.0%
	Quays and rugby ground	0	.0%	0	.0%	0	.0%	0	.0%
	Size of the shopping area	0	.0%	0	.0%	1	1.3%	0	.0%
	The Docks	0	.0%	0	.0%	0	.0%	1	1.0%
	The High Street	1	1.2%	0	.0%	0	.0%	0	.0%
	The out of centre retail parks	0	.0%	0	.0%	1	1.3%	0	.0%
Tourists to the town	0	.0%	0	.0%	0	.0%	0	.0%	
Variety of food shops	0	.0%	0	.0%	0	.0%	0	.0%	
Well laid out	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q17. What do you like most about Q16?

	Area	
	Dursley/ Cam	
	Num	%
Base: All respondents	101	100.0%
Character	2	2.0%
Cheap parking	1	1.0%
Cleanliness of streets	1	1.0%
Close to friends / relatives	1	1.0%
Competitive prices	0	.0%
Countryside Location	6	5.9%
Easy parking	2	2.0%
Evening entertainment	0	.0%
Farmers Market	1	1.0%
Feels safe	0	.0%
Financial services	0	.0%
Good public transport links	0	.0%
Leisure facilities	0	.0%
Near / convenient	44	43.6%
Particular foodstore	0	.0%
Pedestrian friendly environment	4	4.0%
Selection / choice multiple shops	18	17.8%
Selection / choice of independent shop	12	11.9%
Nothing	19	18.8%

(cont.)

Q17. What do you like most about Q16?

		Area	
		Dursley/ Cam	
		Num	%
Other	Friendly town/ people	2	2.0%
	Attractive environment/ nice place	5	5.0%
	Familiar/ always lived there	4	4.0%
	Everything I need is there	1	1.0%
	Compact	2	2.0%
	General convenience	4	4.0%
	Peaceful/ quiet	2	2.0%
	Good cafes/ restaurants/ pubs	1	1.0%
	Rural / surrounded by countryside	3	3.0%
	Free parking	0	.0%
	Small town/ not too big	0	.0%
	Different/ diverse/ unusual	0	.0%
	It's flat/ on a level	0	.0%
	Accessibility/ easy to get to	0	.0%
	Architecture/ old buildings/ history	0	.0%
	Good quality shops	0	.0%
	Art events/ artistic community/ culturally a lot to offer	0	.0%
	Leisure Centre	1	1.0%
	Lively/ lots going on	0	.0%
	Close to other services/ facilities	0	.0%
	Community spirit	0	.0%
	Convenient for work	0	.0%
	Golf course/ club	0	.0%
	Good doctors	0	.0%
	Tesco	1	1.0%
Waitrose	0	.0%	

(cont.)

Q17. What do you like most about Q16?

		Area	
		Dursley/ Cam	
		Num	%
Other	Library	1	1.0%
	No large stores/ chain stores	0	.0%
	Very good local schools	0	.0%
	Argos	0	.0%
	Customer service	0	.0%
	Good bowling	0	.0%
	Good garden centre	0	.0%
	Good pharmacy	0	.0%
	Housing is cheap	0	.0%
	Is a great medium sized town which is growing	0	.0%
	Like to support local economy	0	.0%
	Local Council are very efficient	0	.0%
	More food shops coming	1	1.0%
	Open spaces	0	.0%
	Park and Ride	0	.0%
	Quays and rugby ground	0	.0%
	Size of the shopping area	0	.0%
	The Docks	0	.0%
	The High Street	0	.0%
	The out of centre retail parks	0	.0%
	Tourists to the town	0	.0%
	Variety of food shops	0	.0%
Well laid out	1	1.0%	

Q18. What do you dislike most about Q16?

	Base: All respondents		Area					
	Num	%	Stroud		Stonehouse		Painswick	
			Num	%	Num	%	Num	%
Base: All respondents	1006	100.0%	100	100.0%	80	100.0%	80	100.0%
Difficult parking	129	12.8%	8	8.0%	9	11.3%	12	15.0%
Expensive parking	47	4.7%	2	2.0%	4	5.0%	6	7.5%
Lack of particular store	1	.1%	1	1.0%	0	.0%	0	.0%
Lack of safety/personal security/hooligans	15	1.5%	0	.0%	0	.0%	1	1.3%
Lack of services (banks/building societies etc)	4	.4%	0	.0%	0	.0%	1	1.3%
Poor pedestrian environment / pavements/ roads in need of repair	25	2.5%	1	1.0%	2	2.5%	3	3.8%
Poor public transport	34	3.4%	7	7.0%	2	2.5%	2	2.5%
Poor selection/choice of multiple shops	110	10.9%	22	22.0%	11	13.8%	5	6.3%
Poor/limited evening entertainment	3	.3%	0	.0%	1	1.3%	0	.0%
Poor/limited leisure facilities	2	.2%	1	1.0%	0	.0%	0	.0%
Selection/choice of independent shops	45	4.5%	7	7.0%	4	5.0%	5	6.3%
Too expensive	4	.4%	0	.0%	1	1.3%	0	.0%
Too far from home	7	.7%	2	2.0%	1	1.3%	0	.0%
Unattractive environment/dirty streets/litter	78	7.8%	7	7.0%	9	11.3%	7	8.8%
Nothing	418	41.6%	32	32.0%	30	37.5%	27	33.8%

(cont.)

Q18. What do you dislike most about Q16?

		Base: All respondents				Area			
		Base: All respondents		Stroud		Stonehouse		Painswick	
		Num	%	Num	%	Num	%	Num	%
Other	Empty shops/ shops closing down	44	4.4%	6	6.0%	1	1.3%	4	5.0%
	Traffic congestion	35	3.5%	2	2.0%	5	6.3%	2	2.5%
	Too many cheap shops/ charity shops	33	3.3%	11	11.0%	5	6.3%	7	8.8%
	The hills/ too hilly	15	1.5%	0	.0%	1	1.3%	2	2.5%
	Too busy/ crowded	8	.8%	0	.0%	0	.0%	1	1.3%
	Lack of restaurants/ pubs	7	.7%	1	1.0%	2	2.5%	1	1.3%
	Limited range of shops generally	7	.7%	1	1.0%	2	2.5%	2	2.5%
	Poor road layout	6	.6%	3	3.0%	1	1.3%	1	1.3%
	Unattractive modern architecture	6	.6%	1	1.0%	0	.0%	1	1.3%
	Difficult to access by car	5	.5%	0	.0%	1	1.3%	0	.0%
	Too small/ lacks facilities	5	.5%	0	.0%	0	.0%	1	1.3%
	No good quality shops	4	.4%	1	1.0%	1	1.3%	0	.0%
	One way system causes difficulty	4	.4%	0	.0%	0	.0%	2	2.5%
	Bus station is an eyesore	3	.3%	0	.0%	0	.0%	1	1.3%
	It lacks character	3	.3%	0	.0%	1	1.3%	0	.0%
	Lacks mens clothing shops	3	.3%	1	1.0%	1	1.3%	0	.0%
	Needs updating	3	.3%	1	1.0%	0	.0%	1	1.3%
	No supermarket/ large supermarket	3	.3%	0	.0%	0	.0%	0	.0%
	Not a lot for young people	3	.3%	0	.0%	1	1.3%	0	.0%
	Not enough clothes shops	3	.3%	1	1.0%	0	.0%	0	.0%
	Too many antique shops	3	.3%	0	.0%	0	.0%	0	.0%
	Big supermarkets taking all the business	2	.2%	0	.0%	0	.0%	0	.0%
	Could do with a Waitrose	2	.2%	0	.0%	0	.0%	0	.0%
	Lack of individual food stores - butchers etc	2	.2%	0	.0%	0	.0%	0	.0%

(cont.)

Q18. What do you dislike most about Q16?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	No police station/ insufficient police presence	2	.2%	0	.0%	1	1.3%	0	.0%
	Poor layout of centre	2	.2%	0	.0%	0	.0%	0	.0%
	The cobbled streets	2	.2%	2	2.0%	0	.0%	0	.0%
	Too large/ spread out	2	.2%	0	.0%	0	.0%	0	.0%
	Too many estate agents	2	.2%	1	1.0%	1	1.3%	0	.0%
	Too many travel agents	2	.2%	0	.0%	1	1.3%	1	1.3%
	Too much building/ construction work going on	2	.2%	0	.0%	0	.0%	0	.0%
	Adults can't use toilets in the library [Nailsworth]	1	.1%	0	.0%	0	.0%	0	.0%
	Air conditioning	1	.1%	0	.0%	0	.0%	0	.0%
	Area seems to be going down	1	.1%	0	.0%	0	.0%	0	.0%
	Car parking allowed on main streets causes congestion	1	.1%	0	.0%	0	.0%	0	.0%
	Cars parked on yellow lines	1	.1%	0	.0%	0	.0%	0	.0%
	Cost of housing	1	.1%	1	1.0%	0	.0%	0	.0%
	Could do with a Woolworths type of store	1	.1%	0	.0%	0	.0%	0	.0%
	Council always changing things around	1	.1%	0	.0%	0	.0%	0	.0%
	Dangerous traffic	1	.1%	0	.0%	0	.0%	0	.0%
	Lack of dentists	1	.1%	0	.0%	1	1.3%	0	.0%
	Doesn't have everything we need	1	.1%	0	.0%	0	.0%	0	.0%
	Gloucester could really do with more maintenance work	1	.1%	0	.0%	0	.0%	0	.0%
	Lack of bus shelters	1	.1%	0	.0%	1	1.3%	0	.0%
Lack of dog mess bins	1	.1%	0	.0%	1	1.3%	0	.0%	
Lack of floral displays/ greenery	1	.1%	0	.0%	0	.0%	0	.0%	

(cont.)

Q18. What do you dislike most about Q16?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Lack of undercover shopping	1	.1%	0	.0%	0	.0%	0	.0%
	Lack of Waitrose	1	.1%	0	.0%	0	.0%	0	.0%
	Lack of women's and children's clothing shops	1	.1%	0	.0%	0	.0%	0	.0%
	Limited range of basic shops such as chemists	1	.1%	0	.0%	0	.0%	0	.0%
	Merrywalks Shopping Centre area is a bit tatty	1	.1%	1	1.0%	0	.0%	0	.0%
	Morrisons car park is too small	1	.1%	0	.0%	0	.0%	0	.0%
	Motorway is clogged with traffic getting into Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	Need longer opening hours of shops	1	.1%	0	.0%	0	.0%	0	.0%
	New housing estate is awful	1	.1%	0	.0%	0	.0%	0	.0%
	Lack of Marks & Spencer	1	.1%	0	.0%	0	.0%	0	.0%
	Lack of music stores	1	.1%	0	.0%	0	.0%	0	.0%
	Lack of petrol station	1	.1%	0	.0%	0	.0%	0	.0%
	Not a wide range of goods	1	.1%	0	.0%	0	.0%	0	.0%
	Not enough evening entertainment /night life	1	.1%	1	1.0%	0	.0%	0	.0%
	Not enough pedestrianisation	1	.1%	0	.0%	0	.0%	0	.0%
	Paying for public toilets	1	.1%	0	.0%	0	.0%	0	.0%
	Poor facilities for children	1	.1%	0	.0%	0	.0%	0	.0%
	Railway Station	1	.1%	0	.0%	0	.0%	0	.0%
	Rent for shops is too high	1	.1%	1	1.0%	0	.0%	0	.0%
	Roundabouts	1	.1%	0	.0%	0	.0%	0	.0%
Lack of Sainsbury's	1	.1%	0	.0%	0	.0%	0	.0%	
Seating in the shopping centre taken up by stalls	1	.1%	0	.0%	0	.0%	0	.0%	

(cont.)

Q18. What do you dislike most about Q16?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Sense of division between the higher and lower quality shops	1	.1%	0	.0%	0	.0%	0	.0%
	Speed humps	1	.1%	0	.0%	0	.0%	0	.0%
	Streets are too narrow for buses	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco stopped shopping bus	1	.1%	0	.0%	0	.0%	0	.0%
	The gardens could be tidier	1	.1%	0	.0%	0	.0%	0	.0%
	The high cost of properties	1	.1%	0	.0%	0	.0%	0	.0%
	The new Sainsbury's being built	1	.1%	0	.0%	0	.0%	0	.0%
	The tourist information centre is never open	1	.1%	0	.0%	0	.0%	0	.0%
	Too many gift shops	1	.1%	0	.0%	0	.0%	1	1.3%
	Too many large vehicles causing traffic jams	1	.1%	0	.0%	0	.0%	0	.0%
	Too many nightclubs	1	.1%	0	.0%	0	.0%	0	.0%
	Too many parking spaces for disabled and taxi drivers	1	.1%	0	.0%	0	.0%	0	.0%
	Too many takeaways	1	.1%	0	.0%	1	1.3%	0	.0%
	Too many zebra crossings	1	.1%	0	.0%	0	.0%	0	.0%
	Too many coffee shops	1	.1%	0	.0%	0	.0%	0	.0%
	Too much tourism	1	.1%	0	.0%	0	.0%	0	.0%
	Too quiet	1	.1%	0	.0%	0	.0%	0	.0%
	Traffic wardens needed	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q18. What do you dislike most about Q16?

	Area							
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	50	100.0%	50	100.0%	82	100.0%	101	100.0%
Difficult parking	7	14.0%	8	16.0%	16	19.5%	12	11.9%
Expensive parking	2	4.0%	2	4.0%	2	2.4%	16	15.8%
Lack of particular store	0	.0%	0	.0%	0	.0%	0	.0%
Lack of safety/personal security/hooligans	1	2.0%	1	2.0%	1	1.2%	1	1.0%
Lack of services (banks/building societies etc)	0	.0%	0	.0%	0	.0%	1	1.0%
Poor pedestrian environment / pavements/ roads in need of repair	1	2.0%	0	.0%	4	4.9%	3	3.0%
Poor public transport	1	2.0%	0	.0%	3	3.7%	0	.0%
Poor selection/choice of multiple shops	5	10.0%	4	8.0%	5	6.1%	6	5.9%
Poor/limited evening entertainment	0	.0%	0	.0%	1	1.2%	0	.0%
Poor/limited leisure facilities	0	.0%	0	.0%	0	.0%	0	.0%
Selection/choice of independent shops	5	10.0%	1	2.0%	5	6.1%	0	.0%
Too expensive	0	.0%	0	.0%	0	.0%	0	.0%
Too far from home	0	.0%	0	.0%	1	1.2%	1	1.0%
Unattractive environment/dirty streets/litter	5	10.0%	3	6.0%	3	3.7%	6	5.9%
Nothing	17	34.0%	26	52.0%	39	47.6%	44	43.6%

(cont.)

Q18. What do you dislike most about Q16?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Empty shops/ shops closing down	3	6.0%	2	4.0%	0	.0%	5	5.0%
	Traffic congestion	2	4.0%	2	4.0%	3	3.7%	3	3.0%
	Too many cheap shops/ charity shops	4	8.0%	0	.0%	0	.0%	0	.0%
	The hills/ too hilly	1	2.0%	1	2.0%	2	2.4%	2	2.0%
	Too busy/ crowded	0	.0%	0	.0%	0	.0%	1	1.0%
	Lack of restaurants/ pubs	0	.0%	0	.0%	0	.0%	0	.0%
	Limited range of shops generally	0	.0%	0	.0%	0	.0%	0	.0%
	Poor road layout	1	2.0%	0	.0%	0	.0%	0	.0%
	Unattractive modern architecture	0	.0%	0	.0%	1	1.2%	0	.0%
	Difficult to access by car	0	.0%	0	.0%	0	.0%	0	.0%
	Too small/ lacks facilities	0	.0%	0	.0%	0	.0%	0	.0%
	No good quality shops	0	.0%	0	.0%	0	.0%	0	.0%
	One way system causes difficulty	0	.0%	0	.0%	0	.0%	0	.0%
	Bus station is an eyesore	1	2.0%	0	.0%	0	.0%	1	1.0%
	It lacks character	0	.0%	0	.0%	0	.0%	0	.0%
	Lacks mens clothing shops	1	2.0%	0	.0%	0	.0%	0	.0%
	Needs updating	0	.0%	0	.0%	0	.0%	0	.0%
	No supermarket/ large supermarket	0	.0%	0	.0%	0	.0%	0	.0%
	Not a lot for young people	0	.0%	0	.0%	1	1.2%	0	.0%
	Not enough clothes shops	0	.0%	0	.0%	0	.0%	1	1.0%
	Too many antique shops	0	.0%	0	.0%	1	1.2%	2	2.0%
	Big supermarkets taking all the business	0	.0%	0	.0%	0	.0%	0	.0%
	Could do with a Waitrose	0	.0%	1	2.0%	0	.0%	0	.0%
Lack of individual food stores - butchers etc	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q18. What do you dislike most about Q16?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	No police station/ insufficient police presence	0	.0%	0	.0%	0	.0%	0	.0%
	Poor layout of centre	1	2.0%	0	.0%	0	.0%	0	.0%
	The cobbled streets	0	.0%	0	.0%	0	.0%	0	.0%
	Too large/ spread out	0	.0%	0	.0%	0	.0%	0	.0%
	Too many estate agents	0	.0%	0	.0%	0	.0%	0	.0%
	Too many travel agents	0	.0%	0	.0%	0	.0%	0	.0%
	Too much building/ construction work going on	0	.0%	0	.0%	0	.0%	0	.0%
	Adults can't use toilets in the library [Nailsworth]	0	.0%	0	.0%	1	1.2%	0	.0%
	Air conditioning	0	.0%	0	.0%	0	.0%	0	.0%
	Area seems to be going down	0	.0%	1	2.0%	0	.0%	0	.0%
	Car parking allowed on main streets causes congestion	0	.0%	0	.0%	0	.0%	0	.0%
	Cars parked on yellow lines	1	2.0%	0	.0%	0	.0%	0	.0%
	Cost of housing	0	.0%	0	.0%	0	.0%	0	.0%
	Could do with a Woolworths type of store	1	2.0%	0	.0%	0	.0%	0	.0%
	Council always changing things around	0	.0%	0	.0%	0	.0%	0	.0%
	Dangerous traffic	0	.0%	0	.0%	1	1.2%	0	.0%
	Lack of dentists	0	.0%	0	.0%	0	.0%	0	.0%
	Doesn't have everything we need	0	.0%	1	2.0%	0	.0%	0	.0%
	Gloucester could really do with more maintenance work	0	.0%	0	.0%	0	.0%	0	.0%
	Lack of bus shelters	0	.0%	0	.0%	0	.0%	0	.0%
Lack of dog mess bins	0	.0%	0	.0%	0	.0%	0	.0%	
Lack of floral displays/ greenery	0	.0%	0	.0%	0	.0%	1	1.0%	

(cont.)

Q18. What do you dislike most about Q16?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Lack of undercover shopping	0	.0%	0	.0%	0	.0%	0	.0%
	Lack of Waitrose	0	.0%	0	.0%	0	.0%	0	.0%
	Lack of women's and children's clothing shops	0	.0%	0	.0%	1	1.2%	0	.0%
	Limited range of basic shops such as chemists	0	.0%	0	.0%	0	.0%	1	1.0%
	Merrywalks Shopping Centre area is a bit tatty	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons car park is too small	0	.0%	0	.0%	1	1.2%	0	.0%
	Motorway is clogged with traffic getting into Bristol	0	.0%	0	.0%	0	.0%	0	.0%
	Need longer opening hours of shops	0	.0%	0	.0%	0	.0%	0	.0%
	New housing estate is awful	0	.0%	0	.0%	0	.0%	0	.0%
	Lack of Marks & Spencer	0	.0%	0	.0%	1	1.2%	0	.0%
	Lack of music stores	0	.0%	0	.0%	0	.0%	0	.0%
	Lack of petrol station	0	.0%	0	.0%	0	.0%	0	.0%
	Not a wide range of goods	0	.0%	1	2.0%	0	.0%	0	.0%
	Not enough evening entertainment /night life	0	.0%	0	.0%	0	.0%	0	.0%
	Not enough pedestrianisation	0	.0%	0	.0%	0	.0%	1	1.0%
	Paying for public toilets	0	.0%	0	.0%	0	.0%	1	1.0%
	Poor facilities for children	0	.0%	0	.0%	0	.0%	0	.0%
	Railway Station	0	.0%	0	.0%	0	.0%	1	1.0%
	Rent for shops is too high	0	.0%	0	.0%	0	.0%	0	.0%
	Roundabouts	1	2.0%	0	.0%	0	.0%	0	.0%
Lack of Sainsbury's	0	.0%	0	.0%	0	.0%	0	.0%	
Seating in the shopping centre taken up by stalls	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q18. What do you dislike most about Q16?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Sense of division between the higher and lower quality shops	1	2.0%	0	.0%	0	.0%	0	.0%
	Speed humps	0	.0%	0	.0%	0	.0%	0	.0%
	Streets are too narrow for buses	0	.0%	0	.0%	0	.0%	1	1.0%
	Tesco stopped shopping bus	1	2.0%	0	.0%	0	.0%	0	.0%
	The gardens could be tidier	0	.0%	0	.0%	1	1.2%	0	.0%
	The high cost of properties	0	.0%	0	.0%	0	.0%	1	1.0%
	The new Sainsbury's being built	0	.0%	0	.0%	0	.0%	0	.0%
	The tourist information centre is never open	0	.0%	0	.0%	0	.0%	0	.0%
	Too many gift shops	0	.0%	0	.0%	0	.0%	0	.0%
	Too many large vehicles causing traffic jams	0	.0%	0	.0%	1	1.2%	0	.0%
	Too many nightclubs	0	.0%	0	.0%	0	.0%	0	.0%
	Too many parking spaces for disabled and taxi drivers	0	.0%	0	.0%	0	.0%	0	.0%
	Too many takeaways	0	.0%	0	.0%	0	.0%	0	.0%
	Too many zebra crossings	0	.0%	0	.0%	0	.0%	0	.0%
	Too many coffee shops	0	.0%	0	.0%	0	.0%	1	1.0%
	Too much tourism	0	.0%	0	.0%	0	.0%	1	1.0%
	Too quiet	0	.0%	0	.0%	0	.0%	0	.0%
	Traffic wardens needed	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q18. What do you dislike most about Q16?

	Area							
	Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	81	100.0%	101	100.0%	80	100.0%	100	100.0%
Difficult parking	15	18.5%	10	9.9%	12	15.0%	7	7.0%
Expensive parking	1	1.2%	4	4.0%	0	.0%	6	6.0%
Lack of particular store	0	.0%	0	.0%	0	.0%	0	.0%
Lack of safety/personal security/hooligans	0	.0%	0	.0%	5	6.3%	4	4.0%
Lack of services (banks/building societies etc)	0	.0%	0	.0%	0	.0%	1	1.0%
Poor pedestrian environment / pavements/ roads in need of repair	3	3.7%	0	.0%	3	3.8%	4	4.0%
Poor public transport	9	11.1%	1	1.0%	5	6.3%	0	.0%
Poor selection/choice of multiple shops	5	6.2%	7	6.9%	11	13.8%	13	13.0%
Poor/limited evening entertainment	0	.0%	1	1.0%	0	.0%	0	.0%
Poor/limited leisure facilities	0	.0%	0	.0%	0	.0%	1	1.0%
Selection/choice of independent shops	2	2.5%	4	4.0%	2	2.5%	5	5.0%
Too expensive	1	1.2%	1	1.0%	0	.0%	0	.0%
Too far from home	0	.0%	1	1.0%	1	1.3%	0	.0%
Unattractive environment/dirty streets/litter	2	2.5%	4	4.0%	3	3.8%	20	20.0%
Nothing	29	35.8%	56	55.4%	41	51.3%	40	40.0%

(cont.)

Q18. What do you dislike most about Q16?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Empty shops/ shops closing down	1	1.2%	3	3.0%	2	2.5%	8	8.0%
	Traffic congestion	3	3.7%	5	5.0%	3	3.8%	2	2.0%
	Too many cheap shops/ charity shops	0	.0%	2	2.0%	0	.0%	0	.0%
	The hills/ too hilly	4	4.9%	0	.0%	0	.0%	0	.0%
	Too busy/ crowded	2	2.5%	0	.0%	2	2.5%	2	2.0%
	Lack of restaurants/ pubs	2	2.5%	0	.0%	0	.0%	0	.0%
	Limited range of shops generally	1	1.2%	0	.0%	0	.0%	1	1.0%
	Poor road layout	0	.0%	0	.0%	0	.0%	0	.0%
	Unattractive modern architecture	0	.0%	0	.0%	1	1.3%	0	.0%
	Difficult to access by car	0	.0%	0	.0%	0	.0%	1	1.0%
	Too small/ lacks facilities	3	3.7%	0	.0%	0	.0%	0	.0%
	No good quality shops	0	.0%	1	1.0%	0	.0%	1	1.0%
	One way system causes difficulty	0	.0%	1	1.0%	0	.0%	1	1.0%
	Bus station is an eyesore	0	.0%	0	.0%	0	.0%	0	.0%
	It lacks character	0	.0%	1	1.0%	0	.0%	1	1.0%
	Lacks mens clothing shops	0	.0%	0	.0%	0	.0%	0	.0%
	Needs updating	0	.0%	0	.0%	0	.0%	1	1.0%
	No supermarket/ large supermarket	1	1.2%	0	.0%	2	2.5%	0	.0%
	Not a lot for young people	1	1.2%	0	.0%	0	.0%	0	.0%
	Not enough clothes shops	0	.0%	0	.0%	0	.0%	0	.0%
	Too many antique shops	0	.0%	0	.0%	0	.0%	0	.0%
	Big supermarkets taking all the business	1	1.2%	0	.0%	0	.0%	0	.0%
	Could do with a Waitrose	0	.0%	1	1.0%	0	.0%	0	.0%
Lack of individual food stores - butchers etc	1	1.2%	0	.0%	0	.0%	1	1.0%	

(cont.)

Q18. What do you dislike most about Q16?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	No police station/ insufficient police presence	1	1.2%	0	.0%	0	.0%	0	.0%
	Poor layout of centre	0	.0%	1	1.0%	0	.0%	0	.0%
	The cobbled streets	0	.0%	0	.0%	0	.0%	0	.0%
	Too large/ spread out	0	.0%	1	1.0%	0	.0%	0	.0%
	Too many estate agents	0	.0%	0	.0%	0	.0%	0	.0%
	Too many travel agents	0	.0%	0	.0%	0	.0%	0	.0%
	Too much building/ construction work going on	0	.0%	0	.0%	0	.0%	0	.0%
	Adults can't use toilets in the library [Nailsworth]	0	.0%	0	.0%	0	.0%	0	.0%
	Air conditioning	0	.0%	0	.0%	0	.0%	0	.0%
	Area seems to be going down	0	.0%	0	.0%	0	.0%	0	.0%
	Car parking allowed on main streets causes congestion	0	.0%	1	1.0%	0	.0%	0	.0%
	Cars parked on yellow lines	0	.0%	0	.0%	0	.0%	0	.0%
	Cost of housing	0	.0%	0	.0%	0	.0%	0	.0%
	Could do with a Woolworths type of store	0	.0%	0	.0%	0	.0%	0	.0%
	Council always changing things around	0	.0%	0	.0%	0	.0%	0	.0%
	Dangerous traffic	0	.0%	0	.0%	0	.0%	0	.0%
	Lack of dentists	0	.0%	0	.0%	0	.0%	0	.0%
	Doesn't have everything we need	0	.0%	0	.0%	0	.0%	0	.0%
	Gloucester could really do with more maintenance work	0	.0%	0	.0%	0	.0%	1	1.0%
	Lack of bus shelters	0	.0%	0	.0%	0	.0%	0	.0%
Lack of dog mess bins	0	.0%	0	.0%	0	.0%	0	.0%	
Lack of floral displays/ greenery	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q18. What do you dislike most about Q16?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Lack of undercover shopping	0	.0%	0	.0%	0	.0%	1	1.0%
	Lack of Waitrose	1	1.2%	0	.0%	0	.0%	0	.0%
	Lack of women's and children's clothing shops	0	.0%	0	.0%	0	.0%	0	.0%
	Limited range of basic shops such as chemists	0	.0%	0	.0%	0	.0%	0	.0%
	Merrywalks Shopping Centre area is a bit tatty	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons car park is too small	0	.0%	0	.0%	0	.0%	0	.0%
	Motorway is clogged with traffic getting into Bristol	0	.0%	1	1.0%	0	.0%	0	.0%
	Need longer opening hours of shops	0	.0%	1	1.0%	0	.0%	0	.0%
	New housing estate is awful	0	.0%	1	1.0%	0	.0%	0	.0%
	Lack of Marks & Spencer	0	.0%	0	.0%	0	.0%	0	.0%
	Lack of music stores	0	.0%	1	1.0%	0	.0%	0	.0%
	Lack of petrol station	0	.0%	0	.0%	1	1.3%	0	.0%
	Not a wide range of goods	0	.0%	0	.0%	0	.0%	0	.0%
	Not enough evening entertainment /night life	0	.0%	0	.0%	0	.0%	0	.0%
	Not enough pedestrianisation	0	.0%	0	.0%	0	.0%	0	.0%
	Paying for public toilets	0	.0%	0	.0%	0	.0%	0	.0%
	Poor facilities for children	0	.0%	0	.0%	0	.0%	0	.0%
	Railway Station	0	.0%	0	.0%	0	.0%	0	.0%
	Rent for shops is too high	0	.0%	0	.0%	0	.0%	0	.0%
	Roundabouts	0	.0%	0	.0%	0	.0%	0	.0%
Lack of Sainsbury's	0	.0%	1	1.0%	0	.0%	0	.0%	
Seating in the shopping centre taken up by stalls	1	1.2%	0	.0%	0	.0%	0	.0%	

(cont.)

Q18. What do you dislike most about Q16?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Sense of division between the higher and lower quality shops	0	.0%	0	.0%	0	.0%	0	.0%
	Speed humps	1	1.2%	0	.0%	0	.0%	0	.0%
	Streets are too narrow for buses	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco stopped shopping bus	0	.0%	0	.0%	0	.0%	0	.0%
	The gardens could be tidier	0	.0%	0	.0%	0	.0%	0	.0%
	The high cost of properties	0	.0%	0	.0%	0	.0%	0	.0%
	The new Sainsbury's being built	0	.0%	0	.0%	0	.0%	0	.0%
	The tourist information centre is never open	0	.0%	0	.0%	0	.0%	0	.0%
	Too many gift shops	0	.0%	0	.0%	0	.0%	0	.0%
	Too many large vehicles causing traffic jams	0	.0%	0	.0%	0	.0%	0	.0%
	Too many nightclubs	0	.0%	0	.0%	0	.0%	1	1.0%
	Too many parking spaces for disabled and taxi drivers	1	1.2%	0	.0%	0	.0%	0	.0%
	Too many takeaways	0	.0%	0	.0%	0	.0%	0	.0%
	Too many zebra crossings	0	.0%	1	1.0%	0	.0%	0	.0%
	Too many coffee shops	0	.0%	0	.0%	0	.0%	0	.0%
	Too much tourism	0	.0%	0	.0%	0	.0%	0	.0%
	Too quiet	0	.0%	0	.0%	0	.0%	0	.0%
	Traffic wardens needed	0	.0%	0	.0%	0	.0%	1	1.0%

(cont.)

Q18. What do you dislike most about Q16?

	Area	
	Dursley/ Cam	
	Num	%
Base: All respondents	101	100.0%
Difficult parking	13	12.9%
Expensive parking	2	2.0%
Lack of particular store	0	.0%
Lack of safety/personal security/hooligans	1	1.0%
Lack of services (banks/building societies etc)	1	1.0%
Poor pedestrian environment / pavements/ roads in need of repair	1	1.0%
Poor public transport	4	4.0%
Poor selection/choice of multiple shops	16	15.8%
Poor/limited evening entertainment	0	.0%
Poor/limited leisure facilities	0	.0%
Selection/choice of independent shops	5	5.0%
Too expensive	1	1.0%
Too far from home	0	.0%
Unattractive environment/dirty streets/litter	9	8.9%
Nothing	37	36.6%

(cont.)

Q18. What do you dislike most about Q16?

		Area	
		Dursley/ Cam	
		Num	%
Other	Empty shops/ shops closing down	9	8.9%
	Traffic congestion	3	3.0%
	Too many cheap shops/ charity shops	4	4.0%
	The hills/ too hilly	2	2.0%
	Too busy/ crowded	0	.0%
	Lack of restaurants/ pubs	1	1.0%
	Limited range of shops generally	0	.0%
	Poor road layout	0	.0%
	Unattractive modern architecture	2	2.0%
	Difficult to access by car	3	3.0%
	Too small/ lacks facilities	1	1.0%
	No good quality shops	0	.0%
	One way system causes difficulty	0	.0%
	Bus station is an eyesore	0	.0%
	It lacks character	0	.0%
	Lacks mens clothing shops	0	.0%
	Needs updating	0	.0%
	No supermarket/ large supermarket	0	.0%
	Not a lot for young people	0	.0%
	Not enough clothes shops	1	1.0%
	Too many antique shops	0	.0%
	Big supermarkets taking all the business	1	1.0%
	Could do with a Waitrose	0	.0%
	Lack of individual food stores - butchers etc	0	.0%

(cont.)

Q18. What do you dislike most about Q16?

		Area	
		Dursley/ Cam	
		Num	%
Other	No police station/ insufficient police presence	0	.0%
	Poor layout of centre	0	.0%
	The cobbled streets	0	.0%
	Too large/ spread out	1	1.0%
	Too many estate agents	0	.0%
	Too many travel agents	0	.0%
	Too much building/ construction work going on	2	2.0%
	Adults can't use toilets in the library [Nailsworth]	0	.0%
	Air conditioning	1	1.0%
	Area seems to be going down	0	.0%
	Car parking allowed on main streets causes congestion	0	.0%
	Cars parked on yellow lines	0	.0%
	Cost of housing	0	.0%
	Could do with a Woolworths type of store	0	.0%
	Council always changing things around	1	1.0%
	Dangerous traffic	0	.0%
	Lack of dentists	0	.0%
	Doesn't have everything we need	0	.0%
	Gloucester could really do with more maintenance work	0	.0%
	Lack of bus shelters	0	.0%
Lack of dog mess bins	0	.0%	
Lack of floral displays/ greenery	0	.0%	

(cont.)

Q18. What do you dislike most about Q16?

		Area	
		Dursley/ Cam	
		Num	%
Other	Lack of undercover shopping	0	.0%
	Lack of Waitrose	0	.0%
	Lack of women's and children's clothing shops	0	.0%
	Limited range of basic shops such as chemists	0	.0%
	Merrywalks Shopping Centre area is a bit tatty	0	.0%
	Morrisons car park is too small	0	.0%
	Motorway is clogged with traffic getting into Bristol	0	.0%
	Need longer opening hours of shops	0	.0%
	New housing estate is awful	0	.0%
	Lack of Marks & Spencer	0	.0%
	Lack of music stores	0	.0%
	Lack of petrol station	0	.0%
	Not a wide range of goods	0	.0%
	Not enough evening entertainment /night life	0	.0%
	Not enough pedestrianisation	0	.0%
	Paying for public toilets	0	.0%
	Poor facilities for children	1	1.0%
	Railway Station	0	.0%
	Rent for shops is too high	0	.0%
	Roundabouts	0	.0%
	Lack of Sainsbury's	0	.0%
	Seating in the shopping centre taken up by stalls	0	.0%

(cont.)

Q18. What do you dislike most about Q16?

		Area	
		Dursley/ Cam	
		Num	%
Other	Sense of division between the higher and lower quality shops	0	.0%
	Speed humps	0	.0%
	Streets are too narrow for buses	0	.0%
	Tesco stopped shopping bus	0	.0%
	The gardens could be tidier	0	.0%
	The high cost of properties	0	.0%
	The new Sainsbury's being built	1	1.0%
	The tourist information centre is never open	1	1.0%
	Too many gift shops	0	.0%
	Too many large vehicles causing traffic jams	0	.0%
	Too many nightclubs	0	.0%
	Too many parking spaces for disabled and taxi drivers	0	.0%
	Too many takeaways	0	.0%
	Too many zebra crossings	0	.0%
	Too many coffee shops	0	.0%
	Too much tourism	0	.0%
	Too quiet	1	1.0%
	Traffic wardens needed	0	.0%

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

	Base: All respondents		Area					
	Num	%	Stroud		Stonehouse		Painswick	
			Num	%	Num	%	Num	%
Base: All respondents	1006	100.0%	100	100.0%	80	100.0%	80	100.0%
Attract larger retailers	40	4.0%	11	11.0%	4	5.0%	5	6.3%
Attract less people / relieve over-crowding	3	.3%	1	1.0%	0	.0%	0	.0%
Attract more people / make more lively	7	.7%	0	.0%	0	.0%	0	.0%
Clean shopping streets	26	2.6%	2	2.0%	2	2.5%	2	2.5%
Create more open spaces	6	.6%	1	1.0%	0	.0%	0	.0%
Create more shelters from the weather	5	.5%	1	1.0%	0	.0%	0	.0%
Develop new shopping facilities	23	2.3%	0	.0%	3	3.8%	2	2.5%
Encourage reduced shop prices	3	.3%	0	.0%	0	.0%	1	1.3%
Enhance shopmobility service	0	.0%	0	.0%	0	.0%	0	.0%
Enhanced range of health and fitness centres / gyms	4	.4%	1	1.0%	1	1.3%	0	.0%
Improve access for pushchairs / wheelchairs, etc	4	.4%	0	.0%	0	.0%	1	1.3%
Improve choice of multiple shops	89	8.8%	9	9.0%	7	8.8%	6	7.5%
Improve directional signs to town centre	1	.1%	0	.0%	0	.0%	1	1.3%
Improve layout of car parks	29	2.9%	1	1.0%	2	2.5%	3	3.8%
Improve location of bus stops / bus station	12	1.2%	7	7.0%	0	.0%	1	1.3%
Improve market stalls	4	.4%	2	2.0%	1	1.3%	0	.0%
Improve number and attractiveness of meeting places	3	.3%	0	.0%	0	.0%	0	.0%
Improve policing / other security measures	4	.4%	1	1.0%	0	.0%	0	.0%
Improve public transport links	42	4.2%	7	7.0%	2	2.5%	1	1.3%

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

	Base: All respondents		Area					
	Num	%	Stroud		Stonehouse		Painswick	
			Num	%	Num	%	Num	%
Improve range of independent / specialist shops	51	5.1%	7	7.0%	7	8.8%	4	5.0%
Improve safety of pedestrians	5	.5%	1	1.0%	0	.0%	0	.0%
Improve signage / routeways within centre	7	.7%	1	1.0%	2	2.5%	1	1.3%
Improve street furniture / floral displays	3	.3%	0	.0%	0	.0%	0	.0%
Improved music/theatre provision	1	.1%	1	1.0%	0	.0%	0	.0%
Improved play areas for children	5	.5%	0	.0%	1	1.3%	0	.0%
Improved policing / enhance security / CCTV	10	1.0%	0	.0%	1	1.3%	0	.0%
Improved public transport facilities during the evenings	1	.1%	0	.0%	0	.0%	0	.0%
Improved range of places to eat	13	1.3%	0	.0%	1	1.3%	2	2.5%
Improved range of pubs and night clubs	8	.8%	1	1.0%	2	2.5%	1	1.3%
Increase frequency of public transport generally	12	1.2%	1	1.0%	0	.0%	1	1.3%
Increase frequency of public transport in the evenings	2	.2%	1	1.0%	0	.0%	0	.0%
Increase number of taxis	0	.0%	0	.0%	0	.0%	0	.0%
Introduce a larger supermarket	19	1.9%	0	.0%	2	2.5%	2	2.5%
Introduction of Farmers market or increased existing provision	1	.1%	0	.0%	0	.0%	0	.0%
Less pubs and clubs	1	.1%	0	.0%	0	.0%	0	.0%
More parking spaces – long stay	12	1.2%	1	1.0%	0	.0%	0	.0%
More parking spaces – short stay	29	2.9%	3	3.0%	1	1.3%	1	1.3%
More parking spaces – type unspecified	52	5.2%	2	2.0%	0	.0%	2	2.5%
More pedestrianisation	9	.9%	0	.0%	0	.0%	1	1.3%

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

	Base: All respondents		Area					
	Num	%	Stroud		Stonehouse		Painswick	
			Num	%	Num	%	Num	%
New / improved bingo facility	0	.0%	0	.0%	0	.0%	0	.0%
New / improved cinema	12	1.2%	0	.0%	2	2.5%	1	1.3%
New / improved museum or art gallery	3	.3%	0	.0%	1	1.3%	0	.0%
New / improved other leisure facilities	1	.1%	0	.0%	0	.0%	0	.0%
New / improved ten pin bowling centre	2	.2%	0	.0%	0	.0%	0	.0%
New Department Store	4	.4%	1	1.0%	0	.0%	1	1.3%
Other new shop	3	.3%	0	.0%	0	.0%	0	.0%
Reduce cost of parking	24	2.4%	0	.0%	1	1.3%	4	5.0%
Reduce road congestion	15	1.5%	1	1.0%	3	3.8%	2	2.5%
Refurbish / improve existing shopping facilities	12	1.2%	0	.0%	1	1.3%	2	2.5%
Nothing in particular	393	39.1%	31	31.0%	26	32.5%	34	42.5%

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

	Base: All respondents		Area					
	Num	%	Stroud		Stonehouse		Painswick	
			Num	%	Num	%	Num	%
Marks & Spencer	31	3.1%	8	8.0%	4	5.0%	7	8.8%
Better variety of shops generally	15	1.5%	1	1.0%	0	.0%	1	1.3%
More/ better clothes shops	13	1.3%	1	1.0%	4	5.0%	0	.0%
A swimming pool/ leisure centre	9	.9%	0	.0%	0	.0%	0	.0%
Improve the quality of the shops/ more upmarket shops	9	.9%	5	5.0%	0	.0%	0	.0%
Fewer empty shops/ fill empty shops	8	.8%	0	.0%	1	1.3%	1	1.3%
Free parking	8	.8%	2	2.0%	1	1.3%	0	.0%
Improve attractiveness of environment	8	.8%	1	1.0%	0	.0%	0	.0%
Improve facilities for young people	7	.7%	0	.0%	1	1.3%	0	.0%
Butchers/ individual food stores	6	.6%	0	.0%	0	.0%	1	1.3%
Maintain roads and pavements	6	.6%	0	.0%	0	.0%	2	2.5%
Other								
More shoe shops	6	.6%	0	.0%	2	2.5%	0	.0%
Fewer cheap shops/ charity shops	5	.5%	1	1.0%	0	.0%	0	.0%
More men's clothes shops	5	.5%	1	1.0%	1	1.3%	0	.0%
More children's clothes shops	5	.5%	1	1.0%	1	1.3%	0	.0%
An improved range of women's fashion stores	4	.4%	2	2.0%	0	.0%	0	.0%
Greengrocers/ larger greengrocers	4	.4%	0	.0%	0	.0%	0	.0%
Improve quality of the bus station	4	.4%	2	2.0%	0	.0%	1	1.3%
Reduce commercial rents/ rates	4	.4%	1	1.0%	0	.0%	0	.0%
A Bank	3	.3%	1	1.0%	0	.0%	0	.0%
Canal restorations	3	.3%	2	2.0%	1	1.3%	0	.0%
Electrical shops	3	.3%	0	.0%	0	.0%	0	.0%
More entertainment facilities	3	.3%	1	1.0%	0	.0%	0	.0%
More/ better public toilets	3	.3%	0	.0%	0	.0%	0	.0%

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Renovate town centre	3	.3%	0	.0%	2	2.5%	0	.0%
	Retain heritage/ character	3	.3%	0	.0%	1	1.3%	0	.0%
	A Next store	2	.2%	0	.0%	0	.0%	0	.0%
	Attract more people to the High Street	2	.2%	0	.0%	1	1.3%	0	.0%
	Better facilities for cyclists	2	.2%	1	1.0%	0	.0%	0	.0%
	DIY store	2	.2%	0	.0%	0	.0%	0	.0%
	Music shops	2	.2%	0	.0%	0	.0%	0	.0%
	Improve access by car	2	.2%	0	.0%	0	.0%	0	.0%
	More clothing stores for older age groups	2	.2%	1	1.0%	0	.0%	0	.0%
	More street performers/ entertainment	2	.2%	0	.0%	0	.0%	2	2.5%
	More traffic wardens	2	.2%	1	1.0%	0	.0%	0	.0%
	No more housing development	2	.2%	0	.0%	0	.0%	0	.0%
	A Waitrose store	2	.2%	0	.0%	0	.0%	0	.0%
	Pedestrian crossings	2	.2%	0	.0%	0	.0%	0	.0%
	Stop people parking on double yellow lines	2	.2%	0	.0%	0	.0%	0	.0%
	Traffic calming measures	2	.2%	0	.0%	0	.0%	0	.0%
	When the new Sainsbury's opens	2	.2%	0	.0%	0	.0%	0	.0%
	Wider range of goods in general	2	.2%	0	.0%	0	.0%	0	.0%
	Would like another store like Woolworths	2	.2%	0	.0%	1	1.3%	0	.0%
	A delicatessen	1	.1%	0	.0%	0	.0%	0	.0%
A good pizzeria	1	.1%	0	.0%	0	.0%	0	.0%	
A health food shop	1	.1%	0	.0%	0	.0%	1	1.3%	
A stationers	1	.1%	0	.0%	0	.0%	0	.0%	

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

	Base: All respondents		Area					
	Num	%	Stroud		Stonehouse		Painswick	
			Num	%	Num	%	Num	%
Other								
An Aldi in the area	1	.1%	0	.0%	0	.0%	1	1.3%
Another chemist	1	.1%	0	.0%	0	.0%	0	.0%
Baby Shop	1	.1%	0	.0%	1	1.3%	0	.0%
Bigger Co-op	1	.1%	0	.0%	0	.0%	0	.0%
Build a petrol station	1	.1%	0	.0%	0	.0%	0	.0%
Community centre	1	.1%	0	.0%	0	.0%	0	.0%
Complete/ finish road works	1	.1%	0	.0%	0	.0%	0	.0%
Decorative antiques fair	1	.1%	0	.0%	0	.0%	0	.0%
Currys/ B&Q	1	.1%	0	.0%	0	.0%	0	.0%
Do something about Tricorn House	1	.1%	0	.0%	0	.0%	0	.0%
Efficiency of the District Council	1	.1%	0	.0%	0	.0%	0	.0%
End plans to remove Library	1	.1%	0	.0%	0	.0%	1	1.3%
Fewer takeaways	1	.1%	0	.0%	1	1.3%	0	.0%
A post office/ sorting office in Wotton-under-Edge	1	.1%	0	.0%	0	.0%	0	.0%
Improve access for the elderly	1	.1%	1	1.0%	0	.0%	0	.0%
Improve Christmas decorations	1	.1%	0	.0%	0	.0%	0	.0%
Improve evening entertainment	1	.1%	0	.0%	0	.0%	0	.0%
Improve range of shops selling basic household goods	1	.1%	0	.0%	0	.0%	0	.0%
Improve Stratford Park Leisure Centre	1	.1%	1	1.0%	0	.0%	0	.0%
Introduce an Edinburgh Woollen Mill	1	.1%	1	1.0%	0	.0%	0	.0%
Introduction of a Chinese/ Thai restaurant	1	.1%	0	.0%	0	.0%	0	.0%
Italian Restaurant	1	.1%	0	.0%	0	.0%	0	.0%
Keep Mortimer Gardens tidier	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

		Base: All respondents		Area					
		Num	%	Stroud		Stonehouse		Painswick	
				Num	%	Num	%	Num	%
Other	Keep the public toilets open at night	1	.1%	0	.0%	0	.0%	1	1.3%
	Keep the Wotton swimming pool open	1	.1%	0	.0%	0	.0%	0	.0%
	Laundrettes	1	.1%	0	.0%	0	.0%	0	.0%
	Fewer road signs	1	.1%	0	.0%	0	.0%	0	.0%
	Make more of Kings Square in Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	Mini roundabout by Lloyds bank	1	.1%	0	.0%	0	.0%	1	1.3%
	More fast food places	1	.1%	0	.0%	0	.0%	0	.0%
	More parking for the disabled	1	.1%	0	.0%	0	.0%	1	1.3%
	More residential parking	1	.1%	1	1.0%	0	.0%	0	.0%
	More toilets for children	1	.1%	1	1.0%	0	.0%	0	.0%
	Need a bus from Oakridge to Cirencester	1	.1%	0	.0%	0	.0%	1	1.3%
	A John Lewis store	1	.1%	0	.0%	0	.0%	0	.0%
	A Lidl store	1	.1%	0	.0%	0	.0%	0	.0%
	Opening a wine bar in the evenings	1	.1%	0	.0%	0	.0%	0	.0%
	Outdoor shops/ camping stores	1	.1%	0	.0%	0	.0%	0	.0%
	Relaxation of conservation area	1	.1%	0	.0%	0	.0%	0	.0%
	Abolish oneway system	1	.1%	0	.0%	0	.0%	1	1.3%
	Shuttle bus service from the town centre to the docks	1	.1%	0	.0%	0	.0%	0	.0%
	Street lighting should be dimmer	1	.1%	1	1.0%	0	.0%	0	.0%
	The shop keepers need to be more polite to encourage custom	1	.1%	1	1.0%	0	.0%	0	.0%
Traffic lights at mini roundabout off A46 junction	1	.1%	0	.0%	0	.0%	0	.0%	
Widen Silver Street	1	.1%	0	.0%	0	.0%	0	.0%	

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

	Area							
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	50	100.0%	50	100.0%	82	100.0%	101	100.0%
Attract larger retailers	1	2.0%	2	4.0%	4	4.9%	2	2.0%
Attract less people / relieve over-crowding	0	.0%	0	.0%	0	.0%	0	.0%
Attract more people / make more lively	1	2.0%	0	.0%	0	.0%	1	1.0%
Clean shopping streets	3	6.0%	1	2.0%	1	1.2%	2	2.0%
Create more open spaces	0	.0%	0	.0%	2	2.4%	1	1.0%
Create more shelters from the weather	1	2.0%	1	2.0%	0	.0%	0	.0%
Develop new shopping facilities	1	2.0%	1	2.0%	2	2.4%	2	2.0%
Encourage reduced shop prices	0	.0%	0	.0%	0	.0%	0	.0%
Enhance shopmobility service	0	.0%	0	.0%	0	.0%	0	.0%
Enhanced range of health and fitness centres / gyms	0	.0%	0	.0%	1	1.2%	0	.0%
Improve access for pushchairs / wheelchairs, etc	0	.0%	0	.0%	0	.0%	1	1.0%
Improve choice of multiple shops	4	8.0%	4	8.0%	3	3.7%	8	7.9%
Improve directional signs to town centre	0	.0%	0	.0%	0	.0%	0	.0%
Improve layout of car parks	0	.0%	1	2.0%	4	4.9%	2	2.0%
Improve location of bus stops / bus station	0	.0%	0	.0%	0	.0%	1	1.0%
Improve market stalls	0	.0%	0	.0%	0	.0%	0	.0%
Improve number and attractiveness of meeting places	0	.0%	0	.0%	0	.0%	1	1.0%
Improve policing / other security measures	0	.0%	0	.0%	1	1.2%	2	2.0%
Improve public transport links	1	2.0%	1	2.0%	2	2.4%	7	6.9%

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

	Area							
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
	Num	%	Num	%	Num	%	Num	%
Improve range of independent / specialist shops	4	8.0%	4	8.0%	1	1.2%	7	6.9%
Improve safety of pedestrians	2	4.0%	0	.0%	0	.0%	0	.0%
Improve signage / routeways within centre	0	.0%	0	.0%	1	1.2%	1	1.0%
Improve street furniture / floral displays	0	.0%	0	.0%	0	.0%	0	.0%
Improved music/theatre provision	0	.0%	0	.0%	0	.0%	0	.0%
Improved play areas for children	0	.0%	0	.0%	0	.0%	0	.0%
Improved policing / enhance security / CCTV	0	.0%	0	.0%	0	.0%	0	.0%
Improved public transport facilities during the evenings	0	.0%	0	.0%	0	.0%	0	.0%
Improved range of places to eat	1	2.0%	0	.0%	0	.0%	0	.0%
Improved range of pubs and night clubs	0	.0%	0	.0%	0	.0%	0	.0%
Increase frequency of public transport generally	0	.0%	1	2.0%	2	2.4%	0	.0%
Increase frequency of public transport in the evenings	0	.0%	0	.0%	1	1.2%	0	.0%
Increase number of taxis	0	.0%	0	.0%	0	.0%	0	.0%
Introduce a larger supermarket	0	.0%	3	6.0%	3	3.7%	1	1.0%
Introduction of Farmers market or increased existing provision	0	.0%	0	.0%	0	.0%	0	.0%
Less pubs and clubs	0	.0%	0	.0%	0	.0%	1	1.0%
More parking spaces – long stay	0	.0%	0	.0%	3	3.7%	0	.0%
More parking spaces – short stay	2	4.0%	2	4.0%	4	4.9%	0	.0%
More parking spaces – type unspecified	3	6.0%	3	6.0%	8	9.8%	5	5.0%
More pedestrianisation	0	.0%	0	.0%	1	1.2%	1	1.0%

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

	Area							
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
	Num	%	Num	%	Num	%	Num	%
New / improved bingo facility	0	.0%	0	.0%	0	.0%	0	.0%
New / improved cinema	0	.0%	0	.0%	0	.0%	4	4.0%
New / improved museum or art gallery	1	2.0%	0	.0%	0	.0%	0	.0%
New / improved other leisure facilities	0	.0%	0	.0%	1	1.2%	0	.0%
New / improved ten pin bowling centre	0	.0%	0	.0%	0	.0%	0	.0%
New Department Store	2	4.0%	0	.0%	0	.0%	0	.0%
Other new shop	1	2.0%	0	.0%	0	.0%	0	.0%
Reduce cost of parking	1	2.0%	1	2.0%	1	1.2%	13	12.9%
Reduce road congestion	0	.0%	0	.0%	2	2.4%	1	1.0%
Refurbish / improve existing shopping facilities	1	2.0%	1	2.0%	0	.0%	1	1.0%
Nothing in particular	18	36.0%	17	34.0%	39	47.6%	35	34.7%

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Marks & Spencer	6	12.0%	3	6.0%	1	1.2%	0	.0%
	Better variety of shops generally	1	2.0%	1	2.0%	0	.0%	2	2.0%
	More/ better clothes shops	0	.0%	0	.0%	1	1.2%	0	.0%
	A swimming pool/ leisure centre	0	.0%	0	.0%	3	3.7%	2	2.0%
	Improve the quality of the shops/ more upmarket shops	1	2.0%	2	4.0%	1	1.2%	0	.0%
	Fewer empty shops/ fill empty shops	1	2.0%	0	.0%	0	.0%	1	1.0%
	Free parking	0	.0%	1	2.0%	1	1.2%	1	1.0%
	Improve attractiveness of environment	1	2.0%	0	.0%	0	.0%	0	.0%
	Improve facilities for young people	0	.0%	0	.0%	1	1.2%	2	2.0%
	Butchers/ individual food stores	1	2.0%	0	.0%	0	.0%	0	.0%
	Maintain roads and pavements	0	.0%	0	.0%	0	.0%	0	.0%
	More shoe shops	0	.0%	0	.0%	0	.0%	0	.0%
	Fewer cheap shops/ charity shops	0	.0%	0	.0%	0	.0%	0	.0%
	More men's clothes shops	1	2.0%	0	.0%	1	1.2%	0	.0%
	More children's clothes shops	0	.0%	0	.0%	0	.0%	1	1.0%
	An improved range of women's fashion stores	0	.0%	1	2.0%	0	.0%	0	.0%
	Greengrocers/ larger greengrocers	0	.0%	3	6.0%	0	.0%	0	.0%
	Improve quality of the bus station	0	.0%	0	.0%	1	1.2%	0	.0%
	Reduce commercial rents/ rates	1	2.0%	0	.0%	0	.0%	1	1.0%
	A Bank	0	.0%	0	.0%	0	.0%	0	.0%
Canal restorations	0	.0%	0	.0%	0	.0%	0	.0%	
Electrical shops	0	.0%	0	.0%	0	.0%	2	2.0%	
More entertainment facilities	0	.0%	0	.0%	0	.0%	0	.0%	
More/ better public toilets	0	.0%	0	.0%	0	.0%	2	2.0%	

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Renovate town centre	1	2.0%	0	.0%	0	.0%	0	.0%
	Retain heritage/ character	0	.0%	0	.0%	0	.0%	1	1.0%
	A Next store	2	4.0%	0	.0%	0	.0%	0	.0%
	Attract more people to the High Street	0	.0%	0	.0%	0	.0%	0	.0%
	Better facilities for cyclists	0	.0%	0	.0%	0	.0%	0	.0%
	DIY store	0	.0%	0	.0%	1	1.2%	1	1.0%
	Music shops	0	.0%	1	2.0%	0	.0%	0	.0%
	Improve access by car	0	.0%	1	2.0%	0	.0%	0	.0%
	More clothing stores for older age groups	1	2.0%	0	.0%	0	.0%	0	.0%
	More street performers/ entertainment	0	.0%	0	.0%	0	.0%	0	.0%
	More traffic wardens	0	.0%	0	.0%	0	.0%	0	.0%
	No more housing development	0	.0%	0	.0%	0	.0%	0	.0%
	A Waitrose store	0	.0%	0	.0%	1	1.2%	0	.0%
	Pedestrian crossings	0	.0%	0	.0%	0	.0%	0	.0%
	Stop people parking on double yellow lines	1	2.0%	0	.0%	0	.0%	1	1.0%
	Traffic calming measures	0	.0%	0	.0%	1	1.2%	0	.0%
	When the new Sainsbury's opens	0	.0%	0	.0%	0	.0%	0	.0%
	Wider range of goods in general	0	.0%	1	2.0%	0	.0%	0	.0%
	Would like another store like Woolworths	0	.0%	0	.0%	0	.0%	1	1.0%
	A delicatessen	0	.0%	0	.0%	0	.0%	0	.0%
A good pizzeria	0	.0%	0	.0%	0	.0%	0	.0%	
A health food shop	0	.0%	0	.0%	0	.0%	0	.0%	
A stationers	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

	Area								
	Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe		
	Num	%	Num	%	Num	%	Num	%	
Other									
An Aldi in the area	0	.0%	0	.0%	0	.0%	0	.0%	
Another chemist	0	.0%	0	.0%	0	.0%	0	.0%	
Baby Shop	0	.0%	0	.0%	0	.0%	0	.0%	
Bigger Co-op	0	.0%	0	.0%	0	.0%	0	.0%	
Build a petrol station	0	.0%	0	.0%	0	.0%	0	.0%	
Community centre	0	.0%	0	.0%	0	.0%	0	.0%	
Complete/ finish road works	0	.0%	0	.0%	0	.0%	0	.0%	
Decorative antiques fair	0	.0%	0	.0%	0	.0%	1	1.0%	
Currys/ B&Q	0	.0%	0	.0%	0	.0%	1	1.0%	
Do something about Tricorn House	1	2.0%	0	.0%	0	.0%	0	.0%	
Efficiency of the District Council	0	.0%	0	.0%	0	.0%	0	.0%	
End plans to remove Library	0	.0%	0	.0%	0	.0%	0	.0%	
Fewer takeaways	0	.0%	0	.0%	0	.0%	0	.0%	
A post office/ sorting office in Wotton-under-Edge	0	.0%	0	.0%	0	.0%	0	.0%	
Improve access for the elderly	0	.0%	0	.0%	0	.0%	0	.0%	
Improve Christmas decorations	0	.0%	0	.0%	0	.0%	0	.0%	
Improve evening entertainment	0	.0%	0	.0%	0	.0%	1	1.0%	
Improve range of shops selling basic household goods	0	.0%	0	.0%	0	.0%	1	1.0%	
Improve Stratford Park Leisure Centre	0	.0%	0	.0%	0	.0%	0	.0%	
Introduce an Edinburgh Woollen Mill	0	.0%	0	.0%	0	.0%	0	.0%	
Introduction of a Chinese/ Thai restaurant	0	.0%	0	.0%	1	1.2%	0	.0%	
Italian Restaurant	0	.0%	0	.0%	0	.0%	1	1.0%	
Keep Mortimer Gardens tidier	0	.0%	0	.0%	1	1.2%	0	.0%	

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

		Area							
		Chalford		Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Keep the public toilets open at night	0	.0%	0	.0%	0	.0%	0	.0%
	Keep the Wotton swimming pool open	0	.0%	0	.0%	0	.0%	0	.0%
	Laundrettes	0	.0%	1	2.0%	0	.0%	0	.0%
	Fewer road signs	0	.0%	0	.0%	0	.0%	1	1.0%
	Make more of Kings Square in Gloucester	0	.0%	0	.0%	0	.0%	0	.0%
	Mini roundabout by Lloyds bank	0	.0%	0	.0%	0	.0%	0	.0%
	More fast food places	0	.0%	0	.0%	0	.0%	0	.0%
	More parking for the disabled	0	.0%	0	.0%	0	.0%	0	.0%
	More residential parking	0	.0%	0	.0%	0	.0%	0	.0%
	More toilets for children	0	.0%	0	.0%	0	.0%	0	.0%
	Need a bus from Oakridge to Cirencester	0	.0%	0	.0%	0	.0%	0	.0%
	A John Lewis store	0	.0%	0	.0%	0	.0%	1	1.0%
	A Lidl store	0	.0%	0	.0%	0	.0%	0	.0%
	Opening a wine bar in the evenings	0	.0%	0	.0%	1	1.2%	0	.0%
	Outdoor shops/ camping stores	0	.0%	0	.0%	0	.0%	0	.0%
	Relaxation of conservation area	0	.0%	0	.0%	0	.0%	0	.0%
	Abolish oneway system	0	.0%	0	.0%	0	.0%	0	.0%
	Shuttle bus service from the town centre to the docks	0	.0%	0	.0%	0	.0%	0	.0%
	Street lighting should be dimmer	0	.0%	0	.0%	0	.0%	0	.0%
	The shop keepers need to be more polite to encourage custom	0	.0%	0	.0%	0	.0%	0	.0%
Traffic lights at mini roundabout off A46 junction	0	.0%	0	.0%	1	1.2%	0	.0%	
Widen Silver Street	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

	Area							
	Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	81	100.0%	101	100.0%	80	100.0%	100	100.0%
Attract larger retailers	1	1.2%	2	2.0%	2	2.5%	4	4.0%
Attract less people / relieve over-crowding	1	1.2%	1	1.0%	0	.0%	0	.0%
Attract more people / make more lively	1	1.2%	0	.0%	2	2.5%	1	1.0%
Clean shopping streets	2	2.5%	0	.0%	0	.0%	8	8.0%
Create more open spaces	1	1.2%	0	.0%	0	.0%	1	1.0%
Create more shelters from the weather	1	1.2%	0	.0%	0	.0%	1	1.0%
Develop new shopping facilities	2	2.5%	2	2.0%	1	1.3%	1	1.0%
Encourage reduced shop prices	0	.0%	1	1.0%	0	.0%	1	1.0%
Enhance shopmobility service	0	.0%	0	.0%	0	.0%	0	.0%
Enhanced range of health and fitness centres / gyms	1	1.2%	0	.0%	0	.0%	0	.0%
Improve access for pushchairs / wheelchairs, etc	0	.0%	0	.0%	1	1.3%	0	.0%
Improve choice of multiple shops	7	8.6%	9	8.9%	7	8.8%	7	7.0%
Improve directional signs to town centre	0	.0%	0	.0%	0	.0%	0	.0%
Improve layout of car parks	4	4.9%	3	3.0%	4	5.0%	3	3.0%
Improve location of bus stops / bus station	0	.0%	0	.0%	2	2.5%	0	.0%
Improve market stalls	0	.0%	0	.0%	0	.0%	0	.0%
Improve number and attractiveness of meeting places	0	.0%	1	1.0%	1	1.3%	0	.0%
Improve policing / other security measures	0	.0%	0	.0%	0	.0%	0	.0%
Improve public transport links	5	6.2%	5	5.0%	5	6.3%	2	2.0%

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

	Area							
	Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
	Num	%	Num	%	Num	%	Num	%
Improve range of independent / specialist shops	0	.0%	3	3.0%	2	2.5%	3	3.0%
Improve safety of pedestrians	0	.0%	0	.0%	2	2.5%	0	.0%
Improve signage / routeways within centre	1	1.2%	0	.0%	0	.0%	0	.0%
Improve street furniture / floral displays	0	.0%	0	.0%	0	.0%	2	2.0%
Improved music/theatre provision	0	.0%	0	.0%	0	.0%	0	.0%
Improved play areas for children	0	.0%	0	.0%	0	.0%	1	1.0%
Improved policing / enhance security / CCTV	2	2.5%	1	1.0%	2	2.5%	1	1.0%
Improved public transport facilities during the evenings	1	1.2%	0	.0%	0	.0%	0	.0%
Improved range of places to eat	0	.0%	1	1.0%	1	1.3%	3	3.0%
Improved range of pubs and night clubs	2	2.5%	0	.0%	1	1.3%	1	1.0%
Increase frequency of public transport generally	3	3.7%	2	2.0%	0	.0%	1	1.0%
Increase frequency of public transport in the evenings	0	.0%	0	.0%	0	.0%	0	.0%
Increase number of taxis	0	.0%	0	.0%	0	.0%	0	.0%
Introduce a larger supermarket	3	3.7%	3	3.0%	1	1.3%	0	.0%
Introduction of Farmers market or increased existing provision	1	1.2%	0	.0%	0	.0%	0	.0%
Less pubs and clubs	0	.0%	0	.0%	0	.0%	0	.0%
More parking spaces – long stay	2	2.5%	0	.0%	0	.0%	2	2.0%
More parking spaces – short stay	5	6.2%	3	3.0%	2	2.5%	0	.0%
More parking spaces – type unspecified	12	14.8%	5	5.0%	7	8.8%	1	1.0%
More pedestrianisation	1	1.2%	2	2.0%	1	1.3%	1	1.0%

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

	Area							
	Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
	Num	%	Num	%	Num	%	Num	%
New / improved bingo facility	0	.0%	0	.0%	0	.0%	0	.0%
New / improved cinema	0	.0%	3	3.0%	1	1.3%	0	.0%
New / improved museum or art gallery	0	.0%	0	.0%	0	.0%	1	1.0%
New / improved other leisure facilities	0	.0%	0	.0%	0	.0%	0	.0%
New / improved ten pin bowling centre	0	.0%	0	.0%	1	1.3%	0	.0%
New Department Store	0	.0%	0	.0%	0	.0%	0	.0%
Other new shop	0	.0%	1	1.0%	0	.0%	0	.0%
Reduce cost of parking	0	.0%	2	2.0%	0	.0%	1	1.0%
Reduce road congestion	1	1.2%	2	2.0%	0	.0%	1	1.0%
Refurbish / improve existing shopping facilities	0	.0%	1	1.0%	1	1.3%	4	4.0%
Nothing in particular	28	34.6%	47	46.5%	35	43.8%	50	50.0%

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Marks & Spencer	0	.0%	2	2.0%	0	.0%	0	.0%
	Better variety of shops generally	0	.0%	2	2.0%	2	2.5%	4	4.0%
	More/ better clothes shops	1	1.2%	2	2.0%	1	1.3%	0	.0%
	A swimming pool/ leisure centre	2	2.5%	0	.0%	1	1.3%	1	1.0%
	Improve the quality of the shops/ more upmarket shops	0	.0%	0	.0%	0	.0%	0	.0%
	Fewer empty shops/ fill empty shops	1	1.2%	0	.0%	1	1.3%	1	1.0%
	Free parking	0	.0%	0	.0%	0	.0%	2	2.0%
	Improve attractiveness of environment	0	.0%	0	.0%	1	1.3%	2	2.0%
	Improve facilities for young people	1	1.2%	0	.0%	0	.0%	1	1.0%
	Butchers/ individual food stores	1	1.2%	0	.0%	2	2.5%	1	1.0%
	Maintain roads and pavements	2	2.5%	0	.0%	1	1.3%	0	.0%
	More shoe shops	0	.0%	2	2.0%	0	.0%	0	.0%
	Fewer cheap shops/ charity shops	0	.0%	2	2.0%	0	.0%	2	2.0%
	More men's clothes shops	0	.0%	1	1.0%	0	.0%	0	.0%
	More children's clothes shops	0	.0%	2	2.0%	0	.0%	0	.0%
	An improved range of women's fashion stores	1	1.2%	0	.0%	0	.0%	0	.0%
	Greengrocers/ larger greengrocers	0	.0%	1	1.0%	0	.0%	0	.0%
	Improve quality of the bus station	0	.0%	0	.0%	0	.0%	0	.0%
	Reduce commercial rents/ rates	0	.0%	0	.0%	0	.0%	0	.0%
	A Bank	0	.0%	0	.0%	0	.0%	0	.0%
	Canal restorations	0	.0%	0	.0%	0	.0%	0	.0%
	Electrical shops	1	1.2%	0	.0%	0	.0%	0	.0%
	More entertainment facilities	0	.0%	0	.0%	0	.0%	0	.0%
More/ better public toilets	0	.0%	0	.0%	1	1.3%	0	.0%	

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Renovate town centre	0	.0%	0	.0%	0	.0%	0	.0%
	Retain heritage/ character	0	.0%	0	.0%	0	.0%	1	1.0%
	A Next store	0	.0%	0	.0%	0	.0%	0	.0%
	Attract more people to the High Street	0	.0%	0	.0%	0	.0%	0	.0%
	Better facilities for cyclists	0	.0%	0	.0%	0	.0%	1	1.0%
	DIY store	0	.0%	0	.0%	0	.0%	0	.0%
	Music shops	0	.0%	1	1.0%	0	.0%	0	.0%
	Improve access by car	0	.0%	0	.0%	1	1.3%	0	.0%
	More clothing stores for older age groups	0	.0%	0	.0%	0	.0%	0	.0%
	More street performers/ entertainment	0	.0%	0	.0%	0	.0%	0	.0%
	More traffic wardens	0	.0%	1	1.0%	0	.0%	0	.0%
	No more housing development	1	1.2%	1	1.0%	0	.0%	0	.0%
	A Waitrose store	0	.0%	1	1.0%	0	.0%	0	.0%
	Pedestrian crossings	0	.0%	0	.0%	2	2.5%	0	.0%
	Stop people parking on double yellow lines	0	.0%	0	.0%	0	.0%	0	.0%
	Traffic calming measures	1	1.2%	0	.0%	0	.0%	0	.0%
	When the new Sainsbury's opens	0	.0%	0	.0%	0	.0%	0	.0%
	Wider range of goods in general	0	.0%	0	.0%	0	.0%	0	.0%
	Would like another store like Woolworths	0	.0%	0	.0%	0	.0%	0	.0%
	A delicatessen	0	.0%	0	.0%	1	1.3%	0	.0%
A good pizzeria	1	1.2%	0	.0%	0	.0%	0	.0%	
A health food shop	0	.0%	0	.0%	0	.0%	0	.0%	
A stationers	1	1.2%	0	.0%	0	.0%	0	.0%	

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	An Aldi in the area	0	.0%	0	.0%	0	.0%	0	.0%
	Another chemist	1	1.2%	0	.0%	0	.0%	0	.0%
	Baby Shop	0	.0%	0	.0%	0	.0%	0	.0%
	Bigger Co-op	1	1.2%	0	.0%	0	.0%	0	.0%
	Build a petrol station	0	.0%	0	.0%	1	1.3%	0	.0%
	Community centre	0	.0%	0	.0%	0	.0%	0	.0%
	Complete/ finish road works	0	.0%	0	.0%	1	1.3%	0	.0%
	Decorative antiques fair	0	.0%	0	.0%	0	.0%	0	.0%
	Currys/ B&Q	0	.0%	0	.0%	0	.0%	0	.0%
	Do something about Tricorn House	0	.0%	0	.0%	0	.0%	0	.0%
	Efficiency of the District Council	0	.0%	0	.0%	0	.0%	0	.0%
	End plans to remove Library	0	.0%	0	.0%	0	.0%	0	.0%
	Fewer takeaways	0	.0%	0	.0%	0	.0%	0	.0%
	A post office/ sorting office in Wotton-under-Edge	1	1.2%	0	.0%	0	.0%	0	.0%
	Improve access for the elderly	0	.0%	0	.0%	0	.0%	0	.0%
	Improve Christmas decorations	0	.0%	0	.0%	0	.0%	0	.0%
	Improve evening entertainment	0	.0%	0	.0%	0	.0%	0	.0%
	Improve range of shops selling basic household goods	0	.0%	0	.0%	0	.0%	0	.0%
	Improve Stratford Park Leisure Centre	0	.0%	0	.0%	0	.0%	0	.0%
	Introduce an Edinburgh Woollen Mill	0	.0%	0	.0%	0	.0%	0	.0%
Introduction of a Chinese/ Thai restaurant	0	.0%	0	.0%	0	.0%	0	.0%	
Italian Restaurant	0	.0%	0	.0%	0	.0%	0	.0%	
Keep Mortimer Gardens tidier	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

		Area							
		Wotton		Southern Fringe		Berkeley		Northern/ Western Fringe	
		Num	%	Num	%	Num	%	Num	%
Other	Keep the public toilets open at night	0	.0%	0	.0%	0	.0%	0	.0%
	Keep the Wotton swimming pool open	0	.0%	1	1.0%	0	.0%	0	.0%
	Laundrettes	0	.0%	0	.0%	0	.0%	0	.0%
	Fewer road signs	0	.0%	0	.0%	0	.0%	0	.0%
	Make more of Kings Square in Gloucester	0	.0%	0	.0%	0	.0%	1	1.0%
	Mini roundabout by Lloyds bank	0	.0%	0	.0%	0	.0%	0	.0%
	More fast food places	0	.0%	0	.0%	0	.0%	0	.0%
	More parking for the disabled	0	.0%	0	.0%	0	.0%	0	.0%
	More residential parking	0	.0%	0	.0%	0	.0%	0	.0%
	More toilets for children	0	.0%	0	.0%	0	.0%	0	.0%
	Need a bus from Oakridge to Cirencester	0	.0%	0	.0%	0	.0%	0	.0%
	A John Lewis store	0	.0%	0	.0%	0	.0%	0	.0%
	A Lidl store	0	.0%	0	.0%	0	.0%	0	.0%
	Opening a wine bar in the evenings	0	.0%	0	.0%	0	.0%	0	.0%
	Outdoor shops/ camping stores	0	.0%	1	1.0%	0	.0%	0	.0%
	Relaxation of conservation area	1	1.2%	0	.0%	0	.0%	0	.0%
	Abolish oneway system	0	.0%	0	.0%	0	.0%	0	.0%
	Shuttle bus service from the town centre to the docks	0	.0%	0	.0%	0	.0%	1	1.0%
	Street lighting should be dimmer	0	.0%	0	.0%	0	.0%	0	.0%
	The shop keepers need to be more polite to encourage custom	0	.0%	0	.0%	0	.0%	0	.0%
Traffic lights at mini roundabout off A46 junction	0	.0%	0	.0%	0	.0%	0	.0%	
Widen Silver Street	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

	Area	
	Dursley/ Cam	
	Num	%
Base: All respondents	101	100.0%
Attract larger retailers	2	2.0%
Attract less people / relieve over-crowding	0	.0%
Attract more people / make more lively	1	1.0%
Clean shopping streets	3	3.0%
Create more open spaces	0	.0%
Create more shelters from the weather	0	.0%
Develop new shopping facilities	6	5.9%
Encourage reduced shop prices	0	.0%
Enhance shopmobility service	0	.0%
Enhanced range of health and fitness centres / gyms	0	.0%
Improve access for pushchairs / wheelchairs, etc	1	1.0%
Improve choice of multiple shops	18	17.8%
Improve directional signs to town centre	0	.0%
Improve layout of car parks	2	2.0%
Improve location of bus stops / bus station	1	1.0%
Improve market stalls	1	1.0%
Improve number and attractiveness of meeting places	0	.0%
Improve policing / other security measures	0	.0%
Improve public transport links	4	4.0%

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

	Area	
	Dursley/ Cam	
	Num	%
Improve range of independent / specialist shops	9	8.9%
Improve safety of pedestrians	0	.0%
Improve signage / routeways within centre	0	.0%
Improve street furniture / floral displays	1	1.0%
Improved music/theatre provision	0	.0%
Improved play areas for children	3	3.0%
Improved policing / enhance security / CCTV	3	3.0%
Improved public transport facilities during the evenings	0	.0%
Improved range of places to eat	4	4.0%
Improved range of pubs and night clubs	0	.0%
Increase frequency of public transport generally	1	1.0%
Increase frequency of public transport in the evenings	0	.0%
Increase number of taxis	0	.0%
Introduce a larger supermarket	1	1.0%
Introduction of Farmers market or increased existing provision	0	.0%
Less pubs and clubs	0	.0%
More parking spaces – long stay	4	4.0%
More parking spaces – short stay	6	5.9%
More parking spaces – type unspecified	4	4.0%
More pedestrianisation	1	1.0%

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

	Area	
	Dursley/ Cam	
	Num	%
New / improved bingo facility	0	.0%
New / improved cinema	1	1.0%
New / improved museum or art gallery	0	.0%
New / improved other leisure facilities	0	.0%
New / improved ten pin bowling centre	1	1.0%
New Department Store	0	.0%
Other new shop	1	1.0%
Reduce cost of parking	0	.0%
Reduce road congestion	2	2.0%
Refurbish / improve existing shopping facilities	0	.0%
Nothing in particular	33	32.7%

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

		Area	
		Dursley/ Cam	
		Num	%
Other	Marks & Spencer	0	.0%
	Better variety of shops generally	1	1.0%
	More/ better clothes shops	3	3.0%
	A swimming pool/ leisure centre	0	.0%
	Improve the quality of the shops/ more upmarket shops	0	.0%
	Fewer empty shops/ fill empty shops	1	1.0%
	Free parking	0	.0%
	Improve attractiveness of environment	3	3.0%
	Improve facilities for young people	1	1.0%
	Butchers/ individual food stores	0	.0%
	Maintain roads and pavements	1	1.0%
	More shoe shops	2	2.0%
	Fewer cheap shops/ charity shops	0	.0%
	More men's clothes shops	0	.0%
	More children's clothes shops	0	.0%
	An improved range of women's fashion stores	0	.0%
	Greengrocers/ larger greengrocers	0	.0%
	Improve quality of the bus station	0	.0%
	Reduce commercial rents/ rates	1	1.0%
	A Bank	2	2.0%
	Canal restorations	0	.0%
	Electrical shops	0	.0%
	More entertainment facilities	2	2.0%
	More/ better public toilets	0	.0%

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

		Area	
		Dursley/ Cam	
		Num	%
Other	Renovate town centre	0	.0%
	Retain heritage/ character	0	.0%
	A Next store	0	.0%
	Attract more people to the High Street	1	1.0%
	Better facilities for cyclists	0	.0%
	DIY store	0	.0%
	Music shops	0	.0%
	Improve access by car	0	.0%
	More clothing stores for older age groups	0	.0%
	More street performers/ entertainment	0	.0%
	More traffic wardens	0	.0%
	No more housing development	0	.0%
	A Waitrose store	0	.0%
	Pedestrian crossings	0	.0%
	Stop people parking on double yellow lines	0	.0%
	Traffic calming measures	0	.0%
	When the new Sainsbury's opens	2	2.0%
	Wider range of goods in general	1	1.0%
	Would like another store like Woolworths	0	.0%
	A delicatessen	0	.0%
	A good pizzeria	0	.0%
A health food shop	0	.0%	
A stationers	0	.0%	

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

		Area	
		Dursley/ Cam	
		Num	%
Other	An Aldi in the area	0	.0%
	Another chemist	0	.0%
	Baby Shop	0	.0%
	Bigger Co-op	0	.0%
	Build a petrol station	0	.0%
	Community centre	1	1.0%
	Complete/ finish road works	0	.0%
	Decorative antiques fair	0	.0%
	Currys/ B&Q	0	.0%
	Do something about Tricorn House	0	.0%
	Efficiency of the District Council	1	1.0%
	End plans to remove Library	0	.0%
	Fewer takeaways	0	.0%
	A post office/ sorting office in Wotton-under-Edge	0	.0%
	Improve access for the elderly	0	.0%
	Improve Christmas decorations	1	1.0%
	Improve evening entertainment	0	.0%
	Improve range of shops selling basic household goods	0	.0%
	Improve Stratford Park Leisure Centre	0	.0%
	Introduce an Edinburgh Woollen Mill	0	.0%
	Introduction of a Chinese/ Thai restaurant	0	.0%
	Italian Restaurant	0	.0%
Keep Mortimer Gardens tidier	0	.0%	

(cont.)

Q19. What improvements to the quality and range of facilities in Q16 would persuade your household to visit it more often?

		Area	
		Dursley/ Cam	
		Num	%
Other	Keep the public toilets open at night	0	.0%
	Keep the Wotton swimming pool open	0	.0%
	Laundrettes	0	.0%
	Fewer road signs	0	.0%
	Make more of Kings Square in Gloucester	0	.0%
	Mini roundabout by Lloyds bank	0	.0%
	More fast food places	1	1.0%
	More parking for the disabled	0	.0%
	More residential parking	0	.0%
	More toilets for children	0	.0%
	Need a bus from Oakridge to Cirencester	0	.0%
	A John Lewis store	0	.0%
	A Lidl store	1	1.0%
	Opening a wine bar in the evenings	0	.0%
	Outdoor shops/ camping stores	0	.0%
	Relaxation of conservation area	0	.0%
	Abolish oneway system	0	.0%
	Shuttle bus service from the town centre to the docks	0	.0%
	Street lighting should be dimmer	0	.0%
	The shop keepers need to be more polite to encourage custom	0	.0%
Traffic lights at mini roundabout off A46 junction	0	.0%	
Widen Silver Street	1	1.0%	

Q20a. Employment status of chief wage earner

	Base: All respondents		Area							
	Num	%	Stroud		Stonehouse		Painswick		Chalford	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1006	100.0%	100	100.0%	80	100.0%	80	100.0%	50	100.0%
Retired	439	43.6%	43	43.0%	30	37.5%	43	53.8%	19	38.0%
Working full time	429	42.6%	42	42.0%	40	50.0%	24	30.0%	24	48.0%
Working part time	80	8.0%	6	6.0%	6	7.5%	8	10.0%	3	6.0%
Refused	40	4.0%	5	5.0%	4	5.0%	4	5.0%	2	4.0%
Unemployed	12	1.2%	2	2.0%	0	.0%	1	1.3%	1	2.0%
A housewife	6	.6%	2	2.0%	0	.0%	0	.0%	1	2.0%

(cont.)

Q20a. Employment status of chief wage earner

	Area									
	Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe		Wotton		Southern Fringe	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	50	100.0%	82	100.0%	101	100.0%	81	100.0%	101	100.0%
Retired	36	72.0%	35	42.7%	40	39.6%	43	53.1%	29	28.7%
Working full time	10	20.0%	37	45.1%	43	42.6%	28	34.6%	54	53.5%
Working part time	3	6.0%	7	8.5%	10	9.9%	8	9.9%	13	12.9%
Refused	1	2.0%	1	1.2%	4	4.0%	2	2.5%	5	5.0%
Unemployed	0	.0%	0	.0%	4	4.0%	0	.0%	0	.0%
A housewife	0	.0%	2	2.4%	0	.0%	0	.0%	0	.0%

(cont.)

Q20a. Employment status of chief wage earner

	Area					
	Berkeley		Northern/ Western Fringe		Dursley/ Cam	
	Num	%	Num	%	Num	%
Base: All respondents	80	100.0%	100	100.0%	101	100.0%
Retired	35	43.8%	39	39.0%	47	46.5%
Working full time	38	47.5%	44	44.0%	45	44.6%
Working part time	4	5.0%	9	9.0%	3	3.0%
Refused	2	2.5%	8	8.0%	2	2.0%
Unemployed	0	.0%	0	.0%	4	4.0%
A housewife	1	1.3%	0	.0%	0	.0%

Q20c. SEG of chief wage earner

	Base: All respondents		Area							
	Num	%	Stroud		Stonehouse		Painswick		Chalford	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1006	100.0%	100	100.0%	80	100.0%	80	100.0%	50	100.0%
A/B	230	22.9%	17	17.0%	13	16.3%	22	27.5%	11	22.0%
C1	333	33.1%	32	32.0%	29	36.3%	30	37.5%	11	22.0%
C2	245	24.4%	36	36.0%	22	27.5%	13	16.3%	15	30.0%
D/E	136	13.5%	7	7.0%	12	15.0%	7	8.8%	8	16.0%
Refused	62	6.2%	8	8.0%	4	5.0%	8	10.0%	5	10.0%

(cont.)

Q20c. SEG of chief wage earner

	Area									
	Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe		Wotton		Southern Fringe	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	50	100.0%	82	100.0%	101	100.0%	81	100.0%	101	100.0%
A/B	15	30.0%	24	29.3%	20	19.8%	15	18.5%	29	28.7%
C1	18	36.0%	27	32.9%	33	32.7%	25	30.9%	42	41.6%
C2	5	10.0%	16	19.5%	22	21.8%	20	24.7%	15	14.9%
D/E	9	18.0%	13	15.9%	18	17.8%	16	19.8%	10	9.9%
Refused	3	6.0%	2	2.4%	8	7.9%	5	6.2%	5	5.0%

(cont.)

Q20c. SEG of chief wage earner

	Area					
	Berkeley		Northern/ Western Fringe		Dursley/ Cam	
	Num	%	Num	%	Num	%
Base: All respondents	80	100.0%	100	100.0%	101	100.0%
A/B	14	17.5%	25	25.0%	25	24.8%
C1	24	30.0%	28	28.0%	34	33.7%
C2	27	33.8%	27	27.0%	27	26.7%
D/E	14	17.5%	11	11.0%	11	10.9%
Refused	1	1.3%	9	9.0%	4	4.0%

Q21. Age group of respondent

	Base: All respondents		Area							
	Num	%	Stroud		Stonehouse		Painswick		Chalford	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1006	100.0%	100	100.0%	80	100.0%	80	100.0%	50	100.0%
18 – 24 years	6	.6%	0	.0%	1	1.3%	0	.0%	0	.0%
25 – 34 years	34	3.4%	3	3.0%	3	3.8%	3	3.8%	1	2.0%
35 – 44 years	136	13.5%	12	12.0%	7	8.8%	8	10.0%	14	28.0%
45 – 54 years	191	19.0%	26	26.0%	22	27.5%	11	13.8%	6	12.0%
55 – 64 years	235	23.4%	21	21.0%	18	22.5%	21	26.3%	9	18.0%
65 years or above	378	37.6%	35	35.0%	25	31.3%	35	43.8%	17	34.0%
Refused	26	2.6%	3	3.0%	4	5.0%	2	2.5%	3	6.0%

(cont.)

Q21. Age group of respondent

	Area									
	Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe		Wotton		Southern Fringe	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	50	100.0%	82	100.0%	101	100.0%	81	100.0%	101	100.0%
18 – 24 years	0	.0%	1	1.2%	0	.0%	0	.0%	1	1.0%
25 – 34 years	1	2.0%	4	4.9%	2	2.0%	2	2.5%	2	2.0%
35 – 44 years	2	4.0%	11	13.4%	18	17.8%	4	4.9%	20	19.8%
45 – 54 years	6	12.0%	15	18.3%	16	15.8%	15	18.5%	25	24.8%
55 – 64 years	10	20.0%	20	24.4%	25	24.8%	25	30.9%	26	25.7%
65 years or above	30	60.0%	31	37.8%	37	36.6%	35	43.2%	25	24.8%
Refused	1	2.0%	0	.0%	3	3.0%	0	.0%	2	2.0%

(cont.)

Q21. Age group of respondent

	Area					
	Berkeley		Northern/ Western Fringe		Dursley/ Cam	
	Num	%	Num	%	Num	%
Base: All respondents	80	100.0%	100	100.0%	101	100.0%
18 - 24 years	2	2.5%	0	.0%	1	1.0%
25 - 34 years	5	6.3%	3	3.0%	5	5.0%
35 - 44 years	11	13.8%	14	14.0%	15	14.9%
45 - 54 years	11	13.8%	20	20.0%	18	17.8%
55 - 64 years	15	18.8%	22	22.0%	23	22.8%
65 years or above	35	43.8%	35	35.0%	38	37.6%
Refused	1	1.3%	6	6.0%	1	1.0%

Q22. Number of cars in the household

	Base: All respondents		Area							
	Num	%	Stroud		Stonehouse		Painswick		Chalford	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1006	100.0%	100	100.0%	80	100.0%	80	100.0%	50	100.0%
None	88	8.7%	18	18.0%	8	10.0%	3	3.8%	2	4.0%
1	420	41.7%	40	40.0%	33	41.3%	39	48.8%	22	44.0%
2	360	35.8%	32	32.0%	27	33.8%	28	35.0%	18	36.0%
3 or more	107	10.6%	5	5.0%	9	11.3%	7	8.8%	6	12.0%
Refused	31	3.1%	5	5.0%	3	3.8%	3	3.8%	2	4.0%

(cont.)

Q22. Number of cars in the household

	Area									
	Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe		Wotton		Southern Fringe	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	50	100.0%	82	100.0%	101	100.0%	81	100.0%	101	100.0%
None	4	8.0%	8	9.8%	4	4.0%	8	9.9%	4	4.0%
1	24	48.0%	35	42.7%	45	44.6%	37	45.7%	27	26.7%
2	16	32.0%	26	31.7%	40	39.6%	32	39.5%	46	45.5%
3 or more	4	8.0%	12	14.6%	8	7.9%	4	4.9%	21	20.8%
Refused	2	4.0%	1	1.2%	4	4.0%	0	.0%	3	3.0%

(cont.)

Q22. Number of cars in the household

	Area					
	Berkeley		Northern/ Western Fringe		Dursley/ Cam	
	Num	%	Num	%	Num	%
Base: All respondents	80	100.0%	100	100.0%	101	100.0%
None	9	11.3%	9	9.0%	11	10.9%
1	35	43.8%	40	40.0%	43	42.6%
2	26	32.5%	37	37.0%	32	31.7%
3 or more	9	11.3%	8	8.0%	14	13.9%
Refused	1	1.3%	6	6.0%	1	1.0%

Q23. Approximate household income

	Base: All respondents		Area							
	Num	%	Stroud		Stonehouse		Painswick		Chalford	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1006	100.0%	100	100.0%	80	100.0%	80	100.0%	50	100.0%
£0 - £15,000	115	11.4%	15	15.0%	16	20.0%	8	10.0%	8	16.0%
£15,000 - £20,000	50	5.0%	3	3.0%	2	2.5%	4	5.0%	2	4.0%
£21,000 - £30,000	61	6.1%	6	6.0%	8	10.0%	10	12.5%	2	4.0%
£31,000 - £40,000	55	5.5%	7	7.0%	8	10.0%	4	5.0%	3	6.0%
£41,000 - £50,000	34	3.4%	2	2.0%	4	5.0%	1	1.3%	4	8.0%
£51,000 - £60,000	42	4.2%	4	4.0%	2	2.5%	3	3.8%	1	2.0%
£61,000 - £70,000	17	1.7%	3	3.0%	1	1.3%	0	.0%	0	.0%
£71,000 - £80,000	15	1.5%	2	2.0%	1	1.3%	1	1.3%	1	2.0%
£81,000 - £90,000	7	.7%	0	.0%	0	.0%	0	.0%	0	.0%
£91,000 - £100,000	8	.8%	0	.0%	1	1.3%	0	.0%	0	.0%
£100,000 - £150,000	9	.9%	1	1.0%	1	1.3%	1	1.3%	1	2.0%
£151,000+	7	.7%	0	.0%	0	.0%	2	2.5%	0	.0%
Refused	586	58.3%	57	57.0%	36	45.0%	46	57.5%	28	56.0%

(cont.)

Q23. Approximate household income

	Area									
	Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe		Wotton		Southern Fringe	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	50	100.0%	82	100.0%	101	100.0%	81	100.0%	101	100.0%
£0 - £15,000	5	10.0%	8	9.8%	6	5.9%	7	8.6%	5	5.0%
£15,000 - £20,000	1	2.0%	5	6.1%	5	5.0%	5	6.2%	5	5.0%
£21,000 - £30,000	4	8.0%	6	7.3%	1	1.0%	7	8.6%	6	5.9%
£31,000 - £40,000	3	6.0%	2	2.4%	5	5.0%	1	1.2%	7	6.9%
£41,000 - £50,000	0	.0%	2	2.4%	4	4.0%	3	3.7%	3	3.0%
£51,000 - £60,000	3	6.0%	2	2.4%	6	5.9%	6	7.4%	8	7.9%
£61,000 - £70,000	0	.0%	4	4.9%	0	.0%	1	1.2%	4	4.0%
£71,000 - £80,000	0	.0%	1	1.2%	3	3.0%	1	1.2%	4	4.0%
£81,000 - £90,000	0	.0%	2	2.4%	0	.0%	1	1.2%	1	1.0%
£91,000 - £100,000	0	.0%	0	.0%	1	1.0%	0	.0%	1	1.0%
£100,000 - £150,000	1	2.0%	0	.0%	0	.0%	1	1.2%	1	1.0%
£151,000+	1	2.0%	1	1.2%	1	1.0%	0	.0%	0	.0%
Refused	32	64.0%	49	59.8%	69	68.3%	48	59.3%	56	55.4%

(cont.)

Q23. Approximate household income

	Area					
	Berkeley		Northern/ Western Fringe		Dursley/ Cam	
	Num	%	Num	%	Num	%
Base: All respondents	80	100.0%	100	100.0%	101	100.0%
£0 - £15,000	12	15.0%	11	11.0%	14	13.9%
£15,000 - £20,000	6	7.5%	5	5.0%	7	6.9%
£21,000 - £30,000	4	5.0%	3	3.0%	4	4.0%
£31,000 - £40,000	1	1.3%	9	9.0%	5	5.0%
£41,000 - £50,000	3	3.8%	3	3.0%	5	5.0%
£51,000 - £60,000	4	5.0%	1	1.0%	2	2.0%
£61,000 - £70,000	1	1.3%	2	2.0%	1	1.0%
£71,000 - £80,000	0	.0%	0	.0%	1	1.0%
£81,000 - £90,000	0	.0%	3	3.0%	0	.0%
£91,000 - £100,000	3	3.8%	0	.0%	2	2.0%
£100,000 - £150,000	1	1.3%	0	.0%	1	1.0%
£151,000+	2	2.5%	0	.0%	0	.0%
Refused	43	53.8%	63	63.0%	59	58.4%

Q24. Would you be willing to be recontacted for future quality control purposes?

	Base: All respondents		Area							
	Num	%	Stroud		Stonehouse		Painswick		Chalford	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1006	100.0%	100	100.0%	80	100.0%	80	100.0%	50	100.0%
Yes	709	70.5%	65	65.0%	57	71.3%	50	62.5%	37	74.0%
No	297	29.5%	35	35.0%	23	28.8%	30	37.5%	13	26.0%

(cont.)

Q24. Would you be willing to be recontacted for future quality control purposes?

	Area									
	Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe		Wotton		Southern Fringe	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	50	100.0%	82	100.0%	101	100.0%	81	100.0%	101	100.0%
Yes	33	66.0%	59	72.0%	74	73.3%	66	81.5%	77	76.2%
No	17	34.0%	23	28.0%	27	26.7%	15	18.5%	24	23.8%

(cont.)

Q24. Would you be willing to be recontacted for future quality control purposes?

	Area					
	Berkeley		Northern/ Western Fringe		Dursley/ Cam	
	Num	%	Num	%	Num	%
Base: All respondents	80	100.0%	100	100.0%	101	100.0%
Yes	59	73.8%	54	54.0%	78	77.2%
No	21	26.3%	46	46.0%	23	22.8%

Q25. Gender of respondent

	Base: All respondents		Area							
	Num	%	Stroud		Stonehouse		Painswick		Chalford	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1006	100.0%	100	100.0%	80	100.0%	80	100.0%	50	100.0%
Male	285	28.3%	31	31.0%	25	31.3%	23	28.8%	12	24.0%
Female	721	71.7%	69	69.0%	55	68.8%	57	71.3%	38	76.0%

(cont.)

Q25. Gender of respondent

	Area									
	Minchinhampton		Nailsworth		Tetbury/ Eastern Fringe		Wotton		Southern Fringe	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	50	100.0%	82	100.0%	101	100.0%	81	100.0%	101	100.0%
Male	21	42.0%	23	28.0%	28	27.7%	22	27.2%	24	23.8%
Female	29	58.0%	59	72.0%	73	72.3%	59	72.8%	77	76.2%

(cont.)

Q25. Gender of respondent

	Area					
	Berkeley		Northern/ Western Fringe		Dursley/ Cam	
	Num	%	Num	%	Num	%
Base: All respondents	80	100.0%	100	100.0%	101	100.0%
Male	27	33.8%	18	18.0%	31	30.7%
Female	53	66.3%	82	82.0%	70	69.3%

Appendix C
On-Street Survey Results

Day of interview

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	652	100.0%	226	100.0%	103	100.0%	75	100.0%	100	100.0%
Monday	101	15.5%	0	.0%	51	49.5%	50	66.7%	0	.0%
Tuesday	125	19.2%	50	22.1%	0	.0%	0	.0%	25	25.0%
Wednesday	50	7.7%	25	11.1%	0	.0%	0	.0%	0	.0%
Thursday	79	12.1%	54	23.9%	0	.0%	0	.0%	25	25.0%
Friday	98	15.0%	47	20.8%	26	25.2%	0	.0%	25	25.0%
Saturday	199	30.5%	50	22.1%	26	25.2%	25	33.3%	25	25.0%

(cont.)

Day of interview

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: All respondents	98	100.0%	50	100.0%
Monday	0	.0%	0	.0%
Tuesday	25	25.5%	25	50.0%
Wednesday	25	25.5%	0	.0%
Thursday	0	.0%	0	.0%
Friday	0	.0%	0	.0%
Saturday	48	49.0%	25	50.0%

Town of interview

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	652	100.0%	226	100.0%	103	100.0%	75	100.0%	100	100.0%
Stroud	226	100.0%	226	100.0%	0	.0%	0	.0%	0	.0%
Dursley	103	100.0%	0	.0%	103	100.0%	0	.0%	0	.0%
Wotton under Edge	75	100.0%	0	.0%	0	.0%	75	100.0%	0	.0%
Nailsworth	100	100.0%	0	.0%	0	.0%	0	.0%	100	100.0%
Stonehouse	98	100.0%	0	.0%	0	.0%	0	.0%	0	.0%
Berkeley	50	100.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Town of interview

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: All respondents	98	100.0%	50	100.0%
Stroud	0	.0%	0	.0%
Dursley	0	.0%	0	.0%
Wotton under Edge	0	.0%	0	.0%
Nailsworth	0	.0%	0	.0%
Stonehouse	98	100.0%	0	.0%
Berkeley	0	.0%	50	100.0%

Time of interview

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	652	100.0%	226	100.0%	103	100.0%	75	100.0%	100	100.0%
10am - 12pm	203	31.1%	66	29.2%	45	43.7%	27	36.0%	26	26.0%
12pm - 2pm	233	35.7%	91	40.3%	33	32.0%	19	25.3%	32	32.0%
2pm - 4pm	216	33.1%	69	30.5%	25	24.3%	29	38.7%	42	42.0%

(cont.)

Time of interview

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: All respondents	98	100.0%	50	100.0%
10am - 12pm	25	25.5%	14	28.0%
12pm - 2pm	34	34.7%	24	48.0%
2pm - 4pm	39	39.8%	12	24.0%

QA. Have you recently answered a survey in any other towns in the District?

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	652	100.0%	226	100.0%	103	100.0%	75	100.0%	100	100.0%
No	652	100.0%	226	100.0%	103	100.0%	75	100.0%	100	100.0%

(cont.)

QA. Have you recently answered a survey in any other towns in the District?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: All respondents	98	100.0%	50	100.0%
No	98	100.0%	50	100.0%

Postcode of respondent

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	652	100.0%	226	100.0%	103	100.0%	75	100.0%	100	100.0%
Refused	29	4.4%	1	.4%	1	1.0%	26	34.7%	1	1.0%
Living abroad	2	.3%	1	.4%	0	.0%	0	.0%	0	.0%
AL13 9DE	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
B36 9HZ	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
BA1 2XE	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
BA11 2TJ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
BD15 9LP	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
BN17 6DZ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
BS10 7FH	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
BS13 4LQ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
BS13 8ER	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
BS14 0AP	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
BS14 8AA	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
BS15 1RT	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
BS16 2NJ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
BS16 4RR	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
BS22 8QH	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
BS22 9LX	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
BS27 3UG	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
BS3 1RZ	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
BS30 8DS	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
BS37	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
BS37 6DB	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
BS4 2RD	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
BS4 2TL	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
BS41 9JQ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
BS7 0QA	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
CF24 2RR	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
CF6 4HA	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
CH49 3LS	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
CV24 4RN	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
DT6 3AJ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
DT9 3JX	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
FY3 7AJ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
G16 4BZ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
G26 0BQ	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GA1 3QF	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL0 0JP	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL0 4BZ	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL1 2RY	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL10	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL10 0HN	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2AD	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2AQ	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2AR	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2AW	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2AX	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2BF	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2DL	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2DN	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL10 2DP	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2DQ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2DR	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
GL10 2DS	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2DW	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2DZ	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL10 2ED	2	.3%	1	.4%	0	.0%	0	.0%	0	.0%
GL10 2EE	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2EX	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2HD	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2HH	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL10 2HL	3	.5%	2	.9%	0	.0%	0	.0%	0	.0%
GL10 2HR	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2HS	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2HU	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2HW	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2JR	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2JS	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2JW	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2JY	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2JZ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2LG	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2LS	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2NA	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2NE	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2NG	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2NR	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2NT	2	.3%	2	.9%	0	.0%	0	.0%	0	.0%
GL10 2NW	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2PG	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
GL10 2PN	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2PQ	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2PR	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2PS	2	.3%	1	.4%	0	.0%	0	.0%	0	.0%
GL10 2PT	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2PX	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2PY	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2QB	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL10 2QP	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2QR	2	.3%	1	.4%	1	1.0%	0	.0%	0	.0%
GL10 2QS	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 2WW	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 3AB	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL10 3BA	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL10 3DN	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 3DR	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 3HR	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL10 3JN	2	.3%	1	.4%	0	.0%	0	.0%	0	.0%
GL10 3JW	2	.3%	2	.9%	0	.0%	0	.0%	0	.0%
GL10 3JX	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 3LB	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 3LF	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL10 3NB	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 3ND	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 3PJ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 3PL	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 3QF	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
GL10 3QN	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL10 3QP	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 3QQ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 3QW	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 3RA	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 3SF	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 3SP	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL10 3TY	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL10 7AP	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL10 9DB	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL11	3	.5%	0	.0%	2	1.9%	0	.0%	1	1.0%
GL11 4AF	2	.3%	1	.4%	1	1.0%	0	.0%	0	.0%
GL11 4AJ	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4AW	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4BE	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4BW	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4DE	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4DS	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4DT	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4DZ	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4ED	3	.5%	0	.0%	3	2.9%	0	.0%	0	.0%
GL11 4EF	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4EG	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4EP	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4EZ	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4GJ	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4JR	2	.3%	0	.0%	1	1.0%	1	1.3%	0	.0%

(cont.)

Postcode of respondent

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
GL11 4JZ	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4LB	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4LG	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4LH	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL11 4LP	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4ND	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4NT	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4NU	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4NV	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4OS	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4PA	4	.6%	0	.0%	3	2.9%	0	.0%	0	.0%
GL11 4PB	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4PG	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4PQ	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4PS	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4PT	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4PU	2	.3%	1	.4%	1	1.0%	0	.0%	0	.0%
GL11 4PV	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4PZ	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4QJ	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4QL	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4SH	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4SP	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 4WT	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 5AC	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL11 5AS	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 5BA	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
GL11 5BW	2	.3%	2	.9%	0	.0%	0	.0%	0	.0%
GL11 5EG	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL11 5EP	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL11 5GH	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 5HR	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 5JG	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL11 5JP	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL11 5LH	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 5LS	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 5NG	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL11 5NR	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 5PC	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 5PT	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL11 5PX	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 5RE	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL11 5RN	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 5SP	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 5UY	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 6DD	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL11 6DJ	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 6DL	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 6HQ	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 6LF	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 6LJ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL11 6LS	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 6LX	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL11 6PL	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
GL12 2AF	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL12 2AR	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL12 2AX	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL12 2JE	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL12 2JJ	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL12 2LW	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL12 4LB	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL12 4PB	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL12 7AB	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL12 7AG	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL12 7AN	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL12 7AR	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL12 7DB	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL12 7DH	2	.3%	0	.0%	0	.0%	2	2.7%	0	.0%
GL12 7DT	2	.3%	0	.0%	0	.0%	2	2.7%	0	.0%
GL12 7DZ	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL12 7EP	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL12 7HB	3	.5%	0	.0%	0	.0%	3	4.0%	0	.0%
GL12 7HJ	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL12 7HT	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL12 7HX	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL12 7JA	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL12 7JF	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL12 7JS	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL12 7JZ	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL12 7LD	2	.3%	0	.0%	2	1.9%	0	.0%	0	.0%
GL12 7LT	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%

(cont.)

Postcode of respondent

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
GL12 7LU	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL12 7NR	2	.3%	0	.0%	0	.0%	2	2.7%	0	.0%
GL12 7PH	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL12 7PT	2	.3%	0	.0%	0	.0%	2	2.7%	0	.0%
GL12 7SB	2	.3%	0	.0%	1	1.0%	1	1.3%	0	.0%
GL12 7SD	2	.3%	0	.0%	1	1.0%	1	1.3%	0	.0%
GL12 7SE	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL12 8HD	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL12 8NP	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL12 8RF	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL12 8SF	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL12 8TN	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL13	3	.5%	0	.0%	1	1.0%	0	.0%	0	.0%
GL13 1LP	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 5GU	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL13 9AD	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL13 9AF	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 9AL	3	.5%	0	.0%	1	1.0%	0	.0%	0	.0%
GL13 9AP	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 9BE	3	.5%	0	.0%	1	1.0%	0	.0%	0	.0%
GL13 9BH	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 9BJ	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 9BN	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 9BP	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 9BS	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 9BT	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 9BU	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
GL13 9DB	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 9DE	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 9DF	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 9DN	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 9EF	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 9ES	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 9HU	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL13 9HX	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 9JL	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 9JQ	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL13 9JR	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 9NR	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 9NY	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 9PE	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 9PL	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 9PU	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 9QX	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 9TE	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 9TJ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 9TP	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%
GL13 9TQ	3	.5%	0	.0%	1	1.0%	0	.0%	0	.0%
GL13 9UT	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL14 5NR	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL14 5NT	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL18 2HD	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL2 2RF	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL2 4GJ	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
GL2 4PW	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL2 4QH	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL2 4QX	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL2 4SP	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL2 7AT	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL2 7HG	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL2 7HJ	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL2 7HP	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL2 7LH	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL2 7LN	3	.5%	0	.0%	1	1.0%	0	.0%	0	.0%
GL2 7LZ	2	.3%	1	.4%	0	.0%	0	.0%	0	.0%
GL2 7OF	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL2 9DF	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL23 6RB	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL25 4LN	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL3 3NP	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL4 0BG	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL4 0SZ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL4 3YW	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL4 6HX	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL4 6SX	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL4 6UZ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL4 8AY	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL4 8HP	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL41 0TE	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL5	2	.3%	1	.4%	0	.0%	0	.0%	1	1.0%
GL5 0NL	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
GL5 1AF	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1BB	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1DJ	2	.3%	2	.9%	0	.0%	0	.0%	0	.0%
GL5 1DR	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1DU	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1EA	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1ED	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1EE	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1FB	2	.3%	2	.9%	0	.0%	0	.0%	0	.0%
GL5 1FN	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1HF	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1HR	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1HY	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL5 1JT	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1JU	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1LG	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1LS	2	.3%	1	.4%	1	1.0%	0	.0%	0	.0%
GL5 1LW	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1LY	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1LZ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1ND	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1NF	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1NN	2	.3%	2	.9%	0	.0%	0	.0%	0	.0%
GL5 1NS	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1PP	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1PR	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1PY	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
GL5 1PZ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1QZ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1RQ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1SB	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1SD	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1SH	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1SR	2	.3%	2	.9%	0	.0%	0	.0%	0	.0%
GL5 1SZ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1TB	2	.3%	2	.9%	0	.0%	0	.0%	0	.0%
GL5 1TS	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1UT	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 1UX	2	.3%	2	.9%	0	.0%	0	.0%	0	.0%
GL5 2AE	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 2AH	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 2DQ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 2DZ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 2EB	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 2EN	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 2HR	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 2HU	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 2LV	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 2PP	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL5 2QJ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 2SJ	2	.3%	0	.0%	0	.0%	0	.0%	2	2.0%
GL5 3AQ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 3BL	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 3BP	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
GL5 3BX	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 3DA	2	.3%	2	.9%	0	.0%	0	.0%	0	.0%
GL5 3ER	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 3FR	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 3HL	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL5 3HN	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL5 3HQ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 3HR	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 3JG	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 3JS	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 3L5	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL5 3LB	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 3LC	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 3ND	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 3NE	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 3NG	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 3NJ	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL5 3PG	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 3PX	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL5 3RA	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 3RR	3	.5%	3	1.3%	0	.0%	0	.0%	0	.0%
GL5 3SF	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 3SG	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 3SJ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 3TZ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4AJ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4AL	2	.3%	2	.9%	0	.0%	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
GL5 4AU	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4CU	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4DF	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL5 4DP	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4DS	2	.3%	1	.4%	0	.0%	0	.0%	1	1.0%
GL5 4EB	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4HA	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4HH	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4HN	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4HR	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4JA	2	.3%	1	.4%	0	.0%	0	.0%	1	1.0%
GL5 4JF	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL5 4JG	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4JQ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4LB	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4LL	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4LW	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4LZ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4NH	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4NY	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL5 4PF	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4PR	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4PU	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4QD	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL5 4RN	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4RS	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4SF	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
GL5 4SG	2	.3%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4SH	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4SN	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4SQ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4ST	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4SW	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4SY	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4TD	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 4TU	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL5 4UB	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL5 4WE	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 5AS	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 5HR	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 5JA	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 5LG	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 5NL	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 5NS	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL5 5PA	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL5 6JS	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL5 8GQ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL50 3IN	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL50 4UG	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL51 0XP	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL52 3HR	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL53 9QY	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL6 0AD	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%

(cont.)

Postcode of respondent

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
GL6 0AY	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL6 0BG	2	.3%	1	.4%	0	.0%	0	.0%	1	1.0%
GL6 0BL	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0DG	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0DP	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0DX	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL6 0EF	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0EN	2	.3%	0	.0%	0	.0%	0	.0%	2	2.0%
GL6 0EP	2	.3%	0	.0%	0	.0%	0	.0%	2	2.0%
GL6 0EQ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL6 0EW	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0EY	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0FB	2	.3%	1	.4%	0	.0%	0	.0%	1	1.0%
GL6 0FR	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0GD	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0GS	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0HD	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0HE	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL6 0HG	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0HH	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0HW	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0HX	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0HY	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0JD	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0JG	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL6 0JQ	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0JY	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%

(cont.)

Postcode of respondent

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
GL6 0JZ	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0LD	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0LY	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL6 0LZ	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0NA	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0NG	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0NN	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0NY	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL6 0PP	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0PQ	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0QP	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0RA	2	.3%	0	.0%	0	.0%	0	.0%	2	2.0%
GL6 0RE	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0RX	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0SA	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL6 0SJ	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0SP	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0TA	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0TG	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0TH	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 0TN	2	.3%	0	.0%	0	.0%	0	.0%	2	2.0%
GL6 0TQ	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 2EE	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 6AH	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL6 6JL	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL6 6QS	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL6 6QT	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
GL6 7DA	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 7DR	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 7NL	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL6 7RQ	2	.3%	2	.9%	0	.0%	0	.0%	0	.0%
GL6 8AR	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL6 8DD	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL6 8DJ	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
GL6 8DX	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 8HH	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 8JP	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 8JY	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL6 8LL	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL6 8LT	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL6 8NQ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL6 8PU	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 8QR	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL6 8RT	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL6 9AF	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 9CP	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 9EN	2	.3%	0	.0%	0	.0%	0	.0%	2	2.0%
GL6 9EW	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 9EX	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 9JD	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL6 9JP	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL6 9LB	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL6 9LN	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
GL7 1QQ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
GL7 6AT	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
GL8 8NL	2	.3%	0	.0%	0	.0%	0	.0%	2	2.0%
GL8 8NP	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL8 8PB	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL8 8UP	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
GL9 1BB	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL9 1BJ	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
GL9 1GA	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
HA6 3SJ	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
LE13 1HR	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
LE67 2JT	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
LL4 6BW	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
M38 0FA	1	.2%	0	.0%	0	.0%	1	1.3%	0	.0%
NE6 5AS	1	.2%	0	.0%	0	.0%	0	.0%	1	1.0%
NG7 1QA	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
NP25 3HD	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
OX26 6XS	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
PO35 5QD	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
PR9 7DZ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
RH4 1NG	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
SN2 2NT	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
SN3 5BA	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
SN6 6DX	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
TA2 6PL	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
TQ5 0DJ	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%
TW9 2TH	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
WF3 4JY	1	.2%	0	.0%	1	1.0%	0	.0%	0	.0%
WN5 8PN	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: All respondents	98	100.0%	50	100.0%
Refused	0	.0%	0	.0%
Living abroad	1	1.0%	0	.0%
AL13 9DE	0	.0%	1	2.0%
B36 9HZ	0	.0%	0	.0%
BA1 2XE	0	.0%	0	.0%
BA11 2TJ	0	.0%	0	.0%
BD15 9LP	0	.0%	0	.0%
BN17 6DZ	0	.0%	0	.0%
BS10 7FH	0	.0%	0	.0%
BS13 4LQ	0	.0%	0	.0%
BS13 8ER	0	.0%	0	.0%
BS14 0AP	0	.0%	0	.0%
BS14 8AA	0	.0%	0	.0%
BS15 1RT	0	.0%	0	.0%
BS16 2NJ	0	.0%	0	.0%
BS16 4RR	0	.0%	0	.0%
BS22 8QH	0	.0%	0	.0%
BS22 9LX	0	.0%	0	.0%
BS27 3UG	0	.0%	0	.0%
BS3 1RZ	0	.0%	0	.0%
BS30 8DS	0	.0%	0	.0%
BS37	0	.0%	0	.0%
BS37 6DB	0	.0%	0	.0%
BS4 2RD	0	.0%	0	.0%
BS4 2TL	0	.0%	0	.0%
BS41 9JQ	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Stonehouse		Berkeley	
	Num	%	Num	%
BS7 0QA	0	.0%	0	.0%
CF24 2RR	0	.0%	0	.0%
CF6 4HA	0	.0%	0	.0%
CH49 3LS	0	.0%	0	.0%
CV24 4RN	0	.0%	0	.0%
DT6 3AJ	0	.0%	0	.0%
DT9 3JX	0	.0%	0	.0%
FY3 7AJ	0	.0%	1	2.0%
G16 4BZ	0	.0%	0	.0%
G26 0BQ	0	.0%	0	.0%
GA1 3QF	0	.0%	0	.0%
GL0 0JP	0	.0%	0	.0%
GL0 4BZ	0	.0%	0	.0%
GL1 2RY	0	.0%	0	.0%
GL10	0	.0%	0	.0%
GL10 0HN	1	1.0%	0	.0%
GL10 2AD	1	1.0%	0	.0%
GL10 2AQ	2	2.0%	0	.0%
GL10 2AR	2	2.0%	0	.0%
GL10 2AW	1	1.0%	0	.0%
GL10 2AX	1	1.0%	0	.0%
GL10 2BF	1	1.0%	0	.0%
GL10 2DL	1	1.0%	0	.0%
GL10 2DN	0	.0%	0	.0%
GL10 2DP	2	2.0%	0	.0%
GL10 2DQ	1	1.0%	0	.0%
GL10 2DR	1	1.0%	0	.0%

(cont.)

Postcode of respondent

	Stonehouse		Berkeley	
	Num	%	Num	%
GL10 2DS	1	1.0%	0	.0%
GL10 2DW	2	2.0%	0	.0%
GL10 2DZ	0	.0%	0	.0%
GL10 2ED	1	1.0%	0	.0%
GL10 2EE	1	1.0%	0	.0%
GL10 2EX	1	1.0%	0	.0%
GL10 2HD	1	1.0%	0	.0%
GL10 2HH	0	.0%	0	.0%
GL10 2HL	1	1.0%	0	.0%
GL10 2HR	1	1.0%	0	.0%
GL10 2HS	1	1.0%	0	.0%
GL10 2HU	1	1.0%	0	.0%
GL10 2HW	1	1.0%	0	.0%
GL10 2JR	1	1.0%	0	.0%
GL10 2JS	1	1.0%	0	.0%
GL10 2JW	1	1.0%	0	.0%
GL10 2JY	1	1.0%	0	.0%
GL10 2JZ	1	1.0%	0	.0%
GL10 2LG	1	1.0%	0	.0%
GL10 2LS	1	1.0%	0	.0%
GL10 2NA	1	1.0%	0	.0%
GL10 2NE	1	1.0%	0	.0%
GL10 2NG	2	2.0%	0	.0%
GL10 2NR	3	3.1%	0	.0%
GL10 2NT	0	.0%	0	.0%
GL10 2NW	2	2.0%	0	.0%
GL10 2PG	4	4.1%	0	.0%

(cont.)

Postcode of respondent

	Stonehouse		Berkeley	
	Num	%	Num	%
GL10 2PN	1	1.0%	0	.0%
GL10 2PQ	2	2.0%	0	.0%
GL10 2PR	2	2.0%	0	.0%
GL10 2PS	1	1.0%	0	.0%
GL10 2PT	1	1.0%	0	.0%
GL10 2PX	1	1.0%	0	.0%
GL10 2PY	1	1.0%	0	.0%
GL10 2QB	0	.0%	0	.0%
GL10 2QP	2	2.0%	0	.0%
GL10 2QR	0	.0%	0	.0%
GL10 2QS	1	1.0%	0	.0%
GL10 2WW	1	1.0%	0	.0%
GL10 3AB	0	.0%	0	.0%
GL10 3BA	0	.0%	0	.0%
GL10 3DN	1	1.0%	0	.0%
GL10 3DR	1	1.0%	0	.0%
GL10 3HR	0	.0%	0	.0%
GL10 3JN	1	1.0%	0	.0%
GL10 3JW	0	.0%	0	.0%
GL10 3JX	1	1.0%	0	.0%
GL10 3LB	1	1.0%	0	.0%
GL10 3LF	0	.0%	0	.0%
GL10 3NB	1	1.0%	0	.0%
GL10 3ND	1	1.0%	0	.0%
GL10 3PJ	1	1.0%	0	.0%
GL10 3PL	1	1.0%	0	.0%
GL10 3QF	1	1.0%	0	.0%

(cont.)

Postcode of respondent

	Stonehouse		Berkeley	
	Num	%	Num	%
GL10 3QN	0	.0%	0	.0%
GL10 3QP	2	2.0%	0	.0%
GL10 3QQ	1	1.0%	0	.0%
GL10 3QW	1	1.0%	0	.0%
GL10 3RA	1	1.0%	0	.0%
GL10 3SF	1	1.0%	0	.0%
GL10 3SP	1	1.0%	0	.0%
GL10 3TY	0	.0%	0	.0%
GL10 7AP	0	.0%	0	.0%
GL10 9DB	0	.0%	1	2.0%
GL11	0	.0%	0	.0%
GL11 4AF	0	.0%	0	.0%
GL11 4AJ	0	.0%	0	.0%
GL11 4AW	0	.0%	0	.0%
GL11 4BE	0	.0%	0	.0%
GL11 4BW	0	.0%	0	.0%
GL11 4DE	0	.0%	0	.0%
GL11 4DS	0	.0%	0	.0%
GL11 4DT	0	.0%	0	.0%
GL11 4DZ	0	.0%	0	.0%
GL11 4ED	0	.0%	0	.0%
GL11 4EF	0	.0%	0	.0%
GL11 4EG	0	.0%	0	.0%
GL11 4EP	0	.0%	0	.0%
GL11 4EZ	0	.0%	0	.0%
GL11 4GJ	0	.0%	0	.0%
GL11 4JR	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Stonehouse		Berkeley	
	Num	%	Num	%
GL11 4JZ	0	.0%	0	.0%
GL11 4LB	0	.0%	0	.0%
GL11 4LG	0	.0%	0	.0%
GL11 4LH	0	.0%	0	.0%
GL11 4LP	0	.0%	0	.0%
GL11 4ND	0	.0%	0	.0%
GL11 4NT	0	.0%	0	.0%
GL11 4NU	0	.0%	0	.0%
GL11 4NV	0	.0%	0	.0%
GL11 4OS	0	.0%	0	.0%
GL11 4PA	1	1.0%	0	.0%
GL11 4PB	0	.0%	0	.0%
GL11 4PG	0	.0%	0	.0%
GL11 4PQ	0	.0%	0	.0%
GL11 4PS	0	.0%	0	.0%
GL11 4PT	0	.0%	0	.0%
GL11 4PU	0	.0%	0	.0%
GL11 4PV	0	.0%	0	.0%
GL11 4PZ	0	.0%	0	.0%
GL11 4QJ	0	.0%	0	.0%
GL11 4QL	0	.0%	0	.0%
GL11 4SH	0	.0%	0	.0%
GL11 4SP	0	.0%	0	.0%
GL11 4WT	0	.0%	0	.0%
GL11 5AC	0	.0%	0	.0%
GL11 5AS	0	.0%	0	.0%
GL11 5BA	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Stonehouse		Berkeley	
	Num	%	Num	%
GL11 5BW	0	.0%	0	.0%
GL11 5EG	1	1.0%	0	.0%
GL11 5EP	0	.0%	0	.0%
GL11 5GH	0	.0%	0	.0%
GL11 5HR	0	.0%	0	.0%
GL11 5JG	0	.0%	0	.0%
GL11 5JP	0	.0%	0	.0%
GL11 5LH	0	.0%	0	.0%
GL11 5LS	0	.0%	0	.0%
GL11 5NG	0	.0%	0	.0%
GL11 5NR	0	.0%	0	.0%
GL11 5PC	0	.0%	0	.0%
GL11 5PT	0	.0%	0	.0%
GL11 5PX	0	.0%	0	.0%
GL11 5RE	1	1.0%	0	.0%
GL11 5RN	0	.0%	0	.0%
GL11 5SP	0	.0%	0	.0%
GL11 5UY	0	.0%	0	.0%
GL11 6DD	0	.0%	1	2.0%
GL11 6DJ	0	.0%	0	.0%
GL11 6DL	0	.0%	0	.0%
GL11 6HQ	0	.0%	0	.0%
GL11 6LF	0	.0%	0	.0%
GL11 6LJ	0	.0%	0	.0%
GL11 6LS	0	.0%	0	.0%
GL11 6LX	0	.0%	0	.0%
GL11 6PL	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Stonehouse		Berkeley	
	Num	%	Num	%
GL12 2AF	0	.0%	0	.0%
GL12 2AR	0	.0%	0	.0%
GL12 2AX	0	.0%	0	.0%
GL12 2JE	0	.0%	0	.0%
GL12 2JJ	0	.0%	0	.0%
GL12 2LW	0	.0%	0	.0%
GL12 4LB	0	.0%	0	.0%
GL12 4PB	1	1.0%	0	.0%
GL12 7AB	0	.0%	0	.0%
GL12 7AG	0	.0%	0	.0%
GL12 7AN	0	.0%	0	.0%
GL12 7AR	0	.0%	0	.0%
GL12 7DB	0	.0%	0	.0%
GL12 7DH	0	.0%	0	.0%
GL12 7DT	0	.0%	0	.0%
GL12 7DZ	0	.0%	0	.0%
GL12 7EP	0	.0%	0	.0%
GL12 7HB	0	.0%	0	.0%
GL12 7HJ	0	.0%	0	.0%
GL12 7HT	0	.0%	0	.0%
GL12 7HX	0	.0%	0	.0%
GL12 7JA	0	.0%	0	.0%
GL12 7JF	0	.0%	0	.0%
GL12 7JS	0	.0%	0	.0%
GL12 7JZ	0	.0%	0	.0%
GL12 7LD	0	.0%	0	.0%
GL12 7LT	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Stonehouse		Berkeley	
	Num	%	Num	%
GL12 7LU	0	.0%	0	.0%
GL12 7NR	0	.0%	0	.0%
GL12 7PH	0	.0%	0	.0%
GL12 7PT	0	.0%	0	.0%
GL12 7SB	0	.0%	0	.0%
GL12 7SD	0	.0%	0	.0%
GL12 7SE	0	.0%	0	.0%
GL12 8HD	0	.0%	0	.0%
GL12 8NP	0	.0%	0	.0%
GL12 8RF	0	.0%	0	.0%
GL12 8SF	0	.0%	0	.0%
GL12 8TN	0	.0%	0	.0%
GL13	0	.0%	2	4.0%
GL13 1LP	0	.0%	1	2.0%
GL13 5GU	0	.0%	0	.0%
GL13 9AD	0	.0%	0	.0%
GL13 9AF	0	.0%	2	4.0%
GL13 9AL	0	.0%	2	4.0%
GL13 9AP	0	.0%	1	2.0%
GL13 9BE	0	.0%	2	4.0%
GL13 9BH	0	.0%	1	2.0%
GL13 9BJ	0	.0%	2	4.0%
GL13 9BN	0	.0%	1	2.0%
GL13 9BP	0	.0%	1	2.0%
GL13 9BS	0	.0%	1	2.0%
GL13 9BT	0	.0%	1	2.0%
GL13 9BU	0	.0%	1	2.0%

(cont.)

Postcode of respondent

	Stonehouse		Berkeley	
	Num	%	Num	%
GL13 9DB	0	.0%	1	2.0%
GL13 9DE	0	.0%	2	4.0%
GL13 9DF	0	.0%	1	2.0%
GL13 9DN	0	.0%	1	2.0%
GL13 9EF	0	.0%	1	2.0%
GL13 9ES	0	.0%	1	2.0%
GL13 9HU	0	.0%	0	.0%
GL13 9HX	0	.0%	1	2.0%
GL13 9JL	0	.0%	1	2.0%
GL13 9JQ	0	.0%	0	.0%
GL13 9JR	0	.0%	1	2.0%
GL13 9NR	0	.0%	1	2.0%
GL13 9NY	0	.0%	1	2.0%
GL13 9PE	0	.0%	1	2.0%
GL13 9PL	0	.0%	1	2.0%
GL13 9PU	0	.0%	1	2.0%
GL13 9QX	0	.0%	1	2.0%
GL13 9TE	0	.0%	1	2.0%
GL13 9TJ	0	.0%	1	2.0%
GL13 9TP	0	.0%	2	4.0%
GL13 9TQ	0	.0%	2	4.0%
GL13 9UT	0	.0%	1	2.0%
GL14 5NR	0	.0%	0	.0%
GL14 5NT	0	.0%	0	.0%
GL18 2HD	0	.0%	0	.0%
GL2 2RF	1	1.0%	0	.0%
GL2 4GJ	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Stonehouse		Berkeley	
	Num	%	Num	%
GL2 4PW	0	.0%	0	.0%
GL2 4QH	0	.0%	0	.0%
GL2 4QX	0	.0%	1	2.0%
GL2 4SP	0	.0%	0	.0%
GL2 7AT	0	.0%	0	.0%
GL2 7HG	0	.0%	0	.0%
GL2 7HJ	0	.0%	0	.0%
GL2 7HP	0	.0%	1	2.0%
GL2 7LH	1	1.0%	0	.0%
GL2 7LN	2	2.0%	0	.0%
GL2 7LZ	1	1.0%	0	.0%
GL2 7OF	0	.0%	0	.0%
GL2 9DF	0	.0%	0	.0%
GL23 6RB	0	.0%	1	2.0%
GL25 4LN	1	1.0%	0	.0%
GL3 3NP	1	1.0%	0	.0%
GL4 0BG	0	.0%	0	.0%
GL4 0SZ	1	1.0%	0	.0%
GL4 3YW	0	.0%	0	.0%
GL4 6HX	1	1.0%	0	.0%
GL4 6SX	0	.0%	0	.0%
GL4 6UZ	1	1.0%	0	.0%
GL4 8AY	0	.0%	0	.0%
GL4 8HP	0	.0%	0	.0%
GL41 0TE	0	.0%	0	.0%
GL5	0	.0%	0	.0%
GL5 0NL	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Stonehouse		Berkeley	
	Num	%	Num	%
GL5 1AF	0	.0%	0	.0%
GL5 1BB	0	.0%	0	.0%
GL5 1DJ	0	.0%	0	.0%
GL5 1DR	0	.0%	0	.0%
GL5 1DU	0	.0%	0	.0%
GL5 1EA	0	.0%	0	.0%
GL5 1ED	0	.0%	0	.0%
GL5 1EE	0	.0%	0	.0%
GL5 1FB	0	.0%	0	.0%
GL5 1FN	0	.0%	0	.0%
GL5 1HF	0	.0%	0	.0%
GL5 1HR	0	.0%	0	.0%
GL5 1HY	0	.0%	0	.0%
GL5 1JT	0	.0%	0	.0%
GL5 1JU	0	.0%	0	.0%
GL5 1LG	0	.0%	0	.0%
GL5 1LS	0	.0%	0	.0%
GL5 1LW	0	.0%	0	.0%
GL5 1LY	0	.0%	0	.0%
GL5 1LZ	0	.0%	0	.0%
GL5 1ND	0	.0%	0	.0%
GL5 1NF	0	.0%	0	.0%
GL5 1NN	0	.0%	0	.0%
GL5 1NS	0	.0%	0	.0%
GL5 1PP	0	.0%	0	.0%
GL5 1PR	0	.0%	0	.0%
GL5 1PY	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Stonehouse		Berkeley	
	Num	%	Num	%
GL5 1PZ	0	.0%	0	.0%
GL5 1QZ	0	.0%	0	.0%
GL5 1RQ	0	.0%	0	.0%
GL5 1SB	0	.0%	0	.0%
GL5 1SD	0	.0%	0	.0%
GL5 1SH	0	.0%	0	.0%
GL5 1SR	0	.0%	0	.0%
GL5 1SZ	0	.0%	0	.0%
GL5 1TB	0	.0%	0	.0%
GL5 1TS	0	.0%	0	.0%
GL5 1UT	0	.0%	0	.0%
GL5 1UX	0	.0%	0	.0%
GL5 2AE	0	.0%	0	.0%
GL5 2AH	0	.0%	0	.0%
GL5 2DQ	0	.0%	0	.0%
GL5 2DZ	0	.0%	0	.0%
GL5 2EB	0	.0%	0	.0%
GL5 2EN	0	.0%	0	.0%
GL5 2HR	0	.0%	0	.0%
GL5 2HU	0	.0%	0	.0%
GL5 2LV	0	.0%	0	.0%
GL5 2PP	0	.0%	0	.0%
GL5 2QJ	0	.0%	0	.0%
GL5 2SJ	0	.0%	0	.0%
GL5 3AQ	0	.0%	0	.0%
GL5 3BL	0	.0%	0	.0%
GL5 3BP	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Stonehouse		Berkeley	
	Num	%	Num	%
GL5 3BX	0	.0%	0	.0%
GL5 3DA	0	.0%	0	.0%
GL5 3ER	0	.0%	0	.0%
GL5 3FR	0	.0%	0	.0%
GL5 3HL	0	.0%	0	.0%
GL5 3HN	0	.0%	0	.0%
GL5 3HQ	0	.0%	0	.0%
GL5 3HR	0	.0%	0	.0%
GL5 3JG	0	.0%	0	.0%
GL5 3JS	0	.0%	0	.0%
GL5 3L5	0	.0%	0	.0%
GL5 3LB	0	.0%	0	.0%
GL5 3LC	0	.0%	0	.0%
GL5 3ND	0	.0%	0	.0%
GL5 3NE	0	.0%	0	.0%
GL5 3NG	0	.0%	0	.0%
GL5 3NJ	0	.0%	0	.0%
GL5 3PG	0	.0%	0	.0%
GL5 3PX	0	.0%	0	.0%
GL5 3RA	0	.0%	0	.0%
GL5 3RR	0	.0%	0	.0%
GL5 3SF	0	.0%	0	.0%
GL5 3SG	0	.0%	0	.0%
GL5 3SJ	0	.0%	0	.0%
GL5 3TZ	0	.0%	0	.0%
GL5 4AJ	0	.0%	0	.0%
GL5 4AL	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Stonehouse		Berkeley	
	Num	%	Num	%
GL5 4AU	0	.0%	0	.0%
GL5 4CU	0	.0%	0	.0%
GL5 4DF	0	.0%	0	.0%
GL5 4DP	0	.0%	0	.0%
GL5 4DS	0	.0%	0	.0%
GL5 4EB	0	.0%	0	.0%
GL5 4HA	0	.0%	0	.0%
GL5 4HH	0	.0%	0	.0%
GL5 4HN	0	.0%	0	.0%
GL5 4HR	0	.0%	0	.0%
GL5 4JA	0	.0%	0	.0%
GL5 4JF	0	.0%	0	.0%
GL5 4JG	0	.0%	0	.0%
GL5 4JQ	0	.0%	0	.0%
GL5 4LB	0	.0%	0	.0%
GL5 4LL	0	.0%	0	.0%
GL5 4LW	0	.0%	0	.0%
GL5 4LZ	0	.0%	0	.0%
GL5 4NH	0	.0%	0	.0%
GL5 4NY	0	.0%	0	.0%
GL5 4PF	0	.0%	0	.0%
GL5 4PR	0	.0%	0	.0%
GL5 4PU	0	.0%	0	.0%
GL5 4QD	1	1.0%	0	.0%
GL5 4RN	0	.0%	0	.0%
GL5 4RS	0	.0%	0	.0%
GL5 4SF	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Stonehouse		Berkeley	
	Num	%	Num	%
GL5 4SG	0	.0%	1	2.0%
GL5 4SH	0	.0%	0	.0%
GL5 4SN	0	.0%	0	.0%
GL5 4SQ	0	.0%	0	.0%
GL5 4ST	0	.0%	0	.0%
GL5 4SW	0	.0%	0	.0%
GL5 4SY	0	.0%	0	.0%
GL5 4TD	0	.0%	0	.0%
GL5 4TU	1	1.0%	0	.0%
GL5 4UB	0	.0%	0	.0%
GL5 4WE	0	.0%	0	.0%
GL5 5AS	0	.0%	0	.0%
GL5 5HR	0	.0%	0	.0%
GL5 5JA	0	.0%	0	.0%
GL5 5LG	0	.0%	0	.0%
GL5 5NL	0	.0%	0	.0%
GL5 5NS	0	.0%	0	.0%
GL5 5PA	0	.0%	0	.0%
GL5 6JS	0	.0%	0	.0%
GL5 8GQ	0	.0%	0	.0%
GL50 3IN	0	.0%	0	.0%
GL50 4UG	1	1.0%	0	.0%
GL51 0XP	1	1.0%	0	.0%
GL52 3HR	0	.0%	0	.0%
GL53 9QY	0	.0%	0	.0%
GL6	0	.0%	0	.0%
GL6 0AD	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Stonehouse		Berkeley	
	Num	%	Num	%
GL6 0AY	1	1.0%	0	.0%
GL6 0BG	0	.0%	0	.0%
GL6 0BL	0	.0%	0	.0%
GL6 0DG	0	.0%	0	.0%
GL6 0DP	0	.0%	0	.0%
GL6 0DX	1	1.0%	0	.0%
GL6 0EF	0	.0%	0	.0%
GL6 0EN	0	.0%	0	.0%
GL6 0EP	0	.0%	0	.0%
GL6 0EQ	0	.0%	0	.0%
GL6 0EW	0	.0%	0	.0%
GL6 0EY	0	.0%	0	.0%
GL6 0FB	0	.0%	0	.0%
GL6 0FR	0	.0%	0	.0%
GL6 0GD	0	.0%	0	.0%
GL6 0GS	0	.0%	0	.0%
GL6 0HD	0	.0%	0	.0%
GL6 0HE	0	.0%	0	.0%
GL6 0HG	0	.0%	0	.0%
GL6 0HH	0	.0%	0	.0%
GL6 0HW	0	.0%	0	.0%
GL6 0HX	0	.0%	0	.0%
GL6 0HY	0	.0%	0	.0%
GL6 0JD	0	.0%	0	.0%
GL6 0JG	0	.0%	0	.0%
GL6 0JQ	0	.0%	0	.0%
GL6 0JY	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Stonehouse		Berkeley	
	Num	%	Num	%
GL6 0JZ	0	.0%	0	.0%
GL6 0LD	0	.0%	0	.0%
GL6 0LY	0	.0%	0	.0%
GL6 0LZ	0	.0%	0	.0%
GL6 0NA	0	.0%	0	.0%
GL6 0NG	0	.0%	0	.0%
GL6 0NN	0	.0%	0	.0%
GL6 0NY	0	.0%	0	.0%
GL6 0PP	0	.0%	0	.0%
GL6 0PQ	0	.0%	0	.0%
GL6 0QP	0	.0%	0	.0%
GL6 0RA	0	.0%	0	.0%
GL6 0RE	0	.0%	0	.0%
GL6 0RX	0	.0%	0	.0%
GL6 0SA	0	.0%	0	.0%
GL6 0SJ	0	.0%	0	.0%
GL6 0SP	0	.0%	0	.0%
GL6 0TA	0	.0%	0	.0%
GL6 0TG	0	.0%	0	.0%
GL6 0TH	0	.0%	0	.0%
GL6 0TN	0	.0%	0	.0%
GL6 0TQ	0	.0%	0	.0%
GL6 2EE	0	.0%	0	.0%
GL6 6AH	0	.0%	0	.0%
GL6 6JL	0	.0%	0	.0%
GL6 6QS	0	.0%	0	.0%
GL6 6QT	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Stonehouse		Berkeley	
	Num	%	Num	%
GL6 7DA	0	.0%	0	.0%
GL6 7DR	0	.0%	0	.0%
GL6 7NL	0	.0%	0	.0%
GL6 7RQ	0	.0%	0	.0%
GL6 8AR	0	.0%	0	.0%
GL6 8DD	0	.0%	0	.0%
GL6 8DJ	1	1.0%	0	.0%
GL6 8DX	0	.0%	0	.0%
GL6 8HH	0	.0%	0	.0%
GL6 8JP	0	.0%	0	.0%
GL6 8JY	0	.0%	0	.0%
GL6 8LL	0	.0%	0	.0%
GL6 8LT	0	.0%	0	.0%
GL6 8NQ	0	.0%	0	.0%
GL6 8PU	0	.0%	0	.0%
GL6 8QR	0	.0%	0	.0%
GL6 8RT	0	.0%	0	.0%
GL6 9AF	0	.0%	0	.0%
GL6 9CP	0	.0%	0	.0%
GL6 9EN	0	.0%	0	.0%
GL6 9EW	0	.0%	0	.0%
GL6 9EX	0	.0%	0	.0%
GL6 9JD	0	.0%	0	.0%
GL6 9JP	0	.0%	0	.0%
GL6 9LB	0	.0%	0	.0%
GL6 9LN	0	.0%	0	.0%
GL7 1QQ	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Stonehouse		Berkeley	
	Num	%	Num	%
GL7 6AT	0	.0%	0	.0%
GL8 8NL	0	.0%	0	.0%
GL8 8NP	0	.0%	0	.0%
GL8 8PB	0	.0%	0	.0%
GL8 8UP	0	.0%	0	.0%
GL9 1BB	0	.0%	0	.0%
GL9 1BJ	0	.0%	0	.0%
GL9 1GA	0	.0%	0	.0%
HA6 3SJ	0	.0%	0	.0%
LE13 1HR	0	.0%	0	.0%
LE67 2JT	0	.0%	1	2.0%
LL4 6BW	0	.0%	0	.0%
M38 0FA	0	.0%	0	.0%
NE6 5AS	0	.0%	0	.0%
NG7 1QA	0	.0%	0	.0%
NP25 3HD	0	.0%	0	.0%
OX26 6XS	0	.0%	0	.0%
PO35 5QD	0	.0%	0	.0%
PR9 7DZ	0	.0%	0	.0%
RH4 1NG	0	.0%	0	.0%
SN2 2NT	0	.0%	0	.0%
SN3 5BA	0	.0%	0	.0%
SN6 6DX	0	.0%	0	.0%
TA2 6PL	0	.0%	0	.0%
TQ5 0DJ	0	.0%	0	.0%
TW9 2TH	0	.0%	0	.0%

(cont.)

Postcode of respondent

	Stonehouse		Berkeley	
	Num	%	Num	%
WF3 4JY	0	.0%	0	.0%
WN5 8PN	0	.0%	0	.0%

Q1A. Country of origin of non-UK respondents

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	652	100.0%	226	100.0%	103	100.0%	75	100.0%	100	100.0%
Zimbabwe	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
Malta	1	.2%	1	.4%	0	.0%	0	.0%	0	.0%

(cont.)

Q1A. Country of origin of non-UK respondents

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: All respondents	98	100.0%	50	100.0%
Zimbabwe	1	1.0%	0	.0%
Malta	0	.0%	0	.0%

Q2. Are you a local resident or are you a visitor (tourist) to the area?

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	652	100.0%	226	100.0%	103	100.0%	75	100.0%	100	100.0%
Local resident	570	87.4%	186	82.3%	88	85.4%	67	89.3%	89	89.0%
Visitor (Tourist)	82	12.6%	40	17.7%	15	14.6%	8	10.7%	11	11.0%

(cont.)

Q2. Are you a local resident or are you a visitor (tourist) to the area?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: All respondents	98	100.0%	50	100.0%
Local resident	94	95.9%	46	92.0%
Visitor (Tourist)	4	4.1%	4	8.0%

Q3a. What is your main reason for visiting this town centre today?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge	
	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%
Food shopping (supermarket)	148	26.0%	13	7.0%	14	15.9%	16	23.9%
Food shopping (other store)	88	15.4%	41	22.0%	16	18.2%	16	23.9%
Non-food shopping – specialist stores	85	14.9%	39	21.0%	12	13.6%	16	23.9%
Work	72	12.6%	21	11.3%	14	15.9%	9	13.4%
Visiting services (e.g. bank, post office, building society etc)	65	11.4%	27	14.5%	13	14.8%	4	6.0%
Meeting friends/ socialising	36	6.3%	18	9.7%	13	14.8%	0	.0%
Healthcare (e.g. doctor, opticians, aromatherapy etc)	21	3.7%	4	2.2%	2	2.3%	1	1.5%
Visiting places to eat or drink	9	1.6%	3	1.6%	1	1.1%	0	.0%
School/ college	9	1.6%	4	2.2%	0	.0%	0	.0%
Using a professional service (e.g. solicitor)	5	.9%	2	1.1%	0	.0%	0	.0%
Sport/ gym/ swimming	1	.2%	0	.0%	1	1.1%	0	.0%
For a walk	7	1.2%	0	.0%	0	.0%	3	4.5%
Browsing	5	.9%	4	2.2%	0	.0%	0	.0%
Going to the playground	4	.7%	4	2.2%	0	.0%	0	.0%
Hairdresser	3	.5%	1	.5%	0	.0%	0	.0%
Market	3	.5%	3	1.6%	0	.0%	0	.0%
Other								
Looking for work	2	.4%	1	.5%	0	.0%	0	.0%
Collect child from school	2	.4%	0	.0%	0	.0%	2	3.0%
Library	2	.4%	1	.5%	0	.0%	0	.0%
Church fair	1	.2%	0	.0%	1	1.1%	0	.0%
Passing through	1	.2%	0	.0%	1	1.1%	0	.0%
Carol service	1	.2%	0	.0%	0	.0%	0	.0%

(cont.)

Q3a. What is your main reason for visiting this town centre today?

	Nailsworth		Stonehouse		Berkeley	
	Num	%	Num	%	Num	%
Base: Those resident locally	89	100.0%	94	100.0%	46	100.0%
Food shopping (supermarket)	43	48.3%	49	52.1%	13	28.3%
Food shopping (other store)	7	7.9%	6	6.4%	2	4.3%
Non-food shopping – specialist stores	5	5.6%	2	2.1%	11	23.9%
Work	10	11.2%	12	12.8%	6	13.0%
Visiting services (e.g. bank, post office, building society etc)	10	11.2%	8	8.5%	3	6.5%
Meeting friends/ socialising	0	.0%	2	2.1%	3	6.5%
Healthcare (e.g. doctor, opticians, aromatherapy etc)	4	4.5%	6	6.4%	4	8.7%
Visiting places to eat or drink	3	3.4%	1	1.1%	1	2.2%
School/ college	3	3.4%	2	2.1%	0	.0%
Using a professional service (e.g. solicitor)	1	1.1%	1	1.1%	1	2.2%
Sport/ gym/ swimming	0	.0%	0	.0%	0	.0%
For a walk	1	1.1%	3	3.2%	0	.0%
Browsing	0	.0%	1	1.1%	0	.0%
Going to the playground	0	.0%	0	.0%	0	.0%
Hairdresser	1	1.1%	1	1.1%	0	.0%
Market	0	.0%	0	.0%	0	.0%
Other						
Looking for work	1	1.1%	0	.0%	0	.0%
Collect child from school	0	.0%	0	.0%	0	.0%
Library	0	.0%	0	.0%	1	2.2%
Church fair	0	.0%	0	.0%	0	.0%
Passing through	0	.0%	0	.0%	0	.0%
Carol service	0	.0%	0	.0%	1	2.2%

Q3b. Are there any other reasons for your visit today?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge	
	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%
Food shopping (supermarket)	76	13.3%	14	7.5%	10	11.4%	10	14.9%
Food shopping (other store)	115	20.2%	41	22.0%	23	26.1%	21	31.3%
Non food shopping (specialist stores)	94	16.5%	36	19.4%	14	15.9%	13	19.4%
Visiting services (e.g. bank, post office, building society etc)	53	9.3%	22	11.8%	4	4.5%	3	4.5%
Visiting places to eat or drink	21	3.7%	16	8.6%	0	.0%	0	.0%
Meeting friends/ socialising	48	8.4%	29	15.6%	11	12.5%	2	3.0%
Work	17	3.0%	6	3.2%	3	3.4%	1	1.5%
School/ college	6	1.1%	2	1.1%	0	.0%	0	.0%
Sightseeing	1	.2%	0	.0%	0	.0%	0	.0%
Visiting the Council Offices	2	.4%	0	.0%	1	1.1%	0	.0%
Using a professional service (e.g. solicitor)	9	1.6%	4	2.2%	0	.0%	0	.0%
Healthcare (e.g. doctor, opticians, aromatherapy)	15	2.6%	2	1.1%	2	2.3%	0	.0%
Sport/ gym/ swimming	1	.2%	0	.0%	0	.0%	0	.0%
Passing through	2	.4%	0	.0%	0	.0%	0	.0%
Collect child from school	2	.4%	0	.0%	0	.0%	1	1.5%
Hairdresser	1	.2%	0	.0%	0	.0%	0	.0%
Other								
Going to the playground	1	.2%	1	.5%	0	.0%	0	.0%
For a walk	1	.2%	0	.0%	0	.0%	0	.0%
Voluntary work	1	.2%	0	.0%	0	.0%	0	.0%

(cont.)

Q3b. Are there any other reasons for your visit today?

	Nailsworth		Stonehouse		Berkeley	
	Num	%	Num	%	Num	%
Base: Those resident locally	89	100.0%	94	100.0%	46	100.0%
Food shopping (supermarket)	11	12.4%	28	29.8%	3	6.5%
Food shopping (other store)	13	14.6%	11	11.7%	6	13.0%
Non food shopping (specialist stores)	21	23.6%	4	4.3%	6	13.0%
Visiting services (e.g. bank, post office, building society etc)	11	12.4%	10	10.6%	3	6.5%
Visiting places to eat or drink	2	2.2%	0	.0%	3	6.5%
Meeting friends/ socialising	3	3.4%	0	.0%	3	6.5%
Work	2	2.2%	5	5.3%	0	.0%
School/ college	3	3.4%	1	1.1%	0	.0%
Sightseeing	1	1.1%	0	.0%	0	.0%
Visiting the Council Offices	1	1.1%	0	.0%	0	.0%
Using a professional service (e.g. solicitor)	2	2.2%	2	2.1%	1	2.2%
Healthcare (e.g. doctor, opticians, aromatherapy)	4	4.5%	5	5.3%	2	4.3%
Sport/ gym/ swimming	0	.0%	1	1.1%	0	.0%
Other						
Passing through	2	2.2%	0	.0%	0	.0%
Collect child from school	1	1.1%	0	.0%	0	.0%
Hairdresser	0	.0%	0	.0%	1	2.2%
Going to the playground	0	.0%	0	.0%	0	.0%
For a walk	1	1.1%	0	.0%	0	.0%
Voluntary work	1	1.1%	0	.0%	0	.0%

Q4. How often do you visit this town centre?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%	89	100.0%
Everyday	162	28.4%	26	14.0%	24	27.3%	30	44.8%	13	14.6%
4-5 times a week	84	14.7%	24	12.9%	16	18.2%	9	13.4%	24	27.0%
2-3 times a week	176	30.9%	70	37.6%	25	28.4%	16	23.9%	28	31.5%
Once a week	94	16.5%	42	22.6%	14	15.9%	10	14.9%	11	12.4%
Once a fortnight	21	3.7%	12	6.5%	0	.0%	2	3.0%	5	5.6%
Once a month	19	3.3%	6	3.2%	7	8.0%	0	.0%	3	3.4%
Less often	14	2.5%	6	3.2%	2	2.3%	0	.0%	5	5.6%

(cont.)

Q4. How often do you visit this town centre?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those resident locally	94	100.0%	46	100.0%
Everyday	44	46.8%	25	54.3%
4-5 times a week	7	7.4%	4	8.7%
2-3 times a week	28	29.8%	9	19.6%
Once a week	12	12.8%	5	10.9%
Once a fortnight	2	2.1%	0	.0%
Once a month	1	1.1%	2	4.3%
Less often	0	.0%	1	2.2%

Q5. How long will you stay in the town centre today?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%	89	100.0%
Less than 30 minutes	118	20.7%	8	4.3%	18	20.5%	26	38.8%	21	23.6%
30 minutes to 1 hour	169	29.6%	25	13.4%	32	36.4%	22	32.8%	34	38.2%
1-2 hours	154	27.0%	83	44.6%	22	25.0%	10	14.9%	21	23.6%
2-3 hours	59	10.4%	41	22.0%	6	6.8%	1	1.5%	4	4.5%
3-4 hours	9	1.6%	7	3.8%	2	2.3%	0	.0%	0	.0%
4-8 hours	56	9.8%	22	11.8%	6	6.8%	7	10.4%	8	9.0%
8 hours or more	5	.9%	0	.0%	2	2.3%	1	1.5%	1	1.1%

(cont.)

Q5. How long will you stay in the town centre today?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those resident locally	94	100.0%	46	100.0%
Less than 30 minutes	25	26.6%	20	43.5%
30 minutes to 1 hour	46	48.9%	10	21.7%
1-2 hours	11	11.7%	7	15.2%
2-3 hours	2	2.1%	5	10.9%
3-4 hours	0	.0%	0	.0%
4-8 hours	9	9.6%	4	8.7%
8 hours or more	1	1.1%	0	.0%

Q6a. What other town centres in this area do you regularly visit?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%	89	100.0%
Stroud	197	34.6%	9	4.8%	47	53.4%	13	19.4%	63	70.8%
Dursley	60	10.5%	12	6.5%	3	3.4%	13	19.4%	9	10.1%
Wotton under Edge	25	4.4%	4	2.2%	9	10.2%	1	1.5%	5	5.6%
Nailsworth	81	14.2%	49	26.3%	8	9.1%	12	17.9%	3	3.4%
Stonehouse	42	7.4%	27	14.5%	3	3.4%	1	1.5%	6	6.7%
Berkeley	17	3.0%	4	2.2%	7	8.0%	4	6.0%	1	1.1%
None of the above	251	44.0%	105	56.5%	32	36.4%	37	55.2%	21	23.6%

(cont.)

Q6a. What other town centres in this area do you regularly visit?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those resident locally	94	100.0%	46	100.0%
Stroud	54	57.4%	11	23.9%
Dursley	7	7.4%	16	34.8%
Wotton under Edge	3	3.2%	3	6.5%
Nailsworth	9	9.6%	0	.0%
Stonehouse	5	5.3%	0	.0%
Berkeley	1	1.1%	0	.0%
None of the above	35	37.2%	21	45.7%

Q6b. Why do you visit that centre/ those centres in the area?

	Base: Those visiting other towns in area		Stroud		Dursley		Wotton under Edge	
	Num	%	Num	%	Num	%	Num	%
Base: Those visiting other towns in area	319	100.0%	81	100.0%	56	100.0%	30	100.0%
Convenient to home	75	23.5%	31	38.3%	9	16.1%	3	10.0%
Convenient to work	20	6.3%	5	6.2%	3	5.4%	4	13.3%
Good range of food shops	50	15.7%	7	8.6%	8	14.3%	10	33.3%
Specialist shops	35	11.0%	7	8.6%	2	3.6%	7	23.3%
Good range of non-food shops	111	34.8%	18	22.2%	25	44.6%	9	30.0%
Good range of services	12	3.8%	0	.0%	1	1.8%	2	6.7%
Good range of places to eat and drink	5	1.6%	1	1.2%	1	1.8%	0	.0%
Easy to get to by public transport	4	1.3%	1	1.2%	0	.0%	0	.0%
Easy to get to by car	6	1.9%	4	4.9%	0	.0%	2	6.7%
Cheap/ easy to park	7	2.2%	4	4.9%	1	1.8%	2	6.7%

(cont.)

Q6b. Why do you visit that centre/ those centres in the area?

	Base: Those visiting other towns in area		Stroud		Dursley		Wotton under Edge	
	Num	%	Num	%	Num	%	Num	%
Other								
Convenient for family/ friends	45	14.1%	14	17.3%	7	12.5%	7	23.3%
For a change	15	4.7%	4	4.9%	5	8.9%	1	3.3%
Recreational activity	6	1.9%	0	.0%	1	1.8%	1	3.3%
Prefer it to other centres	2	.6%	2	2.5%	0	.0%	0	.0%
Browsing	2	.6%	0	.0%	0	.0%	0	.0%
Cheaper	2	.6%	0	.0%	0	.0%	1	3.3%
Job centre	2	.6%	0	.0%	1	1.8%	0	.0%
Hairdresser	2	.6%	0	.0%	1	1.8%	1	3.3%
Library/ internet access	2	.6%	0	.0%	1	1.8%	0	.0%
Market	2	.6%	1	1.2%	0	.0%	0	.0%
Day out	2	.6%	0	.0%	0	.0%	0	.0%
Leisure centre	1	.3%	1	1.2%	0	.0%	0	.0%
Use rubbish tip	1	.3%	0	.0%	0	.0%	1	3.3%
Car wash	1	.3%	0	.0%	0	.0%	0	.0%
Dentist	1	.3%	0	.0%	0	.0%	0	.0%
Church	1	.3%	0	.0%	0	.0%	0	.0%

(cont.)

Q6b. Why do you visit that centre/ those centres in the area?

	Nailsworth		Stonehouse		Berkeley	
	Num	%	Num	%	Num	%
Base: Those visiting other towns in area	68	100.0%	59	100.0%	25	100.0%
Convenient to home	23	33.8%	5	8.5%	4	16.0%
Convenient to work	2	2.9%	3	5.1%	3	12.0%
Good range of food shops	4	5.9%	13	22.0%	8	32.0%
Specialist shops	4	5.9%	9	15.3%	6	24.0%
Good range of non-food shops	27	39.7%	25	42.4%	7	28.0%
Good range of services	4	5.9%	2	3.4%	3	12.0%
Good range of places to eat and drink	1	1.5%	2	3.4%	0	.0%
Easy to get to by public transport	3	4.4%	0	.0%	0	.0%
Easy to get to by car	0	.0%	0	.0%	0	.0%
Cheap/ easy to park	0	.0%	0	.0%	0	.0%

(cont.)

Q6b. Why do you visit that centre/ those centres in the area?

	Nailsworth		Stonehouse		Berkeley	
	Num	%	Num	%	Num	%
Other						
Convenient for family/ friends	5	7.4%	11	18.6%	1	4.0%
For a change	0	.0%	3	5.1%	2	8.0%
Recreational activity	2	2.9%	1	1.7%	1	4.0%
Prefer it to other centres	0	.0%	0	.0%	0	.0%
Browsing	0	.0%	0	.0%	2	8.0%
Cheaper	0	.0%	0	.0%	1	4.0%
Job centre	1	1.5%	0	.0%	0	.0%
Hairdresser	0	.0%	0	.0%	0	.0%
Library/ internet access	0	.0%	1	1.7%	0	.0%
Market	0	.0%	1	1.7%	0	.0%
Day out	2	2.9%	0	.0%	0	.0%
Leisure centre	0	.0%	0	.0%	0	.0%
Use rubbish tip	0	.0%	0	.0%	0	.0%
Car wash	1	1.5%	0	.0%	0	.0%
Dentist	0	.0%	0	.0%	1	4.0%
Church	0	.0%	0	.0%	1	4.0%

Q7a. Which other town centres out of this area do you regularly visit?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%	89	100.0%
Bristol	114	20.0%	28	15.1%	24	27.3%	20	29.9%	17	19.1%
Cheltenham	180	31.6%	77	41.4%	20	22.7%	6	9.0%	38	42.7%
Cirencester	51	8.9%	17	9.1%	2	2.3%	2	3.0%	25	28.1%
Cribbs Causeway	97	17.0%	29	15.6%	18	20.5%	12	17.9%	19	21.3%
Bath	35	6.1%	5	2.7%	3	3.4%	9	13.4%	14	15.7%
Gloucester	273	47.9%	115	61.8%	48	54.5%	7	10.4%	39	43.8%
Swindon	12	2.1%	4	2.2%	1	1.1%	0	.0%	6	6.7%
Swindon Outlet Village	5	.9%	3	1.6%	0	.0%	0	.0%	2	2.2%
Tewkesbury	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%
Thornbury	24	4.2%	0	.0%	3	3.4%	10	14.9%	1	1.1%
Yate	19	3.3%	0	.0%	1	1.1%	17	25.4%	0	.0%
None of the above	117	20.5%	28	15.1%	19	21.6%	12	17.9%	14	15.7%

(cont.)

Q7a. Which other town centres out of this area do you regularly visit?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those resident locally	94	100.0%	46	100.0%
Bristol	9	9.6%	16	34.8%
Cheltenham	31	33.0%	8	17.4%
Cirencester	4	4.3%	1	2.2%
Cribbs Causeway	5	5.3%	14	30.4%
Bath	3	3.2%	1	2.2%
Gloucester	42	44.7%	22	47.8%
Swindon	1	1.1%	0	.0%
Swindon Outlet Village	0	.0%	0	.0%
Tewkesbury	0	.0%	0	.0%
Thornbury	1	1.1%	9	19.6%
Yate	0	.0%	1	2.2%
None of the above	35	37.2%	9	19.6%

Q7b. Why do you visit that centre?

	Base: Those visiting other towns out of area		Stroud		Dursley		Wotton under Edge	
	Num	%	Num	%	Num	%	Num	%
Base: Those visiting other towns out of area	453	100.0%	158	100.0%	69	100.0%	55	100.0%
Convenient to home	30	6.6%	22	13.9%	2	2.9%	1	1.8%
Convenient to work	31	6.8%	7	4.4%	6	8.7%	6	10.9%
Good range of food shops	81	17.9%	16	10.1%	6	8.7%	30	54.5%
Specialist shops	121	26.7%	39	24.7%	7	10.1%	15	27.3%
Good range of non-food shops	333	73.5%	126	79.7%	51	73.9%	38	69.1%
Good range of services	7	1.5%	1	.6%	0	.0%	5	9.1%
Good range of places to eat and drink	28	6.2%	15	9.5%	1	1.4%	3	5.5%
Easy to get to by public transport	5	1.1%	0	.0%	0	.0%	0	.0%
Easy to get to by car	17	3.8%	9	5.7%	0	.0%	5	9.1%
Cheap/ easy to park	12	2.6%	2	1.3%	1	1.4%	7	12.7%
Convenient for friends/ family	20	4.4%	7	4.4%	2	2.9%	1	1.8%
For a change/ day out	15	3.3%	2	1.3%	3	4.3%	1	1.8%
Prefer the area	3	.7%	0	.0%	0	.0%	1	1.8%
Good leisure facilities	2	.4%	1	.6%	0	.0%	0	.0%
Hospital	2	.4%	0	.0%	1	1.4%	0	.0%
Cinema	2	.4%	1	.6%	0	.0%	0	.0%
Other								
Dentist	1	.2%	0	.0%	1	1.4%	0	.0%
Used to live there	1	.2%	1	.6%	0	.0%	0	.0%
British Legion	1	.2%	0	.0%	0	.0%	0	.0%
Cribbs Causeway	1	.2%	0	.0%	0	.0%	0	.0%
University	1	.2%	0	.0%	0	.0%	1	1.8%
Passing through	1	.2%	0	.0%	0	.0%	0	.0%
John Lewis	1	.2%	0	.0%	0	.0%	0	.0%

(cont.)

Q7b. Why do you visit that centre?

	Nailsworth		Stonehouse		Berkeley	
	Num	%	Num	%	Num	%
Base: Those visiting other towns out of area	75	100.0%	59	100.0%	37	100.0%
Convenient to home	1	1.3%	3	5.1%	1	2.7%
Convenient to work	4	5.3%	5	8.5%	3	8.1%
Good range of food shops	1	1.3%	8	13.6%	20	54.1%
Specialist shops	29	38.7%	9	15.3%	22	59.5%
Good range of non-food shops	43	57.3%	50	84.7%	25	67.6%
Good range of services	0	.0%	0	.0%	1	2.7%
Good range of places to eat and drink	3	4.0%	6	10.2%	0	.0%
Easy to get to by public transport	2	2.7%	2	3.4%	1	2.7%
Easy to get to by car	1	1.3%	2	3.4%	0	.0%
Cheap/ easy to park	1	1.3%	1	1.7%	0	.0%
Convenient for friends/ family	7	9.3%	2	3.4%	1	2.7%
For a change/ day out	4	5.3%	3	5.1%	2	5.4%
Prefer the area	1	1.3%	1	1.7%	0	.0%
Good leisure facilities	0	.0%	1	1.7%	0	.0%
Hospital	0	.0%	0	.0%	1	2.7%
Cinema	0	.0%	1	1.7%	0	.0%
Other						
Dentist	0	.0%	0	.0%	0	.0%
Used to live there	0	.0%	0	.0%	0	.0%
British Legion	0	.0%	1	1.7%	0	.0%
Cribbs Causeway	0	.0%	1	1.7%	0	.0%
University	0	.0%	0	.0%	0	.0%
Passing through	0	.0%	0	.0%	1	2.7%
John Lewis	0	.0%	0	.0%	1	2.7%

Q8. How much have you/ do you intend to spend in the town centre today?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%	89	100.0%
Nothing	61	10.7%	15	8.1%	19	21.6%	5	7.5%	9	10.1%
1	12	2.1%	1	.5%	1	1.1%	1	1.5%	3	3.4%
2	31	5.4%	9	4.8%	5	5.7%	4	6.0%	6	6.7%
3	13	2.3%	6	3.2%	1	1.1%	0	.0%	3	3.4%
4	10	1.8%	1	.5%	3	3.4%	1	1.5%	4	4.5%
5	61	10.7%	9	4.8%	18	20.5%	7	10.4%	6	6.7%
6	5	.9%	1	.5%	2	2.3%	1	1.5%	1	1.1%
7	7	1.2%	2	1.1%	0	.0%	1	1.5%	1	1.1%
8	8	1.4%	0	.0%	0	.0%	2	3.0%	1	1.1%
9	1	.2%	1	.5%	0	.0%	0	.0%	0	.0%
10	107	18.8%	41	22.0%	13	14.8%	16	23.9%	10	11.2%
11	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
12	4	.7%	0	.0%	0	.0%	1	1.5%	1	1.1%
13	3	.5%	1	.5%	0	.0%	1	1.5%	1	1.1%
14	2	.4%	1	.5%	0	.0%	0	.0%	0	.0%
15	28	4.9%	7	3.8%	4	4.5%	5	7.5%	2	2.2%
16	1	.2%	0	.0%	0	.0%	1	1.5%	0	.0%
17	2	.4%	0	.0%	1	1.1%	0	.0%	0	.0%
18	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
20	82	14.4%	35	18.8%	6	6.8%	9	13.4%	16	18.0%
23	1	.2%	1	.5%	0	.0%	0	.0%	0	.0%
25	16	2.8%	6	3.2%	2	2.3%	3	4.5%	2	2.2%
30	39	6.8%	17	9.1%	5	5.7%	5	7.5%	5	5.6%
32	1	.2%	0	.0%	0	.0%	1	1.5%	0	.0%
35	1	.2%	1	.5%	0	.0%	0	.0%	0	.0%
40	28	4.9%	11	5.9%	3	3.4%	2	3.0%	8	9.0%

(cont.)

Q8. How much have you/ do you intend to spend in the town centre today?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
42	1	.2%	0	.0%	0	.0%	0	.0%	1	1.1%
45	2	.4%	1	.5%	0	.0%	0	.0%	0	.0%
50	11	1.9%	6	3.2%	2	2.3%	0	.0%	1	1.1%
60	4	.7%	2	1.1%	0	.0%	0	.0%	2	2.2%
65	1	.2%	0	.0%	0	.0%	0	.0%	1	1.1%
70	2	.4%	2	1.1%	0	.0%	0	.0%	0	.0%
80	3	.5%	0	.0%	0	.0%	0	.0%	2	2.2%
85	2	.4%	1	.5%	0	.0%	0	.0%	1	1.1%
100	7	1.2%	3	1.6%	0	.0%	1	1.5%	0	.0%
120	1	.2%	1	.5%	0	.0%	0	.0%	0	.0%
130	1	.2%	0	.0%	1	1.1%	0	.0%	0	.0%
150	2	.4%	0	.0%	1	1.1%	0	.0%	1	1.1%
200	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
250	2	.4%	1	.5%	1	1.1%	0	.0%	0	.0%
349	1	.2%	1	.5%	0	.0%	0	.0%	0	.0%
350	1	.2%	1	.5%	0	.0%	0	.0%	0	.0%
400	1	.2%	0	.0%	0	.0%	0	.0%	1	1.1%
500	1	.2%	1	.5%	0	.0%	0	.0%	0	.0%

(cont.)

Q8. How much have you/ do you intend to spend in the town centre today?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those resident locally	94	100.0%	46	100.0%
Nothing	7	7.4%	6	13.0%
1	4	4.3%	2	4.3%
2	5	5.3%	2	4.3%
3	2	2.1%	1	2.2%
4	1	1.1%	0	.0%
5	9	9.6%	12	26.1%
6	0	.0%	0	.0%
7	1	1.1%	2	4.3%
8	4	4.3%	1	2.2%
9	0	.0%	0	.0%
10	20	21.3%	7	15.2%
11	1	1.1%	0	.0%
12	1	1.1%	1	2.2%
13	0	.0%	0	.0%
14	1	1.1%	0	.0%
15	7	7.4%	3	6.5%
16	0	.0%	0	.0%
17	1	1.1%	0	.0%
18	1	1.1%	0	.0%
20	12	12.8%	4	8.7%
23	0	.0%	0	.0%
25	3	3.2%	0	.0%
30	5	5.3%	2	4.3%
32	0	.0%	0	.0%
35	0	.0%	0	.0%
40	4	4.3%	0	.0%

(cont.)

Q8. How much have you/ do you intend to spend in the town centre today?

	Stonehouse		Berkeley	
	Num	%	Num	%
42	0	.0%	0	.0%
45	0	.0%	1	2.2%
50	0	.0%	2	4.3%
60	0	.0%	0	.0%
65	0	.0%	0	.0%
70	0	.0%	0	.0%
80	1	1.1%	0	.0%
85	0	.0%	0	.0%
100	3	3.2%	0	.0%
120	0	.0%	0	.0%
130	0	.0%	0	.0%
150	0	.0%	0	.0%
200	1	1.1%	0	.0%
250	0	.0%	0	.0%
349	0	.0%	0	.0%
350	0	.0%	0	.0%
400	0	.0%	0	.0%
500	0	.0%	0	.0%

Q9. How would you rate the following aspects of this town centre – CHOICE AND QUALITY OF NON-FOOD SHOPS?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%	89	100.0%
Good	169	29.6%	43	23.1%	10	11.4%	30	44.8%	51	57.3%
Average	257	45.1%	101	54.3%	47	53.4%	30	44.8%	32	36.0%
Poor	135	23.7%	41	22.0%	30	34.1%	7	10.4%	4	4.5%
Don't know	9	1.6%	1	.5%	1	1.1%	0	.0%	2	2.2%

(cont.)

Q9. How would you rate the following aspects of this town centre – CHOICE AND QUALITY OF NON-FOOD SHOPS?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those resident locally	94	100.0%	46	100.0%
Good	23	24.5%	12	26.1%
Average	31	33.0%	16	34.8%
Poor	38	40.4%	15	32.6%
Don't know	2	2.1%	3	6.5%

Q9. How would you rate the following aspects of this town centre – CHOICE AND QUALITY OF FOOD SHOPS?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%	89	100.0%
Good	228	40.0%	54	29.0%	30	34.1%	32	47.8%	53	59.6%
Average	243	42.6%	101	54.3%	42	47.7%	25	37.3%	33	37.1%
Poor	91	16.0%	30	16.1%	14	15.9%	10	14.9%	2	2.2%
Don't know	8	1.4%	1	.5%	2	2.3%	0	.0%	1	1.1%

(cont.)

Q9. How would you rate the following aspects of this town centre – CHOICE AND QUALITY OF FOOD SHOPS?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those resident locally	94	100.0%	46	100.0%
Good	39	41.5%	20	43.5%
Average	25	26.6%	17	37.0%
Poor	29	30.9%	6	13.0%
Don't know	1	1.1%	3	6.5%

Q9. How would you rate the following aspects of this town centre – RANGE OF SERVICES (e.g. Bank)?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%	89	100.0%
Good	327	57.4%	96	51.6%	41	46.6%	39	58.2%	59	66.3%
Average	196	34.4%	82	44.1%	40	45.5%	20	29.9%	20	22.5%
Poor	27	4.7%	4	2.2%	3	3.4%	6	9.0%	2	2.2%
Don't know	20	3.5%	4	2.2%	4	4.5%	2	3.0%	8	9.0%

(cont.)

Q9. How would you rate the following aspects of this town centre – RANGE OF SERVICES (e.g. Bank)?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those resident locally	94	100.0%	46	100.0%
Good	73	77.7%	19	41.3%
Average	20	21.3%	14	30.4%
Poor	1	1.1%	11	23.9%
Don't know	0	.0%	2	4.3%

Q9. How would you rate the following aspects of this town centre – PUBLIC TOILETS?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%	89	100.0%
Good	104	18.2%	15	8.1%	19	21.6%	8	11.9%	25	28.1%
Average	189	33.2%	83	44.6%	28	31.8%	13	19.4%	27	30.3%
Poor	116	20.4%	74	39.8%	17	19.3%	10	14.9%	6	6.7%
Don't know	161	28.2%	14	7.5%	24	27.3%	36	53.7%	31	34.8%

(cont.)

Q9. How would you rate the following aspects of this town centre – PUBLIC TOILETS?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those resident locally	94	100.0%	46	100.0%
Good	24	25.5%	13	28.3%
Average	22	23.4%	16	34.8%
Poor	8	8.5%	1	2.2%
Don't know	40	42.6%	16	34.8%

Q9. How would you rate the following aspects of this town centre – ACCESSIBILITY BY PUBLIC TRANSPORT?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%	89	100.0%
Good	152	26.7%	41	22.0%	23	26.1%	2	3.0%	38	42.7%
Average	173	30.4%	79	42.5%	32	36.4%	12	17.9%	26	29.2%
Poor	128	22.5%	46	24.7%	18	20.5%	32	47.8%	5	5.6%
Don't know	117	20.5%	20	10.8%	15	17.0%	21	31.3%	20	22.5%

(cont.)

Q9. How would you rate the following aspects of this town centre – ACCESSIBILITY BY PUBLIC TRANSPORT?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those resident locally	94	100.0%	46	100.0%
Good	48	51.1%	0	.0%
Average	19	20.2%	5	10.9%
Poor	2	2.1%	25	54.3%
Don't know	25	26.6%	16	34.8%

Q9. How would you rate the following aspects of this town centre – ACCESSIBILITY BY CAR?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%	89	100.0%
Good	269	47.2%	71	38.2%	36	40.9%	22	32.8%	50	56.2%
Average	192	33.7%	89	47.8%	30	34.1%	23	34.3%	22	24.7%
Poor	48	8.4%	12	6.5%	14	15.9%	16	23.9%	5	5.6%
Don't know	61	10.7%	14	7.5%	8	9.1%	6	9.0%	12	13.5%

(cont.)

Q9. How would you rate the following aspects of this town centre – ACCESSIBILITY BY CAR?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those resident locally	94	100.0%	46	100.0%
Good	59	62.8%	31	67.4%
Average	19	20.2%	9	19.6%
Poor	1	1.1%	0	.0%
Don't know	15	16.0%	6	13.0%

Q9. How would you rate the following aspects of this town centre – ACCESSIBILITY BY FOOT/ CYCLE?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%	89	100.0%
Good	278	48.8%	72	38.7%	40	45.5%	36	53.7%	52	58.4%
Average	184	32.3%	93	50.0%	27	30.7%	21	31.3%	17	19.1%
Poor	31	5.4%	11	5.9%	5	5.7%	3	4.5%	6	6.7%
Don't know	77	13.5%	10	5.4%	16	18.2%	7	10.4%	14	15.7%

(cont.)

Q9. How would you rate the following aspects of this town centre – ACCESSIBILITY BY FOOT/ CYCLE?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those resident locally	94	100.0%	46	100.0%
Good	52	55.3%	26	56.5%
Average	19	20.2%	7	15.2%
Poor	2	2.1%	4	8.7%
Don't know	21	22.3%	9	19.6%

Q9. How would you rate the following aspects of this town centre – SECURITY/ PERSONAL SAFETY?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%	89	100.0%
Good	310	54.4%	77	41.4%	35	39.8%	48	71.6%	63	70.8%
Average	216	37.9%	91	48.9%	44	50.0%	18	26.9%	20	22.5%
Poor	22	3.9%	12	6.5%	5	5.7%	1	1.5%	2	2.2%
Don't know	22	3.9%	6	3.2%	4	4.5%	0	.0%	4	4.5%

(cont.)

Q9. How would you rate the following aspects of this town centre – SECURITY/ PERSONAL SAFETY?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those resident locally	94	100.0%	46	100.0%
Good	56	59.6%	31	67.4%
Average	33	35.1%	10	21.7%
Poor	1	1.1%	1	2.2%
Don't know	4	4.3%	4	8.7%

Q10. What additional shops and services, if anything, would you like to see in this town centre?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge	
	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%
Greater choice of clothes/ shoes	265	46.5%	107	57.5%	49	55.7%	12	17.9%
More chain stores	101	17.7%	53	28.5%	18	20.5%	5	7.5%
More specialist stores	101	17.7%	52	28.0%	18	20.5%	9	13.4%
More food shops	80	14.0%	25	13.4%	9	10.2%	16	23.9%
More places to eat and drink	35	6.1%	13	7.0%	10	11.4%	2	3.0%
Public toilets	71	12.5%	58	31.2%	7	8.0%	0	.0%
Baby changing and feeding area	21	3.7%	14	7.5%	3	3.4%	0	.0%
Street entertainment	10	1.8%	3	1.6%	4	4.5%	0	.0%
More police	25	4.4%	9	4.8%	9	10.2%	1	1.5%
More leisure/ entertainment facilities	57	10.0%	8	4.3%	24	27.3%	5	7.5%

(cont.)

Q10. What additional shops and services, if anything, would you like to see in this town centre?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge	
	Num	%	Num	%	Num	%	Num	%
Other								
More/ better parking	11	1.9%	2	1.1%	1	1.1%	4	6.0%
A butcher	7	1.2%	0	.0%	0	.0%	0	.0%
Better bus service	4	.7%	2	1.1%	0	.0%	0	.0%
Re-open empty shops	3	.5%	0	.0%	2	2.3%	0	.0%
Marks & Spencer	3	.5%	2	1.1%	1	1.1%	0	.0%
A youth club	3	.5%	0	.0%	1	1.1%	0	.0%
Cheaper shops	3	.5%	0	.0%	0	.0%	0	.0%
It all needs improving	2	.4%	0	.0%	1	1.1%	0	.0%
More community activities	2	.4%	0	.0%	1	1.1%	1	1.5%
More gift shops/ card shops	2	.4%	0	.0%	0	.0%	2	3.0%
A chemist	2	.4%	0	.0%	0	.0%	1	1.5%
More night clubs	2	.4%	1	.5%	0	.0%	0	.0%
Banking facilities	2	.4%	0	.0%	1	1.1%	0	.0%
A laundrette	2	.4%	0	.0%	1	1.1%	0	.0%
A shoe repairer	2	.4%	0	.0%	0	.0%	0	.0%
A toy shop	2	.4%	1	.5%	1	1.1%	0	.0%
DVD/ Computer shop	2	.4%	2	1.1%	0	.0%	0	.0%
A wine bar	1	.2%	0	.0%	1	1.1%	0	.0%
Cycle racks	1	.2%	0	.0%	0	.0%	1	1.5%
A Woolworths type store	1	.2%	1	.5%	0	.0%	0	.0%
Later opening times/ evening	1	.2%	1	.5%	0	.0%	0	.0%
More/ better train links	1	.2%	1	.5%	0	.0%	0	.0%
Off-licence	1	.2%	0	.0%	0	.0%	1	1.5%
Traffic lights	1	.2%	0	.0%	0	.0%	0	.0%
Music shop	1	.2%	0	.0%	0	.0%	0	.0%
Fishmongers	1	.2%	0	.0%	0	.0%	0	.0%

(cont.)

Q10. What additional shops and services, if anything, would you like to see in this town centre?

		Base: Those resident locally		Stroud		Dursley		Wotton under Edge	
		Num	%	Num	%	Num	%	Num	%
Other	Old sweet shop	1	.2%	0	.0%	0	.0%	1	1.5%
	Jewellers	1	.2%	0	.0%	0	.0%	0	.0%
	Pedestrian crossing	1	.2%	0	.0%	0	.0%	0	.0%

(cont.)

Q10. What additional shops and services, if anything, would you like to see in this town centre?

	Nailsworth		Stonehouse		Berkeley	
	Num	%	Num	%	Num	%
Base: Those resident locally	89	100.0%	94	100.0%	46	100.0%
Greater choice of clothes/ shoes	27	30.3%	59	62.8%	11	23.9%
More chain stores	0	.0%	21	22.3%	4	8.7%
More specialist stores	3	3.4%	14	14.9%	5	10.9%
More food shops	4	4.5%	19	20.2%	7	15.2%
More places to eat and drink	0	.0%	10	10.6%	0	.0%
Public toilets	2	2.2%	4	4.3%	0	.0%
Baby changing and feeding area	4	4.5%	0	.0%	0	.0%
Street entertainment	0	.0%	2	2.1%	1	2.2%
More police	3	3.4%	2	2.1%	1	2.2%
More leisure/ entertainment facilities	4	4.5%	14	14.9%	2	4.3%

(cont.)

Q10. What additional shops and services, if anything, would you like to see in this town centre?

	Nailsworth		Stonehouse		Berkeley	
	Num	%	Num	%	Num	%
Other						
More/ better parking	3	3.4%	0	.0%	1	2.2%
A butcher	0	.0%	0	.0%	7	15.2%
Better bus service	1	1.1%	0	.0%	1	2.2%
Re-open empty shops	0	.0%	0	.0%	1	2.2%
Marks & Spencer	0	.0%	0	.0%	0	.0%
A youth club	0	.0%	1	1.1%	1	2.2%
Cheaper shops	3	3.4%	0	.0%	0	.0%
It all needs improving	0	.0%	0	.0%	1	2.2%
More community activities	0	.0%	0	.0%	0	.0%
More gift shops/ card shops	0	.0%	0	.0%	0	.0%
A chemist	0	.0%	1	1.1%	0	.0%
More night clubs	0	.0%	1	1.1%	0	.0%
Banking facilities	0	.0%	0	.0%	1	2.2%
A laundrette	0	.0%	1	1.1%	0	.0%
A shoe repairer	2	2.2%	0	.0%	0	.0%
A toy shop	0	.0%	0	.0%	0	.0%
DVD/ Computer shop	0	.0%	0	.0%	0	.0%
A wine bar	0	.0%	0	.0%	0	.0%
Cycle racks	0	.0%	0	.0%	0	.0%
A Woolworths type store	0	.0%	0	.0%	0	.0%
Later opening times/ evening	0	.0%	0	.0%	0	.0%
More/ better train links	0	.0%	0	.0%	0	.0%
Off-licence	0	.0%	0	.0%	0	.0%
Traffic lights	1	1.1%	0	.0%	0	.0%
Music shop	1	1.1%	0	.0%	0	.0%
Fishmongers	0	.0%	1	1.1%	0	.0%

(cont.)

Q10. What additional shops and services, if anything, would you like to see in this town centre?

		Nailsworth		Stonehouse		Berkeley	
		Num	%	Num	%	Num	%
Other	Old sweet shop	0	.0%	0	.0%	0	.0%
	Jewellers	1	1.1%	0	.0%	0	.0%
	Pedestrian crossing	0	.0%	0	.0%	1	2.2%

Q11. How would you rate the following aspects of this town centre – CLEANLINESS?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%	89	100.0%
Good	240	42.1%	41	22.0%	29	33.0%	44	65.7%	55	61.8%
Average	293	51.4%	130	69.9%	50	56.8%	23	34.3%	30	33.7%
Poor	33	5.8%	15	8.1%	8	9.1%	0	.0%	2	2.2%
Don't know	4	.7%	0	.0%	1	1.1%	0	.0%	2	2.2%

(cont.)

Q11. How would you rate the following aspects of this town centre – CLEANLINESS?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those resident locally	94	100.0%	46	100.0%
Good	49	52.1%	22	47.8%
Average	38	40.4%	22	47.8%
Poor	7	7.4%	1	2.2%
Don't know	0	.0%	1	2.2%

Q11. How would you rate the following aspects of this town centre – SEATING AREAS AND BENCHES?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%	89	100.0%
Good	218	38.2%	61	32.8%	18	20.5%	24	35.8%	53	59.6%
Average	276	48.4%	105	56.5%	54	61.4%	30	44.8%	28	31.5%
Poor	50	8.8%	19	10.2%	11	12.5%	9	13.4%	1	1.1%
Don't know	26	4.6%	1	.5%	5	5.7%	4	6.0%	7	7.9%

(cont.)

Q11. How would you rate the following aspects of this town centre – SEATING AREAS AND BENCHES?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those resident locally	94	100.0%	46	100.0%
Good	50	53.2%	12	26.1%
Average	38	40.4%	21	45.7%
Poor	2	2.1%	8	17.4%
Don't know	4	4.3%	5	10.9%

Q11. How would you rate the following aspects of this town centre – AMOUNT OF LITTER BINS?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%	89	100.0%
Good	213	37.4%	58	31.2%	20	22.7%	22	32.8%	51	57.3%
Average	254	44.6%	101	54.3%	45	51.1%	26	38.8%	27	30.3%
Poor	69	12.1%	24	12.9%	16	18.2%	14	20.9%	2	2.2%
Don't know	34	6.0%	3	1.6%	7	8.0%	5	7.5%	9	10.1%

(cont.)

Q11. How would you rate the following aspects of this town centre – AMOUNT OF LITTER BINS?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those resident locally	94	100.0%	46	100.0%
Good	47	50.0%	15	32.6%
Average	36	38.3%	19	41.3%
Poor	5	5.3%	8	17.4%
Don't know	6	6.4%	4	8.7%

Q11. How would you rate the following aspects of this town centre – OVERALL ATTRACTIVENESS?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%	89	100.0%
Good	243	42.6%	42	22.6%	30	34.1%	51	76.1%	62	69.7%
Average	258	45.3%	121	65.1%	32	36.4%	15	22.4%	25	28.1%
Poor	60	10.5%	21	11.3%	24	27.3%	1	1.5%	0	.0%
Don't know	9	1.6%	2	1.1%	2	2.3%	0	.0%	2	2.2%

(cont.)

Q11. How would you rate the following aspects of this town centre – OVERALL ATTRACTIVENESS?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those resident locally	94	100.0%	46	100.0%
Good	41	43.6%	17	37.0%
Average	46	48.9%	19	41.3%
Poor	7	7.4%	7	15.2%
Don't know	0	.0%	3	6.5%

Q11. How would you rate the following aspects of this town centre – FEELING OF SECURITY?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%	89	100.0%
Good	329	57.7%	77	41.4%	45	51.1%	46	68.7%	68	76.4%
Average	218	38.2%	101	54.3%	34	38.6%	20	29.9%	19	21.3%
Poor	18	3.2%	8	4.3%	7	8.0%	0	.0%	1	1.1%
Don't know	5	.9%	0	.0%	2	2.3%	1	1.5%	1	1.1%

(cont.)

Q11. How would you rate the following aspects of this town centre – FEELING OF SECURITY?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those resident locally	94	100.0%	46	100.0%
Good	56	59.6%	37	80.4%
Average	36	38.3%	8	17.4%
Poor	2	2.1%	0	.0%
Don't know	0	.0%	1	2.2%

Q11. How would you rate the following aspects of this town centre – SIGNAGE (TO AND FROM TOWN CENTRE)?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%	89	100.0%
Good	276	48.4%	46	24.7%	48	54.5%	47	70.1%	54	60.7%
Average	220	38.6%	113	60.8%	32	36.4%	15	22.4%	23	25.8%
Poor	15	2.6%	7	3.8%	2	2.3%	1	1.5%	0	.0%
Don't know	59	10.4%	20	10.8%	6	6.8%	4	6.0%	12	13.5%

(cont.)

Q11. How would you rate the following aspects of this town centre – SIGNAGE (TO AND FROM TOWN CENTRE)?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those resident locally	94	100.0%	46	100.0%
Good	57	60.6%	24	52.2%
Average	28	29.8%	9	19.6%
Poor	1	1.1%	4	8.7%
Don't know	8	8.5%	9	19.6%

Q11. How would you rate the following aspects of this town centre – SIGNAGE (IN AND AROUND TOWN CENTRE)?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%	89	100.0%
Good	274	48.1%	42	22.6%	49	55.7%	47	70.1%	53	59.6%
Average	225	39.5%	119	64.0%	30	34.1%	15	22.4%	23	25.8%
Poor	14	2.5%	6	3.2%	2	2.3%	1	1.5%	0	.0%
Don't know	57	10.0%	19	10.2%	7	8.0%	4	6.0%	13	14.6%

(cont.)

Q11. How would you rate the following aspects of this town centre – SIGNAGE (IN AND AROUND TOWN CENTRE)?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those resident locally	94	100.0%	46	100.0%
Good	57	60.6%	26	56.5%
Average	28	29.8%	10	21.7%
Poor	2	2.1%	3	6.5%
Don't know	7	7.4%	7	15.2%

Q11. How would you rate the following aspects of this town centre – LIGHTING?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%	89	100.0%
Good	286	50.2%	52	28.0%	45	51.1%	49	73.1%	56	62.9%
Average	232	40.7%	123	66.1%	36	40.9%	16	23.9%	20	22.5%
Poor	14	2.5%	2	1.1%	4	4.5%	0	.0%	3	3.4%
Don't know	38	6.7%	9	4.8%	3	3.4%	2	3.0%	10	11.2%

(cont.)

Q11. How would you rate the following aspects of this town centre – LIGHTING?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those resident locally	94	100.0%	46	100.0%
Good	55	58.5%	29	63.0%
Average	30	31.9%	7	15.2%
Poor	2	2.1%	3	6.5%
Don't know	7	7.4%	7	15.2%

Q12. What improvements to the environment would you like to see in this town centre?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge	
	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%
More litter bins	72	12.6%	30	16.1%	12	13.6%	12	17.9%
More seating areas and benches	46	8.1%	25	13.4%	5	5.7%	5	7.5%
Public toilets	116	20.4%	81	43.5%	13	14.8%	4	6.0%
Street cleaning	68	11.9%	24	12.9%	11	12.5%	3	4.5%
Better signage	8	1.4%	6	3.2%	0	.0%	0	.0%
CCTV	30	5.3%	9	4.8%	5	5.7%	5	7.5%
More planting	52	9.1%	25	13.4%	11	12.5%	1	1.5%
More facilities for the disabled	15	2.6%	4	2.2%	2	2.3%	2	3.0%
None/ no improvements needed	181	31.8%	33	17.7%	22	25.0%	20	29.9%
More/ better parking	19	3.3%	1	.5%	3	3.4%	8	11.9%
Make centre pedestrian only	5	.9%	2	1.1%	0	.0%	0	.0%
More police on patrol	5	.9%	4	2.2%	0	.0%	0	.0%
More/ better lighting	3	.5%	1	.5%	0	.0%	1	1.5%
Repair/ maintain pavements	3	.5%	0	.0%	1	1.1%	0	.0%
Refurbish shop fronts	3	.5%	2	1.1%	1	1.1%	0	.0%
Traffic lights	3	.5%	0	.0%	0	.0%	0	.0%
Other								
More activities for kids	3	.5%	1	.5%	0	.0%	0	.0%
No more building work	2	.4%	0	.0%	2	2.3%	0	.0%
More recycling facilities	2	.4%	0	.0%	0	.0%	0	.0%
Need pedestrian crossings	1	.2%	0	.0%	0	.0%	0	.0%
Keep hospital open	1	.2%	0	.0%	0	.0%	0	.0%
Attract more people to the town	1	.2%	0	.0%	1	1.1%	0	.0%
Get rid of Ring Road/ Stroud	1	.2%	1	.5%	0	.0%	0	.0%
Less CCTV	1	.2%	1	.5%	0	.0%	0	.0%
More dog bins	1	.2%	0	.0%	0	.0%	0	.0%

(cont.)

Q12. What improvements to the environment would you like to see in this town centre?

	Nailsworth		Stonehouse		Berkeley	
	Num	%	Num	%	Num	%
Base: Those resident locally	89	100.0%	94	100.0%	46	100.0%
More litter bins	5	5.6%	12	12.8%	1	2.2%
More seating areas and benches	1	1.1%	7	7.4%	3	6.5%
Public toilets	2	2.2%	16	17.0%	0	.0%
Street cleaning	6	6.7%	21	22.3%	3	6.5%
Better signage	0	.0%	0	.0%	2	4.3%
CCTV	6	6.7%	4	4.3%	1	2.2%
More planting	7	7.9%	2	2.1%	6	13.0%
More facilities for the disabled	0	.0%	6	6.4%	1	2.2%
None/ no improvements needed	40	44.9%	42	44.7%	24	52.2%
More/ better parking	6	6.7%	1	1.1%	0	.0%
Make centre pedestrian only	0	.0%	1	1.1%	2	4.3%
More police on patrol	0	.0%	1	1.1%	0	.0%
More/ better lighting	1	1.1%	0	.0%	0	.0%
Repair/ maintain pavements	0	.0%	1	1.1%	1	2.2%
Refurbish shop fronts	0	.0%	0	.0%	0	.0%
Traffic lights	1	1.1%	1	1.1%	1	2.2%
Other						
More activities for kids	2	2.2%	0	.0%	0	.0%
No more building work	0	.0%	0	.0%	0	.0%
More recycling facilities	2	2.2%	0	.0%	0	.0%
Need pedestrian crossings	0	.0%	0	.0%	1	2.2%
Keep hospital open	0	.0%	0	.0%	1	2.2%
Attract more people to the town	0	.0%	0	.0%	0	.0%
Get rid of Ring Road/ Stroud	0	.0%	0	.0%	0	.0%
Less CCTV	0	.0%	0	.0%	0	.0%
More dog bins	0	.0%	0	.0%	1	2.2%

Q13. Do you visit this town centre at night?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%	89	100.0%
Yes	223	39.1%	74	39.8%	32	36.4%	38	56.7%	34	38.2%
No	347	60.9%	112	60.2%	56	63.6%	29	43.3%	55	61.8%

(cont.)

Q13. Do you visit this town centre at night?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those resident locally	94	100.0%	46	100.0%
Yes	22	23.4%	23	50.0%
No	72	76.6%	23	50.0%

Q14. Why do you visit this town centre at night?

	Base: Those visiting at night		Stroud		Dursley		Wotton under Edge	
	Num	%	Num	%	Num	%	Num	%
Base: Those visiting at night	223	100.0%	74	100.0%	32	100.0%	38	100.0%
To socialise	130	58.3%	60	81.1%	26	81.3%	10	26.3%
To visit places to eat/ drink	94	42.2%	23	31.1%	9	28.1%	17	44.7%
To visit leisure/ entertainment facilities	47	21.1%	10	13.5%	3	9.4%	21	55.3%
Other								
Work	7	3.1%	3	4.1%	0	.0%	1	2.6%
Shopping	5	2.2%	0	.0%	0	.0%	2	5.3%
Historical meetings	2	.9%	0	.0%	1	3.1%	0	.0%
Drop off/ pick up family	1	.4%	0	.0%	0	.0%	0	.0%

(cont.)

Q14. Why do you visit this town centre at night?

	Nailsworth		Stonehouse		Berkeley	
	Num	%	Num	%	Num	%
Base: Those visiting at night	34	100.0%	22	100.0%	23	100.0%
To socialise	13	38.2%	8	36.4%	13	56.5%
To visit places to eat/ drink	25	73.5%	10	45.5%	10	43.5%
To visit leisure/ entertainment facilities	8	23.5%	4	18.2%	1	4.3%
Other						
Work	0	.0%	1	4.5%	2	8.7%
Shopping	2	5.9%	0	.0%	1	4.3%
Historical meetings	0	.0%	0	.0%	1	4.3%
Drop off/ pick up family	0	.0%	0	.0%	1	4.3%

Q15. Why do you not visit this town centre at night?

	Base: Those not visiting at night		Stroud		Dursley		Wotton under Edge	
	Num	%	Num	%	Num	%	Num	%
Base: Those not visiting at night	347	100.0%	112	100.0%	56	100.0%	29	100.0%
I don't go out in the evenings	182	52.4%	54	48.2%	24	42.9%	17	58.6%
Not enough places to eat/ drink	22	6.3%	7	6.3%	5	8.9%	3	10.3%
Not enough leisure/ entertainment facilities	45	13.0%	10	8.9%	14	25.0%	3	10.3%
Too far away from home	50	14.4%	16	14.3%	8	14.3%	1	3.4%
Feels unsafe	37	10.7%	13	11.6%	8	14.3%	3	10.3%
Lack of public transport	7	2.0%	2	1.8%	1	1.8%	1	3.4%
Not enough cultural activities	17	4.9%	4	3.6%	3	5.4%	0	.0%
Nothing for my age group	43	12.4%	28	25.0%	4	7.1%	0	.0%
Lack of money	2	.6%	0	.0%	1	1.8%	1	3.4%
Working	2	.6%	2	1.8%	0	.0%	0	.0%
Other								
Not enough lighting	2	.6%	1	.9%	1	1.8%	0	.0%
Don't like the town	2	.6%	0	.0%	1	1.8%	0	.0%
Too many teenagers	1	.3%	0	.0%	0	.0%	0	.0%

(cont.)

Q15. Why do you not visit this town centre at night?

	Nailsworth		Stonehouse		Berkeley	
	Num	%	Num	%	Num	%
Base: Those not visiting at night	55	100.0%	72	100.0%	23	100.0%
I don't go out in the evenings	27	49.1%	44	61.1%	16	69.6%
Not enough places to eat/ drink	3	5.5%	4	5.6%	0	.0%
Not enough leisure/ entertainment facilities	8	14.5%	9	12.5%	1	4.3%
Too far away from home	12	21.8%	11	15.3%	2	8.7%
Feels unsafe	6	10.9%	4	5.6%	3	13.0%
Lack of public transport	2	3.6%	0	.0%	1	4.3%
Not enough cultural activities	5	9.1%	2	2.8%	3	13.0%
Nothing for my age group	1	1.8%	7	9.7%	3	13.0%
Lack of money	0	.0%	0	.0%	0	.0%
Working	0	.0%	0	.0%	0	.0%
Other						
Not enough lighting	0	.0%	0	.0%	0	.0%
Don't like the town	0	.0%	1	1.4%	0	.0%
Too many teenagers	0	.0%	1	1.4%	0	.0%

Q16. Why does it feel unsafe?

	Base: Those feeling unsafe		Stroud		Dursley		Wotton under Edge	
	Num	%	Num	%	Num	%	Num	%
Base: Those feeling unsafe	37	100.0%	13	100.0%	8	100.0%	3	100.0%
Not enough police	17	45.9%	7	53.8%	2	25.0%	0	.0%
Too many youths	33	89.2%	10	76.9%	8	100.0%	3	100.0%
Poor street lighting	3	8.1%	2	15.4%	0	.0%	0	.0%
No CCTV	9	24.3%	3	23.1%	0	.0%	0	.0%
Other								
Drug addicts in centre	1	2.7%	1	7.7%	0	.0%	0	.0%

(cont.)

Q16. Why does it feel unsafe?

	Nailsworth		Stonehouse		Berkeley	
	Num	%	Num	%	Num	%
Base: Those feeling unsafe	6	100.0%	4	100.0%	3	100.0%
Not enough police	5	83.3%	3	75.0%	0	.0%
Too many youths	5	83.3%	4	100.0%	3	100.0%
Poor street lighting	1	16.7%	0	.0%	0	.0%
No CCTV	5	83.3%	1	25.0%	0	.0%
Other Drug addicts in centre	0	.0%	0	.0%	0	.0%

Q17. How did you travel to the town centre today?

	Base: Those resident locally		Stroud		Dursley		Wotton under Edge	
	Num	%	Num	%	Num	%	Num	%
Base: Those resident locally	570	100.0%	186	100.0%	88	100.0%	67	100.0%
Car/ van (as driver)	251	44.0%	76	40.9%	32	36.4%	30	44.8%
Walk	207	36.3%	61	32.8%	39	44.3%	31	46.3%
Bus	57	10.0%	26	14.0%	9	10.2%	1	1.5%
Car/ van (as passenger)	43	7.5%	21	11.3%	7	8.0%	5	7.5%
Bicycle	8	1.4%	1	.5%	1	1.1%	0	.0%
Taxi	1	.2%	0	.0%	0	.0%	0	.0%
Other Mobility scooter	3	.5%	1	.5%	0	.0%	0	.0%

(cont.)

Q17. How did you travel to the town centre today?

	Nailsworth		Stonehouse		Berkeley	
	Num	%	Num	%	Num	%
Base: Those resident locally	89	100.0%	94	100.0%	46	100.0%
Car/ van (as driver)	45	50.6%	45	47.9%	23	50.0%
Walk	21	23.6%	36	38.3%	19	41.3%
Bus	18	20.2%	2	2.1%	1	2.2%
Car/ van (as passenger)	5	5.6%	3	3.2%	2	4.3%
Bicycle	0	.0%	6	6.4%	0	.0%
Taxi	0	.0%	0	.0%	1	2.2%
Other Mobility scooter	0	.0%	2	2.1%	0	.0%

Q18. Could you tell me where you parked your car?

	Base: Those travelling by car		Stroud		Dursley		Wotton under Edge	
	Num	%	Num	%	Num	%	Num	%
Base: Those travelling by car	294	100.0%	97	100.0%	39	100.0%	35	100.0%
On street	65	22.1%	14	14.4%	7	17.9%	14	40.0%
Nailsworth, Somerfield	37	12.6%	0	.0%	0	.0%	0	.0%
I was dropped off	25	8.5%	17	17.5%	4	10.3%	2	5.7%
Stonehouse, Co-op	24	8.2%	0	.0%	0	.0%	0	.0%
Stroud, NCP Multi-Storey	22	7.5%	22	22.7%	0	.0%	0	.0%
Dursley, Castle Street (leisure centre)	16	5.4%	0	.0%	16	41.0%	0	.0%
Stroud, Church Street	9	3.1%	9	9.3%	0	.0%	0	.0%
Stroud, London Road (surface)	9	3.1%	9	9.3%	0	.0%	0	.0%
Wotton under Edge, Co-op	9	3.1%	0	.0%	0	.0%	9	25.7%
Stroud, London Road (multi-storey)	7	2.4%	7	7.2%	0	.0%	0	.0%
Dursley, Castle Street (GCC unrestricted)	5	1.7%	0	.0%	5	12.8%	0	.0%
Stonehouse, SDC Car Park	5	1.7%	0	.0%	0	.0%	0	.0%
Stonehouse, Doctors Surgery	5	1.7%	0	.0%	1	2.6%	0	.0%
Wotton under Edge, Chipping Car Park	5	1.7%	0	.0%	0	.0%	5	14.3%
Stroud, Rowcroft Retreat	4	1.4%	4	4.1%	0	.0%	0	.0%
Stroud, Cheapside (SDC)	4	1.4%	4	4.1%	0	.0%	0	.0%
Dursley, May Lane	3	1.0%	0	.0%	3	7.7%	0	.0%
Stroud, Station Car Park	3	1.0%	3	3.1%	0	.0%	0	.0%
Berkeley, Library	2	.7%	0	.0%	0	.0%	0	.0%
Nailsworth, Comrades Club/ Town Hall	2	.7%	0	.0%	0	.0%	0	.0%
Nailsworth, Old Market street bays	2	.7%	0	.0%	0	.0%	0	.0%
Stonehouse, Globe Inn	2	.7%	0	.0%	0	.0%	0	.0%
Stroud, Parliament Street	2	.7%	2	2.1%	0	.0%	0	.0%
Dursley, Rackfield	1	.3%	0	.0%	1	2.6%	0	.0%

(cont.)

Q18. Could you tell me where you parked your car?

	Base: Those travelling by car		Stroud		Dursley		Wotton under Edge	
	Num	%	Num	%	Num	%	Num	%
Nailsworth, Newmarket	1	.3%	0	.0%	1	2.6%	0	.0%
Nailsworth, Old Market Car Park	1	.3%	0	.0%	0	.0%	0	.0%
Stonehouse, train station	1	.3%	0	.0%	0	.0%	0	.0%
Wotton under Edge, Civic Centre	1	.3%	0	.0%	0	.0%	1	2.9%
Wotton under Edge, Potters Pond	1	.3%	0	.0%	0	.0%	1	2.9%
Other								
At work	7	2.4%	2	2.1%	0	.0%	1	2.9%
Private parking	4	1.4%	0	.0%	1	2.6%	2	5.7%
Pub car park	2	.7%	0	.0%	0	.0%	0	.0%
Natwest car park	2	.7%	0	.0%	0	.0%	0	.0%
Repair garage	1	.3%	1	1.0%	0	.0%	0	.0%
Police station	1	.3%	1	1.0%	0	.0%	0	.0%
Tesco car park	1	.3%	0	.0%	0	.0%	0	.0%
Merrywalks	1	.3%	1	1.0%	0	.0%	0	.0%
Waitrose	1	.3%	1	1.0%	0	.0%	0	.0%
Hospital	1	.3%	0	.0%	0	.0%	0	.0%

(cont.)

Q18. Could you tell me where you parked your car?

	Nailsworth		Stonehouse		Berkeley	
	Num	%	Num	%	Num	%
Base: Those travelling by car	50	100.0%	48	100.0%	25	100.0%
On street	2	4.0%	10	20.8%	18	72.0%
Nailsworth, Somerfield	37	74.0%	0	.0%	0	.0%
I was dropped off	1	2.0%	0	.0%	1	4.0%
Stonehouse, Co-op	0	.0%	23	47.9%	1	4.0%
Stroud, NCP Multi-Storey	0	.0%	0	.0%	0	.0%
Dursley, Castle Street (leisure centre)	0	.0%	0	.0%	0	.0%
Stroud, Church Street	0	.0%	0	.0%	0	.0%
Stroud, London Road (surface)	0	.0%	0	.0%	0	.0%
Wotton under Edge, Co-op	0	.0%	0	.0%	0	.0%
Stroud, London Road (multi-storey)	0	.0%	0	.0%	0	.0%
Dursley, Castle Street (GCC unrestricted)	0	.0%	0	.0%	0	.0%
Stonehouse, SDC Car Park	0	.0%	5	10.4%	0	.0%
Stonehouse, Doctors Surgery	0	.0%	4	8.3%	0	.0%
Wotton under Edge, Chipping Car Park	0	.0%	0	.0%	0	.0%
Stroud, Rowcroft Retreat	0	.0%	0	.0%	0	.0%
Stroud, Cheapside (SDC)	0	.0%	0	.0%	0	.0%
Dursley, May Lane	0	.0%	0	.0%	0	.0%
Stroud, Station Car Park	0	.0%	0	.0%	0	.0%
Berkeley, Library	0	.0%	0	.0%	2	8.0%
Nailsworth, Comrades Club/ Town Hall	2	4.0%	0	.0%	0	.0%
Nailsworth, Old Market street bays	2	4.0%	0	.0%	0	.0%
Stonehouse, Globe Inn	0	.0%	2	4.2%	0	.0%
Stroud, Parliament Street	0	.0%	0	.0%	0	.0%
Dursley, Rackfield	0	.0%	0	.0%	0	.0%

(cont.)

Q18. Could you tell me where you parked your car?

	Nailsworth		Stonehouse		Berkeley	
	Num	%	Num	%	Num	%
Nailsworth, Newmarket	0	.0%	0	.0%	0	.0%
Nailsworth, Old Market Car Park	1	2.0%	0	.0%	0	.0%
Stonehouse, train station	0	.0%	1	2.1%	0	.0%
Wotton under Edge, Civic Centre	0	.0%	0	.0%	0	.0%
Wotton under Edge, Potters Pond	0	.0%	0	.0%	0	.0%
At work	4	8.0%	0	.0%	0	.0%
Private parking	0	.0%	1	2.1%	0	.0%
Pub car park	0	.0%	0	.0%	2	8.0%
Natwest car park	0	.0%	2	4.2%	0	.0%
Repair garage	0	.0%	0	.0%	0	.0%
Police station	0	.0%	0	.0%	0	.0%
Tesco car park	1	2.0%	0	.0%	0	.0%
Merrywalks	0	.0%	0	.0%	0	.0%
Waitrose	0	.0%	0	.0%	0	.0%
Hospital	0	.0%	0	.0%	1	4.0%

Q19. How would you rate the following aspects of car parking in this town centre – AMOUNT OF ON-STREET PARKING SPACES?

	Base: Those travelling by car		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those travelling by car	294	100.0%	97	100.0%	39	100.0%	35	100.0%	50	100.0%
Good	81	27.6%	15	15.5%	6	15.4%	15	42.9%	7	14.0%
Average	93	31.6%	51	52.6%	8	20.5%	7	20.0%	10	20.0%
Poor	111	37.8%	27	27.8%	22	56.4%	13	37.1%	33	66.0%
Don't know	9	3.1%	4	4.1%	3	7.7%	0	.0%	0	.0%

(cont.)

Q19. How would you rate the following aspects of car parking in this town centre – AMOUNT OF ON-STREET PARKING SPACES?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those travelling by car	48	100.0%	25	100.0%
Good	34	70.8%	4	16.0%
Average	10	20.8%	7	28.0%
Poor	3	6.3%	13	52.0%
Don't know	1	2.1%	1	4.0%

Q19. How would you rate the following aspects of car parking in this town centre – AMOUNT OF CAR PARKING SPACES?

	Base: Those travelling by car		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those travelling by car	294	100.0%	97	100.0%	39	100.0%	35	100.0%	50	100.0%
Good	113	38.4%	42	43.3%	11	28.2%	7	20.0%	11	22.0%
Average	86	29.3%	44	45.4%	8	20.5%	6	17.1%	14	28.0%
Poor	89	30.3%	9	9.3%	20	51.3%	21	60.0%	25	50.0%
Don't know	6	2.0%	2	2.1%	0	.0%	1	2.9%	0	.0%

(cont.)

Q19. How would you rate the following aspects of car parking in this town centre – AMOUNT OF CAR PARKING SPACES?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those travelling by car	48	100.0%	25	100.0%
Good	38	79.2%	4	16.0%
Average	7	14.6%	7	28.0%
Poor	2	4.2%	12	48.0%
Don't know	1	2.1%	2	8.0%

Q19. How would you rate the following aspects of car parking in this town centre – SEASON TICKET SCHEME IN COUNCIL CAR PARKS (Stroud only)?

	Base: Those travelling by car		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those travelling by car	294	100.0%	97	100.0%	39	100.0%	35	100.0%	50	100.0%
Good	21	7.1%	8	8.2%	0	.0%	0	.0%	1	2.0%
Average	43	14.6%	33	34.0%	0	.0%	7	20.0%	0	.0%
Poor	3	1.0%	1	1.0%	1	2.6%	0	.0%	1	2.0%
Don't know	227	77.2%	55	56.7%	38	97.4%	28	80.0%	48	96.0%

(cont.)

Q19. How would you rate the following aspects of car parking in this town centre – SEASON TICKET SCHEME IN COUNCIL CAR PARKS (Stroud only)?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those travelling by car	48	100.0%	25	100.0%
Good	12	25.0%	0	.0%
Average	2	4.2%	1	4.0%
Poor	0	.0%	0	.0%
Don't know	34	70.8%	24	96.0%

Q19. How would you rate the following aspects of car parking in this town centre – PRICE OF COUNCIL CAR PARKS?

	Base: Those travelling by car		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those travelling by car	294	100.0%	97	100.0%	39	100.0%	35	100.0%	50	100.0%
Good	146	49.7%	28	28.9%	24	61.5%	12	34.3%	29	58.0%
Average	78	26.5%	54	55.7%	0	.0%	12	34.3%	3	6.0%
Poor	10	3.4%	5	5.2%	1	2.6%	0	.0%	4	8.0%
Don't know	60	20.4%	10	10.3%	14	35.9%	11	31.4%	14	28.0%

(cont.)

Q19. How would you rate the following aspects of car parking in this town centre – PRICE OF COUNCIL CAR PARKS?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those travelling by car	48	100.0%	25	100.0%
Good	33	68.8%	20	80.0%
Average	8	16.7%	1	4.0%
Poor	0	.0%	0	.0%
Don't know	7	14.6%	4	16.0%

Q19. How would you rate the following aspects of car parking in this town centre – PAYMENT METHOD (Stroud and Stonehouse only)?

	Base: Those travelling by car		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those travelling by car	294	100.0%	97	100.0%	39	100.0%	35	100.0%	50	100.0%
Good	59	20.1%	22	22.7%	2	5.1%	2	5.7%	0	.0%
Average	74	25.2%	56	57.7%	0	.0%	7	20.0%	4	8.0%
Poor	7	2.4%	4	4.1%	1	2.6%	0	.0%	1	2.0%
Don't know	154	52.4%	15	15.5%	36	92.3%	26	74.3%	45	90.0%

(cont.)

Q19. How would you rate the following aspects of car parking in this town centre – PAYMENT METHOD (Stroud and Stonehouse only)?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those travelling by car	48	100.0%	25	100.0%
Good	31	64.6%	2	8.0%
Average	6	12.5%	1	4.0%
Poor	1	2.1%	0	.0%
Don't know	10	20.8%	22	88.0%

Q19. How would you rate the following aspects of car parking in this town centre – FREQUENCY OF PATROLS IN COUNCIL CAR PARKS?

	Base: Those travelling by car		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those travelling by car	294	100.0%	97	100.0%	39	100.0%	35	100.0%	50	100.0%
Good	54	18.4%	8	8.2%	6	15.4%	6	17.1%	5	10.0%
Average	77	26.2%	46	47.4%	6	15.4%	8	22.9%	11	22.0%
Poor	6	2.0%	2	2.1%	1	2.6%	3	8.6%	0	.0%
Don't know	157	53.4%	41	42.3%	26	66.7%	18	51.4%	34	68.0%

(cont.)

Q19. How would you rate the following aspects of car parking in this town centre – FREQUENCY OF PATROLS IN COUNCIL CAR PARKS?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those travelling by car	48	100.0%	25	100.0%
Good	27	56.3%	2	8.0%
Average	5	10.4%	1	4.0%
Poor	0	.0%	0	.0%
Don't know	16	33.3%	22	88.0%

Q19. How would you rate the following aspects of car parking in this town centre – FRIENDLINESS & HELPFULNESS OF STAFF IN COUNCIL CAR PARKS?

	Base: Those travelling by car		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those travelling by car	294	100.0%	97	100.0%	39	100.0%	35	100.0%	50	100.0%
Good	58	19.7%	12	12.4%	6	15.4%	5	14.3%	6	12.0%
Average	77	26.2%	45	46.4%	7	17.9%	10	28.6%	9	18.0%
Poor	4	1.4%	3	3.1%	0	.0%	1	2.9%	0	.0%
Don't know	155	52.7%	37	38.1%	26	66.7%	19	54.3%	35	70.0%

(cont.)

Q19. How would you rate the following aspects of car parking in this town centre – FRIENDLINESS & HELPFULNESS OF STAFF IN COUNCIL CAR PARKS?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those travelling by car	48	100.0%	25	100.0%
Good	27	56.3%	2	8.0%
Average	5	10.4%	1	4.0%
Poor	0	.0%	0	.0%
Don't know	16	33.3%	22	88.0%

Q19. How would you rate the following aspects of car parking in this town centre – LOCATION?

	Base: Those travelling by car		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those travelling by car	294	100.0%	97	100.0%	39	100.0%	35	100.0%	50	100.0%
Good	161	54.8%	37	38.1%	25	64.1%	20	57.1%	28	56.0%
Average	109	37.1%	57	58.8%	11	28.2%	8	22.9%	20	40.0%
Poor	14	4.8%	1	1.0%	3	7.7%	5	14.3%	2	4.0%
Don't know	10	3.4%	2	2.1%	0	.0%	2	5.7%	0	.0%

(cont.)

Q19. How would you rate the following aspects of car parking in this town centre – LOCATION?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those travelling by car	48	100.0%	25	100.0%
Good	36	75.0%	15	60.0%
Average	7	14.6%	6	24.0%
Poor	1	2.1%	2	8.0%
Don't know	4	8.3%	2	8.0%

Q19. How would you rate the following aspects of car parking in this town centre – DESIGN/ LAYOUT?

	Base: Those travelling by car		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those travelling by car	294	100.0%	97	100.0%	39	100.0%	35	100.0%	50	100.0%
Good	116	39.5%	20	20.6%	22	56.4%	13	37.1%	15	30.0%
Average	143	48.6%	72	74.2%	14	35.9%	12	34.3%	29	58.0%
Poor	21	7.1%	2	2.1%	2	5.1%	8	22.9%	6	12.0%
Don't know	14	4.8%	3	3.1%	1	2.6%	2	5.7%	0	.0%

(cont.)

Q19. How would you rate the following aspects of car parking in this town centre – DESIGN/ LAYOUT?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those travelling by car	48	100.0%	25	100.0%
Good	33	68.8%	13	52.0%
Average	8	16.7%	8	32.0%
Poor	1	2.1%	2	8.0%
Don't know	6	12.5%	2	8.0%

Q19. How would you rate the following aspects of car parking in this town centre – SAFETY & SECURITY?

	Base: Those travelling by car		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those travelling by car	294	100.0%	97	100.0%	39	100.0%	35	100.0%	50	100.0%
Good	132	44.9%	26	26.8%	17	43.6%	20	57.1%	22	44.0%
Average	134	45.6%	65	67.0%	19	48.7%	8	22.9%	27	54.0%
Poor	10	3.4%	2	2.1%	1	2.6%	5	14.3%	0	.0%
Don't know	18	6.1%	4	4.1%	2	5.1%	2	5.7%	1	2.0%

(cont.)

Q19. How would you rate the following aspects of car parking in this town centre – SAFETY & SECURITY?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those travelling by car	48	100.0%	25	100.0%
Good	33	68.8%	14	56.0%
Average	8	16.7%	7	28.0%
Poor	0	.0%	2	8.0%
Don't know	7	14.6%	2	8.0%

Q20. Would you consider other forms of transport other than car?

	Base: Those travelling by car		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those travelling by car	294	100.0%	97	100.0%	39	100.0%	35	100.0%	50	100.0%
Yes	110	37.4%	42	43.3%	14	35.9%	15	42.9%	18	36.0%
No	184	62.6%	55	56.7%	25	64.1%	20	57.1%	32	64.0%

(cont.)

Q20. Would you consider other forms of transport other than car?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those travelling by car	48	100.0%	25	100.0%
Yes	13	27.1%	8	32.0%
No	35	72.9%	17	68.0%

Q21a. What sort of improvements to other forms of transport would encourage you to use them?

	Base: Those who would consider other transport		Stroud		Dursley		Wotton under Edge	
	Num	%	Num	%	Num	%	Num	%
Base: Those who would consider other transport	110	100.0%	42	100.0%	14	100.0%	15	100.0%
Better footpaths	6	5.5%	1	2.4%	0	.0%	1	6.7%
Better cycleways	6	5.5%	2	4.8%	2	14.3%	1	6.7%
More frequent bus services	57	51.8%	27	64.3%	8	57.1%	8	53.3%
New bus services	18	16.4%	5	11.9%	3	21.4%	8	53.3%
More bus stops	8	7.3%	1	2.4%	0	.0%	1	6.7%
Cheaper bus services	12	10.9%	9	21.4%	1	7.1%	0	.0%
More pedestrian crossings	4	3.6%	0	.0%	0	.0%	0	.0%
Other								
Cheaper trains	2	1.8%	2	4.8%	0	.0%	0	.0%
Safer bus service	1	.9%	0	.0%	0	.0%	0	.0%

(cont.)

Q21a. What sort of improvements to other forms of transport would encourage you to use them?

	Nailsworth		Stonehouse		Berkeley	
	Num	%	Num	%	Num	%
Base: Those who would consider other transport	18	100.0%	13	100.0%	8	100.0%
Better footpaths	2	11.1%	1	7.7%	1	12.5%
Better cycleways	0	.0%	1	7.7%	0	.0%
More frequent bus services	7	38.9%	5	38.5%	2	25.0%
New bus services	1	5.6%	0	.0%	1	12.5%
More bus stops	1	5.6%	3	23.1%	2	25.0%
Cheaper bus services	1	5.6%	0	.0%	1	12.5%
More pedestrian crossings	3	16.7%	1	7.7%	0	.0%
Other						
Cheaper trains	0	.0%	0	.0%	0	.0%
Safer bus service	1	5.6%	0	.0%	0	.0%

Q21b. Why not?

	Base: Those who would not consider other transport		Stroud		Dursley		Wotton under Edge	
	Num	%	Num	%	Num	%	Num	%
Base: Those who would not consider other transport	184	100.0%	55	100.0%	25	100.0%	20	100.0%
Buses too infrequent	49	26.6%	14	25.5%	8	32.0%	6	30.0%
Not enough cycle paths	2	1.1%	0	.0%	1	4.0%	0	.0%
Too inconvenient	133	72.3%	43	78.2%	17	68.0%	11	55.0%
Buses drop off too far from town	5	2.7%	0	.0%	0	.0%	2	10.0%
Too expensive	8	4.3%	5	9.1%	2	8.0%	0	.0%
Other								
Need car/ van for work	4	2.2%	3	5.5%	1	4.0%	0	.0%
No direct routes	3	1.6%	0	.0%	0	.0%	3	15.0%
Mobility problems	3	1.6%	1	1.8%	0	.0%	0	.0%
Don't visit town much	1	.5%	0	.0%	1	4.0%	0	.0%

(cont.)

Q21b. Why not?

	Nailsworth		Stonehouse		Berkeley	
	Num	%	Num	%	Num	%
Base: Those who would not consider other transport	32	100.0%	35	100.0%	17	100.0%
Buses too infrequent	6	18.8%	4	11.4%	11	64.7%
Not enough cycle paths	0	.0%	1	2.9%	0	.0%
Too inconvenient	28	87.5%	29	82.9%	5	29.4%
Buses drop off too far from town	1	3.1%	1	2.9%	1	5.9%
Too expensive	0	.0%	1	2.9%	0	.0%
Other						
Need car/ van for work	0	.0%	0	.0%	0	.0%
No direct routes	0	.0%	0	.0%	0	.0%
Mobility problems	1	3.1%	1	2.9%	0	.0%
Don't visit town much	0	.0%	0	.0%	0	.0%

Q22. What is the main purpose for visiting this town?

	Base: Those who are visiting/ tourists		Stroud		Dursley		Wotton under Edge	
	Num	%	Num	%	Num	%	Num	%
Base: Those who are visiting/ tourists	82	100.0%	40	100.0%	15	100.0%	8	100.0%
Visit friends/ relations	34	41.5%	15	37.5%	7	46.7%	4	50.0%
Shopping	14	17.1%	11	27.5%	1	6.7%	0	.0%
Holiday	7	8.5%	4	10.0%	1	6.7%	1	12.5%
Attractions	4	4.9%	0	.0%	1	6.7%	2	25.0%
Event	3	3.7%	0	.0%	1	6.7%	0	.0%
Work	18	22.0%	9	22.5%	4	26.7%	1	12.5%
Other								
College	1	1.2%	1	2.5%	0	.0%	0	.0%
Meeting	1	1.2%	0	.0%	0	.0%	0	.0%

(cont.)

Q22. What is the main purpose for visiting this town?

	Nailsworth		Stonehouse		Berkeley	
	Num	%	Num	%	Num	%
Base: Those who are visiting/ tourists	11	100.0%	4	100.0%	4	100.0%
Visit friends/ relations	4	36.4%	1	25.0%	3	75.0%
Shopping	1	9.1%	1	25.0%	0	.0%
Holiday	1	9.1%	0	.0%	0	.0%
Attractions	1	9.1%	0	.0%	0	.0%
Event	1	9.1%	1	25.0%	0	.0%
Work	2	18.2%	1	25.0%	1	25.0%
Other						
College	0	.0%	0	.0%	0	.0%
Meeting	1	9.1%	0	.0%	0	.0%

Q23. What type of accommodation are you staying in?

	Base: Those who are visiting/ tourists		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those who are visiting/ tourists	82	100.0%	40	100.0%	15	100.0%	8	100.0%	11	100.0%
Day visitor – not staying in accommodation	48	58.5%	24	60.0%	10	66.7%	3	37.5%	7	63.6%
With friends/ relations	24	29.3%	12	30.0%	4	26.7%	4	50.0%	3	27.3%
Hotel/ inn	5	6.1%	2	5.0%	1	6.7%	0	.0%	0	.0%
B&B	3	3.7%	1	2.5%	0	.0%	0	.0%	1	9.1%
Self-catering	2	2.4%	1	2.5%	0	.0%	1	12.5%	0	.0%

(cont.)

Q23. What type of accommodation are you staying in?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those who are visiting/ tourists	4	100.0%	4	100.0%
Day visitor – not staying in accommodation	2	50.0%	2	50.0%
With friends/ relations	1	25.0%	0	.0%
Hotel/ inn	1	25.0%	1	25.0%
B&B	0	.0%	1	25.0%
Self-catering	0	.0%	0	.0%

Q24a. Did you access any information about this town or Stroud District before your trip?

	Base: Those who are visiting/ tourists		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those who are visiting/ tourists	82	100.0%	40	100.0%	15	100.0%	8	100.0%	11	100.0%
Yes	5	6.1%	2	5.0%	1	6.7%	0	.0%	0	.0%
No	77	93.9%	38	95.0%	14	93.3%	8	100.0%	11	100.0%

(cont.)

Q24a. Did you access any information about this town or Stroud District before your trip?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those who are visiting/ tourists	4	100.0%	4	100.0%
Yes	1	25.0%	1	25.0%
No	3	75.0%	3	75.0%

Q24b. Where did you access this information?

	Base: Those accessing information		Stroud		Dursley		Stonehouse	
	Num	%	Num	%	Num	%	Num	%
Base: Those accessing information	5	100.0%	2	100.0%	1	100.0%	1	100.0%
Website								
Google Search	3	60.0%	0	.0%	1	100.0%	1	100.0%
TIC website	2	40.0%	2	100.0%	0	.0%	0	.0%
Visitor Guide	0	.0%	0	.0%	0	.0%	0	.0%
Other	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q24b. Where did you access this information?

		Berkeley	
		Num	%
Base: Those accessing information		1	100.0%
Website	Google Search	1	100.0%
	TIC website	0	.0%
Visitor Guide	.	0	.0%
Other	.	0	.0%

Q25. How did you travel to this town/ Stroud District?

	Base: Those who are visiting/ tourists		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those who are visiting/ tourists	82	100.0%	40	100.0%	15	100.0%	8	100.0%	11	100.0%
Car/ van (as driver)	58	70.7%	27	67.5%	11	73.3%	7	87.5%	7	63.6%
Car/ van (as passenger)	9	11.0%	4	10.0%	2	13.3%	1	12.5%	2	18.2%
Train	8	9.8%	5	12.5%	1	6.7%	0	.0%	0	.0%
Bus	4	4.9%	2	5.0%	1	6.7%	0	.0%	1	9.1%
Walk	3	3.7%	2	5.0%	0	.0%	0	.0%	1	9.1%

(cont.)

Q25. How did you travel to this town/ Stroud District?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those who are visiting/ tourists	4	100.0%	4	100.0%
Car/ van (as driver)	2	50.0%	4	100.0%
Car/ van (as passenger)	0	.0%	0	.0%
Train	2	50.0%	0	.0%
Bus	0	.0%	0	.0%
Walk	0	.0%	0	.0%

Q26. What is your expected length of stay in the Stroud District area?

	Base: Those who are visiting/ tourists		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those who are visiting/ tourists	82	100.0%	40	100.0%	15	100.0%	8	100.0%	11	100.0%
Day visitor	48	58.5%	24	60.0%	10	66.7%	3	37.5%	7	63.6%
Two days	17	20.7%	8	20.0%	2	13.3%	4	50.0%	2	18.2%
Three days	8	9.8%	4	10.0%	1	6.7%	1	12.5%	1	9.1%
Four days	3	3.7%	2	5.0%	1	6.7%	0	.0%	0	.0%
More than one week	3	3.7%	1	2.5%	1	6.7%	0	.0%	0	.0%
Five days	1	1.2%	0	.0%	0	.0%	0	.0%	1	9.1%
Six days	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
One week	1	1.2%	1	2.5%	0	.0%	0	.0%	0	.0%

(cont.)

Q26. What is your expected length of stay in the Stroud District area?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those who are visiting/ tourists	4	100.0%	4	100.0%
Day visitor	2	50.0%	2	50.0%
Two days	0	.0%	1	25.0%
Three days	0	.0%	1	25.0%
Four days	0	.0%	0	.0%
More than one week	1	25.0%	0	.0%
Five days	0	.0%	0	.0%
Six days	1	25.0%	0	.0%
One week	0	.0%	0	.0%

Q27. What are your first impressions of this town and Stroud District area?

	Base: Those who are visiting/ tourists		Stroud		Dursley		Wotton under Edge	
	Num	%	Num	%	Num	%	Num	%
Base: Those who are visiting/ tourists	82	100.0%	40	100.0%	15	100.0%	8	100.0%
Good selection and quality of shops	26	31.7%	14	35.0%	2	13.3%	3	37.5%
Good mix of shopping and leisure facilities	5	6.1%	3	7.5%	0	.0%	0	.0%
Farmers market/ other markets	12	14.6%	9	22.5%	1	6.7%	0	.0%
Good ambience i.e. buzz	15	18.3%	2	5.0%	5	33.3%	3	37.5%
Good standard of street cleanliness	4	4.9%	1	2.5%	0	.0%	1	12.5%
Safe shopping environment	16	19.5%	10	25.0%	1	6.7%	0	.0%
Range of cafes/ restaurants	10	12.2%	4	10.0%	0	.0%	1	12.5%
Street entertainment and other events	4	4.9%	1	2.5%	0	.0%	1	12.5%
Like/ love the area	11	13.4%	2	5.0%	2	13.3%	4	50.0%
A bit dowdy/ drab	6	7.3%	3	7.5%	2	13.3%	0	.0%
Familiarity/ used to live here	3	3.7%	0	.0%	1	6.7%	1	12.5%
Too small	3	3.7%	2	5.0%	1	6.7%	0	.0%
None in particular	2	2.4%	0	.0%	1	6.7%	0	.0%
It's gone downhill	2	2.4%	0	.0%	1	6.7%	0	.0%
Other								
Quiet/ peaceful	2	2.4%	1	2.5%	1	6.7%	0	.0%
Friendly	2	2.4%	2	5.0%	0	.0%	0	.0%
A great walking area	2	2.4%	2	5.0%	0	.0%	0	.0%
Not a very good impression	1	1.2%	0	.0%	1	6.7%	0	.0%
Too many charity shops	1	1.2%	1	2.5%	0	.0%	0	.0%
Traffic/ parking a nightmare	1	1.2%	0	.0%	0	.0%	0	.0%
Bigger than expected	1	1.2%	0	.0%	0	.0%	0	.0%

(cont.)

Q27. What are your first impressions of this town and Stroud District area?

	Nailsworth		Stonehouse		Berkeley	
	Num	%	Num	%	Num	%
Base: Those who are visiting/ tourists	11	100.0%	4	100.0%	4	100.0%
Good selection and quality of shops	6	54.5%	0	.0%	1	25.0%
Good mix of shopping and leisure facilities	2	18.2%	0	.0%	0	.0%
Farmers market/ other markets	2	18.2%	0	.0%	0	.0%
Good ambience i.e. buzz	4	36.4%	1	25.0%	0	.0%
Good standard of street cleanliness	2	18.2%	0	.0%	0	.0%
Safe shopping environment	2	18.2%	3	75.0%	0	.0%
Range of cafes/ restaurants	4	36.4%	0	.0%	1	25.0%
Street entertainment and other events	2	18.2%	0	.0%	0	.0%
Like/ love the area	3	27.3%	0	.0%	0	.0%
A bit dowdy/ drab	0	.0%	0	.0%	1	25.0%
Familiarity/ used to live here	0	.0%	0	.0%	1	25.0%
Too small	0	.0%	0	.0%	0	.0%
None in particular	0	.0%	0	.0%	1	25.0%
It's gone downhill	0	.0%	0	.0%	1	25.0%
Other						
Quiet/ peaceful	0	.0%	0	.0%	0	.0%
Friendly	0	.0%	0	.0%	0	.0%
A great walking area	0	.0%	0	.0%	0	.0%
Not a very good impression	0	.0%	0	.0%	0	.0%
Too many charity shops	0	.0%	0	.0%	0	.0%
Traffic/ parking a nightmare	1	9.1%	0	.0%	0	.0%
Bigger than expected	1	9.1%	0	.0%	0	.0%

Q28a. Would you visit this town or the Stroud District area again?

	Base: Those who are visiting/ tourists		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those who are visiting/ tourists	82	100.0%	40	100.0%	15	100.0%	8	100.0%	11	100.0%
Yes	74	90.2%	36	90.0%	13	86.7%	8	100.0%	11	100.0%
Don't know	8	9.8%	4	10.0%	2	13.3%	0	.0%	0	.0%

(cont.)

Q28a. Would you visit this town or the Stroud District area again?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: Those who are visiting/ tourists	4	100.0%	4	100.0%
Yes	3	75.0%	3	75.0%
Don't know	1	25.0%	1	25.0%

Q29. SEG of chief income earner

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	652	100.0%	226	100.0%	103	100.0%	75	100.0%	100	100.0%
A	87	13.3%	17	7.5%	12	11.7%	13	17.3%	20	20.0%
B	84	12.9%	36	15.9%	6	5.8%	14	18.7%	14	14.0%
C1	175	26.8%	58	25.7%	33	32.0%	27	36.0%	31	31.0%
C2	133	20.4%	49	21.7%	19	18.4%	13	17.3%	19	19.0%
D	110	16.9%	41	18.1%	18	17.5%	6	8.0%	8	8.0%
E	53	8.1%	22	9.7%	12	11.7%	2	2.7%	6	6.0%
Refused	10	1.5%	3	1.3%	3	2.9%	0	.0%	2	2.0%

(cont.)

Q29. SEG of chief income earner

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: All respondents	98	100.0%	50	100.0%
A	15	15.3%	10	20.0%
B	8	8.2%	6	12.0%
C1	14	14.3%	12	24.0%
C2	22	22.4%	11	22.0%
D	28	28.6%	9	18.0%
E	10	10.2%	1	2.0%
Refused	1	1.0%	1	2.0%

Q30. Age group of respondent

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	652	100.0%	226	100.0%	103	100.0%	75	100.0%	100	100.0%
16 - 24	71	10.9%	31	13.7%	17	16.5%	2	2.7%	13	13.0%
25 - 34	82	12.6%	36	15.9%	15	14.6%	9	12.0%	12	12.0%
35 - 44	106	16.3%	49	21.7%	14	13.6%	9	12.0%	20	20.0%
34 - 54	95	14.6%	35	15.5%	12	11.7%	15	20.0%	11	11.0%
55 - 64	128	19.6%	33	14.6%	22	21.4%	17	22.7%	21	21.0%
65 or more	165	25.3%	40	17.7%	21	20.4%	22	29.3%	23	23.0%
Refused	5	.8%	2	.9%	2	1.9%	1	1.3%	0	.0%

(cont.)

Q30. Age group of respondent

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: All respondents	98	100.0%	50	100.0%
16 - 24	7	7.1%	1	2.0%
25 - 34	10	10.2%	0	.0%
35 - 44	10	10.2%	4	8.0%
34 - 54	13	13.3%	9	18.0%
55 - 64	16	16.3%	19	38.0%
65 or more	42	42.9%	17	34.0%
Refused	0	.0%	0	.0%

Q31. Gender

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	652	100.0%	226	100.0%	103	100.0%	75	100.0%	100	100.0%
Male	261	40.0%	91	40.3%	53	51.5%	25	33.3%	28	28.0%
Female	391	60.0%	135	59.7%	50	48.5%	50	66.7%	72	72.0%

(cont.)

Q31. Gender

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: All respondents	98	100.0%	50	100.0%
Male	41	41.8%	23	46.0%
Female	57	58.2%	27	54.0%

Q32. Would you be willing to be recontacted as part of our quality procedures?

	Base: All respondents		Stroud		Dursley		Wotton under Edge		Nailsworth	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	652	100.0%	226	100.0%	103	100.0%	75	100.0%	100	100.0%
Yes	406	62.3%	108	47.8%	60	58.3%	58	77.3%	66	66.0%
No	246	37.7%	118	52.2%	43	41.7%	17	22.7%	34	34.0%

(cont.)

Q32. Would you be willing to be recontacted as part of our quality procedures?

	Stonehouse		Berkeley	
	Num	%	Num	%
Base: All respondents	98	100.0%	50	100.0%
Yes	69	70.4%	45	90.0%
No	29	29.6%	5	10.0%

Appendix D
Population Growth Options for Stroud District

Appendix E
Scenario A1 Quantitative Assessment

Population

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 1: POPULATION OF STUDY AREA, BY SURVEY ZONE (2010-2026)

ZONE	POSTCODE SECTORS	2010	2015	2021	2026		Change, 2010-15 No. (%)	Change, 2010-26 No. (%)
1 STROUD	TOTAL	31,236	31,547	31,921	32,232		311 1.0	996 3.2
2 STONEHOUSE	TOTAL	14,546	15,711	17,109	18,274		1,165 8.0	3,728 25.6
3 PAINSWICK	TOTAL	8,358	8,378	8,403	8,423		20 0.2	65 0.8
4a CHALFORD	TOTAL	6,600	6,604	6,610	6,614		4 0.1	14 0.2
4b MINCHINHAMPION	TOTAL	3,562	3,698	3,861	3,997		136 3.8	435 12.2
5 NAILSWORTH	TOTAL	6,127	6,187	6,260	6,320		60 1.0	193 3.1
6 EASTERN FRINGE	TOTAL	15,848	16,657	17,513	18,233		809 5.1	2,385 15.0
7 WOOTTON	TOTAL	6,485	6,546	6,619	6,680		61 0.9	195 3.0
8 SOUTHERN FRINGE	TOTAL	10,991	11,481	12,048	12,577		490 4.5	1,586 14.4
9 BERKELEY	TOTAL	5,777	5,793	5,812	5,828		16 0.3	51 0.9
10 NORTHERN FRINGE	TOTAL	48,903	50,988	53,489	55,574		2,085 4.3	6,671 13.6
11 DURSLEY	TOTAL	17,752	18,143	18,613	19,004		391 2.2	1,252 7.1
TOTAL		176,185	181,734	188,257	193,756		5,549 3.1	17,571 10.0

Notes:

Population figures for each zone for 2010 derived from Experian Business Strategies Retail Planner Reports (dated November 2009).

Growth for Zones 1-5, 7, 9-11 based on global population growth figures for Stroud District along with the following assumptions for the distribution of population growth (based on distribution of new housing development):

Population growth per annum in Stroud District (2010-2026)

850

(ONS 2006 sub-national population projections for Stroud District)

Distribution of Growth (by zone)

	%	People
Stroud	7%	62
Stonehouse	27%	233
Painswick	0%	4
Chalford	0%	1
Minchinhampton	3%	27
Nailsworth	1%	12
Wootton	1%	12
Berkeley	0%	3
Northern Fringe	49%	417
Dursley	9%	78
Total	100%	850

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

**TABLE 2: PER CAPITA EXPENDITURE WITHIN STUDY AREA
BY GOODS CATEGORY AND ZONE, 2010-2026**

A: CONVENIENCE GOODS

	2010	2015	2021	2026
	1831	1882	1974	2054

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

	2010	2015	2021	2026
	629	678	788	900

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

	2010	2015	2021	2026
	321	352	422	494

D: DIY & DECORATING GOODS

ZONE	2010	2015	2021	2026
	368	404	484	567

Notes:

see notes overleaf

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

**TABLE 2 (Continued): PER CAPITA EXPENDITURE WITHIN STUDY
AREA BY GOODS CATEGORY AND ZONE, 2010-2026**

E: DOMESTIC APPLIANCES

	2010	2015	2021	2026
	117	129	155	181

F: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

	2010	2015	2021	2026
	403	443	530	621

G: PERSONAL & LUXURY GOODS

	2010	2015	2021	2026
	597	643	747	854

H: RECREATIONAL GOODS

	2010	2015	2021	2026
	512	552	642	733

Notes:

see notes overleaf

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STROUD RETAIL STUDY**NOTES TO TABLE 2: PER CAPITA EXPENDITURE WITHIN STUDY AREA BY GOODS CATEGORY AND ZONE, 2010-2026**

Per capita expenditure estimates for convenience goods and individual comparison goods categories within each survey zone derived from Experian Business Strategies (EBS) Retail Planner Reports dated November 2009.

Per capita expenditure estimates for each goods category exclude an allowance for non-store sales and are projected forward using data derived from Experian Retail Planner forecasts (August 2009). In order to provide an accurate picture for non-store sales, the current levels of non-store sales for non-food goods categories provided by Experian.

Goods Category	Constituent EBS Expenditure Categories	Allowance for non-store sales	Expenditure Projections (per annum)					
			2008	2009	2010	2011	2012-2016	2017-2026
Convenience Goods	Convenience Goods	1.9	0.9	-0.5	-0.2	0.6	0.8	0.9
Clothes & Footwear	Clothing	11.0	1.7	3.6	-0.1	1.2	2.3	2.7
	Shoes	9.8	1.7	3.6	-0.1	1.2	2.3	2.7
Furniture, Floorcoverings & Textiles	furniture and furnishings (90%)	5.0	4.8	-3.9	-0.9	0.8	2.9	3.2
	household textiles	13.5	4.8	-3.9	-0.9	0.8	2.9	3.2
DIY & Decorating	Materials for maintenance	4.7	4.8	-3.9	-0.9	0.8	2.9	3.2
	small tools	9.8	4.8	-3.9	-0.9	0.8	2.9	3.2
	major tools	9.8	4.8	-3.9	-0.9	0.8	2.9	3.2
	gardens, plants, etc	8.1	4.8	-3.9	-0.9	0.8	2.9	3.2
	furniture and furnishings (10%)	5.0	4.8	-3.9	-0.9	0.8	2.9	3.2
	non-durable household goods	6.5	4.8	-3.9	-0.9	0.8	2.9	3.2
Domestic Appliances	major household appliances	8.9	4.8	-3.9	-0.9	0.8	2.9	3.2
	appliances for personal care (10%)	2.1	4.8	-3.9	-0.9	0.8	2.9	3.2
	small appliances	8.9	4.8	-3.9	-0.9	0.8	2.9	3.2
TV, Hi-Fi & Radio	recording media	14.7	4.8	-3.9	-0.9	0.8	2.9	3.2
	audio-visual	16.4	4.8	-3.9	-0.9	0.8	2.9	3.2
Personal & Luxury	glassware	8.4	1.7	3.6	-0.1	1.2	2.3	2.7
	medical goods	2.0	1.7	3.6	-0.1	1.2	2.3	2.7
	therapeutic appliances	0.8	1.7	3.6	-0.1	1.2	2.3	2.7
	appliances for personal care (90%)	2.1	1.7	3.6	-0.1	1.2	2.3	2.7
	jewellery	11.1	1.7	3.6	-0.1	1.2	2.3	2.7
	other personal effects	3.8	1.7	3.6	-0.1	1.2	2.3	2.7
Recreational	bicycles	0.9	1.7	3.6	-0.1	1.2	2.3	2.7
	games, toys, etc	10.7	1.7	3.6	-0.1	1.2	2.3	2.7
	pets	2.4	1.7	3.6	-0.1	1.2	2.3	2.7
	books	12.5	1.7	3.6	-0.1	1.2	2.3	2.7

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

**TABLE 3: TOTAL EXPENDITURE WITHIN STUDY AREA BY
GOODS CATEGORY AND ZONE, 2010-2026**

A: CONVENIENCE GOODS

ZONE	2010	2015	2021	2026
1	57.2	59.4	63.0	66.2
2	26.6	29.6	33.8	37.5
3	15.3	15.8	16.6	17.3
4a	12.1	12.4	13.0	13.6
4b	6.5	7.0	7.6	8.2
5	11.2	11.6	12.4	13.0
6	29.0	31.4	34.6	37.4
7	11.9	12.3	13.1	13.7
8	20.1	21.6	23.8	25.8
9	10.6	10.9	11.5	12.0
10	89.6	96.0	105.6	114.1
11	32.5	34.2	36.7	39.0
TOTAL	322.7	342.1	371.6	397.9

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

ZONE	2010	2015	2021	2026
1	19.6	21.4	25.2	29.0
2	9.1	10.7	13.5	16.5
3	5.3	5.7	6.6	7.6
4a	4.2	4.5	5.2	6.0
4b	2.2	2.5	3.0	3.6
5	3.9	4.2	4.9	5.7
6	10.0	11.3	13.8	16.4
7	4.1	4.4	5.2	6.0
8	6.9	7.8	9.5	11.3
9	3.6	3.9	4.6	5.2
10	30.8	34.6	42.1	50.0
11	11.2	12.3	14.7	17.1
TOTAL	110.8	123.2	148.3	174.4

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

ZONE	2010	2015	2021	2026
1	10.0	11.1	13.5	15.9
2	4.7	5.5	7.2	9.0
3	2.7	3.0	3.5	4.2
4a	2.1	2.3	2.8	3.3
4b	1.1	1.3	1.6	2.0
5	2.0	2.2	2.6	3.1
6	5.1	5.9	7.4	9.0
7	2.1	2.3	2.8	3.3
8	3.5	4.0	5.1	6.2
9	1.9	2.0	2.5	2.9
10	15.7	18.0	22.6	27.5
11	5.7	6.4	7.9	9.4
TOTAL	56.5	64.1	79.5	95.7

D: DIY & DECORATING GOODS

ZONE	2010	2015	2021	2026
1	11.5	12.8	15.5	18.3
2	5.4	6.4	8.3	10.4
3	3.1	3.4	4.1	4.8
4a	2.4	2.7	3.2	3.8
4b	1.3	1.5	1.9	2.3
5	2.3	2.5	3.0	3.6
6	5.8	6.7	8.5	10.3
7	2.4	2.6	3.2	3.8
8	4.0	4.6	5.8	7.1
9	2.1	2.3	2.8	3.3
10	18.0	20.6	25.9	31.5
11	6.5	7.3	9.0	10.8
TOTAL	64.8	73.5	91.2	109.9

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

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STROUD RETAIL STUDY

**TABLE 3 (Continued): TOTAL EXPENDITURE WITHIN STUDY AREA
BY GOODS CATEGORY AND ZONE, 2010-2026**

E: DOMESTIC APPLIANCES

ZONE	2010	2015	2021	2026
1	3.7	4.1	4.9	5.8
2	1.7	2.0	2.6	3.3
3	1.0	1.1	1.3	1.5
4a	0.8	0.9	1.0	1.2
4b	0.4	0.5	0.6	0.7
5	0.7	0.8	1.0	1.1
6	1.9	2.2	2.7	3.3
7	0.8	0.8	1.0	1.2
8	1.3	1.5	1.9	2.3
9	0.7	0.7	0.9	1.1
10	5.7	6.6	8.3	10.1
11	2.1	2.3	2.9	3.4
TOTAL	20.7	23.5	29.1	35.1

F: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

ZONE	2010	2015	2021	2026
1	12.6	14.0	16.9	20.0
2	5.9	7.0	9.1	11.3
3	3.4	3.7	4.5	5.2
4a	2.7	2.9	3.5	4.1
4b	1.4	1.6	2.0	2.5
5	2.5	2.7	3.3	3.9
6	6.4	7.4	9.3	11.3
7	2.6	2.9	3.5	4.1
8	4.4	5.1	6.4	7.8
9	2.3	2.6	3.1	3.6
10	19.7	22.6	28.4	34.5
11	7.1	8.0	9.9	11.8
TOTAL	71.0	80.5	99.8	120.3

G: PERSONAL & LUXURY GOODS

ZONE	2010	2015	2021	2026
1	18.6	20.3	23.9	27.5
2	8.7	10.1	12.8	15.6
3	5.0	5.4	6.3	7.2
4a	3.9	4.2	4.9	5.6
4b	2.1	2.4	2.9	3.4
5	3.7	4.0	4.7	5.4
6	9.5	10.7	13.1	15.6
7	3.9	4.2	4.9	5.7
8	6.6	7.4	9.0	10.7
9	3.4	3.7	4.3	5.0
10	29.2	32.8	40.0	47.5
11	10.6	11.7	13.9	16.2
TOTAL	105.1	116.9	140.7	165.5

H: RECREATIONAL GOODS

ZONE	2010	2015	2021	2026
1	16.0	17.4	20.5	23.6
2	7.5	8.7	11.0	13.4
3	4.3	4.6	5.4	6.2
4a	3.4	3.6	4.2	4.9
4b	1.8	2.0	2.5	2.9
5	3.1	3.4	4.0	4.6
6	8.1	9.2	11.2	13.4
7	3.3	3.6	4.2	4.9
8	5.6	6.3	7.7	9.2
9	3.0	3.2	3.7	4.3
10	25.1	28.2	34.3	40.8
11	9.1	10.0	11.9	13.9
TOTAL	90.3	100.4	120.9	142.1

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

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STROUD RETAIL STUDY

TABLE 4A: MARKET SHARE OF MAIN FOOD CONVENIENCE FACILITIES IN STROUD DISTRICT

STORE / CENTRE	ZONE											
	1	2	3	4A	4B	5	6	7	8	9	10	11
STROUD	87.5%	57.9%	79.5%	77.6%	52.0%	35.8%	4.0%	10.0%	5.4%	8.1%	1.0%	8.1%
Tesco, Stroud	39.6%	21.1%	28.2%	32.7%	22.0%	11.1%	0.0%	0.0%	0.0%	1.4%	1.0%	1.0%
Sainsbury's Stroud	20.8%	31.6%	11.5%	16.3%	6.0%	9.9%	2.0%	3.8%	4.3%	4.1%	0.0%	6.1%
Waitrose, Stroud	14.6%	3.9%	30.8%	24.5%	24.0%	14.8%	2.0%	6.3%	0.0%	2.7%	0.0%	1.0%
Iceland, Stroud	4.2%	1.3%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Cashes Green, Stroud	3.1%	0.0%	1.3%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Slad Road, Stroud	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Other	5.2%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CAM	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	12.5%	2.2%	27.0%	3.1%	70.7%
Tesco, Cam	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	12.5%	2.2%	27.0%	3.1%	70.7%
DURSLEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	13.1%
Somerfield, Parsonage Street, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	10.1%
Co-op (Midcounties), Rosebery Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Lidl, Kingshill Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
WOTTON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.3%	5.4%	0.0%	0.0%	0.0%
Co-op (Midcounties), Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	45.0%	2.2%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.3%	0.0%	0.0%	0.0%
NAILSWORTH	5.2%	2.6%	2.6%	4.1%	28.0%	56.8%	5.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Morrisons, Nailsworth	4.2%	2.6%	2.6%	4.1%	24.0%	48.1%	5.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Co-op (Midcounties), Nailsworth	1.0%	0.0%	0.0%	0.0%	4.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Nailsworth	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
STONEHOUSE	0.0%	21.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
Co-op (Midcounties) High Street, Stonehouse	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Eastington, Stonehouse	0.0%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
Co-op (Midcounties) Elm Road, Stonehouse	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BERKELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.2%	0.0%	0.0%
MINCHINHAMPTON	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER STORES IN DISTRICT	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ELSEWHERE	5.2%	18.4%	17.9%	18.4%	18.0%	6.2%	91.0%	31.3%	87.0%	50.0%	94.8%	8.1%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market shares taken from Stroud Household Telephone Survey, excluding 'don't do', 'don't know', 'varies' and internet shopping trips.

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 4B: MARKET SHARE OF TOP-UP FOOD CONVENIENCE FACILITIES IN STROUD DISTRICT

STORE / CENTRE	ZONE											
	1	2	3	4A	4B	5	6	7	8	9	10	11
STROUD	77.2%	26.5%	51.4%	51.3%	15.2%	9.1%	4.3%	4.3%	1.1%	2.6%	2.4%	4.4%
Tesco, Stroud	16.3%	5.9%	14.3%	2.6%	2.2%	1.3%	2.2%	0.0%	0.0%	0.0%	0.0%	1.1%
Sainsbury's Stroud	18.5%	10.3%	5.7%	2.6%	0.0%	1.3%	1.1%	1.4%	0.0%	1.3%	1.2%	2.2%
Waitrose, Stroud	8.7%	5.9%	5.7%	5.1%	8.7%	0.0%	0.0%	1.4%	0.0%	1.3%	0.0%	0.0%
Iceland, Stroud	8.7%	1.5%	2.9%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Cashes Green, Stroud	7.6%	1.5%	4.3%	2.6%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Slad Road, Stroud	5.4%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Other	12.0%	1.5%	15.7%	38.5%	0.0%	6.5%	1.1%	1.4%	0.0%	0.0%	1.2%	1.1%
CAM	1.1%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.4%	1.1%	3.9%	3.6%	30.0%
Tesco, Cam	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	1.1%	3.9%	3.6%	30.0%
Other	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DURSLEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.2%	47.8%
Somerfield, Parsonage Street, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.8%
Co-op (Midcounties), Rosebery Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%
Lidl, Kingshill Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.2%	20.0%
WOTTON	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.3%	84.3%	33.3%	1.3%	0.0%	3.3%
Co-op (Midcounties), Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	70.0%	9.2%	1.3%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.1%	14.3%	24.1%	0.0%	0.0%	3.3%
NAILSWORTH	12.0%	0.0%	2.9%	10.3%	30.4%	85.7%	7.6%	1.4%	0.0%	0.0%	0.0%	1.1%
Morrisons, Nailsworth	3.3%	0.0%	1.4%	0.0%	21.7%	42.9%	1.1%	1.4%	0.0%	0.0%	0.0%	1.1%
Co-op (Midcounties), Nailsworth	1.1%	0.0%	0.0%	0.0%	2.2%	13.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Nailsworth	4.3%	0.0%	0.0%	7.7%	2.2%	19.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	3.3%	0.0%	1.4%	2.6%	4.3%	10.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
STONEHOUSE	1.1%	55.9%	2.9%	0.0%	0.0%	2.6%	2.2%	0.0%	0.0%	0.0%	3.6%	0.0%
Co-op (Midcounties) High Street, Stonehouse	1.1%	20.6%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	2.4%	0.0%
Co-op (Midcounties), Eastington, Stonehouse	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Co-op (Midcounties) Elm Road, Stonehouse	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	8.8%	2.9%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BERKELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	77.6%	0.0%	1.1%
MINCHINHAMPTON	0.0%	0.0%	0.0%	0.0%	45.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
PAINSWICK	1.1%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
CHALFORD	0.0%	0.0%	1.4%	23.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER STORES IN DISTRICT	3.3%	11.8%	8.6%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ELSEWHERE	4.3%	5.9%	11.4%	7.7%	8.7%	1.3%	81.5%	8.6%	63.2%	14.5%	88.0%	12.2%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market shares taken from Stroud Household Telephone Survey, excluding 'don't do', 'don't know', 'varies' and internet shopping trips.

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 5A: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2010**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	35.0	10.8	8.5	6.6	2.4	2.8	0.8	0.8	0.8	0.6	0.7	1.8	71.6
Tesco, Stroud	15.9	3.9	3.0	2.8	1.0	0.9	0.0	0.0	0.0	0.1	0.7	0.2	28.4
Sainsbury's Stroud	8.3	5.9	1.2	1.4	0.3	0.8	0.4	0.3	0.6	0.3	0.0	1.4	20.9
Waitrose, Stroud	5.8	0.7	3.3	2.1	1.1	1.2	0.4	0.5	0.0	0.2	0.0	0.2	15.6
Iceland, Stroud	1.7	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4
Other	2.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.0	0.3	2.0	2.0	16.1	21.5
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.0	0.3	2.0	2.0	16.1	21.5
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.0	3.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.3	2.4
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.8	0.0	0.0	0.0	4.6
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.3	0.0	0.0	0.0	4.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.6
NAILSWORTH	2.1	0.5	0.3	0.3	1.3	4.5	1.0	0.0	0.0	0.0	0.7	0.0	10.6
Morrisons, Nailsworth	1.7	0.5	0.3	0.3	1.1	3.8	1.0	0.0	0.0	0.0	0.7	0.0	9.3
Co-op (Midcounties), Nailsworth	0.4	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.0
Co-op (Midcounties) High Street, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Eastington, Stonehouse	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.8
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.9
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
ELSEWHERE	2.1	3.4	1.9	1.6	0.8	0.5	18.5	2.6	12.3	3.7	59.4	1.8	108.6
TOTAL	40.0	18.6	10.7	8.5	4.6	7.9	20.3	8.3	14.1	7.4	62.7	22.8	225.9

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 5B: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2010**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	13.2	2.1	2.4	1.9	0.3	0.3	0.4	0.2	0.1	0.1	0.6	0.4	21.9
Tesco, Stroud	2.8	0.5	0.7	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	4.4
Sainsbury's Stroud	3.2	0.8	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.3	0.2	5.1
Waitrose, Stroud	1.5	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.7
Iceland, Stroud	1.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	0.9	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.1
Other	2.1	0.1	0.7	1.4	0.0	0.2	0.1	0.1	0.0	0.0	0.3	0.1	5.1
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	2.9	4.4
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	2.9	4.3
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	4.7	5.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	1.7
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	2.0	2.3
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.0	2.0	0.0	0.0	0.3	5.7
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.5	0.6	0.0	0.0	0.0	3.3
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	1.5	0.0	0.0	0.3	2.4
NAILSWORTH	2.1	0.0	0.1	0.4	0.6	2.9	0.7	0.1	0.0	0.0	0.0	0.1	6.9
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.4	1.4	0.1	0.1	0.0	0.0	0.0	0.1	2.7
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.4	0.5	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.7	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Other	0.6	0.0	0.1	0.1	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	1.2
STONEHOUSE	0.2	4.5	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.0	0.0	6.0
Co-op (Midcounties) High Street, Stonehouse	0.2	1.6	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.6	0.0	2.7
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	2.3
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.7	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.5	0.0	0.1	2.7
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
PAINSWICK	0.2	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.4
CHALFORD	0.0	0.0	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
OTHER STORES IN COUNTY	0.6	0.9	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
ELSEWHERE	0.7	0.5	0.5	0.3	0.2	0.0	7.1	0.3	3.8	0.5	23.6	1.2	38.7
TOTAL	17.2	8.0	4.6	3.6	2.0	3.4	8.7	3.6	6.0	3.2	26.9	9.8	96.8

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 5C: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2015**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	36.4	12.0	8.8	6.7	2.5	2.9	0.9	0.9	0.8	0.6	0.7	1.9	75.1
Tesco, Stroud	16.5	4.4	3.1	2.8	1.1	0.9	0.0	0.0	0.0	0.1	0.7	0.2	29.8
Sainsbury's Stroud	8.7	6.5	1.3	1.4	0.3	0.8	0.4	0.3	0.7	0.3	0.0	1.4	22.2
Waitrose, Stroud	6.1	0.8	3.4	2.1	1.2	1.2	0.4	0.5	0.0	0.2	0.0	0.2	16.2
Iceland, Stroud	1.7	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4
Other	2.2	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.3	2.1	2.1	16.9	22.6
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.3	2.1	2.1	16.9	22.6
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.1	3.2
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.4	2.5
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.8	0.0	0.0	0.0	4.8
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.3	0.0	0.0	0.0	4.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.6
NAILSWORTH	2.2	0.5	0.3	0.4	1.4	4.6	1.1	0.0	0.0	0.0	0.7	0.0	11.1
Morrisons, Nailsworth	1.7	0.5	0.3	0.4	1.2	3.9	1.1	0.0	0.0	0.0	0.7	0.0	9.8
Co-op (Midcounties), Nailsworth	0.4	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.5
Co-op (Midcounties) High Street, Stonehouse	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Co-op (Midcounties), Eastington, Stonehouse	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.0
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.9
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
ELSEWHERE	2.2	3.8	2.0	1.6	0.9	0.5	20.0	2.7	13.2	3.8	63.7	1.9	116.2
TOTAL	41.6	20.7	11.0	8.7	4.9	8.2	21.9	8.6	15.1	7.6	67.2	23.9	239.5

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5D: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2015**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	13.7	2.3	2.4	1.9	0.3	0.3	0.4	0.2	0.1	0.1	0.7	0.5	23.0
Tesco, Stroud	2.9	0.5	0.7	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	4.6
Sainsbury's Stroud	3.3	0.9	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.3	0.2	5.4
Waitrose, Stroud	1.5	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.8
Iceland, Stroud	1.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	1.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.2
Other	2.1	0.1	0.7	1.4	0.0	0.2	0.1	0.1	0.0	0.0	0.3	0.1	5.3
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	3.1	4.6
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	3.1	4.6
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	4.9	5.3
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	1.8
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	2.0	2.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.1	2.2	0.0	0.0	0.3	6.0
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.6	0.6	0.0	0.0	0.0	3.4
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	1.6	0.0	0.0	0.3	2.6
NAILSWORTH	2.1	0.0	0.1	0.4	0.6	3.0	0.7	0.1	0.0	0.0	0.0	0.1	7.2
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.5	1.5	0.1	0.1	0.0	0.0	0.0	0.1	2.9
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	1.2
Tesco Express, Nailsworth	0.8	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Other	0.6	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.3
STONEHOUSE	0.2	5.0	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.0	0.0	6.6
Co-op (Midcounties) High Street, Stonehouse	0.2	1.8	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.7	0.0	2.9
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	2.6
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.8	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.5	0.0	0.1	2.8
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
PAINSWICK	0.2	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.5
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
OTHER STORES IN COUNTY	0.6	1.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
ELSEWHERE	0.8	0.5	0.5	0.3	0.2	0.0	7.7	0.3	4.1	0.5	25.3	1.3	41.5
TOTAL	17.8	8.9	4.7	3.7	2.1	3.5	9.4	3.7	6.5	3.3	28.8	10.2	102.6

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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TABLE 5E: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2021

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	38.6	13.7	9.2	7.1	2.8	3.1	1.0	0.9	0.9	0.7	0.8	2.1	80.7
Tesco, Stroud	17.5	5.0	3.3	3.0	1.2	1.0	0.0	0.0	0.0	0.1	0.8	0.3	32.0
Sainsbury's Stroud	9.2	7.5	1.3	1.5	0.3	0.9	0.5	0.3	0.7	0.3	0.0	1.6	24.1
Waitrose, Stroud	6.4	0.9	3.6	2.2	1.3	1.3	0.5	0.6	0.0	0.2	0.0	0.3	17.3
Iceland, Stroud	1.8	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5
Other	2.3	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.4	2.2	2.3	18.2	24.3
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.4	2.2	2.3	18.2	24.3
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.4	3.5
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.6	2.7
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.9	0.0	0.0	0.0	5.1
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.4	0.0	0.0	0.0	4.5
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.7
NAILSWORTH	2.3	0.6	0.3	0.4	1.5	4.9	1.2	0.0	0.0	0.0	0.8	0.0	12.0
Morrisons, Nailsworth	1.8	0.6	0.3	0.4	1.3	4.2	1.2	0.0	0.0	0.0	0.8	0.0	10.6
Co-op (Midcounties), Nailsworth	0.5	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	5.1
Co-op (Midcounties) High Street, Stonehouse	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.3
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
ELSEWHERE	2.3	4.4	2.1	1.7	1.0	0.5	22.0	2.9	14.5	4.0	70.1	2.1	127.4
TOTAL	44.1	23.6	11.6	9.1	5.3	8.6	24.2	9.1	16.6	8.0	73.9	25.7	260.1

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5F: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2021**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	14.6	2.7	2.6	2.0	0.3	0.3	0.5	0.2	0.1	0.1	0.8	0.5	24.6
Tesco, Stroud	3.1	0.6	0.7	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	4.9
Sainsbury's Stroud	3.5	1.0	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.4	0.2	5.8
Waitrose, Stroud	1.6	0.6	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.0
Iceland, Stroud	1.6	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Slad Road, Stroud	1.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.3
Other	2.3	0.1	0.8	1.5	0.0	0.2	0.1	0.1	0.0	0.0	0.4	0.1	5.6
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.1	3.3	5.0
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.1	3.3	4.9
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	5.3	5.7
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	2.0
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	2.2	2.7
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.3	2.4	0.0	0.0	0.4	6.5
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.7	0.7	0.0	0.0	0.0	3.7
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	1.7	0.0	0.0	0.4	2.8
NAILSWORTH	2.3	0.0	0.1	0.4	0.7	3.2	0.8	0.1	0.0	0.0	0.0	0.1	7.6
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.5	1.6	0.1	0.1	0.0	0.0	0.0	0.1	3.1
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.5	0.6	0.0	0.0	0.0	0.0	0.0	1.3
Tesco Express, Nailsworth	0.8	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Other	0.6	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.4
STONEHOUSE	0.2	5.7	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.1	0.0	7.5
Co-op (Midcounties) High Street, Stonehouse	0.2	2.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.8	0.0	3.3
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.9
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.9	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.7	0.0	0.1	2.9
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
PAINSWICK	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.6
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
OTHER STORES IN COUNTY	0.6	1.2	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
ELSEWHERE	0.8	0.6	0.6	0.3	0.2	0.0	8.5	0.3	4.5	0.5	27.9	1.3	45.5
TOTAL	18.9	10.1	5.0	3.9	2.3	3.7	10.4	3.9	7.1	3.4	31.7	11.0	111.5

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 5G: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2026**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	40.5	15.2	9.6	7.4	3.0	3.3	1.0	1.0	1.0	0.7	0.8	2.2	85.7
Tesco, Stroud	18.3	5.5	3.4	3.1	1.3	1.0	0.0	0.0	0.0	0.1	0.8	0.3	33.9
Sainsbury's Stroud	9.7	8.3	1.4	1.6	0.3	0.9	0.5	0.4	0.8	0.3	0.0	1.7	25.8
Waitrose, Stroud	6.8	1.0	3.7	2.3	1.4	1.3	0.5	0.6	0.0	0.2	0.0	0.3	18.2
Iceland, Stroud	1.9	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5
Other	2.4	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.4	2.3	2.5	19.3	25.8
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.4	2.3	2.5	19.3	25.8
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.6	3.7
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.8	2.9
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	1.0	0.0	0.0	0.0	5.4
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	0.4	0.0	0.0	0.0	4.7
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.0	0.0	0.7
NAILSWORTH	2.4	0.7	0.3	0.4	1.6	5.2	1.3	0.0	0.0	0.0	0.8	0.0	12.7
Morrisons, Nailsworth	1.9	0.7	0.3	0.4	1.4	4.4	1.3	0.0	0.0	0.0	0.8	0.0	11.2
Co-op (Midcounties), Nailsworth	0.5	0.0	0.0	0.0	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	5.6
Co-op (Midcounties) High Street, Stonehouse	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.5
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
ELSEWHERE	2.4	4.8	2.2	1.7	1.0	0.6	23.9	3.0	15.7	4.2	75.7	2.2	137.5
TOTAL	46.3	26.3	12.1	9.5	5.7	9.1	26.2	9.6	18.1	8.4	79.9	27.3	278.5

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD RETAIL STUDY

TABLE 5H: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2026

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	15.3	3.0	2.7	2.1	0.4	0.4	0.5	0.2	0.1	0.1	0.8	0.5	26.0
Tesco, Stroud	3.2	0.7	0.7	0.1	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.1	5.2
Sainsbury's Stroud	3.7	1.2	0.3	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.4	0.3	6.2
Waitrose, Stroud	1.7	0.7	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.2
Iceland, Stroud	1.7	0.2	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Cashes Green, Stroud	1.5	0.2	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Slad Road, Stroud	1.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.3
Other	2.4	0.2	0.8	1.6	0.0	0.3	0.1	0.1	0.0	0.0	0.4	0.1	5.9
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.2	3.5	5.3
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.2	3.5	5.3
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	5.6	6.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	2.1
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	2.3	2.8
WOTTON	0.0	0.0	0.0	0.0	0.0	0.1	0.4	3.5	2.6	0.0	0.0	0.4	6.9
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.9	0.7	0.0	0.0	0.0	3.9
Other	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.6	1.9	0.0	0.0	0.4	3.0
NAILSWORTH	2.4	0.0	0.1	0.4	0.7	3.3	0.9	0.1	0.0	0.0	0.0	0.1	8.1
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.5	1.7	0.1	0.1	0.0	0.0	0.0	0.1	3.2
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.1	0.5	0.6	0.0	0.0	0.0	0.0	0.0	1.4
Tesco Express, Nailsworth	0.9	0.0	0.0	0.3	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Other	0.6	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.5
STONEHOUSE	0.2	6.3	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.2	0.0	8.2
Co-op (Midcounties) High Street, Stonehouse	0.2	2.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.8	0.0	3.6
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	3.2
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Other	0.0	1.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.8	0.0	0.1	3.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
PAINSWICK	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.7
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
OTHER STORES IN COUNTY	0.6	1.3	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7
ELSEWHERE	0.9	0.7	0.6	0.3	0.2	0.1	9.2	0.4	4.9	0.5	30.1	1.4	49.2
TOTAL	19.9	11.3	5.2	4.1	2.5	3.9	11.2	4.1	7.7	3.6	34.2	11.7	119.4

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 6A: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	5.6	0.6	0.8	0.6	0.5	0.7	1.0	0.1	0.1	0.0	0.3	0.5	10.7
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.4	0.0	0.1	0.0	0.0	0.3	0.0	1.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.1	0.6
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.3
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.3	0.0	0.4
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	14.1	8.0	4.4	3.4	1.5	2.7	9.0	3.4	6.8	3.5	29.8	10.4	96.9
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	19.6	9.1	5.3	4.2	2.2	3.9	10.0	4.1	6.9	3.6	30.8	11.2	110.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 6B: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	6.0	0.8	0.8	0.6	0.5	0.8	1.1	0.1	0.1	0.0	0.4	0.5	11.7
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.4	0.0	0.1	0.0	0.0	0.4	0.0	1.3
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.1	0.7
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.4
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.4	0.0	0.5
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	15.3	9.3	4.8	3.6	1.7	3.0	10.2	3.7	7.7	3.8	33.5	11.4	107.9
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	21.4	10.7	5.7	4.5	2.5	4.2	11.3	4.4	7.8	3.9	34.6	12.3	123.2

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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TABLE 6C: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	7.1	0.9	1.0	0.7	0.6	0.9	1.3	0.1	0.1	0.0	0.4	0.6	13.9
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.5	0.0	0.1	0.0	0.0	0.4	0.0	1.5
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.2	0.8
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.4
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.4	0.0	0.6
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	18.0	11.8	5.6	4.2	2.1	3.5	12.4	4.3	9.4	4.4	40.8	13.6	130.1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	25.2	13.5	6.6	5.2	3.0	4.9	13.8	5.2	9.5	4.6	42.1	14.7	148.3

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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TABLE 6D: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	8.2	1.2	1.1	0.9	0.7	1.0	1.6	0.2	0.1	0.0	0.5	0.7	16.2
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.3	0.2	0.5	0.0	0.1	0.0	0.0	0.5	0.0	1.8
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.2	0.9
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.5
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.5	0.0	0.7
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	20.8	14.4	6.4	4.8	2.5	4.0	14.8	5.0	11.2	5.0	48.4	15.9	153.2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	29.0	16.5	7.6	6.0	3.6	5.7	16.4	6.0	11.3	5.2	50.0	17.1	174.4

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 7A: MARKET SHARE & TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	18.1%	16.1%	11.1%	9.1%	35.5%	16.4%	10.7%	3.0%	0.0%	0.0%	2.5%	5.3%	1.8	0.8	0.3	0.2	0.4	0.3	0.5	0.1	0.0	0.0	0.4	0.3	5.1
Wotton-under-Edge	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	19.7%	5.0%	3.5%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4	0.2	0.1	0.2	0.0	0.9
Nailsworth	4.2%	1.6%	0.0%	3.0%	6.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4	0.1	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.5%	0.0%	9.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.5	0.7
Stonehouse	0.0%	6.5%	1.9%	0.0%	0.0%	3.3%	1.2%	0.0%	0.0%	1.8%	1.2%	2.7%	0.0	0.3	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2	0.2	0.9
Berkeley	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Painswick	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2
Chalford	0.0%	0.0%	1.9%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4
Saul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	77.8%	75.8%	83.3%	78.8%	58.1%	72.1%	88.1%	72.7%	95.0%	86.0%	92.6%	80.0%	7.8	3.5	2.2	1.7	0.7	1.4	4.5	1.5	3.3	1.6	14.5	4.6	47.3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10.0	4.7	2.7	2.1	1.1	2.0	5.1	2.1	3.5	1.9	15.7	5.7	56.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 7B: MARKET SHARE & TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	18.1%	16.1%	11.1%	9.1%	35.5%	16.4%	10.7%	3.0%	0.0%	0.0%	2.5%	5.3%	2.0	0.9	0.3	0.2	0.5	0.4	0.6	0.1	0.0	0.4	0.3	5.7	
Wotton-under-Edge	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	19.7%	5.0%	3.5%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.5	0.2	0.1	0.2	0.0	1.0
Nailsworth	4.2%	1.6%	0.0%	3.0%	6.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5	0.1	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.5%	0.0%	9.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.6	0.7
Stonehouse	0.0%	6.5%	1.9%	0.0%	0.0%	3.3%	1.2%	0.0%	0.0%	1.8%	1.2%	2.7%	0.0	0.4	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2	0.2	1.0
Berkeley	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Painswick	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2
Chalford	0.0%	0.0%	1.9%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.4
Saul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	77.8%	75.8%	83.3%	78.8%	58.1%	72.1%	88.1%	72.7%	95.0%	86.0%	92.6%	80.0%	8.6	4.2	2.5	1.8	0.8	1.6	5.2	1.7	3.8	1.8	16.6	5.1	53.7
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	11.1	5.5	3.0	2.3	1.3	2.2	5.9	2.3	4.0	2.0	18.0	6.4	64.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 7C: MARKET SHARE & TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	18.1%	16.1%	11.1%	9.1%	35.5%	16.4%	10.7%	3.0%	0.0%	0.0%	2.5%	5.3%	2.4	1.2	0.4	0.3	0.6	0.4	0.8	0.1	0.0	0.6	0.4		
Wotton-under-Edge	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	19.7%	5.0%	3.5%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.6	0.3	0.1	0.3	0.0	
Nailsworth	4.2%	1.6%	0.0%	3.0%	6.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6	0.1	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.5%	0.0%	9.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.7	0.9	
Stonehouse	0.0%	6.5%	1.9%	0.0%	0.0%	3.3%	1.2%	0.0%	0.0%	1.8%	1.2%	2.7%	0.0	0.5	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.3	0.2	1.2	
Berkeley	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	
Painswick	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	
Chalford	0.0%	0.0%	1.9%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5	
Saul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Elsewhere	77.8%	75.8%	83.3%	78.8%	58.1%	72.1%	88.1%	72.7%	95.0%	86.0%	92.6%	80.0%	10.5	5.5	3.0	2.2	0.9	1.9	6.5	2.0	4.8	2.1	20.9	6.3	66.6
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	13.5	7.2	3.5	2.8	1.6	2.6	7.4	2.8	5.1	2.5	22.6	7.9	79.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 7D: MARKET SHARE & TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	18.1%	16.1%	11.1%	9.1%	35.5%	16.4%	10.7%	3.0%	0.0%	0.0%	2.5%	5.3%	2.9	1.5	0.5	0.3	0.7	0.5	1.0	0.1	0.0	0.7	0.5	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	19.7%	5.0%	3.5%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.7	0.3	0.1	0.3	0.0
Nailsworth	4.2%	1.6%	0.0%	3.0%	6.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7	0.1	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.5%	0.0%	9.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	9.3%	0.1	0.0	0.0	0.9
Stonehouse	0.0%	6.5%	1.9%	0.0%	0.0%	3.3%	1.2%	0.0%	0.0%	1.8%	1.2%	2.7%	0.0	0.6	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.3	0.3
Berkeley	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3
Painswick	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3
Chalford	0.0%	0.0%	1.9%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.6
Saul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Elsewhere	77.8%	75.8%	83.3%	78.8%	58.1%	72.1%	88.1%	72.7%	95.0%	86.0%	92.6%	80.0%	12.4	6.8	3.5	2.6	1.1	2.3	7.9	2.4	5.9	2.5	25.4	7.5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	15.9	9.0	4.2	3.3	2.0	3.1	9.0	3.3	6.2	2.9	27.5	9.4

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8A: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2010**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	10.4	3.4	2.3	2.0	0.9	1.7	2.8	0.1	0.2	0.2	1.3	1.8	27.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	1.2
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.1	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.8
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.4
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.1	0.5
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	0.9	1.2	0.7	0.3	0.2	0.2	2.9	1.3	3.7	1.4	16.7	2.9	32.5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	11.5	5.4	3.1	2.4	1.3	2.3	5.8	2.4	4.0	2.1	18.0	6.5	64.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8B: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2015**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	11.5	4.1	2.6	2.2	1.0	1.9	3.2	0.1	0.2	0.3	1.5	2.1	30.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.1	0.0	0.0	0.0	1.3
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.1	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.9
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.6
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.1	0.6
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.0	1.5	0.8	0.4	0.2	0.3	3.4	1.4	4.2	1.5	19.1	3.3	37.0
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	12.8	6.4	3.4	2.7	1.5	2.5	6.7	2.6	4.6	2.3	20.6	7.3	73.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8C: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2021**

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	13.9	5.3	3.1	2.6	1.3	2.3	4.0	0.2	0.2	0.3	1.9	2.5	37.7
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.2	0.0	0.0	0.0	0.0	1.6
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.1	0.3	0.4	0.2	0.0	0.0	0.0	0.0	0.0	1.1
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.7	2.0	2.0
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.1	0.7	0.7
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6	0.6
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.2	1.9	0.9	0.4	0.3	0.3	4.3	1.7	5.3	1.8	24.0	4.1	46.3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	15.5	8.3	4.1	3.2	1.9	3.0	8.5	3.2	5.8	2.8	25.9	9.0	91.2

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8D: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2026**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	16.5	6.6	3.6	3.1	1.5	2.7	4.9	0.2	0.3	0.4	2.3	3.0	45.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.2	0.0	0.0	0.0	0.0	1.9
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.1	0.3	0.5	0.2	0.0	0.0	0.0	0.0	0.0	1.3
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	2.1	2.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.1	0.1	0.8
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	1.4
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.7
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.4	2.4	1.1	0.5	0.4	0.4	5.2	2.0	6.5	2.2	29.2	4.8	56.0
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	18.3	10.4	4.8	3.8	2.3	3.6	10.3	3.8	7.1	3.3	31.5	10.8	109.9

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9A: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.1	0.1	0.3	0.2	0.1	0.2	0.2	0.0	0.0	0.0	0.1	0.1	2.3
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.4	0.8	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.1	1.8
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.5
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.2	0.4
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	2.2	0.8	0.6	0.5	0.2	0.4	1.6	0.6	1.2	0.5	5.4	1.4	15.4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	3.7	1.7	1.0	0.8	0.4	0.7	1.9	0.8	1.3	0.7	5.7	2.1	20.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9B: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.2	0.1	0.4	0.2	0.1	0.2	0.3	0.0	0.0	0.0	0.1	0.1	2.6
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.4	0.9	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.4	0.1	2.0
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.6
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.3	0.5
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	2.4	0.9	0.6	0.6	0.2	0.5	1.8	0.7	1.4	0.5	6.1	1.6	17.5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	4.1	2.0	1.1	0.9	0.5	0.8	2.2	0.8	1.5	0.7	6.6	2.3	23.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9C: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.4	0.2	0.4	0.2	0.2	0.2	0.3	0.0	0.0	0.0	0.1	0.1	3.1
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.5	1.2	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.5	0.1	2.6
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.7
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.3	0.6
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	2.9	1.2	0.8	0.7	0.3	0.6	2.3	0.8	1.8	0.6	7.7	2.0	21.7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	4.9	2.6	1.3	1.0	0.6	1.0	2.7	1.0	1.9	0.9	8.3	2.9	29.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9D: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.7	0.2	0.5	0.3	0.2	0.3	0.4	0.0	0.0	0.0	0.1	0.1	3.7
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.6	1.5	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.6	0.1	3.2
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.0	0.5	0.8
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.4	0.7
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	3.5	1.5	0.9	0.8	0.4	0.7	2.8	1.0	2.2	0.7	9.4	2.4	26.2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	5.8	3.3	1.5	1.2	0.7	1.1	3.3	1.2	2.3	1.1	10.1	3.4	35.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10A: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	2.9	0.4	0.6	0.7	0.3	0.5	0.4	0.1	0.1	0.0	0.0	0.4	6.5
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	0.8	1.2	0.2	0.1	0.0	0.3	0.3	0.0	0.0	0.1	0.0	0.3	3.3
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.7	1.1
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	8.7	4.2	2.4	1.7	0.7	1.5	5.6	2.1	4.2	2.0	19.7	5.8	58.6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	12.6	5.9	3.4	2.7	1.4	2.5	6.4	2.6	4.4	2.3	19.7	7.1	71.0

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10B: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	3.2	0.5	0.7	0.8	0.4	0.6	0.5	0.1	0.1	0.0	0.0	0.4	7.3
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	0.9	1.5	0.3	0.1	0.0	0.3	0.0	0.0	0.1	0.0	0.0	0.3	3.7
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.8	1.3
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Brimacombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	9.7	5.0	2.7	1.9	0.8	1.7	6.5	2.3	4.9	2.2	22.6	6.5	66.6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	14.0	7.0	3.7	2.9	1.6	2.7	7.4	2.9	5.1	2.6	22.6	8.0	80.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10C: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	3.9	0.7	0.8	0.9	0.5	0.7	0.6	0.1	0.1	0.0	0.0	0.5
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	1.1	1.9	0.3	0.1	0.0	0.4	0.4	0.0	0.0	0.2	0.0	0.4
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.2	0.0	1.0
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.6	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	11.7	6.5	3.2	2.3	1.0	2.1	8.2	2.8	6.1	2.6	28.4	8.0
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	16.9	9.1	4.5	3.5	2.0	3.3	9.3	3.5	6.4	3.1	28.4	9.9

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10D: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	4.6	0.9	1.0	1.1	0.6	0.8	0.8	0.1	0.1	0.0	0.0	0.6	10.6
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	1.3	2.4	0.4	0.1	0.0	0.4	0.5	0.0	0.0	0.2	0.0	0.5	5.7
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.2	0.0	1.2	1.8
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.7	0.1	0.2	0.0	0.0	0.0	0.0	0.0	1.0
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.3
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	13.9	8.1	3.8	2.7	1.2	2.5	9.9	3.3	7.5	3.1	34.5	9.5	99.8
	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	20.0	11.3	5.2	4.1	2.5	3.9	11.3	4.1	7.8	3.6	34.5	11.8	120.3

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11A: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	11.6	3.2	1.9	1.4	0.6	0.9	1.0	0.1	0.1	0.2	0.7	0.3	22.0
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.2	0.0	0.1	0.1	0.3	1.6	0.2	0.1	0.0	0.0	0.0	0.1	2.7
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.3	0.0	0.0	0.0	1.9
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.1	2.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.7
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.7
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.1	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	6.3	4.5	2.6	2.0	0.8	1.2	8.1	2.2	6.2	2.6	28.4	7.4	72.4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	18.6	8.7	5.0	3.9	2.1	3.7	9.5	3.9	6.6	3.4	29.2	10.6	105.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11B: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	12.7	3.7	2.1	1.6	0.7	1.0	1.1	0.1	0.1	0.2	0.8	0.3	24.3
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.3	0.0	0.1	0.1	0.3	1.7	0.3	0.1	0.0	0.0	0.0	0.2	2.9
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.3	0.0	0.0	0.0	2.0
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.3	2.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.7
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.7
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.2	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	6.8	5.2	2.9	2.2	1.0	1.3	9.2	2.4	7.0	2.8	32.0	8.2	80.8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	20.3	10.1	5.4	4.2	2.4	4.0	10.7	4.2	7.4	3.7	32.8	11.7	116.9

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11C: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	14.9	4.7	2.5	1.8	0.8	1.1	1.4	0.1	0.1	0.2	1.0	0.4	29.0
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.3	0.0	0.1	0.1	0.4	2.0	0.3	0.1	0.0	0.0	0.0	0.2	3.5
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.4	0.0	0.0	0.0	2.4
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.7	2.8
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.8
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.9
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.7
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.2	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	8.1	6.6	3.3	2.5	1.2	1.5	11.2	2.8	8.5	3.2	39.0	9.8	97.7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	23.9	12.8	6.3	4.9	2.9	4.7	13.1	4.9	9.0	4.3	40.0	13.9	140.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11D: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	17.2	5.7	2.8	2.1	0.9	1.3	1.7	0.1	0.1	0.2	1.2	0.4	33.8
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.3	0.0	0.1	0.1	0.4	2.3	0.4	0.1	0.0	0.0	0.0	0.2	4.0
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.4	0.0	0.0	0.0	2.8
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.2	3.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.6	0.0	0.2	0.0	0.0	0.0	0.0	0.0	1.0
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.3	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	9.3	8.1	3.8	2.9	1.4	1.8	13.3	3.2	10.2	3.7	46.2	11.4	115.2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	27.5	15.6	7.2	5.6	3.4	5.4	15.6	5.7	10.7	5.0	47.5	16.2	165.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12A: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	7.5	3.3	1.2	1.6	0.7	1.0	1.3	0.1	0.3	0.1	0.0	1.1
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.3	0.5	0.3	0.0	0.0	0.0	0.0	0.0
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.4	0.3	0.1	0.0	0.0
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.6	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.7
Minchinhampton	3.9%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	7.2	3.4	2.9	1.7	0.8	1.6	6.5	2.8	4.9	2.7	24.7	7.8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	16.0	7.5	4.3	3.4	1.8	3.1	8.1	3.3	5.6	3.0	25.1	9.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12B: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	8.2	3.8	1.3	1.7	0.8	1.1	1.5	0.1	0.3	0.1	0.0	1.3
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.6	0.3	0.0	0.0	0.0	0.0	1.3
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.5	0.3	0.1	0.0	1.1
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.7	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.0
Minchinhampton	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	7.9	4.0	3.2	1.8	0.9	1.7	7.4	3.1	5.6	2.9	27.7	8.6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	17.4	8.7	4.6	3.6	2.0	3.4	9.2	3.6	6.3	3.2	28.2	10.0

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12C: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	9.6	4.8	1.5	2.0	1.0	1.3	1.8	0.1	0.4	0.1	0.0	1.5
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.7	0.4	0.0	0.0	0.0	0.0	1.5
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.5	0.4	0.1	0.0	1.3
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.8	0.9	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	2.4
Minchinhampton	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	9.2	5.1	3.7	2.1	1.1	2.0	9.0	3.6	6.8	3.4	33.8	90.1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	20.5	11.0	5.4	4.2	2.5	4.0	11.2	4.2	7.7	3.7	34.3	11.9

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12D: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	11.1	5.9	1.7	2.2	1.1	1.4	2.1	0.1	0.5	0.1	0.0	1.7	28.2
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.5	0.8	0.5	0.0	0.0	0.0	0.0	0.0	1.8
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.6	0.5	0.1	0.0	0.0	1.6
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.9	1.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	2.8
Minchinhampton	3.9%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.0	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	10.7	6.2	4.2	2.4	1.3	2.3	10.7	4.2	8.1	3.9	40.1	11.9	106.0
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	23.6	13.4	6.2	4.9	2.9	4.6	13.4	4.9	9.2	4.3	40.8	13.9	142.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 13: CONVENIENCE FLOORSPACE IN THE MAIN SETTLEMENTS IN STROUD DISTRICT

STORE / LOCATION	FLOORSPACE (sq m net)		CONV GOODS SALES DENSITY (£/sq m)	TOTAL CONVENIENCE GOODS TURNOVER (£m)
	Total Net Sales	Convenience Goods Sales		
STROUD				
Tesco, Stroud	3,367	2,357	12,883	30.4
Sainsbury's Stroud	2,965	2,372	9,613	22.8
Waitrose, Stroud	2,401	2,041	11,869	24.2
Iceland, Stroud	483	459	6,244	2.9
Co-op, Cashes Green, Stroud	1,068	962	6,953	6.7
Co-op, Slad Road, Stroud	148	133	6,953	0.9
Other		1,480	5,214	7.7
TOTAL				95.6
CAM				
Tesco, Cam	1,538	1,307	12,883	16.8
DURSLEY				
Somerfield, Parsonage Street, Dursley	500	450	6,953	3.1
Co-op, Rosebery Road, Dursley	141	134	6,953	0.9
Lidl, Kingshill Road, Dursley	643	546	2,961	1.6
Other	481	433	5,414	2.3
TOTAL				8.0
WOTTON				
Co-op (Midcounties), Wotton-under-Edge	429	386	6,953	2.7
Other	438	438	6,834	3.0
NAILSWORTH				
Morrisons, Nailsworth	1,159	1,043	11,555	12.0
Tesco Express, Nailsworth	151	143	9,000	1.3
Co-op	232	209	6,953	1.5
Other		550	2,268	1.2
				16.0
STONEHOUSE				
Co-op, High Street, Stonehouse	1,076	968	6,953	6.7
Co-op, Eastington	141	134	6,953	0.9
Co-op, Elm Road, Stonehouse	100	95	6,953	0.7
Co-op, Kings Stanley	136	129	6,953	0.9
Other	254	241	3,836	0.9
BERKELEY	401	381	9,365	3.6
MINCHINHAMPTON	150	143	6,911	1.0

TABLE 14: COMMITMENTS IN STROUD DISTRICT

	FLOORSPACE (sq m net)	SALES DENSITY (£/sq m)	BENCHMARK TURNOVER (£m)
Sainsburys extension, Stroud comparison	848	7453	6.3
FOCUS unit convenience	792	4700	3.7
comparison	198	4700	0.9
Sainsburys, Dursley convenience	1486	9,613	14.3
comparison	372	7453	2.8

Notes:

floorspace data from Stroud District Council, GVA and IGD data

sales densities for large stores derived from Mintel and Verdict research and sales densities for other town centre floorspace based on existing trading levels

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 15a: CONVENIENCE GOODS CAPACITY 2010-2026

Stroud

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	93.6	98.1	105.3	111.7
Market Share (%)	29.0	28.7	28.3	28.1
Expenditure Inflow (£m)	6.8	7.2	7.7	8.2
Total Turnover Potential (£m)	100.4	105.3	113.0	119.8
Benchmark Turnover of Existing and Committed Facilities (£m)	99.3	99.8	102.0	104.6
Residual Expenditure (£m)	1.1	5.5	11.0	15.2
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	108	543	1069	1447

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 15b: CONVENIENCE GOODS CAPACITY 2010-2026

Cam / Dursley

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	34.0	35.8	38.5	40.9
Market Share (%)	10.5	10.5	10.4	10.3
Expenditure Inflow (£m)	2.5	2.6	2.8	3.0
Total Turnover Potential (£m)	36.5	38.4	41.3	43.9
Benchmark Turnover of Existing and Committed Facilities (£m)	39.2	39.3	40.2	41.2
Residual Expenditure (£m)	-2.6	-1.0	1.1	2.7
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	-264	-97	105	252

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 15c: CONVENIENCE GOODS CAPACITY 2010-2026

Nailsworth

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	17.5	18.3	19.6	20.8
Market Share (%)	5.4	5.3	5.3	5.2
Expenditure Inflow (£m)	1.3	1.3	1.4	1.5
Total Turnover Potential (£m)	18.7	19.6	21.1	22.3
Benchmark Turnover of Existing and Committed Facilities (£m)	16.0	16.1	16.5	16.9
Residual Expenditure (£m)	2.7	3.5	4.6	5.4
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	270	350	446	514

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 15d: CONVENIENCE GOODS CAPACITY 2010-2026

Wotton-under-Edge

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	10.3	10.8	11.6	12.3
Market Share (%)	3.2	3.2	3.1	3.1
Expenditure Inflow (£m)	0.8	0.8	0.8	0.9
Total Turnover Potential (£m)	11.1	11.6	12.5	13.2
Benchmark Turnover of Existing and Committed Facilities (£m)	5.7	5.7	5.8	6.0
Residual Expenditure (£m)	5.4	5.9	6.6	7.2
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	540	588	645	688

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 15e: CONVENIENCE GOODS CAPACITY 2010-2026

Stonehouse

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	10.1	11.1	12.6	13.9
Market Share (%)	3.1	3.2	3.4	3.5
Expenditure Inflow (£m)	0.7	0.8	0.9	1.0
Total Turnover Potential (£m)	10.8	11.9	13.5	14.9
Benchmark Turnover of Existing and Committed Facilities (£m)	10.1	10.2	10.4	10.7
Residual Expenditure (£m)	0.6	1.7	3.1	4.2
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	65	169	298	400

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 17a: COMPARISON GOODS CAPACITY - 2010-2026

Stroud

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	91.9	102.3	123.9	146.3
Market Share (%)	17.7	17.6	17.5	17.4
Expenditure Inflow (£m)	5.5	6.1	7.4	8.8
Total Turnover Potential (£m)	97.4	108.5	131.3	155.1
Benchmark Turnover of Existing and Committed Facilities (£m)	97.4	103.9	115.4	127.4
Residual Expenditure (£m)	0.0	4.6	15.9	27.6
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	854	2680	4227

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 17B: COMPARISON GOODS CAPACITY - 2010-2026

Cam / Dursley

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	8.1	9.0	10.9	12.9
Market Share (%)	1.6	1.5	1.5	1.5
Expenditure Inflow (£m)	0.5	0.5	0.7	0.8
Total Turnover Potential (£m)	8.6	9.5	11.5	13.6
Benchmark Turnover of Existing and Committed Facilities (£m)	8.6	9.1	10.1	11.2
Residual Expenditure (£m)	0.0	0.4	1.4	2.5
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	74	237	375

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 17C: COMPARISON GOODS CAPACITY - 2010-2026

Nailsworth

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	6.9	7.6	9.1	10.7
Market Share (%)	1.3	1.3	1.3	1.3
Expenditure Inflow (£m)	0.4	0.5	0.5	0.6
Total Turnover Potential (£m)	7.3	8.0	9.6	11.3
Benchmark Turnover of Existing and Committed Facilities (£m)	7.3	7.8	8.6	9.5
Residual Expenditure (£m)	0.0	0.3	1.0	1.8
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	52	171	271

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 17D: COMPARISON GOODS CAPACITY - 2010-2026

Wotton-under-Edge

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	5.8	6.4	7.7	9.1
Market Share (%)	1.1	1.1	1.1	1.1
Expenditure Inflow (£m)	0.3	0.4	0.5	0.5
Total Turnover Potential (£m)	6.2	6.8	8.2	9.6
Benchmark Turnover of Existing and Committed Facilities (£m)	6.2	6.6	7.3	8.1
Residual Expenditure (£m)	0.0	0.2	0.9	1.5
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	45	149	236

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 17E: COMPARISON GOODS CAPACITY - 2010-2026

Stonehouse

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	9.7	11.2	14.0	17.0
Market Share (%)	1.9	1.9	2.0	2.0
Expenditure Inflow (£m)	0.6	0.7	0.8	1.0
Total Turnover Potential (£m)	10.3	11.8	14.9	18.0
Benchmark Turnover of Existing and Committed Facilities (£m)	10.3	11.0	12.2	13.5
Residual Expenditure (£m)	0.0	0.8	2.6	4.5
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	156	443	692

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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Appendix F
Scenario A2 Quantitative Assessment

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 1: POPULATION OF STUDY AREA, BY SURVEY ZONE (2010-2026)

ZONE	POSTCODE SECTORS	2010	2015	2021	2026	Change, 2010-15 No. (%)		Change, 2010-26 No. (%)	
1 STROUD	TOTAL	31,236	31,547	31,921	32,232	311	1.0	996	3.2
2 STONEHOUSE	TOTAL	14,546	14,615	14,698	14,767	69	0.5	221	1.5
3 PAINSWICK	TOTAL	8,358	8,378	8,403	8,423	20	0.2	65	0.8
4a CHALFORD	TOTAL	6,600	6,604	6,610	6,614	4	0.1	14	0.2
4b MINCHINHAMPION	TOTAL	3,562	3,698	3,861	3,997	136	3.8	435	12.2
5 NAILSWORTH	TOTAL	6,127	6,187	6,260	6,320	60	1.0	193	3.1
6 EASTERN FRINGE	TOTAL	15,848	16,657	17,513	18,233	809	5.1	2,385	15.0
7 WOOTTON	TOTAL	6,485	6,546	6,619	6,680	61	0.9	195	3.0
8 SOUTHERN FRINGE	TOTAL	10,991	11,481	12,048	12,577	490	4.5	1,586	14.4
9 BERKELEY	TOTAL	5,777	5,793	5,812	5,828	16	0.3	51	0.9
10 NORTHERN FRINGE	TOTAL	48,903	50,988	53,489	55,574	2,085	4.3	6,671	13.6
11 DURSLEY	TOTAL	17,752	19,239	21,024	22,512	1,487	8.4	4,760	26.8
TOTAL		176,185	181,734	188,257	193,756	5,549	3.1	17,571	10.0

Notes:

Population figures for each zone for 2010 derived from Experian Business Strategies Retail Planner Reports (dated November 2009).

Growth for Zones 1-5, 7, 9-11 based on global population growth figures for Stroud District along with the following assumptions for the distribution of population growth (based on distribution of new housing development):

Population growth per annum in Stroud District (2010-2026)**850***(ONS 2006 sub-national population projections for Stroud District)***Distribution of Growth (by zone)**

	%	People
Stroud	7%	62
Stonehouse	2%	14
Painswick	0%	4
Chalford	0%	1
Minchinhampton	3%	27
Nailsworth	1%	12
Wootton	1%	12
Berkeley	0%	3
Northern Fringe	49%	417
Dursley	35%	297
Total	100%	850

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STROUD RETAIL STUDY

**TABLE 2: PER CAPITA EXPENDITURE WITHIN STUDY AREA
BY GOODS CATEGORY AND ZONE, 2010-2026**

A: CONVENIENCE GOODS

	2010	2015	2021	2026
	1831	1882	1974	2054

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

	2010	2015	2021	2026
	629	678	788	900

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

	2010	2015	2021	2026
	321	352	422	494

D: DIY & DECORATING GOODS

ZONE	2010	2015	2021	2026
	368	404	484	567

Notes:

see notes overleaf

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**TABLE 2 (Continued): PER CAPITA EXPENDITURE WITHIN STUDY
AREA BY GOODS CATEGORY AND ZONE, 2010-2026**

E: DOMESTIC APPLIANCES

	2010	2015	2021	2026
	117	129	155	181

F: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

	2010	2015	2021	2026
	403	443	530	621

G: PERSONAL & LUXURY GOODS

	2010	2015	2021	2026
	597	643	747	854

H: RECREATIONAL GOODS

	2010	2015	2021	2026
	512	552	642	733

Notes:

see notes overleaf

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STROUD RETAIL STUDY**NOTES TO TABLE 2: PER CAPITA EXPENDITURE WITHIN STUDY AREA BY GOODS CATEGORY AND ZONE, 2010-2026**

Per capita expenditure estimates for convenience goods and individual comparison goods categories within each survey zone derived from Experian Business Strategies (EBS) Retail Planner Reports dated November 2009.

Per capita expenditure estimates for each goods category exclude an allowance for non-store sales and are projected forward using data derived from Experian Retail Planner forecasts (August 2009). In order to provide an accurate picture for non-store sales, the current levels of non-store sales for non-food goods categories provided by Experian.

Goods Category	Constituent EBS Expenditure Categories	Allowance for non-store sales	Expenditure Projections (per annum)					
			2008	2009	2010	2011	2012-2016	2017-2026
Convenience Goods	Convenience Goods	1.9	0.9	-0.5	-0.2	0.6	0.8	0.9
Clothes & Footwear	Clothing	11.0	1.7	3.6	-0.1	1.2	2.3	2.7
	Shoes	9.8	1.7	3.6	-0.1	1.2	2.3	2.7
Furniture, Floorcoverings & Textiles	furniture and furnishings (90%)	5.0	4.8	-3.9	-0.9	0.8	2.9	3.2
	household textiles	13.5	4.8	-3.9	-0.9	0.8	2.9	3.2
DIY & Decorating	Materials for maintenance	4.7	4.8	-3.9	-0.9	0.8	2.9	3.2
	small tools	9.8	4.8	-3.9	-0.9	0.8	2.9	3.2
	major tools	9.8	4.8	-3.9	-0.9	0.8	2.9	3.2
	gardens, plants, etc	8.1	4.8	-3.9	-0.9	0.8	2.9	3.2
	furniture and furnishings (10%)	5.0	4.8	-3.9	-0.9	0.8	2.9	3.2
	non-durable household goods	6.5	4.8	-3.9	-0.9	0.8	2.9	3.2
Domestic Appliances	major household appliances	8.9	4.8	-3.9	-0.9	0.8	2.9	3.2
	appliances for personal care (10%)	2.1	4.8	-3.9	-0.9	0.8	2.9	3.2
	small appliances	8.9	4.8	-3.9	-0.9	0.8	2.9	3.2
TV, Hi-Fi & Radio	recording media	14.7	4.8	-3.9	-0.9	0.8	2.9	3.2
	audio-visual	16.4	4.8	-3.9	-0.9	0.8	2.9	3.2
Personal & Luxury	glassware	8.4	1.7	3.6	-0.1	1.2	2.3	2.7
	medical goods	2.0	1.7	3.6	-0.1	1.2	2.3	2.7
	therapeutic appliances	0.8	1.7	3.6	-0.1	1.2	2.3	2.7
	appliances for personal care (90%)	2.1	1.7	3.6	-0.1	1.2	2.3	2.7
	jewellery	11.1	1.7	3.6	-0.1	1.2	2.3	2.7
	other personal effects	3.8	1.7	3.6	-0.1	1.2	2.3	2.7
Recreational	bicycles	0.9	1.7	3.6	-0.1	1.2	2.3	2.7
	games, toys, etc	10.7	1.7	3.6	-0.1	1.2	2.3	2.7
	pets	2.4	1.7	3.6	-0.1	1.2	2.3	2.7
	books	12.5	1.7	3.6	-0.1	1.2	2.3	2.7

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STROUD RETAIL STUDY

**TABLE 3: TOTAL EXPENDITURE WITHIN STUDY AREA BY
GOODS CATEGORY AND ZONE, 2010-2026**

A: CONVENIENCE GOODS

ZONE	2010	2015	2021	2026
1	57.2	59.4	63.0	66.2
2	26.6	27.5	29.0	30.3
3	15.3	15.8	16.6	17.3
4a	12.1	12.4	13.0	13.6
4b	6.5	7.0	7.6	8.2
5	11.2	11.6	12.4	13.0
6	29.0	31.4	34.6	37.4
7	11.9	12.3	13.1	13.7
8	20.1	21.6	23.8	25.8
9	10.6	10.9	11.5	12.0
10	89.6	96.0	105.6	114.1
11	32.5	36.2	41.5	46.2
TOTAL	322.7	342.1	371.6	397.9

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

ZONE	2010	2015	2021	2026
1	19.6	21.4	25.2	29.0
2	9.1	9.9	11.6	13.3
3	5.3	5.7	6.6	7.6
4a	4.2	4.5	5.2	6.0
4b	2.2	2.5	3.0	3.6
5	3.9	4.2	4.9	5.7
6	10.0	11.3	13.8	16.4
7	4.1	4.4	5.2	6.0
8	6.9	7.8	9.5	11.3
9	3.6	3.9	4.6	5.2
10	30.8	34.6	42.1	50.0
11	11.2	13.0	16.6	20.3
TOTAL	110.8	123.2	148.3	174.4

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

ZONE	2010	2015	2021	2026
1	10.0	11.1	13.5	15.9
2	4.7	5.2	6.2	7.3
3	2.7	3.0	3.5	4.2
4a	2.1	2.3	2.8	3.3
4b	1.1	1.3	1.6	2.0
5	2.0	2.2	2.6	3.1
6	5.1	5.9	7.4	9.0
7	2.1	2.3	2.8	3.3
8	3.5	4.0	5.1	6.2
9	1.9	2.0	2.5	2.9
10	15.7	18.0	22.6	27.5
11	5.7	6.8	8.9	11.1
TOTAL	56.5	64.1	79.5	95.7

D: DIY & DECORATING GOODS

ZONE	2010	2015	2021	2026
1	11.5	12.8	15.5	18.3
2	5.4	5.9	7.1	8.4
3	3.1	3.4	4.1	4.8
4a	2.4	2.7	3.2	3.8
4b	1.3	1.5	1.9	2.3
5	2.3	2.5	3.0	3.6
6	5.8	6.7	8.5	10.3
7	2.4	2.6	3.2	3.8
8	4.0	4.6	5.8	7.1
9	2.1	2.3	2.8	3.3
10	18.0	20.6	25.9	31.5
11	6.5	7.8	10.2	12.8
TOTAL	64.8	73.5	91.2	109.9

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

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**TABLE 3 (Continued): TOTAL EXPENDITURE WITHIN STUDY AREA
BY GOODS CATEGORY AND ZONE, 2010-2026**

E: DOMESTIC APPLIANCES

ZONE	2010	2015	2021	2026
1	3.7	4.1	4.9	5.8
2	1.7	1.9	2.3	2.7
3	1.0	1.1	1.3	1.5
4a	0.8	0.9	1.0	1.2
4b	0.4	0.5	0.6	0.7
5	0.7	0.8	1.0	1.1
6	1.9	2.2	2.7	3.3
7	0.8	0.8	1.0	1.2
8	1.3	1.5	1.9	2.3
9	0.7	0.7	0.9	1.1
10	5.7	6.6	8.3	10.1
11	2.1	2.5	3.3	4.1
TOTAL	20.7	23.5	29.1	35.1

F: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

ZONE	2010	2015	2021	2026
1	12.6	14.0	16.9	20.0
2	5.9	6.5	7.8	9.2
3	3.4	3.7	4.5	5.2
4a	2.7	2.9	3.5	4.1
4b	1.4	1.6	2.0	2.5
5	2.5	2.7	3.3	3.9
6	6.4	7.4	9.3	11.3
7	2.6	2.9	3.5	4.1
8	4.4	5.1	6.4	7.8
9	2.3	2.6	3.1	3.6
10	19.7	22.6	28.4	34.5
11	7.1	8.5	11.1	14.0
TOTAL	71.0	80.5	99.8	120.3

G: PERSONAL & LUXURY GOODS

ZONE	2010	2015	2021	2026
1	18.6	20.3	23.9	27.5
2	8.7	9.4	11.0	12.6
3	5.0	5.4	6.3	7.2
4a	3.9	4.2	4.9	5.6
4b	2.1	2.4	2.9	3.4
5	3.7	4.0	4.7	5.4
6	9.5	10.7	13.1	15.6
7	3.9	4.2	4.9	5.7
8	6.6	7.4	9.0	10.7
9	3.4	3.7	4.3	5.0
10	29.2	32.8	40.0	47.5
11	10.6	12.4	15.7	19.2
TOTAL	105.1	116.9	140.7	165.5

H: RECREATIONAL GOODS

ZONE	2010	2015	2021	2026
1	16.0	17.4	20.5	23.6
2	7.5	8.1	9.4	10.8
3	4.3	4.6	5.4	6.2
4a	3.4	3.6	4.2	4.9
4b	1.8	2.0	2.5	2.9
5	3.1	3.4	4.0	4.6
6	8.1	9.2	11.2	13.4
7	3.3	3.6	4.2	4.9
8	5.6	6.3	7.7	9.2
9	3.0	3.2	3.7	4.3
10	25.1	28.2	34.3	40.8
11	9.1	10.6	13.5	16.5
TOTAL	90.3	100.4	120.9	142.1

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

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TABLE 4A: MARKET SHARE OF MAIN FOOD CONVENIENCE FACILITIES IN STROUD DISTRICT

STORE / CENTRE	ZONE											
	1	2	3	4A	4B	5	6	7	8	9	10	11
STROUD	87.5%	57.9%	79.5%	77.6%	52.0%	35.8%	4.0%	10.0%	5.4%	8.1%	1.0%	8.1%
Tesco, Stroud	39.6%	21.1%	28.2%	32.7%	22.0%	11.1%	0.0%	0.0%	0.0%	1.4%	1.0%	1.0%
Sainsbury's Stroud	20.8%	31.6%	11.5%	16.3%	6.0%	9.9%	2.0%	3.8%	4.3%	4.1%	0.0%	6.1%
Waitrose, Stroud	14.6%	3.9%	30.8%	24.5%	24.0%	14.8%	2.0%	6.3%	0.0%	2.7%	0.0%	1.0%
Iceland, Stroud	4.2%	1.3%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Cashes Green, Stroud	3.1%	0.0%	1.3%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Slad Road, Stroud	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Other	5.2%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CAM	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	12.5%	2.2%	27.0%	3.1%	70.7%
Tesco, Cam	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	12.5%	2.2%	27.0%	3.1%	70.7%
DURSLEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	13.1%
Somerfield, Parsonage Street, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	10.1%
Co-op (Midcounties), Rosebery Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Lidl, Kingshill Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
WOTTON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.3%	5.4%	0.0%	0.0%	0.0%
Co-op (Midcounties), Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	45.0%	2.2%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.3%	0.0%	0.0%	0.0%
NAILSWORTH	5.2%	2.6%	2.6%	4.1%	28.0%	56.8%	5.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Morrisons, Nailsworth	4.2%	2.6%	2.6%	4.1%	24.0%	48.1%	5.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Co-op (Midcounties), Nailsworth	1.0%	0.0%	0.0%	0.0%	4.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Nailsworth	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
STONEHOUSE	0.0%	21.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
Co-op (Midcounties) High Street, Stonehouse	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Eastington, Stonehouse	0.0%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
Co-op (Midcounties) Elm Road, Stonehouse	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BERKELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.2%	0.0%	0.0%
MINCHINHAMPTON	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER STORES IN DISTRICT	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ELSEWHERE	5.2%	18.4%	17.9%	18.4%	18.0%	6.2%	91.0%	31.3%	87.0%	50.0%	94.8%	8.1%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market shares for main food convenience shopping taken from Stroud Household Telephone Survey, excluding 'don't do', 'don't know', 'varies' and internet shopping trips.

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 4B: MARKET SHARE OF TOP-UP FOOD CONVENIENCE FACILITIES IN STROUD DISTRICT**

STORE / CENTRE	ZONE											
	1	2	3	4A	4B	5	6	7	8	9	10	11
STROUD	77.2%	26.5%	51.4%	51.3%	15.2%	9.1%	4.3%	4.3%	1.1%	2.6%	2.4%	4.4%
Tesco, Stroud	16.3%	5.9%	14.3%	2.6%	2.2%	1.3%	2.2%	0.0%	0.0%	0.0%	0.0%	1.1%
Sainsbury's Stroud	18.5%	10.3%	5.7%	2.6%	0.0%	1.3%	1.1%	1.4%	0.0%	1.3%	1.2%	2.2%
Waitrose, Stroud	8.7%	5.9%	5.7%	5.1%	8.7%	0.0%	0.0%	1.4%	0.0%	1.3%	0.0%	0.0%
Iceland, Stroud	8.7%	1.5%	2.9%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Cashes Green, Stroud	7.6%	1.5%	4.3%	2.6%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Slad Road, Stroud	5.4%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Other	12.0%	1.5%	15.7%	38.5%	0.0%	6.5%	1.1%	1.4%	0.0%	0.0%	1.2%	1.1%
CAM	1.1%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.4%	1.1%	3.9%	3.6%	30.0%
Tesco, Cam	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	1.1%	3.9%	3.6%	30.0%
Other	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DURSLEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.2%	47.8%
Somerfield, Parsonage Street, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.8%
Co-op (Midcounties), Rosebery Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%
Lidl, Kingshill Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.2%	20.0%
WOTTON	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.3%	84.3%	33.3%	1.3%	0.0%	3.3%
Co-op (Midcounties), Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	70.0%	9.2%	1.3%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.1%	14.3%	24.1%	0.0%	0.0%	3.3%
NAILSWORTH	12.0%	0.0%	2.9%	10.3%	30.4%	85.7%	7.6%	1.4%	0.0%	0.0%	0.0%	1.1%
Morrisons, Nailsworth	3.3%	0.0%	1.4%	0.0%	21.7%	42.9%	1.1%	1.4%	0.0%	0.0%	0.0%	1.1%
Co-op (Midcounties), Nailsworth	1.1%	0.0%	0.0%	0.0%	2.2%	13.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Nailsworth	4.3%	0.0%	0.0%	7.7%	2.2%	19.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	3.3%	0.0%	1.4%	2.6%	4.3%	10.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
STONEHOUSE	1.1%	55.9%	2.9%	0.0%	0.0%	2.6%	2.2%	0.0%	0.0%	0.0%	3.6%	0.0%
Co-op (Midcounties) High Street, Stonehouse	1.1%	20.6%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	2.4%	0.0%
Co-op (Midcounties), Eastington, Stonehouse	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Co-op (Midcounties) Elm Road, Stonehouse	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	8.8%	2.9%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BERKELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	77.6%	0.0%	1.1%
MINCHINHAMPTON	0.0%	0.0%	0.0%	0.0%	45.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
PAINSWICK	1.1%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
CHALFORD	0.0%	0.0%	1.4%	23.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER STORES IN DISTRICT	3.3%	11.8%	8.6%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ELSEWHERE	4.3%	5.9%	11.4%	7.7%	8.7%	1.3%	81.5%	8.6%	63.2%	14.5%	88.0%	12.2%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market shares for top-up food convenience shopping taken from Stroud Household Telephone Survey, excluding 'don't do', 'don't know', 'varies' and internet shopping trips.

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 5A: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2010

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	35.0	10.8	8.5	6.6	2.4	2.8	0.8	0.8	0.8	0.6	0.7	1.8	71.6
Tesco, Stroud	15.9	3.9	3.0	2.8	1.0	0.9	0.0	0.0	0.0	0.1	0.7	0.2	28.4
Sainsbury's Stroud	8.3	5.9	1.2	1.4	0.3	0.8	0.4	0.3	0.6	0.3	0.0	1.4	20.9
Waitrose, Stroud	5.8	0.7	3.3	2.1	1.1	1.2	0.4	0.5	0.0	0.2	0.0	0.2	15.6
Iceland, Stroud	1.7	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4
Other	2.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.0	0.3	2.0	2.0	16.1	21.5
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.0	0.3	2.0	2.0	16.1	21.5
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.0	3.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.3	2.4
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.8	0.0	0.0	0.0	4.6
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.3	0.0	0.0	0.0	4.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.6
NAILSWORTH	2.1	0.5	0.3	0.3	1.3	4.5	1.0	0.0	0.0	0.0	0.7	0.0	10.6
Morrisons, Nailsworth	1.7	0.5	0.3	0.3	1.1	3.8	1.0	0.0	0.0	0.0	0.7	0.0	9.3
Co-op (Midcounties), Nailsworth	0.4	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.0
Co-op (Midcounties) High Street, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Eastington, Stonehouse	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.8
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.9
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
ELSEWHERE	2.1	3.4	1.9	1.6	0.8	0.5	18.5	2.6	12.3	3.7	59.4	1.8	108.6
TOTAL	40.0	18.6	10.7	8.5	4.6	7.9	20.3	8.3	14.1	7.4	62.7	22.8	225.9

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 5B: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2010**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	13.2	2.1	2.4	1.9	0.3	0.3	0.4	0.2	0.1	0.1	0.6	0.4	21.9
Tesco, Stroud	2.8	0.5	0.7	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	4.4
Sainsbury's Stroud	3.2	0.8	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.3	0.2	5.1
Waitrose, Stroud	1.5	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.7
Iceland, Stroud	1.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	0.9	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.1
Other	2.1	0.1	0.7	1.4	0.0	0.2	0.1	0.1	0.0	0.0	0.3	0.1	5.1
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	2.9	4.4
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	2.9	4.3
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	4.7	5.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	1.7
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	2.0	2.3
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.0	2.0	0.0	0.0	0.3	5.7
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.5	0.6	0.0	0.0	0.0	3.3
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	1.5	0.0	0.0	0.3	2.4
NAILSWORTH	2.1	0.0	0.1	0.4	0.6	2.9	0.7	0.1	0.0	0.0	0.0	0.1	6.9
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.4	1.4	0.1	0.1	0.0	0.0	0.0	0.1	2.7
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.4	0.5	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.7	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Other	0.6	0.0	0.1	0.1	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	1.2
STONEHOUSE	0.2	4.5	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.0	0.0	6.0
Co-op (Midcounties) High Street, Stonehouse	0.2	1.6	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.6	0.0	2.7
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	2.3
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.7	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.5	0.0	0.1	2.7
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
PAINSWICK	0.2	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.4
CHALFORD	0.0	0.0	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
OTHER STORES IN COUNTY	0.6	0.9	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
ELSEWHERE	0.7	0.5	0.5	0.3	0.2	0.0	7.1	0.3	3.8	0.5	23.6	1.2	38.7
TOTAL	17.2	8.0	4.6	3.6	2.0	3.4	8.7	3.6	6.0	3.2	26.9	9.8	96.8

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5C: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2015**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	36.4	11.1	8.8	6.7	2.5	2.9	0.9	0.9	0.8	0.6	0.7	2.0	74.4
Tesco, Stroud	16.5	4.1	3.1	2.8	1.1	0.9	0.0	0.0	0.0	0.1	0.7	0.3	29.5
Sainsbury's Stroud	8.7	6.1	1.3	1.4	0.3	0.8	0.4	0.3	0.7	0.3	0.0	1.5	21.8
Waitrose, Stroud	6.1	0.8	3.4	2.1	1.2	1.2	0.4	0.5	0.0	0.2	0.0	0.3	16.2
Iceland, Stroud	1.7	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4
Other	2.2	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.3	2.1	2.1	17.9	23.6
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.3	2.1	2.1	17.9	23.6
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.3	3.4
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.6	2.7
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.8	0.0	0.0	0.0	4.8
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.3	0.0	0.0	0.0	4.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.6
NAILSWORTH	2.2	0.5	0.3	0.4	1.4	4.6	1.1	0.0	0.0	0.0	0.7	0.0	11.1
Morrisons, Nailsworth	1.7	0.5	0.3	0.4	1.2	3.9	1.1	0.0	0.0	0.0	0.7	0.0	9.8
Co-op (Midcounties), Nailsworth	0.4	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.2
Co-op (Midcounties) High Street, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Eastington, Stonehouse	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.9
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.9
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
ELSEWHERE	2.2	3.5	2.0	1.6	0.9	0.5	20.0	2.7	13.2	3.8	63.7	2.0	116.0
TOTAL	41.6	19.3	11.0	8.7	4.9	8.2	21.9	8.6	15.1	7.6	67.2	25.4	239.5

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5D: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2015**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	13.7	2.2	2.4	1.9	0.3	0.3	0.4	0.2	0.1	0.1	0.7	0.5	22.8
Tesco, Stroud	2.9	0.5	0.7	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	4.6
Sainsbury's Stroud	3.3	0.8	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.3	0.2	5.3
Waitrose, Stroud	1.5	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.8
Iceland, Stroud	1.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	1.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.2
Other	2.1	0.1	0.7	1.4	0.0	0.2	0.1	0.1	0.0	0.0	0.3	0.1	5.3
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	3.3	4.8
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	3.3	4.8
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	5.2	5.6
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	1.9
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	2.2	2.6
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.1	2.2	0.0	0.0	0.4	6.0
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.6	0.6	0.0	0.0	0.0	3.4
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	1.6	0.0	0.0	0.4	2.6
NAILSWORTH	2.1	0.0	0.1	0.4	0.6	3.0	0.7	0.1	0.0	0.0	0.0	0.1	7.2
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.5	1.5	0.1	0.1	0.0	0.0	0.0	0.1	2.9
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	1.2
Tesco Express, Nailsworth	0.8	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Other	0.6	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.3
STONEHOUSE	0.2	4.6	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.0	0.0	6.3
Co-op (Midcounties) High Street, Stonehouse	0.2	1.7	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.7	0.0	2.8
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	2.4
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.7	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.5	0.0	0.1	2.8
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
PAINSWICK	0.2	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.5
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
OTHER STORES IN COUNTY	0.6	1.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
ELSEWHERE	0.8	0.5	0.5	0.3	0.2	0.0	7.7	0.3	4.1	0.5	25.3	1.3	41.5
TOTAL	17.8	8.3	4.7	3.7	2.1	3.5	9.4	3.7	6.5	3.3	28.8	10.9	102.6

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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TABLE 5E: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2021

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	38.6	11.8	9.2	7.1	2.8	3.1	1.0	0.9	0.9	0.7	0.8	2.3	79.1
Tesco, Stroud	17.5	4.3	3.3	3.0	1.2	1.0	0.0	0.0	0.0	0.1	0.8	0.3	31.3
Sainsbury's Stroud	9.2	6.4	1.3	1.5	0.3	0.9	0.5	0.3	0.7	0.3	0.0	1.8	23.2
Waitrose, Stroud	6.4	0.8	3.6	2.2	1.3	1.3	0.5	0.6	0.0	0.2	0.0	0.3	17.2
Iceland, Stroud	1.8	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5
Other	2.3	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.4	2.2	2.3	20.5	26.6
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.4	2.2	2.3	20.5	26.6
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.8	3.9
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.9	3.0
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.9	0.0	0.0	0.0	5.1
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.4	0.0	0.0	0.0	4.5
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.7
NAILSWORTH	2.3	0.5	0.3	0.4	1.5	4.9	1.2	0.0	0.0	0.0	0.8	0.0	11.9
Morrisons, Nailsworth	1.8	0.5	0.3	0.4	1.3	4.2	1.2	0.0	0.0	0.0	0.8	0.0	10.5
Co-op (Midcounties), Nailsworth	0.5	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.4
Co-op (Midcounties) High Street, Stonehouse	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Eastington, Stonehouse	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.0
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
ELSEWHERE	2.3	3.7	2.1	1.7	1.0	0.5	22.0	2.9	14.5	4.0	70.1	2.3	127.1
TOTAL	44.1	20.3	11.6	9.1	5.3	8.6	24.2	9.1	16.6	8.0	73.9	29.1	260.1

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5F: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2021**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	14.6	2.3	2.6	2.0	0.3	0.3	0.5	0.2	0.1	0.1	0.8	0.6	24.3
Tesco, Stroud	3.1	0.5	0.7	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	4.9
Sainsbury's Stroud	3.5	0.9	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.4	0.3	5.7
Waitrose, Stroud	1.6	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.9
Iceland, Stroud	1.6	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Co-op (Midcounties), Slad Road, Stroud	1.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.3
Other	2.3	0.1	0.8	1.5	0.0	0.2	0.1	0.1	0.0	0.0	0.4	0.1	5.6
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.1	3.7	5.4
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.1	3.7	5.4
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	5.9	6.4
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	2.2
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.0
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	2.5	3.0
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.3	2.4	0.0	0.0	0.4	6.5
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.7	0.7	0.0	0.0	0.0	3.7
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	1.7	0.0	0.0	0.4	2.9
NAILSWORTH	2.3	0.0	0.1	0.4	0.7	3.2	0.8	0.1	0.0	0.0	0.0	0.1	7.7
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.5	1.6	0.1	0.1	0.0	0.0	0.0	0.1	3.1
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.5	0.6	0.0	0.0	0.0	0.0	0.0	1.3
Tesco Express, Nailsworth	0.8	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Other	0.6	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.4
STONEHOUSE	0.2	4.9	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.1	0.0	6.7
Co-op (Midcounties) High Street, Stonehouse	0.2	1.8	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.8	0.0	3.0
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.6
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.8	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.7	0.0	0.1	2.9
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
PAINSWICK	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.6
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
OTHER STORES IN COUNTY	0.6	1.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
ELSEWHERE	0.8	0.5	0.6	0.3	0.2	0.0	8.5	0.3	4.5	0.5	27.9	1.5	45.6
TOTAL	18.9	8.7	5.0	3.9	2.3	3.7	10.4	3.9	7.1	3.4	31.7	12.5	111.5

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5G: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2026**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	40.5	12.3	9.6	7.4	3.0	3.3	1.0	1.0	1.0	0.7	0.8	2.6	83.2
Tesco, Stroud	18.3	4.5	3.4	3.1	1.3	1.0	0.0	0.0	0.0	0.1	0.8	0.3	32.9
Sainsbury's Stroud	9.7	6.7	1.4	1.6	0.3	0.9	0.5	0.4	0.8	0.3	0.0	2.0	24.5
Waitrose, Stroud	6.8	0.8	3.7	2.3	1.4	1.3	0.5	0.6	0.0	0.2	0.0	0.3	18.1
Iceland, Stroud	1.9	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5
Other	2.4	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.4	2.3	2.5	22.9	29.3
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.4	2.3	2.5	22.9	29.3
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	4.2	4.4
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.3	3.4
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.7
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	1.0	0.0	0.0	0.0	5.4
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	0.4	0.0	0.0	0.0	4.7
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.0	0.0	0.7
NAILSWORTH	2.4	0.6	0.3	0.4	1.6	5.2	1.3	0.0	0.0	0.0	0.8	0.0	12.6
Morrisons, Nailsworth	1.9	0.6	0.3	0.4	1.4	4.4	1.3	0.0	0.0	0.0	0.8	0.0	11.1
Co-op (Midcounties), Nailsworth	0.5	0.0	0.0	0.0	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.6
Co-op (Midcounties) High Street, Stonehouse	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.1
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
ELSEWHERE	2.4	3.9	2.2	1.7	1.0	0.6	23.9	3.0	15.7	4.2	75.7	2.6	136.9
TOTAL	46.3	21.2	12.1	9.5	5.7	9.1	26.2	9.6	18.1	8.4	79.9	32.4	278.5

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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TABLE 5H: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2026

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	15.3	2.4	2.7	2.1	0.4	0.4	0.5	0.2	0.1	0.1	0.8	0.6	25.5
Tesco, Stroud	3.2	0.5	0.7	0.1	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.2	5.1
Sainsbury's Stroud	3.7	0.9	0.3	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.4	0.3	6.0
Waitrose, Stroud	1.7	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.1
Iceland, Stroud	1.7	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Cashes Green, Stroud	1.5	0.1	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Slad Road, Stroud	1.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.3
Other	2.4	0.1	0.8	1.6	0.0	0.3	0.1	0.1	0.0	0.0	0.4	0.2	5.9
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.2	4.2	6.0
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.2	4.2	5.9
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	6.6	7.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	2.5
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	1.1
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	2.8	3.3
WOTTON	0.0	0.0	0.0	0.0	0.0	0.1	0.4	3.5	2.6	0.0	0.0	0.5	7.0
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.9	0.7	0.0	0.0	0.0	3.9
Other	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.6	1.9	0.0	0.0	0.5	3.1
NAILSWORTH	2.4	0.0	0.1	0.4	0.7	3.3	0.9	0.1	0.0	0.0	0.0	0.2	8.1
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.5	1.7	0.1	0.1	0.0	0.0	0.0	0.2	3.3
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.1	0.5	0.6	0.0	0.0	0.0	0.0	0.0	1.4
Tesco Express, Nailsworth	0.9	0.0	0.0	0.3	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Other	0.6	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.5
STONEHOUSE	0.2	5.1	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.2	0.0	7.0
Co-op (Midcounties) High Street, Stonehouse	0.2	1.9	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.8	0.0	3.2
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.7
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.8	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.8	0.0	0.2	3.1
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
PAINSWICK	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.7
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
OTHER STORES IN COUNTY	0.6	1.1	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
ELSEWHERE	0.9	0.5	0.6	0.3	0.2	0.1	9.2	0.4	4.9	0.5	30.1	1.7	49.3
TOTAL	19.9	9.1	5.2	4.1	2.5	3.9	11.2	4.1	7.7	3.6	34.2	13.9	119.4

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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TABLE 6A: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	5.6	0.6	0.8	0.6	0.5	0.7	1.0	0.1	0.1	0.0	0.3	0.5	10.7
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.4	0.0	0.1	0.0	0.0	0.3	0.0	1.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.1	0.6
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.3
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.3	0.0	0.4
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	14.1	8.0	4.4	3.4	1.5	2.7	9.0	3.4	6.8	3.5	29.8	10.4	96.9
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	19.6	9.1	5.3	4.2	2.2	3.9	10.0	4.1	6.9	3.6	30.8	11.2	110.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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TABLE 6B: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	6.0	0.7	0.8	0.6	0.5	0.8	1.1	0.1	0.1	0.0	0.4	0.5	11.7
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.4	0.0	0.1	0.0	0.0	0.4	0.0	1.3
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.1	0.7
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.4
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.4	0.0	0.5
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	15.3	8.7	4.8	3.6	1.7	3.0	10.2	3.7	7.7	3.8	33.5	12.1	108.0
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	21.4	9.9	5.7	4.5	2.5	4.2	11.3	4.4	7.8	3.9	34.6	13.0	123.2

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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TABLE 6C: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	7.1	0.8	1.0	0.7	0.6	0.9	1.3	0.1	0.1	0.0	0.4	0.7	13.9
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.5	0.0	0.1	0.0	0.0	0.4	0.0	1.5
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.2	0.8
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.5
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.4	0.0	0.6
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	18.0	10.1	5.6	4.2	2.1	3.5	12.4	4.3	9.4	4.4	40.8	15.4	130.2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	25.2	11.6	6.6	5.2	3.0	4.9	13.8	5.2	9.5	4.6	42.1	16.6	148.3

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 6D: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	8.2	0.9	1.1	0.9	0.7	1.0	1.6	0.2	0.1	0.0	0.5	0.8	16.1
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.3	0.2	0.5	0.0	0.1	0.0	0.0	0.5	0.0	1.8
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.2	1.0
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.6
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.5	0.0	0.7
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	20.8	11.6	6.4	4.8	2.5	4.0	14.8	5.0	11.2	5.0	48.4	18.8	153.4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	29.0	13.3	7.6	6.0	3.6	5.7	16.4	6.0	11.3	5.2	50.0	20.3	174.4

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 7A: MARKET SHARE & TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	18.1%	16.1%	11.1%	9.1%	35.5%	16.4%	10.7%	3.0%	0.0%	0.0%	2.5%	5.3%	1.8	0.8	0.3	0.2	0.4	0.3	0.5	0.1	0.0	0.0	0.4	0.3	5.1
Wotton-under-Edge	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	19.7%	5.0%	3.5%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4	0.2	0.1	0.2	0.0	0.9
Nailsworth	4.2%	1.6%	0.0%	3.0%	6.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4	0.1	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.5%	0.0%	9.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.5	0.7
Stonehouse	0.0%	6.5%	1.9%	0.0%	0.0%	3.3%	1.2%	0.0%	0.0%	1.8%	1.2%	2.7%	0.0	0.3	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2	0.2	0.9
Berkeley	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Painswick	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2
Chalford	0.0%	0.0%	1.9%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4
Saul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	77.8%	75.8%	83.3%	78.8%	58.1%	72.1%	88.1%	72.7%	95.0%	86.0%	92.6%	80.0%	7.8	3.5	2.2	1.7	0.7	1.4	4.5	1.5	3.3	1.6	14.5	4.6	47.3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10.0	4.7	2.7	2.1	1.1	2.0	5.1	2.1	3.5	1.9	15.7	5.7	56.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 7B: MARKET SHARE & TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	18.1%	16.1%	11.1%	9.1%	35.5%	16.4%	10.7%	3.0%	0.0%	0.0%	2.5%	5.3%	2.0	0.8	0.3	0.2	0.5	0.4	0.6	0.1	0.0	0.0	0.4	0.4	5.7
Wotton-under-Edge	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	19.7%	5.0%	3.5%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.5	0.2	0.1	0.2	0.0	1.0
Nailsworth	4.2%	1.6%	0.0%	3.0%	6.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5	0.1	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.5%	0.0%	9.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.6	0.8
Stonehouse	0.0%	6.5%	1.9%	0.0%	0.0%	3.3%	1.2%	0.0%	0.0%	1.8%	1.2%	2.7%	0.0	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2	0.2	1.0
Berkeley	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Painswick	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2
Chalford	0.0%	0.0%	1.9%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.4
Saul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	77.8%	75.8%	83.3%	78.8%	58.1%	72.1%	88.1%	72.7%	95.0%	86.0%	92.6%	80.0%	8.6	3.9	2.5	1.8	0.8	1.6	5.2	1.7	3.8	1.8	16.6	5.4	53.7
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	11.1	5.2	3.0	2.3	1.3	2.2	5.9	2.3	4.0	2.0	18.0	6.8	64.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 7C: MARKET SHARE & TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	18.1%	16.1%	11.1%	9.1%	35.5%	16.4%	10.7%	3.0%	0.0%	0.0%	2.5%	5.3%	2.4	1.0	0.4	0.3	0.6	0.4	0.8	0.1	0.0	0.6	0.5	7.0	
Wotton-under-Edge	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	19.7%	5.0%	3.5%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.6	0.3	0.1	0.3	0.0	1.3	
Nailsworth	4.2%	1.6%	0.0%	3.0%	6.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6	0.1	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	1.1	
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.5%	0.0%	9.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.8	1.0	
Stonehouse	0.0%	6.5%	1.9%	0.0%	0.0%	3.3%	1.2%	0.0%	0.0%	1.8%	1.2%	2.7%	0.0	0.4	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.3	0.2	1.2	
Berkeley	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	
Painswick	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	
Chalford	0.0%	0.0%	1.9%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5	
Saul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Elsewhere	77.8%	75.8%	83.3%	78.8%	58.1%	72.1%	88.1%	72.7%	95.0%	86.0%	92.6%	80.0%	10.5	4.7	3.0	2.2	0.9	1.9	6.5	2.0	4.8	2.1	20.9	7.1	66.7
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	13.5	6.2	3.5	2.8	1.6	2.6	7.4	2.8	5.1	2.5	22.6	8.9	79.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 7D: MARKET SHARE & TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	18.1%	16.1%	11.1%	9.1%	35.5%	16.4%	10.7%	3.0%	0.0%	0.0%	2.5%	5.3%	2.9	1.2	0.5	0.3	0.7	0.5	1.0	0.1	0.0	0.7	0.6	8.4	
Wotton-under-Edge	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	19.7%	5.0%	3.5%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.7	0.3	0.1	0.3	0.0	1.5
Nailsworth	4.2%	1.6%	0.0%	3.0%	6.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7	0.1	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.5%	0.0%	9.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	1.0	1.0	1.2
Stonehouse	0.0%	6.5%	1.9%	0.0%	0.0%	3.3%	1.2%	0.0%	0.0%	1.8%	1.2%	2.7%	0.0	0.5	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.3	0.3	1.4
Berkeley	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.3
Painswick	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.3
Chalford	0.0%	0.0%	1.9%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.6
Saul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	77.8%	75.8%	83.3%	78.8%	58.1%	72.1%	88.1%	72.7%	95.0%	86.0%	92.6%	80.0%	12.4	5.5	3.5	2.6	1.1	2.3	7.9	2.4	5.9	2.5	25.4	8.9	80.4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	15.9	7.3	4.2	3.3	2.0	3.1	9.0	3.3	6.2	2.9	27.5	11.1	95.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8A: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2010**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	10.4	3.4	2.3	2.0	0.9	1.7	2.8	0.1	0.2	0.2	1.3	1.8	27.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	1.2
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.1	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.8
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.4
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.1	0.5
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	0.9	1.2	0.7	0.3	0.2	0.2	2.9	1.3	3.7	1.4	16.7	2.9	32.5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	11.5	5.4	3.1	2.4	1.3	2.3	5.8	2.4	4.0	2.1	18.0	6.5	64.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8B: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2015**

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	11.5	3.8	2.6	2.2	1.0	1.9	3.2	0.1	0.2	0.3	1.5	2.2	30.5
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.1	0.0	0.0	0.0	1.3
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.1	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.9
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	19.1%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	1.7
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.1	0.6
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.0	1.4	0.8	0.4	0.2	0.3	3.4	1.4	4.2	1.5	19.1	3.5	37.1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	12.8	5.9	3.4	2.7	1.5	2.5	6.7	2.6	4.6	2.3	20.6	7.8	73.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8C: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2021**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	13.9	4.5	3.1	2.6	1.3	2.3	4.0	0.2	0.2	0.3	1.9	2.9	37.3
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.2	0.0	0.0	0.0	0.0	1.6
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.1	0.3	0.4	0.2	0.0	0.0	0.0	0.0	0.0	1.1
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.9	2.2	2.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.1	0.7	0.7
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.7	0.7
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.2	1.7	0.9	0.4	0.3	0.3	4.3	1.7	5.3	1.8	24.0	4.6	46.5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	15.5	7.1	4.1	3.2	1.9	3.0	8.5	3.2	5.8	2.8	25.9	10.2	91.2

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8D: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2026**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	16.5	5.3	3.6	3.1	1.5	2.7	4.9	0.2	0.3	0.4	2.3	3.6	44.5
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.2	0.0	0.0	0.0	1.9	
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.1	0.3	0.5	0.2	0.0	0.0	0.0	0.0	1.3	
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.4	2.7	
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.1	0.9	
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9	
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.4	1.9	1.1	0.5	0.4	0.4	5.2	2.0	6.5	2.2	29.2	5.7	56.5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	18.3	8.4	4.8	3.8	2.3	3.6	10.3	3.8	7.1	3.3	31.5	12.8	109.9

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9A: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.1	0.1	0.3	0.2	0.1	0.2	0.2	0.0	0.0	0.0	0.1	0.1	2.3
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.4	0.8	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.1	1.8
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.5
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.2	0.4
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	2.2	0.8	0.6	0.5	0.2	0.4	1.6	0.6	1.2	0.5	5.4	1.4	15.4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	3.7	1.7	1.0	0.8	0.4	0.7	1.9	0.8	1.3	0.7	5.7	2.1	20.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9B: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.2	0.1	0.4	0.2	0.1	0.2	0.3	0.0	0.0	0.0	0.1	0.1	2.6
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.4	0.8	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.4	0.1	2.0
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.6
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.3	0.5
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	2.4	0.9	0.6	0.6	0.2	0.5	1.8	0.7	1.4	0.5	6.1	1.7	17.5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	4.1	1.9	1.1	0.9	0.5	0.8	2.2	0.8	1.5	0.7	6.6	2.5	23.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9C: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.4	0.1	0.4	0.2	0.2	0.2	0.3	0.0	0.0	0.0	0.1	0.1	3.1
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.5	1.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.5	0.1	2.4
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.5	0.8
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.4	0.6
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	2.9	1.1	0.8	0.7	0.3	0.6	2.3	0.8	1.8	0.6	7.7	2.3	21.8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	4.9	2.3	1.3	1.0	0.6	1.0	2.7	1.0	1.9	0.9	8.3	3.3	29.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9D: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.7	0.2	0.5	0.3	0.2	0.3	0.4	0.0	0.0	0.0	0.1	0.1	3.7
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.6	1.2	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.6	0.1	2.9
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.0	0.6	0.9
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.4	0.7
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	3.5	1.2	0.9	0.8	0.4	0.7	2.8	1.0	2.2	0.7	9.4	2.8	26.3
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	5.8	2.7	1.5	1.2	0.7	1.1	3.3	1.2	2.3	1.1	10.1	4.1	35.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10A: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	2.9	0.4	0.6	0.7	0.3	0.5	0.4	0.1	0.1	0.0	0.0	0.4	6.5
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	0.8	1.2	0.2	0.1	0.0	0.3	0.3	0.0	0.0	0.1	0.0	0.3	3.3
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.7	1.1
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	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	0.0	0.0	0.2
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Brimacombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	8.7	4.2	2.4	1.7	0.7	1.5	5.6	2.1	4.2	2.0	19.7	5.8	58.6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	12.6	5.9	3.4	2.7	1.4	2.5	6.4	2.6	4.4	2.3	19.7	7.1	71.0

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10B: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	3.2	0.5	0.7	0.8	0.4	0.6	0.5	0.1	0.1	0.0	0.0	0.4	7.3
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	0.9	1.4	0.3	0.1	0.0	0.3	0.3	0.0	0.0	0.1	0.0	0.3	3.7
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.9	1.3
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	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	0.0	0.0	0.2
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Brimacombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	9.7	4.6	2.7	1.9	0.8	1.7	6.5	2.3	4.9	2.2	22.6	6.9	66.6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	14.0	6.5	3.7	2.9	1.6	2.7	7.4	2.9	5.1	2.6	22.6	8.5	80.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10C: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	3.9	0.6	0.8	0.9	0.5	0.7	0.6	0.1	0.1	0.0	0.0	0.6
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	1.1	1.7	0.3	0.1	0.0	0.4	0.4	0.0	0.0	0.2	0.0	0.4
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.2	0.0	1.1
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.6	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	11.7	5.5	3.2	2.3	1.0	2.1	8.2	2.8	6.1	2.6	28.4	9.0
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	16.9	7.8	4.5	3.5	2.0	3.3	9.3	3.5	6.4	3.1	28.4	11.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10D: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	4.6	0.7	1.0	1.1	0.6	0.8	0.8	0.1	0.1	0.0	0.0	0.7	10.6
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	1.3	1.9	0.4	0.1	0.0	0.4	0.5	0.0	0.0	0.2	0.0	0.5	5.3
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.2	0.0	1.4	2.1
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.7	0.1	0.2	0.0	0.0	0.0	0.0	0.0	1.0
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.3
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	13.9	6.5	3.8	2.7	1.2	2.5	9.9	3.3	7.5	3.1	34.5	11.3	100.0
	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	20.0	9.2	5.2	4.1	2.5	3.9	11.3	4.1	7.8	3.6	34.5	14.0	120.3

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11A: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	11.6	3.2	1.9	1.4	0.6	0.9	1.0	0.1	0.1	0.2	0.7	0.3	22.0
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.2	0.0	0.1	0.1	0.3	1.6	0.2	0.1	0.0	0.0	0.0	0.1	2.7
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.3	0.0	0.0	0.0	1.9
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.1	2.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.7
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.7
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.1	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	6.3	4.5	2.6	2.0	0.8	1.2	8.1	2.2	6.2	2.6	28.4	7.4	72.4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	18.6	8.7	5.0	3.9	2.1	3.7	9.5	3.9	6.6	3.4	29.2	10.6	105.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11B: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	12.7	3.4	2.1	1.6	0.7	1.0	1.1	0.1	0.1	0.2	0.8	0.3
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.3	0.0	0.1	0.1	0.3	1.7	0.3	0.1	0.0	0.0	0.0	0.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.3	0.0	0.0	0.0
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.4
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.2	0.1	0.3	0.1	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%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	6.8	4.9	2.9	2.2	1.0	1.3	9.2	2.4	7.0	2.8	32.0	8.7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	20.3	9.4	5.4	4.2	2.4	4.0	10.7	4.2	7.4	3.7	32.8	12.4

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11C: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	14.9	4.0	2.5	1.8	0.8	1.1	1.4	0.1	0.1	0.2	1.0	0.4	28.3
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.3	0.0	0.1	0.1	0.4	2.0	0.3	0.1	0.0	0.0	0.0	0.2	3.5
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.4	0.0	0.0	0.0	2.4
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.1	3.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.8
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.9
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.2	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	8.1	5.7	3.3	2.5	1.2	1.5	11.2	2.8	8.5	3.2	39.0	11.0	98.0
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	23.9	11.0	6.3	4.9	2.9	4.7	13.1	4.9	9.0	4.3	40.0	15.7	140.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11D: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	17.2	4.6	2.8	2.1	0.9	1.3	1.7	0.1	0.1	0.2	1.2	0.5
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.3	0.0	0.1	0.1	0.4	2.3	0.4	0.1	0.0	0.0	0.0	0.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.4	0.0	0.0	0.0
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.7
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.6	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.2	0.1	0.4	0.1	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%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	9.3	6.5	3.8	2.9	1.4	1.8	13.3	3.2	10.2	3.7	46.2	13.5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	27.5	12.6	7.2	5.6	3.4	5.4	15.6	5.7	10.7	5.0	47.5	19.2

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12A: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	7.5	3.3	1.2	1.6	0.7	1.0	1.3	0.1	0.3	0.1	0.0	1.1
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.3	0.5	0.3	0.0	0.0	0.0	0.0	0.0
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.4	0.3	0.1	0.0	0.0
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.6	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Minchinhampton	3.9%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	7.2	3.4	2.9	1.7	0.8	1.6	6.5	2.8	4.9	2.7	24.7	7.8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	16.0	7.5	4.3	3.4	1.8	3.1	8.1	3.3	5.6	3.0	25.1	9.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12B: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	8.2	3.6	1.3	1.7	0.8	1.1	1.5	0.1	0.3	0.1	0.0	1.3
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.6	0.3	0.0	0.0	0.0	0.0	1.3
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.5	0.3	0.1	0.0	1.1
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.7	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.9
Minchinhampton	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	7.9	3.7	3.2	1.8	0.9	1.7	7.4	3.1	5.6	2.9	27.7	74.9
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	17.4	8.1	4.6	3.6	2.0	3.4	9.2	3.6	6.3	3.2	28.2	100.4

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12C: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	9.6	4.2	1.5	2.0	1.0	1.3	1.8	0.1	0.4	0.1	0.0	1.7	23.6
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.7	0.4	0.0	0.0	0.0	0.0	0.0	1.5
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.5	0.4	0.1	0.0	0.0	1.3
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.8	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	2.3
Minchinhampton	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.0	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	9.2	4.3	3.7	2.1	1.1	2.0	9.0	3.6	6.8	3.4	33.8	11.6	90.7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	20.5	9.4	5.4	4.2	2.5	4.0	11.2	4.2	7.7	3.7	34.3	13.5	120.9

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12D: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	11.1	4.8	1.7	2.2	1.1	1.4	2.1	0.1	0.5	0.1	0.0	2.1	27.4
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.5	0.8	0.5	0.0	0.0	0.0	0.0	0.0	1.8
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.6	0.5	0.1	0.0	0.0	1.5
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.9	0.9	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	2.6
Minchinhampton	3.9%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.3	0.3
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	10.7	5.0	4.2	2.4	1.3	2.3	10.7	4.2	8.1	3.9	40.1	14.2	107.1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	23.6	10.8	6.2	4.9	2.9	4.6	13.4	4.9	9.2	4.3	40.8	16.5	142.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 13: CONVENIENCE FLOORSPACE IN THE MAIN SETTLEMENTS IN STROUD DISTRICT

STORE / LOCATION	FLOORSPACE (sq m net)		CONV GOODS SALES DENSITY (£/sq m)	TOTAL CONVENIENCE GOODS TURNOVER (£m)
	Total Net Sales	Convenience Goods Sales		
STROUD				
Tesco, Stroud	3,367	2,357	12,883	30.4
Sainsbury's Stroud	2,965	2,372	9,613	22.8
Waitrose, Stroud	2,401	2,041	11,869	24.2
Iceland, Stroud	483	459	6,244	2.9
Co-op, Cashes Green, Stroud	1,068	962	6,953	6.7
Co-op, Slad Road, Stroud	148	133	6,953	0.9
Other		1,480	5,214	7.7
TOTAL				95.6
CAM				
Tesco, Cam	1,538	1,307	12,883	16.8
DURSLEY				
Somerfield, Parsonage Street, Dursley	500	450	6,953	3.1
Co-op, Rosebery Road, Dursley	141	134	6,953	0.9
Lidl, Kingshill Road, Dursley	643	546	2,961	1.6
Other	481	433	5,414	2.3
TOTAL				8.0
WOTTON				
Co-op (Midcounties), Wotton-under-Edge	429	386	6,953	2.7
Other	438	438	6,834	3.0
NAILSWORTH				
Morrisons, Nailsworth	1,159	1,043	11,555	12.0
Tesco Express, Nailsworth	151	143	9,000	1.3
Co-op	232	209	6,953	1.5
Other		550	2,268	1.2
				16.0
STONEHOUSE				
Co-op, High Street, Stonehouse	1,076	968	6,953	6.7
Co-op, Eastington	141	134	6,953	0.9
Co-op, Elm Road, Stonehouse	100	95	6,953	0.7
Co-op, Kings Stanley	136	129	6,953	0.9
Other	254	241	3,836	0.9
BERKELEY	401	381	9,365	3.6
MINCHINHAMPTON	150	143	6,911	1.0

TABLE 14: COMMITMENTS IN STROUD DISTRICT

	FLOORSPACE (sq m net)	SALES DENSITY (£/sq m)	BENCHMARK TURNOVER (£m)
Sainsburys extension, Stroud comparison	848	7453	6.3
FOCUS unit convenience	792	4700	3.7
comparison	198	4700	0.9
Sainsburys, Dursley convenience	1486	9,613	14.3
comparison	372	7453	2.8

Notes:

floorspace data from Stroud District Council, GVA and IGD data

sales densities for large stores derived from Mintel and Verdict research and sales densities for other town centre floorspace based on existing trading levels

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 15a: CONVENIENCE GOODS CAPACITY 2010-2026

Stroud

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	93.6	97.2	103.3	108.7
Market Share (%)	29.0	28.4	27.8	27.3
Expenditure Inflow (£m)	6.8	7.1	7.5	7.9
Total Turnover Potential (£m)	100.4	104.3	110.9	116.6
Benchmark Turnover of Existing and Committed Facilities (£m)	99.3	99.8	102.0	104.6
Residual Expenditure (£m)	1.1	4.5	8.9	12.0
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	108	452	863	1143

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 15b: CONVENIENCE GOODS CAPACITY 2010-2026

Cam / Dursley

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	34.0	37.5	42.4	46.8
Market Share (%)	10.5	10.9	11.4	11.8
Expenditure Inflow (£m)	2.5	2.7	3.1	3.4
Total Turnover Potential (£m)	36.5	40.2	45.5	50.2
Benchmark Turnover of Existing and Committed Facilities (£m)	39.2	39.3	40.2	41.2
Residual Expenditure (£m)	-2.6	0.8	5.3	9.0
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	-264	84	513	854

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 15c: CONVENIENCE GOODS CAPACITY 2010-2026

Nailsworth

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	17.5	18.3	19.5	20.7
Market Share (%)	5.4	5.3	5.3	5.2
Expenditure Inflow (£m)	1.3	1.3	1.4	1.5
Total Turnover Potential (£m)	18.7	19.6	21.0	22.2
Benchmark Turnover of Existing and Committed Facilities (£m)	16.0	16.1	16.5	16.9
Residual Expenditure (£m)	2.7	3.5	4.5	5.3
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	270	347	438	503

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 15d: CONVENIENCE GOODS CAPACITY 2010-2026

Wotton-under-Edge

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	10.3	10.8	11.7	12.4
Market Share (%)	3.2	3.2	3.1	3.1
Expenditure Inflow (£m)	0.8	0.8	0.9	0.9
Total Turnover Potential (£m)	11.1	11.6	12.5	13.3
Benchmark Turnover of Existing and Committed Facilities (£m)	5.7	5.7	5.8	6.0
Residual Expenditure (£m)	5.4	5.9	6.7	7.3
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	540	590	650	696

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 15e: CONVENIENCE GOODS CAPACITY 2010-2026

Stonehouse

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	10.1	10.4	11.1	11.6
Market Share (%)	3.1	3.1	3.0	2.9
Expenditure Inflow (£m)	0.7	0.8	0.8	0.8
Total Turnover Potential (£m)	10.8	11.2	11.9	12.5
Benchmark Turnover of Existing and Committed Facilities (£m)	10.1	10.2	10.4	10.7
Residual Expenditure (£m)	0.6	1.0	1.4	1.8
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	65	100	141	169

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD RETAIL STUDY

TABLE 17a: COMPARISON GOODS CAPACITY - 2010-2026

Stroud

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	91.9	101.7	122.1	143.4
Market Share (%)	17.7	17.5	17.2	17.0
Expenditure Inflow (£m)	5.5	6.1	7.3	8.6
Total Turnover Potential (£m)	97.4	107.8	129.5	152.0
Benchmark Turnover of Existing and Committed Facilities (£m)	97.4	103.9	115.4	127.4
Residual Expenditure (£m)	0.0	3.8	14.0	24.6
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	721	2371	3757

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 17B: COMPARISON GOODS CAPACITY - 2010-2026

Cam / Dursley

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	8.1	9.4	12.0	14.8
Market Share (%)	1.6	1.6	1.7	1.8
Expenditure Inflow (£m)	0.5	0.6	0.7	0.9
Total Turnover Potential (£m)	8.6	10.0	12.8	15.7
Benchmark Turnover of Existing and Committed Facilities (£m)	8.6	9.1	10.1	11.2
Residual Expenditure (£m)	0.0	0.9	2.6	4.5
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	162	443	690

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 17C: COMPARISON GOODS CAPACITY - 2010-2026

Nailsworth

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	6.9	7.6	9.1	10.7
Market Share (%)	1.3	1.3	1.3	1.3
Expenditure Inflow (£m)	0.4	0.5	0.5	0.6
Total Turnover Potential (£m)	7.3	8.0	9.6	11.3
Benchmark Turnover of Existing and Committed Facilities (£m)	7.3	7.8	8.6	9.5
Residual Expenditure (£m)	0.0	0.3	1.0	1.8
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	53	173	273

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 17D: COMPARISON GOODS CAPACITY - 2010-2026

Wotton-under-Edge

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	5.8	6.4	7.7	9.0
Market Share (%)	1.1	1.1	1.1	1.1
Expenditure Inflow (£m)	0.3	0.4	0.5	0.5
Total Turnover Potential (£m)	6.2	6.8	8.2	9.6
Benchmark Turnover of Existing and Committed Facilities (£m)	6.2	6.6	7.3	8.1
Residual Expenditure (£m)	0.0	0.2	0.9	1.5
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	44	147	233

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD RETAIL STUDY

TABLE 17E: COMPARISON GOODS CAPACITY - 2010-2026

Stonehouse

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	9.7	10.8	13.0	15.4
Market Share (%)	1.9	1.9	1.8	1.8
Expenditure Inflow (£m)	0.6	0.6	0.8	0.9
Total Turnover Potential (£m)	10.3	11.4	13.8	16.3
Benchmark Turnover of Existing and Committed Facilities (£m)	10.3	11.0	12.2	13.5
Residual Expenditure (£m)	0.0	0.4	1.6	2.8
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	81	267	425

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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Appendix G
Scenario B1 Quantitative Assessment

Population

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 1: POPULATION OF STUDY AREA, BY SURVEY ZONE (2010-2026)

ZONE	POSTCODE SECTORS	2010	2015	2021	2026	Change, 2010-15		Change, 2010-26	
						No.	(%)	No.	(%)
1 STROUD	TOTAL	31,236	32,095	33,126	33,986	859	2.8	2,750	8.8
2 STONEHOUSE	TOTAL	14,546	15,163	15,904	16,521	617	4.2	1,975	13.6
3 PAINSWICK	TOTAL	8,358	8,378	8,403	8,423	20	0.2	65	0.8
4a CHALFORD	TOTAL	6,600	6,604	6,610	6,614	4	0.1	14	0.2
4b MINCHINHAMPION	TOTAL	3,562	3,698	3,861	3,997	136	3.8	435	12.2
5 NAILSWORTH	TOTAL	6,127	6,187	6,260	6,320	60	1.0	193	3.1
6 EASTERN FRINGE	TOTAL	15,848	16,657	17,513	18,233	809	5.1	2,385	15.0
7 WOOTTON	TOTAL	6,485	6,546	6,619	6,680	61	0.9	195	3.0
8 SOUTHERN FRINGE	TOTAL	10,991	11,481	12,048	12,577	490	4.5	1,586	14.4
9 BERKELEY	TOTAL	5,777	5,793	5,812	5,828	16	0.3	51	0.9
10 NORTHERN FRINGE	TOTAL	48,903	50,988	53,489	55,574	2,085	4.3	6,671	13.6
11 DURSLEY	TOTAL	17,752	18,143	18,613	19,004	391	2.2	1,252	7.1
TOTAL		176,185	181,734	188,257	193,756	5,549	3.1	17,571	10.0

Notes:

Population figures for each zone for 2010 derived from Experian Business Strategies Retail Planner Reports (dated November 2009).

Growth for Zones 1-5, 7, 9-11 based on global population growth figures for Stroud District along with the following assumptions for the distribution of population growth (based on distribution of new housing development):

Population growth per annum in Stroud District (2010-2026) **850** *(ONS 2006 sub-national population projections for Stroud District)*

Distribution of Growth (by zone)

	%	People
Stroud	20%	172
Stonehouse	15%	123
Painswick	0%	4
Chalford	0%	1
Minchinhampton	3%	27
Nailsworth	1%	12
Wootton	1%	12
Berkeley	0%	3
Northern Fringe	49%	417
Dursley	9%	78
Total	100%	850

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STROUD RETAIL STUDY

**TABLE 2: PER CAPITA EXPENDITURE WITHIN STUDY AREA
BY GOODS CATEGORY AND ZONE, 2010-2026**

A: CONVENIENCE GOODS

	2010	2015	2021	2026
	1831	1882	1974	2054

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

	2010	2015	2021	2026
	629	678	788	900

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

	2010	2015	2021	2026
	321	352	422	494

D: DIY & DECORATING GOODS

ZONE	2010	2015	2021	2026
	368	404	484	567

Notes:

see notes over leaf

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**TABLE 2 (Continued): PER CAPITA EXPENDITURE WITHIN STUDY
AREA BY GOODS CATEGORY AND ZONE, 2010-2026**

E: DOMESTIC APPLIANCES

	2010	2015	2021	2026
	117	129	155	181

F: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

	2010	2015	2021	2026
	403	443	530	621

G: PERSONAL & LUXURY GOODS

	2010	2015	2021	2026
	597	643	747	854

H: RECREATIONAL GOODS

	2010	2015	2021	2026
	512	552	642	733

Notes:

see notes overleaf

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**NOTES TO TABLE 2: PER CAPITA EXPENDITURE WITHIN STUDY AREA BY GOODS CATEGORY AND ZONE, 2010-2026**

Per capita expenditure estimates for convenience goods and individual comparison goods categories within each survey zone derived from Experian Business Strategies (EBS) Retail Planner Reports dated November 2009.

Per capita expenditure estimates for each goods category exclude an allowance for non-store sales and are projected forward using data derived from Experian Retail Planner forecasts (August 2009). In order to provide an accurate picture for non-store sales, the current levels of non-store sales for non-food goods categories provided by Experian.

Goods Category	Constituent EBS Expenditure Categories	Allowance for non-store sales	Expenditure Projections (per annum)					
			2008	2009	2010	2011	2012-2016	2017-2026
Convenience Goods	Convenience Goods	1.9	0.9	-0.5	-0.2	0.6	0.8	0.9
Clothes & Footwear	Clothing	11.0	1.7	3.6	-0.1	1.2	2.3	2.7
	Shoes	9.8	1.7	3.6	-0.1	1.2	2.3	2.7
Furniture, Floorcoverings & Textiles	furniture and furnishings (90%)	5.0	4.8	-3.9	-0.9	0.8	2.9	3.2
	household textiles	13.5	4.8	-3.9	-0.9	0.8	2.9	3.2
DIY & Decorating	Materials for maintenance	4.7	4.8	-3.9	-0.9	0.8	2.9	3.2
	small tools	9.8	4.8	-3.9	-0.9	0.8	2.9	3.2
	major tools	9.8	4.8	-3.9	-0.9	0.8	2.9	3.2
	gardens, plants, etc	8.1	4.8	-3.9	-0.9	0.8	2.9	3.2
	furniture and furnishings (10%)	5.0	4.8	-3.9	-0.9	0.8	2.9	3.2
	non-durable household goods	6.5	4.8	-3.9	-0.9	0.8	2.9	3.2
Domestic Appliances	major household appliances	8.9	4.8	-3.9	-0.9	0.8	2.9	3.2
	appliances for personal care (10%)	2.1	4.8	-3.9	-0.9	0.8	2.9	3.2
	small appliances	8.9	4.8	-3.9	-0.9	0.8	2.9	3.2
TV, Hi-Fi & Radio	recording media	14.7	4.8	-3.9	-0.9	0.8	2.9	3.2
	audio-visual	16.4	4.8	-3.9	-0.9	0.8	2.9	3.2
Personal & Luxury	glassware	8.4	1.7	3.6	-0.1	1.2	2.3	2.7
	medical goods	2.0	1.7	3.6	-0.1	1.2	2.3	2.7
	therapeutic appliances	0.8	1.7	3.6	-0.1	1.2	2.3	2.7
	appliances for personal care (90%)	2.1	1.7	3.6	-0.1	1.2	2.3	2.7
	jewellery	11.1	1.7	3.6	-0.1	1.2	2.3	2.7
	other personal effects	3.8	1.7	3.6	-0.1	1.2	2.3	2.7
Recreational	bicycles	0.9	1.7	3.6	-0.1	1.2	2.3	2.7
	games, toys, etc	10.7	1.7	3.6	-0.1	1.2	2.3	2.7
	pets	2.4	1.7	3.6	-0.1	1.2	2.3	2.7
	books	12.5	1.7	3.6	-0.1	1.2	2.3	2.7

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STROUD RETAIL STUDY

**TABLE 3: TOTAL EXPENDITURE WITHIN STUDY AREA BY
GOODS CATEGORY AND ZONE, 2010-2026**

A: CONVENIENCE GOODS

ZONE	2010	2015	2021	2026
1	57.2	60.4	65.4	69.8
2	26.6	28.5	31.4	33.9
3	15.3	15.8	16.6	17.3
4a	12.1	12.4	13.0	13.6
4b	6.5	7.0	7.6	8.2
5	11.2	11.6	12.4	13.0
6	29.0	31.4	34.6	37.4
7	11.9	12.3	13.1	13.7
8	20.1	21.6	23.8	25.8
9	10.6	10.9	11.5	12.0
10	89.6	96.0	105.6	114.1
11	32.5	34.2	36.7	39.0
TOTAL	322.7	342.1	371.6	397.9

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

ZONE	2010	2015	2021	2026
1	19.6	21.8	26.1	30.6
2	9.1	10.3	12.5	14.9
3	5.3	5.7	6.6	7.6
4a	4.2	4.5	5.2	6.0
4b	2.2	2.5	3.0	3.6
5	3.9	4.2	4.9	5.7
6	10.0	11.3	13.8	16.4
7	4.1	4.4	5.2	6.0
8	6.9	7.8	9.5	11.3
9	3.6	3.9	4.6	5.2
10	30.8	34.6	42.1	50.0
11	11.2	12.3	14.7	17.1
TOTAL	110.8	123.2	148.3	174.4

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

ZONE	2010	2015	2021	2026
1	10.0	11.3	14.0	16.8
2	4.7	5.3	6.7	8.2
3	2.7	3.0	3.5	4.2
4a	2.1	2.3	2.8	3.3
4b	1.1	1.3	1.6	2.0
5	2.0	2.2	2.6	3.1
6	5.1	5.9	7.4	9.0
7	2.1	2.3	2.8	3.3
8	3.5	4.0	5.1	6.2
9	1.9	2.0	2.5	2.9
10	15.7	18.0	22.6	27.5
11	5.7	6.4	7.9	9.4
TOTAL	56.5	64.1	79.5	95.7

D: DIY & DECORATING GOODS

ZONE	2010	2015	2021	2026
1	11.5	13.0	16.0	19.3
2	5.4	6.1	7.7	9.4
3	3.1	3.4	4.1	4.8
4a	2.4	2.7	3.2	3.8
4b	1.3	1.5	1.9	2.3
5	2.3	2.5	3.0	3.6
6	5.8	6.7	8.5	10.3
7	2.4	2.6	3.2	3.8
8	4.0	4.6	5.8	7.1
9	2.1	2.3	2.8	3.3
10	18.0	20.6	25.9	31.5
11	6.5	7.3	9.0	10.8
TOTAL	64.8	73.5	91.2	109.9

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

**TABLE 3 (Continued): TOTAL EXPENDITURE WITHIN STUDY AREA
BY GOODS CATEGORY AND ZONE, 2010-2026**

E: DOMESTIC APPLIANCES

ZONE	2010	2015	2021	2026
1	3.7	4.1	5.1	6.2
2	1.7	2.0	2.5	3.0
3	1.0	1.1	1.3	1.5
4a	0.8	0.9	1.0	1.2
4b	0.4	0.5	0.6	0.7
5	0.7	0.8	1.0	1.1
6	1.9	2.2	2.7	3.3
7	0.8	0.8	1.0	1.2
8	1.3	1.5	1.9	2.3
9	0.7	0.7	0.9	1.1
10	5.7	6.6	8.3	10.1
11	2.1	2.3	2.9	3.4
TOTAL	20.7	23.5	29.1	35.1

F: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

ZONE	2010	2015	2021	2026
1	12.6	14.2	17.6	21.1
2	5.9	6.7	8.4	10.3
3	3.4	3.7	4.5	5.2
4a	2.7	2.9	3.5	4.1
4b	1.4	1.6	2.0	2.5
5	2.5	2.7	3.3	3.9
6	6.4	7.4	9.3	11.3
7	2.6	2.9	3.5	4.1
8	4.4	5.1	6.4	7.8
9	2.3	2.6	3.1	3.6
10	19.7	22.6	28.4	34.5
11	7.1	8.0	9.9	11.8
TOTAL	71.0	80.5	99.8	120.3

G: PERSONAL & LUXURY GOODS

ZONE	2010	2015	2021	2026
1	18.6	20.6	24.8	29.0
2	8.7	9.8	11.9	14.1
3	5.0	5.4	6.3	7.2
4a	3.9	4.2	4.9	5.6
4b	2.1	2.4	2.9	3.4
5	3.7	4.0	4.7	5.4
6	9.5	10.7	13.1	15.6
7	3.9	4.2	4.9	5.7
8	6.6	7.4	9.0	10.7
9	3.4	3.7	4.3	5.0
10	29.2	32.8	40.0	47.5
11	10.6	11.7	13.9	16.2
TOTAL	105.1	116.9	140.7	165.5

H: RECREATIONAL GOODS

ZONE	2010	2015	2021	2026
1	16.0	17.7	21.3	24.9
2	7.5	8.4	10.2	12.1
3	4.3	4.6	5.4	6.2
4a	3.4	3.6	4.2	4.9
4b	1.8	2.0	2.5	2.9
5	3.1	3.4	4.0	4.6
6	8.1	9.2	11.2	13.4
7	3.3	3.6	4.2	4.9
8	5.6	6.3	7.7	9.2
9	3.0	3.2	3.7	4.3
10	25.1	28.2	34.3	40.8
11	9.1	10.0	11.9	13.9
TOTAL	90.3	100.4	120.9	142.1

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 4A: MARKET SHARE OF MAIN FOOD CONVENIENCE FACILITIES IN STROUD DISTRICT

STORE / CENTRE	ZONE											
	1	2	3	4A	4B	5	6	7	8	9	10	11
STROUD	87.5%	57.9%	79.5%	77.6%	52.0%	35.8%	4.0%	10.0%	5.4%	8.1%	1.0%	8.1%
Tesco, Stroud	39.6%	21.1%	28.2%	32.7%	22.0%	11.1%	0.0%	0.0%	0.0%	1.4%	1.0%	1.0%
Sainsbury's Stroud	20.8%	31.6%	11.5%	16.3%	6.0%	9.9%	2.0%	3.8%	4.3%	4.1%	0.0%	6.1%
Waitrose, Stroud	14.6%	3.9%	30.8%	24.5%	24.0%	14.8%	2.0%	6.3%	0.0%	2.7%	0.0%	1.0%
Iceland, Stroud	4.2%	1.3%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Cashes Green, Stroud	3.1%	0.0%	1.3%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Slad Road, Stroud	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Other	5.2%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CAM	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	12.5%	2.2%	27.0%	3.1%	70.7%
Tesco, Cam	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	12.5%	2.2%	27.0%	3.1%	70.7%
DURSLEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	13.1%
Somerfield, Parsonage Street, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	10.1%
Co-op (Midcounties), Rosebery Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Lidl, Kingshill Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
WOTTON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.3%	5.4%	0.0%	0.0%	0.0%
Co-op (Midcounties), Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	45.0%	2.2%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.3%	0.0%	0.0%	0.0%
NAILSWORTH	5.2%	2.6%	2.6%	4.1%	28.0%	56.8%	5.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Morrisons, Nailsworth	4.2%	2.6%	2.6%	4.1%	24.0%	48.1%	5.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Co-op (Midcounties), Nailsworth	1.0%	0.0%	0.0%	0.0%	4.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Nailsworth	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
STONEHOUSE	0.0%	21.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
Co-op (Midcounties) High Street, Stonehouse	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Eastington, Stonehouse	0.0%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
Co-op (Midcounties) Elm Road, Stonehouse	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BERKELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.2%	0.0%	0.0%
MINCHINHAMPTON	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER STORES IN DISTRICT	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ELSEWHERE	5.2%	18.4%	17.9%	18.4%	18.0%	6.2%	91.0%	31.3%	87.0%	50.0%	94.8%	8.1%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market shares for main food convenience shopping taken from Stroud Household Telephone Survey, excluding 'don't do', 'don't know', 'varies' and internet shopping trips.

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 4B: MARKET SHARE OF TOP-UP FOOD CONVENIENCE FACILITIES IN STROUD DISTRICT**

STORE / CENTRE	ZONE											
	1	2	3	4A	4B	5	6	7	8	9	10	11
STROUD	77.2%	26.5%	51.4%	51.3%	15.2%	9.1%	4.3%	4.3%	1.1%	2.6%	2.4%	4.4%
Tesco, Stroud	16.3%	5.9%	14.3%	2.6%	2.2%	1.3%	2.2%	0.0%	0.0%	0.0%	0.0%	1.1%
Sainsbury's Stroud	18.5%	10.3%	5.7%	2.6%	0.0%	1.3%	1.1%	1.4%	0.0%	1.3%	1.2%	2.2%
Waitrose, Stroud	8.7%	5.9%	5.7%	5.1%	8.7%	0.0%	0.0%	1.4%	0.0%	1.3%	0.0%	0.0%
Iceland, Stroud	8.7%	1.5%	2.9%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Cashes Green, Stroud	7.6%	1.5%	4.3%	2.6%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Slad Road, Stroud	5.4%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Other	12.0%	1.5%	15.7%	38.5%	0.0%	6.5%	1.1%	1.4%	0.0%	0.0%	1.2%	1.1%
CAM	1.1%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.4%	1.1%	3.9%	3.6%	30.0%
Tesco, Cam	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	1.1%	3.9%	3.6%	30.0%
Other	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DURSLEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.2%	47.8%
Somerfield, Parsonage Street, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.8%
Co-op (Midcounties), Rosebery Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%
Lidl, Kingshill Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.2%	20.0%
WOTTON	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.3%	84.3%	33.3%	1.3%	0.0%	3.3%
Co-op (Midcounties), Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	70.0%	9.2%	1.3%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.1%	14.3%	24.1%	0.0%	0.0%	3.3%
NAILSWORTH	12.0%	0.0%	2.9%	10.3%	30.4%	85.7%	7.6%	1.4%	0.0%	0.0%	0.0%	1.1%
Morrisons, Nailsworth	3.3%	0.0%	1.4%	0.0%	21.7%	42.9%	1.1%	1.4%	0.0%	0.0%	0.0%	1.1%
Co-op (Midcounties), Nailsworth	1.1%	0.0%	0.0%	0.0%	2.2%	13.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Nailsworth	4.3%	0.0%	0.0%	7.7%	2.2%	19.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	3.3%	0.0%	1.4%	2.6%	4.3%	10.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
STONEHOUSE	1.1%	55.9%	2.9%	0.0%	0.0%	2.6%	2.2%	0.0%	0.0%	0.0%	3.6%	0.0%
Co-op (Midcounties) High Street, Stonehouse	1.1%	20.6%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	2.4%	0.0%
Co-op (Midcounties), Eastington, Stonehouse	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Co-op (Midcounties) Elm Road, Stonehouse	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	8.8%	2.9%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BERKELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	77.6%	0.0%	1.1%
MINCHINHAMPTON	0.0%	0.0%	0.0%	0.0%	45.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
PAINSWICK	1.1%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
CHALFORD	0.0%	0.0%	1.4%	23.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER STORES IN DISTRICT	3.3%	11.8%	8.6%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ELSEWHERE	4.3%	5.9%	11.4%	7.7%	8.7%	1.3%	81.5%	8.6%	63.2%	14.5%	88.0%	12.2%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market shares for op-up food convenience shopping taken from Stroud Household Telephone Survey, excluding 'don't do', 'don't know', 'varies' and internet shopping trips.

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 5A: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2010**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	35.0	10.8	8.5	6.6	2.4	2.8	0.8	0.8	0.8	0.6	0.7	1.8	71.6
Tesco, Stroud	15.9	3.9	3.0	2.8	1.0	0.9	0.0	0.0	0.0	0.1	0.7	0.2	28.4
Sainsbury's Stroud	8.3	5.9	1.2	1.4	0.3	0.8	0.4	0.3	0.6	0.3	0.0	1.4	20.9
Waitrose, Stroud	5.8	0.7	3.3	2.1	1.1	1.2	0.4	0.5	0.0	0.2	0.0	0.2	15.6
Iceland, Stroud	1.7	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4
Other	2.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.0	0.3	2.0	2.0	16.1	21.5
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.0	0.3	2.0	2.0	16.1	21.5
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.0	3.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.3	2.4
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.8	0.0	0.0	0.0	4.6
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.3	0.0	0.0	0.0	4.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.6
NAILSWORTH	2.1	0.5	0.3	0.3	1.3	4.5	1.0	0.0	0.0	0.0	0.7	0.0	10.6
Morrisons, Nailsworth	1.7	0.5	0.3	0.3	1.1	3.8	1.0	0.0	0.0	0.0	0.7	0.0	9.3
Co-op (Midcounties), Nailsworth	0.4	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.0
Co-op (Midcounties) High Street, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Eastington, Stonehouse	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.8
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.9
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
ELSEWHERE	2.1	3.4	1.9	1.6	0.8	0.5	18.5	2.6	12.3	3.7	59.4	1.8	108.6
TOTAL	40.0	18.6	10.7	8.5	4.6	7.9	20.3	8.3	14.1	7.4	62.7	22.8	225.9

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 5B: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2010**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	13.2	2.1	2.4	1.9	0.3	0.3	0.4	0.2	0.1	0.1	0.6	0.4	21.9
Tesco, Stroud	2.8	0.5	0.7	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	4.4
Sainsbury's Stroud	3.2	0.8	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.3	0.2	5.1
Waitrose, Stroud	1.5	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.7
Iceland, Stroud	1.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	0.9	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.1
Other	2.1	0.1	0.7	1.4	0.0	0.2	0.1	0.1	0.0	0.0	0.3	0.1	5.1
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	2.9	4.4
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	2.9	4.3
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	4.7	5.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	1.7
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	2.0	2.3
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.0	2.0	0.0	0.0	0.3	5.7
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.5	0.6	0.0	0.0	0.0	3.3
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	1.5	0.0	0.0	0.3	2.4
NAILSWORTH	2.1	0.0	0.1	0.4	0.6	2.9	0.7	0.1	0.0	0.0	0.0	0.1	6.9
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.4	1.4	0.1	0.1	0.0	0.0	0.0	0.1	2.7
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.4	0.5	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.7	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Other	0.6	0.0	0.1	0.1	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	1.2
STONEHOUSE	0.2	4.5	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.0	0.0	6.0
Co-op (Midcounties) High Street, Stonehouse	0.2	1.6	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.6	0.0	2.7
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	2.3
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.7	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.5	0.0	0.1	2.7
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
PAINSWICK	0.2	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.4
CHALFORD	0.0	0.0	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
OTHER STORES IN COUNTY	0.6	0.9	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
ELSEWHERE	0.7	0.5	0.5	0.3	0.2	0.0	7.1	0.3	3.8	0.5	23.6	1.2	38.7
TOTAL	17.2	8.0	4.6	3.6	2.0	3.4	8.7	3.6	6.0	3.2	26.9	9.8	96.8

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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TABLE 5C: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2015

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	37.0	11.6	8.8	6.7	2.5	2.9	0.9	0.9	0.8	0.6	0.7	1.9	75.4
Tesco, Stroud	16.7	4.2	3.1	2.8	1.1	0.9	0.0	0.0	0.0	0.1	0.7	0.2	29.9
Sainsbury's Stroud	8.8	6.3	1.3	1.4	0.3	0.8	0.4	0.3	0.7	0.3	0.0	1.4	22.1
Waitrose, Stroud	6.2	0.8	3.4	2.1	1.2	1.2	0.4	0.5	0.0	0.2	0.0	0.2	16.3
Iceland, Stroud	1.8	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4
Other	2.2	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.3	2.1	2.1	16.9	22.6
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.3	2.1	2.1	16.9	22.6
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.1	3.2
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.4	2.5
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.8	0.0	0.0	0.0	4.8
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.3	0.0	0.0	0.0	4.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.6
NAILSWORTH	2.2	0.5	0.3	0.4	1.4	4.6	1.1	0.0	0.0	0.0	0.7	0.0	11.2
Morrisons, Nailsworth	1.8	0.5	0.3	0.4	1.2	3.9	1.1	0.0	0.0	0.0	0.7	0.0	9.8
Co-op (Midcounties), Nailsworth	0.4	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.3
Co-op (Midcounties) High Street, Stonehouse	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Eastington, Stonehouse	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.9
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.9
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
ELSEWHERE	2.2	3.7	2.0	1.6	0.9	0.5	20.0	2.7	13.2	3.8	63.7	1.9	116.1
TOTAL	42.3	20.0	11.0	8.7	4.9	8.2	21.9	8.6	15.1	7.6	67.2	23.9	239.5

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5D: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2015**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	14.0	2.3	2.4	1.9	0.3	0.3	0.4	0.2	0.1	0.1	0.7	0.5	23.1
Tesco, Stroud	3.0	0.5	0.7	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	4.6
Sainsbury's Stroud	3.3	0.9	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.3	0.2	5.4
Waitrose, Stroud	1.6	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.8
Iceland, Stroud	1.6	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	1.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.2
Other	2.2	0.1	0.7	1.4	0.0	0.2	0.1	0.1	0.0	0.0	0.3	0.1	5.3
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	3.1	4.6
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	3.1	4.6
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	4.9	5.3
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	1.8
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	2.0	2.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.1	2.2	0.0	0.0	0.3	6.0
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.6	0.6	0.0	0.0	0.0	3.4
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	1.6	0.0	0.0	0.3	2.6
NAILSWORTH	2.2	0.0	0.1	0.4	0.6	3.0	0.7	0.1	0.0	0.0	0.0	0.1	7.2
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.5	1.5	0.1	0.1	0.0	0.0	0.0	0.1	2.9
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	1.2
Tesco Express, Nailsworth	0.8	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Other	0.6	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.3
STONEHOUSE	0.2	4.8	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.0	0.0	6.5
Co-op (Midcounties) High Street, Stonehouse	0.2	1.8	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.7	0.0	2.9
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	2.5
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.8	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.5	0.0	0.1	2.8
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
PAINSWICK	0.2	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.5
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
OTHER STORES IN COUNTY	0.6	1.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
ELSEWHERE	0.8	0.5	0.5	0.3	0.2	0.0	7.7	0.3	4.1	0.5	25.3	1.3	41.5
TOTAL	18.1	8.6	4.7	3.7	2.1	3.5	9.4	3.7	6.5	3.3	28.8	10.2	102.6

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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TABLE 5E: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2021

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	40.1	12.7	9.2	7.1	2.8	3.1	1.0	0.9	0.9	0.7	0.8	2.1	81.2
Tesco, Stroud	18.1	4.6	3.3	3.0	1.2	1.0	0.0	0.0	0.0	0.1	0.8	0.3	32.3
Sainsbury's Stroud	9.5	6.9	1.3	1.5	0.3	0.9	0.5	0.3	0.7	0.3	0.0	1.6	23.9
Waitrose, Stroud	6.7	0.9	3.6	2.2	1.3	1.3	0.5	0.6	0.0	0.2	0.0	0.3	17.4
Iceland, Stroud	1.9	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5
Other	2.4	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.4	2.2	2.3	18.2	24.3
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.4	2.2	2.3	18.2	24.3
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.4	3.5
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.6	2.7
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.9	0.0	0.0	0.0	5.1
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.4	0.0	0.0	0.0	4.5
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.7
NAILSWORTH	2.4	0.6	0.3	0.4	1.5	4.9	1.2	0.0	0.0	0.0	0.8	0.0	12.0
Morrisons, Nailsworth	1.9	0.6	0.3	0.4	1.3	4.2	1.2	0.0	0.0	0.0	0.8	0.0	10.6
Co-op (Midcounties), Nailsworth	0.5	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	4.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.7
Co-op (Midcounties) High Street, Stonehouse	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.1
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
ELSEWHERE	2.4	4.0	2.1	1.7	1.0	0.5	22.0	2.9	14.5	4.0	70.1	2.1	127.2
TOTAL	45.8	22.0	11.6	9.1	5.3	8.6	24.2	9.1	16.6	8.0	73.9	25.7	260.1

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5F: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2021**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	15.1	2.5	2.6	2.0	0.3	0.3	0.5	0.2	0.1	0.1	0.8	0.5	24.9
Tesco, Stroud	3.2	0.6	0.7	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	5.0
Sainsbury's Stroud	3.6	1.0	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.4	0.2	5.9
Waitrose, Stroud	1.7	0.6	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.0
Iceland, Stroud	1.7	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Cashes Green, Stroud	1.5	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Slad Road, Stroud	1.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.3
Other	2.3	0.1	0.8	1.5	0.0	0.2	0.1	0.1	0.0	0.0	0.4	0.1	5.7
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.1	3.3	5.0
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.1	3.3	4.9
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	5.3	5.7
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	2.0
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	2.2	2.7
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.3	2.4	0.0	0.0	0.4	6.5
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.7	0.7	0.0	0.0	0.0	3.7
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	1.7	0.0	0.0	0.4	2.8
NAILSWORTH	2.3	0.0	0.1	0.4	0.7	3.2	0.8	0.1	0.0	0.0	0.0	0.1	7.7
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.5	1.6	0.1	0.1	0.0	0.0	0.0	0.1	3.1
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.5	0.6	0.0	0.0	0.0	0.0	0.0	1.3
Tesco Express, Nailsworth	0.9	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Other	0.6	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.4
STONEHOUSE	0.2	5.3	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.1	0.0	7.1
Co-op (Midcounties) High Street, Stonehouse	0.2	1.9	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.8	0.0	3.1
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.7
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.8	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.7	0.0	0.1	2.9
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
PAINSWICK	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.6
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
OTHER STORES IN COUNTY	0.6	1.1	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
ELSEWHERE	0.9	0.6	0.6	0.3	0.2	0.0	8.5	0.3	4.5	0.5	27.9	1.3	45.5
TOTAL	19.6	9.4	5.0	3.9	2.3	3.7	10.4	3.9	7.1	3.4	31.7	11.0	111.5

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5G: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2026**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	42.7	13.7	9.6	7.4	3.0	3.3	1.0	1.0	1.0	0.7	0.8	2.2	86.4
Tesco, Stroud	19.3	5.0	3.4	3.1	1.3	1.0	0.0	0.0	0.0	0.1	0.8	0.3	34.4
Sainsbury's Stroud	10.2	7.5	1.4	1.6	0.3	0.9	0.5	0.4	0.8	0.3	0.0	1.7	25.5
Waitrose, Stroud	7.1	0.9	3.7	2.3	1.4	1.3	0.5	0.6	0.0	0.2	0.0	0.3	18.5
Iceland, Stroud	2.0	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Co-op (Midcounties), Cashes Green, Stroud	1.5	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5
Other	2.5	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.4	2.3	2.5	19.3	25.8
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.4	2.3	2.5	19.3	25.8
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.6	3.7
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.8	2.9
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	1.0	0.0	0.0	0.0	5.4
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	0.4	0.0	0.0	0.0	4.7
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.0	0.0	0.7
NAILSWORTH	2.5	0.6	0.3	0.4	1.6	5.2	1.3	0.0	0.0	0.0	0.8	0.0	12.8
Morrisons, Nailsworth	2.0	0.6	0.3	0.4	1.4	4.4	1.3	0.0	0.0	0.0	0.8	0.0	11.3
Co-op (Midcounties), Nailsworth	0.5	0.0	0.0	0.0	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	5.1
Co-op (Midcounties) High Street, Stonehouse	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.3
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
ELSEWHERE	2.5	4.4	2.2	1.7	1.0	0.6	23.9	3.0	15.7	4.2	75.7	2.2	137.1
TOTAL	48.9	23.7	12.1	9.5	5.7	9.1	26.2	9.6	18.1	8.4	79.9	27.3	278.5

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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TABLE 5H: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2026

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	16.2	2.7	2.7	2.1	0.4	0.4	0.5	0.2	0.1	0.1	0.8	0.5	26.5
Tesco, Stroud	3.4	0.6	0.7	0.1	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.1	5.3
Sainsbury's Stroud	3.9	1.0	0.3	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.4	0.3	6.3
Waitrose, Stroud	1.8	0.6	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.2
Iceland, Stroud	1.8	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Co-op (Midcounties), Cashes Green, Stroud	1.6	0.1	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Slad Road, Stroud	1.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.4
Other	2.5	0.1	0.8	1.6	0.0	0.3	0.1	0.1	0.0	0.0	0.4	0.1	6.0
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.2	3.5	5.3
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.2	3.5	5.3
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	5.6	6.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	2.1
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	2.3	2.8
WOTTON	0.0	0.0	0.0	0.0	0.0	0.1	0.4	3.5	2.6	0.0	0.0	0.4	6.9
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.9	0.7	0.0	0.0	0.0	3.9
Other	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.6	1.9	0.0	0.0	0.4	3.0
NAILSWORTH	2.5	0.0	0.1	0.4	0.7	3.3	0.9	0.1	0.0	0.0	0.0	0.1	8.2
Morrisons, Nailsworth	0.7	0.0	0.1	0.0	0.5	1.7	0.1	0.1	0.0	0.0	0.0	0.1	3.3
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.1	0.5	0.6	0.0	0.0	0.0	0.0	0.0	1.4
Tesco Express, Nailsworth	0.9	0.0	0.0	0.3	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Other	0.7	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.5
STONEHOUSE	0.2	5.7	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.2	0.0	7.6
Co-op (Midcounties) High Street, Stonehouse	0.2	2.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.8	0.0	3.4
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	3.0
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.9	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.8	0.0	0.1	3.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
PAINSWICK	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.7
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
OTHER STORES IN COUNTY	0.7	1.2	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
ELSEWHERE	0.9	0.6	0.6	0.3	0.2	0.1	9.2	0.4	4.9	0.5	30.1	1.4	49.2
TOTAL	20.9	10.2	5.2	4.1	2.5	3.9	11.2	4.1	7.7	3.6	34.2	11.7	119.4

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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TABLE 6A: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	5.6	0.6	0.8	0.6	0.5	0.7	1.0	0.1	0.1	0.0	0.3	0.5	10.7
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.4	0.0	0.1	0.0	0.0	0.3	0.0	1.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.1	0.6
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.3
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.3	0.0	0.4
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	14.1	8.0	4.4	3.4	1.5	2.7	9.0	3.4	6.8	3.5	29.8	10.4	96.9
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	19.6	9.1	5.3	4.2	2.2	3.9	10.0	4.1	6.9	3.6	30.8	11.2	110.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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TABLE 6B: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	6.1	0.7	0.8	0.6	0.5	0.8	1.1	0.1	0.1	0.0	0.4	0.5	11.8
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.4	0.0	0.1	0.0	0.0	0.4	0.0	1.3
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.1	0.7
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.4
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.4	0.0	0.5
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	15.6	9.0	4.8	3.6	1.7	3.0	10.2	3.7	7.7	3.8	33.5	11.4	107.9
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	21.8	10.3	5.7	4.5	2.5	4.2	11.3	4.4	7.8	3.9	34.6	12.3	123.2

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 6C: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	7.4	0.9	1.0	0.7	0.6	0.9	1.3	0.1	0.1	0.0	0.4	0.6	14.2
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.5	0.0	0.1	0.0	0.0	0.4	0.0	1.5
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.2	0.8
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.4
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.4	0.0	0.6
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	18.7	10.9	5.6	4.2	2.1	3.5	12.4	4.3	9.4	4.4	40.8	13.6	130.0
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	26.1	12.5	6.6	5.2	3.0	4.9	13.8	5.2	9.5	4.6	42.1	14.7	148.3

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 6D: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	8.6	1.0	1.1	0.9	0.7	1.0	1.6	0.2	0.1	0.0	0.5	0.7	16.6
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.3	0.2	0.5	0.0	0.1	0.0	0.0	0.5	0.0	1.8
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.2	0.9
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.5
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.5	0.0	0.7
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	21.9	13.0	6.4	4.8	2.5	4.0	14.8	5.0	11.2	5.0	48.4	15.9	153.0
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	30.6	14.9	7.6	6.0	3.6	5.7	16.4	6.0	11.3	5.2	50.0	17.1	174.4

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8A: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2010**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	10.4	3.4	2.3	2.0	0.9	1.7	2.8	0.1	0.2	0.2	1.3	1.8	27.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	1.2
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.1	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.8
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.4
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.1	0.5
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	0.9	1.2	0.7	0.3	0.2	0.2	2.9	1.3	3.7	1.4	16.7	2.9	32.5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	11.5	5.4	3.1	2.4	1.3	2.3	5.8	2.4	4.0	2.1	18.0	6.5	64.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8B: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2015**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	11.7	3.9	2.6	2.2	1.0	1.9	3.2	0.1	0.2	0.3	1.5	2.1	30.7
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.1	0.0	0.0	0.0	1.3
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.1	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.9
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	19.1%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.6
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.1	0.6
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.0	1.4	0.8	0.4	0.2	0.3	3.4	1.4	4.2	1.5	19.1	3.3	37.0
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	13.0	6.1	3.4	2.7	1.5	2.5	6.7	2.6	4.6	2.3	20.6	7.3	73.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8C: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2021**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	14.5	4.9	3.1	2.6	1.3	2.3	4.0	0.2	0.2	0.3	1.9	2.5	37.9
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.2	0.0	0.0	0.0	0.0	1.6
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.1	0.3	0.4	0.2	0.0	0.0	0.0	0.0	0.0	1.1
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.7	2.0	2.0
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.1	0.7	0.7
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.0
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6	0.6
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.2	1.8	0.9	0.4	0.3	0.3	4.3	1.7	5.3	1.8	24.0	4.1	46.2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	16.0	7.7	4.1	3.2	1.9	3.0	8.5	3.2	5.8	2.8	25.9	9.0	91.2

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8D: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2026**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	17.4	6.0	3.6	3.1	1.5	2.7	4.9	0.2	0.3	0.4	2.3	3.0	45.5
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.2	0.0	0.0	0.0	0.0	1.9
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.1	0.3	0.5	0.2	0.0	0.0	0.0	0.0	0.0	1.3
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	2.1	2.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.1	0.8	0.8
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	1.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.7
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.5	2.2	1.1	0.5	0.4	0.4	5.2	2.0	6.5	2.2	29.2	4.8	55.9
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	19.3	9.4	4.8	3.8	2.3	3.6	10.3	3.8	7.1	3.3	31.5	10.8	109.9

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9A: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.1	0.1	0.3	0.2	0.1	0.2	0.2	0.0	0.0	0.0	0.1	0.1	2.3
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.4	0.8	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.1	1.8
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.5
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.2	0.4
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	2.2	0.8	0.6	0.5	0.2	0.4	1.6	0.6	1.2	0.5	5.4	1.4	15.4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	3.7	1.7	1.0	0.8	0.4	0.7	1.9	0.8	1.3	0.7	5.7	2.1	20.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9B: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.2	0.1	0.4	0.2	0.1	0.2	0.3	0.0	0.0	0.0	0.1	0.1	2.6
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.4	0.9	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.4	0.1	2.0
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.6
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.3	0.5
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	2.5	0.9	0.6	0.6	0.2	0.5	1.8	0.7	1.4	0.5	6.1	1.6	17.5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	4.1	2.0	1.1	0.9	0.5	0.8	2.2	0.8	1.5	0.7	6.6	2.3	23.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9C: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.5	0.2	0.4	0.2	0.2	0.2	0.3	0.0	0.0	0.0	0.1	0.1	3.2
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.5	1.1	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.5	0.1	2.5
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.7
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.3	0.6
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	3.0	1.1	0.8	0.7	0.3	0.6	2.3	0.8	1.8	0.6	7.7	2.0	21.7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	5.1	2.5	1.3	1.0	0.6	1.0	2.7	1.0	1.9	0.9	8.3	2.9	29.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9D: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.8	0.2	0.5	0.3	0.2	0.3	0.4	0.0	0.0	0.0	0.1	0.1	3.8
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.6	1.3	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.6	0.1	3.0
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.0	0.5	0.8
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.4	0.7
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	3.6	1.4	0.9	0.8	0.4	0.7	2.8	1.0	2.2	0.7	9.4	2.4	26.2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	6.2	3.0	1.5	1.2	0.7	1.1	3.3	1.2	2.3	1.1	10.1	3.4	35.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10A: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	2.9	0.4	0.6	0.7	0.3	0.5	0.4	0.1	0.1	0.0	0.0	0.4	6.5
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	0.8	1.2	0.2	0.1	0.0	0.3	0.3	0.0	0.0	0.1	0.0	0.3	3.3
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.7	1.1
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	8.7	4.2	2.4	1.7	0.7	1.5	5.6	2.1	4.2	2.0	19.7	5.8	58.6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	12.6	5.9	3.4	2.7	1.4	2.5	6.4	2.6	4.4	2.3	19.7	7.1	71.0

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10B: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	3.3	0.5	0.7	0.8	0.4	0.6	0.5	0.1	0.1	0.0	0.0	0.4	7.3
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	0.9	1.4	0.3	0.1	0.0	0.3	0.3	0.0	0.0	0.1	0.0	0.3	3.7
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.8	1.3
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	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	0.0	0.0	0.2
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Brimacombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	9.8	4.8	2.7	1.9	0.8	1.7	6.5	2.3	4.9	2.2	22.6	6.5	66.6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	14.2	6.7	3.7	2.9	1.6	2.7	7.4	2.9	5.1	2.6	22.6	8.0	80.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10C: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	4.1	0.6	0.8	0.9	0.5	0.7	0.6	0.1	0.1	0.0	0.0	0.5	9.0
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	1.1	1.8	0.3	0.1	0.0	0.4	0.4	0.0	0.0	0.2	0.0	0.4	4.6
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.2	0.0	1.0	1.5
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.6	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.8
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.3
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	12.2	6.0	3.2	2.3	1.0	2.1	8.2	2.8	6.1	2.6	28.4	8.0	82.7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	17.6	8.4	4.5	3.5	2.0	3.3	9.3	3.5	6.4	3.1	28.4	9.9	99.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10D: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	4.9	0.8	1.0	1.1	0.6	0.8	0.8	0.1	0.1	0.0	0.0	0.6	10.8
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	1.4	2.2	0.4	0.1	0.0	0.4	0.5	0.0	0.0	0.2	0.0	0.5	5.5
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.2	0.0	1.2	1.8
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.7	0.1	0.2	0.0	0.0	0.0	0.0	0.0	1.0
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.3
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	14.6	7.3	3.8	2.7	1.2	2.5	9.9	3.3	7.5	3.1	34.5	9.5	99.8
	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	21.1	10.3	5.2	4.1	2.5	3.9	11.3	4.1	7.8	3.6	34.5	11.8	120.3

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11A: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	11.6	3.2	1.9	1.4	0.6	0.9	1.0	0.1	0.1	0.2	0.7	0.3	22.0
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.2	0.0	0.1	0.1	0.3	1.6	0.2	0.1	0.0	0.0	0.0	0.1	2.7
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.3	0.0	0.0	0.0	1.9
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.1	2.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.7
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.7
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.1	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	6.3	4.5	2.6	2.0	0.8	1.2	8.1	2.2	6.2	2.6	28.4	7.4	72.4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	18.6	8.7	5.0	3.9	2.1	3.7	9.5	3.9	6.6	3.4	29.2	10.6	105.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11B: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	12.9	3.6	2.1	1.6	0.7	1.0	1.1	0.1	0.1	0.2	0.8	0.3
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.3	0.0	0.1	0.1	0.3	1.7	0.3	0.1	0.0	0.0	0.0	0.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.3	0.0	0.0	0.0
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.2	0.1	0.3	0.1	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%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	7.0	5.0	2.9	2.2	1.0	1.3	9.2	2.4	7.0	2.8	32.0	8.2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	20.6	9.8	5.4	4.2	2.4	4.0	10.7	4.2	7.4	3.7	32.8	11.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11C: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	15.5	4.4	2.5	1.8	0.8	1.1	1.4	0.1	0.1	0.2	1.0	0.4	29.2
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.3	0.0	0.1	0.1	0.4	2.0	0.3	0.1	0.0	0.0	0.0	0.2	3.5
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.4	0.0	0.0	0.0	2.4
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.7	2.8
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.8
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.9
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.7
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.2	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	8.4	6.1	3.3	2.5	1.2	1.5	11.2	2.8	8.5	3.2	39.0	9.8	97.5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	24.8	11.9	6.3	4.9	2.9	4.7	13.1	4.9	9.0	4.3	40.0	13.9	140.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11D: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	18.1	5.2	2.8	2.1	0.9	1.3	1.7	0.1	0.1	0.2	1.2	0.4
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.4	0.0	0.1	0.1	0.4	2.3	0.4	0.1	0.0	0.0	0.0	0.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.4	0.0	0.0	0.0
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.6	0.0	0.2	0.0	0.0	0.0	0.0	1.0
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4	0.2	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	9.8	7.3	3.8	2.9	1.4	1.8	13.3	3.2	10.2	3.7	46.2	11.4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	29.0	14.1	7.2	5.6	3.4	5.4	15.6	5.7	10.7	5.0	47.5	16.2

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12A: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	7.5	3.3	1.2	1.6	0.7	1.0	1.3	0.1	0.3	0.1	0.0	1.1
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.3	0.5	0.3	0.0	0.0	0.0	0.0	1.1
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.4	0.3	0.1	0.0	1.0
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.6	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.7
Minchinhampton	3.9%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	7.2	3.4	2.9	1.7	0.8	1.6	6.5	2.8	4.9	2.7	24.7	7.8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	16.0	7.5	4.3	3.4	1.8	3.1	8.1	3.3	5.6	3.0	25.1	9.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12B: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	8.3	3.7	1.3	1.7	0.8	1.1	1.5	0.1	0.3	0.1	0.0	1.3
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.6	0.3	0.0	0.0	0.0	0.0	1.3
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.5	0.3	0.1	0.0	1.1
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.7	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.9
Minchinhampton	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	8.0	3.9	3.2	1.8	0.9	1.7	7.4	3.1	5.6	2.9	27.7	8.6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	17.7	8.4	4.6	3.6	2.0	3.4	9.2	3.6	6.3	3.2	28.2	10.0

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12C: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	10.0	4.5	1.5	2.0	1.0	1.3	1.8	0.1	0.4	0.1	0.0	1.5
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.7	0.4	0.0	0.0	0.0	0.0	1.5
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.5	0.4	0.1	0.0	1.3
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.8	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	2.4
Minchinhampton	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	9.6	4.7	3.7	2.1	1.1	2.0	9.0	3.6	6.8	3.4	33.8	10.2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	21.3	10.2	5.4	4.2	2.5	4.0	11.2	4.2	7.7	3.7	34.3	11.9

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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TABLE 12D: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	11.7	5.3	1.7	2.2	1.1	1.4	2.1	0.1	0.5	0.1	0.0	1.7	28.2
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.5	0.8	0.5	0.0	0.0	0.0	0.0	0.0	1.8
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.6	0.5	0.1	0.0	0.0	1.5
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.0	1.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	2.8
Minchinhampton	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	11.2	5.6	4.2	2.4	1.3	2.3	10.7	4.2	8.1	3.9	40.1	11.9	106.0
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	24.9	12.1	6.2	4.9	2.9	4.6	13.4	4.9	9.2	4.3	40.8	13.9	142.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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TABLE 13: CONVENIENCE FLOORSPACE IN THE MAIN SETTLEMENTS IN STROUD DISTRICT

STORE / LOCATION	FLOORSPACE (sq m net)		CONV GOODS SALES DENSITY (£/sq m)	TOTAL CONVENIENCE GOODS TURNOVER (£m)
	Total Net Sales	Convenience Goods Sales		
STROUD				
Tesco, Stroud	3,367	2,357	12,883	30.4
Sainsbury's Stroud	2,965	2,372	9,613	22.8
Waitrose, Stroud	2,401	2,041	11,869	24.2
Iceland, Stroud	483	459	6,244	2.9
Co-op, Cashes Green, Stroud	1,068	962	6,953	6.7
Co-op, Slad Road, Stroud	148	133	6,953	0.9
Other		1,480	5,214	7.7
TOTAL				95.6
CAM				
Tesco, Cam	1,538	1,307	12,883	16.8
DURSLEY				
Somerfield, Parsonage Street, Dursley	500	450	6,953	3.1
Co-op, Rosebery Road, Dursley	141	134	6,953	0.9
Lidl, Kingshill Road, Dursley	643	546	2,961	1.6
Other	481	433	5,414	2.3
TOTAL				8.0
WOTTON				
Co-op (Midcounties), Wotton-under-Edge	429	386	6,953	2.7
Other	438	438	6,834	3.0
NAILSWORTH				
Morrisons, Nailsworth	1,159	1,043	11,555	12.0
Tesco Express, Nailsworth	151	143	9,000	1.3
Co-op	232	209	6,953	1.5
Other		550	2,268	1.2
				16.0
STONEHOUSE				
Co-op, High Street, Stonehouse	1,076	968	6,953	6.7
Co-op, Eastington	141	134	6,953	0.9
Co-op, Elm Road, Stonehouse	100	95	6,953	0.7
Co-op, Kings Stanley	136	129	6,953	0.9
Other	254	241	3,836	0.9
BERKELEY	401	381	9,365	3.6
MINCHINHAMPTON	150	143	6,911	1.0

TABLE 14: COMMITMENTS IN STROUD DISTRICT

	FLOORSPACE (sq m net)	SALES DENSITY (£/sq m)	BENCHMARK TURNOVER (£m)
Sainsburys extension, Stroud comparison	848	7453	6.3
FOCUS unit convenience	792	4700	3.7
comparison	198	4700	0.9
Sainsburys, Dursley convenience	1486	9,613	14.3
comparison	372	7453	2.8

Notes:

floorspace data from Stroud District Council, GVA and IGD data

sales densities for large stores derived from Mintel and Verdict research and sales densities for other town centre floorspace based on existing trading levels

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STROUD RETAIL STUDY

TABLE 15a: CONVENIENCE GOODS CAPACITY 2010-2026

Stroud

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	93.6	98.5	106.2	113.0
Market Share (%)	29.0	28.8	28.6	28.4
Expenditure Inflow (£m)	6.8	7.2	7.8	8.2
Total Turnover Potential (£m)	100.4	105.7	113.9	121.2
Benchmark Turnover of Existing and Committed Facilities (£m)	99.3	99.8	102.0	104.6
Residual Expenditure (£m)	1.1	5.9	11.9	16.6
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	108	583	1159	1579

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 15b: CONVENIENCE GOODS CAPACITY 2010-2026

Cam / Dursley

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	34.0	35.8	38.5	40.9
Market Share (%)	10.5	10.5	10.4	10.3
Expenditure Inflow (£m)	2.5	2.6	2.8	3.0
Total Turnover Potential (£m)	36.5	38.4	41.3	43.9
Benchmark Turnover of Existing and Committed Facilities (£m)	39.2	39.3	40.2	41.2
Residual Expenditure (£m)	-2.6	-1.0	1.1	2.7
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	-264	-96	106	253

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 15c: CONVENIENCE GOODS CAPACITY 2010-2026

Nailsworth

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	17.5	18.4	19.7	21.0
Market Share (%)	5.4	5.4	5.3	5.3
Expenditure Inflow (£m)	1.3	1.3	1.4	1.5
Total Turnover Potential (£m)	18.7	19.7	21.2	22.5
Benchmark Turnover of Existing and Committed Facilities (£m)	16.0	16.1	16.5	16.9
Residual Expenditure (£m)	2.7	3.6	4.7	5.6
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	270	356	459	534

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 15d: CONVENIENCE GOODS CAPACITY 2010-2026

Wotton-under-Edge

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	10.3	10.8	11.6	12.3
Market Share (%)	3.2	3.2	3.1	3.1
Expenditure Inflow (£m)	0.8	0.8	0.8	0.9
Total Turnover Potential (£m)	11.1	11.6	12.5	13.2
Benchmark Turnover of Existing and Committed Facilities (£m)	5.7	5.7	5.8	6.0
Residual Expenditure (£m)	5.4	5.9	6.6	7.2
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	540	588	645	688

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 15e: CONVENIENCE GOODS CAPACITY 2010-2026

Stonehouse

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	10.1	10.8	11.8	12.8
Market Share (%)	3.1	3.1	3.2	3.2
Expenditure Inflow (£m)	0.7	0.8	0.9	0.9
Total Turnover Potential (£m)	10.8	11.5	12.7	13.7
Benchmark Turnover of Existing and Committed Facilities (£m)	10.1	10.2	10.4	10.7
Residual Expenditure (£m)	0.6	1.4	2.3	3.0
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	65	135	220	285

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 17a: COMPARISON GOODS CAPACITY - 2010-2026

Stroud

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	91.9	102.6	124.6	147.6
Market Share (%)	17.7	17.6	17.6	17.5
Expenditure Inflow (£m)	5.5	6.2	7.5	8.9
Total Turnover Potential (£m)	97.4	108.8	132.1	156.5
Benchmark Turnover of Existing and Committed Facilities (£m)	97.4	103.9	115.4	127.4
Residual Expenditure (£m)	0.0	4.9	16.7	29.0
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	912	2817	4434

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2007 PRICES

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TABLE 17B: COMPARISON GOODS CAPACITY - 2010-2026

Cam / Dursley

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	8.1	9.0	10.9	12.9
Market Share (%)	1.6	1.5	1.5	1.5
Expenditure Inflow (£m)	0.5	0.5	0.7	0.8
Total Turnover Potential (£m)	8.6	9.5	11.5	13.7
Benchmark Turnover of Existing and Committed Facilities (£m)	8.6	9.1	10.1	11.2
Residual Expenditure (£m)	0.0	0.4	1.4	2.5
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	74	237	376

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 17C: COMPARISON GOODS CAPACITY - 2010-2026

Nailsworth

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	6.9	7.6	9.1	10.7
Market Share (%)	1.3	1.3	1.3	1.3
Expenditure Inflow (£m)	0.4	0.5	0.5	0.6
Total Turnover Potential (£m)	7.3	8.1	9.7	11.4
Benchmark Turnover of Existing and Committed Facilities (£m)	7.3	7.8	8.6	9.5
Residual Expenditure (£m)	0.0	0.3	1.1	1.8
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	56	179	282

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 17D: COMPARISON GOODS CAPACITY - 2010-2026

Wotton-under-Edge

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	5.8	6.4	7.7	9.0
Market Share (%)	1.1	1.1	1.1	1.1
Expenditure Inflow (£m)	0.3	0.4	0.5	0.5
Total Turnover Potential (£m)	6.2	6.8	8.2	9.6
Benchmark Turnover of Existing and Committed Facilities (£m)	6.2	6.6	7.3	8.1
Residual Expenditure (£m)	0.0	0.2	0.9	1.5
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	44	146	232

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 17E: COMPARISON GOODS CAPACITY - 2010-2026

Stonehouse

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	9.7	11.0	13.6	16.3
Market Share (%)	1.9	1.9	1.9	1.9
Expenditure Inflow (£m)	0.6	0.7	0.8	1.0
Total Turnover Potential (£m)	10.3	11.7	14.4	17.2
Benchmark Turnover of Existing and Committed Facilities (£m)	10.3	11.0	12.2	13.5
Residual Expenditure (£m)	0.0	0.7	2.2	3.7
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	122	364	572

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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Appendix H
Scenario B2 Quantitative Assessment

Population

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TABLE 1: POPULATION OF STUDY AREA, BY SURVEY ZONE (2010-2026)

ZONE	POSTCODE SECTORS	2010	2015	2021	2026	Change, 2010-15		Change, 2010-26	
						No.	(%)	No.	(%)
1 STROUD	TOTAL	31,236	32,095	33,126	33,986	859	2.8	2,750	8.8
2 STONEHOUSE	TOTAL	14,546	14,615	14,698	14,767	69	0.5	221	1.5
3 PAINSWICK	TOTAL	8,358	8,378	8,403	8,423	20	0.2	65	0.8
4a CHALFORD	TOTAL	6,600	6,604	6,610	6,614	4	0.1	14	0.2
4b MINCHINHAMPION	TOTAL	3,562	3,698	3,861	3,997	136	3.8	435	12.2
5 NAILSWORTH	TOTAL	6,127	6,187	6,260	6,320	60	1.0	193	3.1
6 EASTERN FRINGE	TOTAL	15,848	16,657	17,513	18,233	809	5.1	2,385	15.0
7 WOOTTON	TOTAL	6,485	6,546	6,619	6,680	61	0.9	195	3.0
8 SOUTHERN FRINGE	TOTAL	10,991	11,481	12,048	12,577	490	4.5	1,586	14.4
9 BERKELEY	TOTAL	5,777	5,793	5,812	5,828	16	0.3	51	0.9
10 NORTHERN FRINGE	TOTAL	48,903	50,988	53,489	55,574	2,085	4.3	6,671	13.6
11 DURSLEY	TOTAL	17,752	18,691	19,819	20,758	939	5.3	3,006	16.9
TOTAL		176,185	181,734	188,257	193,756	5,549	3.1	17,571	10.0

Notes:

Population figures for each zone for 2010 derived from Experian Business Strategies Retail Planner Reports (dated November 2009).

Growth for Zones 1-5, 7, 9-11 based on global population growth figures for Stroud District along with the following assumptions for the distribution of population growth (based on distribution of new housing development):

Population growth per annum in Stroud District (2010-2026) **850** *(ONS 2006 sub-national population projections for Stroud District)*

Distribution of Growth (by zone)

	%	People
Stroud	20%	172
Stonehouse	2%	14
Painswick	0%	4
Chalford	0%	1
Minchinhampton	3%	27
Nailsworth	1%	12
Wootton	1%	12
Berkeley	0%	3
Northern Fringe	49%	417
Dursley	22%	188
Total	100%	850

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

**TABLE 2: PER CAPITA EXPENDITURE WITHIN STUDY AREA
BY GOODS CATEGORY AND ZONE, 2010-2026**

A: CONVENIENCE GOODS

	2010	2015	2021	2026
	1831	1882	1974	2054

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

	2010	2015	2021	2026
	629	678	788	900

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

	2010	2015	2021	2026
	321	352	422	494

D: DIY & DECORATING GOODS

ZONE	2010	2015	2021	2026
	368	404	484	567

Notes:

see notes overleaf

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

**TABLE 2 (Continued): PER CAPITA EXPENDITURE WITHIN STUDY
AREA BY GOODS CATEGORY AND ZONE, 2010-2026**

E: DOMESTIC APPLIANCES

	2010	2015	2021	2026
	117	129	155	181

F: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

	2010	2015	2021	2026
	403	443	530	621

G: PERSONAL & LUXURY GOODS

	2010	2015	2021	2026
	597	643	747	854

H: RECREATIONAL GOODS

	2010	2015	2021	2026
	512	552	642	733

Notes:

see notes overleaf

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STROUD RETAIL STUDY**NOTES TO TABLE 2: PER CAPITA EXPENDITURE WITHIN STUDY AREA BY GOODS CATEGORY AND ZONE, 2010-2026**

Per capita expenditure estimates for convenience goods and individual comparison goods categories within each survey zone derived from Experian Business Strategies (EBS) Retail Planner Reports dated November 2009.

Per capita expenditure estimates for each goods category exclude an allowance for non-store sales and are projected forward using data derived from Experian Retail Planner forecasts (August 2009). In order to provide an accurate picture for non-store sales, the current levels of non-store sales for non-food goods categories provided by Experian.

Goods Category	Constituent EBS Expenditure Categories	Allowance for non-store sales	Expenditure Projections (per annum)					
			2008	2009	2010	2011	2012-2016	2017-2026
Convenience Goods	Convenience Goods	1.9	0.9	-0.5	-0.2	0.6	0.8	0.9
Clothes & Footwear	Clothing	11.0	1.7	3.6	-0.1	1.2	2.3	2.7
	Shoes	9.8	1.7	3.6	-0.1	1.2	2.3	2.7
Furniture, Floorcoverings & Textiles	furniture and furnishings (90%)	5.0	4.8	-3.9	-0.9	0.8	2.9	3.2
	household textiles	13.5	4.8	-3.9	-0.9	0.8	2.9	3.2
DIY & Decorating	Materials for maintenance	4.7	4.8	-3.9	-0.9	0.8	2.9	3.2
	small tools	9.8	4.8	-3.9	-0.9	0.8	2.9	3.2
	major tools	9.8	4.8	-3.9	-0.9	0.8	2.9	3.2
	gardens, plants, etc	8.1	4.8	-3.9	-0.9	0.8	2.9	3.2
	furniture and furnishings (10%)	5.0	4.8	-3.9	-0.9	0.8	2.9	3.2
	non-durable household goods	6.5	4.8	-3.9	-0.9	0.8	2.9	3.2
Domestic Appliances	major household appliances	8.9	4.8	-3.9	-0.9	0.8	2.9	3.2
	appliances for personal care (10%)	2.1	4.8	-3.9	-0.9	0.8	2.9	3.2
	small appliances	8.9	4.8	-3.9	-0.9	0.8	2.9	3.2
TV, Hi-Fi & Radio	recording media	14.7	4.8	-3.9	-0.9	0.8	2.9	3.2
	audio-visual	16.4	4.8	-3.9	-0.9	0.8	2.9	3.2
Personal & Luxury	glassware	8.4	1.7	3.6	-0.1	1.2	2.3	2.7
	medical goods	2.0	1.7	3.6	-0.1	1.2	2.3	2.7
	therapeutic appliances	0.8	1.7	3.6	-0.1	1.2	2.3	2.7
	appliances for personal care (90%)	2.1	1.7	3.6	-0.1	1.2	2.3	2.7
	jewellery	11.1	1.7	3.6	-0.1	1.2	2.3	2.7
	other personal effects	3.8	1.7	3.6	-0.1	1.2	2.3	2.7
Recreational	bicycles	0.9	1.7	3.6	-0.1	1.2	2.3	2.7
	games, toys, etc	10.7	1.7	3.6	-0.1	1.2	2.3	2.7
	pets	2.4	1.7	3.6	-0.1	1.2	2.3	2.7
	books	12.5	1.7	3.6	-0.1	1.2	2.3	2.7

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

**TABLE 3: TOTAL EXPENDITURE WITHIN STUDY AREA BY
GOODS CATEGORY AND ZONE, 2010-2026**

A: CONVENIENCE GOODS

ZONE	2010	2015	2021	2026
1	57.2	60.4	65.4	69.8
2	26.6	27.5	29.0	30.3
3	15.3	15.8	16.6	17.3
4a	12.1	12.4	13.0	13.6
4b	6.5	7.0	7.6	8.2
5	11.2	11.6	12.4	13.0
6	29.0	31.4	34.6	37.4
7	11.9	12.3	13.1	13.7
8	20.1	21.6	23.8	25.8
9	10.6	10.9	11.5	12.0
10	89.6	96.0	105.6	114.1
11	32.5	35.2	39.1	42.6
TOTAL	322.7	342.1	371.6	397.9

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

ZONE	2010	2015	2021	2026
1	19.6	21.8	26.1	30.6
2	9.1	9.9	11.6	13.3
3	5.3	5.7	6.6	7.6
4a	4.2	4.5	5.2	6.0
4b	2.2	2.5	3.0	3.6
5	3.9	4.2	4.9	5.7
6	10.0	11.3	13.8	16.4
7	4.1	4.4	5.2	6.0
8	6.9	7.8	9.5	11.3
9	3.6	3.9	4.6	5.2
10	30.8	34.6	42.1	50.0
11	11.2	12.7	15.6	18.7
TOTAL	110.8	123.2	148.3	174.4

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

ZONE	2010	2015	2021	2026
1	10.0	11.3	14.0	16.8
2	4.7	5.2	6.2	7.3
3	2.7	3.0	3.5	4.2
4a	2.1	2.3	2.8	3.3
4b	1.1	1.3	1.6	2.0
5	2.0	2.2	2.6	3.1
6	5.1	5.9	7.4	9.0
7	2.1	2.3	2.8	3.3
8	3.5	4.0	5.1	6.2
9	1.9	2.0	2.5	2.9
10	15.7	18.0	22.6	27.5
11	5.7	6.6	8.4	10.3
TOTAL	56.5	64.1	79.5	95.7

D: DIY & DECORATING GOODS

ZONE	2010	2015	2021	2026
1	11.5	13.0	16.0	19.3
2	5.4	5.9	7.1	8.4
3	3.1	3.4	4.1	4.8
4a	2.4	2.7	3.2	3.8
4b	1.3	1.5	1.9	2.3
5	2.3	2.5	3.0	3.6
6	5.8	6.7	8.5	10.3
7	2.4	2.6	3.2	3.8
8	4.0	4.6	5.8	7.1
9	2.1	2.3	2.8	3.3
10	18.0	20.6	25.9	31.5
11	6.5	7.6	9.6	11.8
TOTAL	64.8	73.5	91.2	109.9

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

**TABLE 3 (Continued): TOTAL EXPENDITURE WITHIN STUDY AREA
BY GOODS CATEGORY AND ZONE, 2010-2026**

E: DOMESTIC APPLIANCES

ZONE	2010	2015	2021	2026
1	3.7	4.1	5.1	6.2
2	1.7	1.9	2.3	2.7
3	1.0	1.1	1.3	1.5
4a	0.8	0.9	1.0	1.2
4b	0.4	0.5	0.6	0.7
5	0.7	0.8	1.0	1.1
6	1.9	2.2	2.7	3.3
7	0.8	0.8	1.0	1.2
8	1.3	1.5	1.9	2.3
9	0.7	0.7	0.9	1.1
10	5.7	6.6	8.3	10.1
11	2.1	2.4	3.1	3.8
TOTAL	20.7	23.5	29.1	35.1

F: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

ZONE	2010	2015	2021	2026
1	12.6	14.2	17.6	21.1
2	5.9	6.5	7.8	9.2
3	3.4	3.7	4.5	5.2
4a	2.7	2.9	3.5	4.1
4b	1.4	1.6	2.0	2.5
5	2.5	2.7	3.3	3.9
6	6.4	7.4	9.3	11.3
7	2.6	2.9	3.5	4.1
8	4.4	5.1	6.4	7.8
9	2.3	2.6	3.1	3.6
10	19.7	22.6	28.4	34.5
11	7.1	8.3	10.5	12.9
TOTAL	71.0	80.5	99.8	120.3

G: PERSONAL & LUXURY GOODS

ZONE	2010	2015	2021	2026
1	18.6	20.6	24.8	29.0
2	8.7	9.4	11.0	12.6
3	5.0	5.4	6.3	7.2
4a	3.9	4.2	4.9	5.6
4b	2.1	2.4	2.9	3.4
5	3.7	4.0	4.7	5.4
6	9.5	10.7	13.1	15.6
7	3.9	4.2	4.9	5.7
8	6.6	7.4	9.0	10.7
9	3.4	3.7	4.3	5.0
10	29.2	32.8	40.0	47.5
11	10.6	12.0	14.8	17.7
TOTAL	105.1	116.9	140.7	165.5

H: RECREATIONAL GOODS

ZONE	2010	2015	2021	2026
1	16.0	17.7	21.3	24.9
2	7.5	8.1	9.4	10.8
3	4.3	4.6	5.4	6.2
4a	3.4	3.6	4.2	4.9
4b	1.8	2.0	2.5	2.9
5	3.1	3.4	4.0	4.6
6	8.1	9.2	11.2	13.4
7	3.3	3.6	4.2	4.9
8	5.6	6.3	7.7	9.2
9	3.0	3.2	3.7	4.3
10	25.1	28.2	34.3	40.8
11	9.1	10.3	12.7	15.2
TOTAL	90.3	100.4	120.9	142.1

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 4A: MARKET SHARE OF MAIN FOOD CONVENIENCE FACILITIES IN STROUD DISTRICT

STORE / CENTRE	ZONE											
	1	2	3	4A	4B	5	6	7	8	9	10	11
STROUD	87.5%	57.9%	79.5%	77.6%	52.0%	35.8%	4.0%	10.0%	5.4%	8.1%	1.0%	8.1%
Tesco, Stroud	39.6%	21.1%	28.2%	32.7%	22.0%	11.1%	0.0%	0.0%	0.0%	1.4%	1.0%	1.0%
Sainsbury's Stroud	20.8%	31.6%	11.5%	16.3%	6.0%	9.9%	2.0%	3.8%	4.3%	4.1%	0.0%	6.1%
Waitrose, Stroud	14.6%	3.9%	30.8%	24.5%	24.0%	14.8%	2.0%	6.3%	0.0%	2.7%	0.0%	1.0%
Iceland, Stroud	4.2%	1.3%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Cashes Green, Stroud	3.1%	0.0%	1.3%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Slad Road, Stroud	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Other	5.2%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CAM	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	12.5%	2.2%	27.0%	3.1%	70.7%
Tesco, Cam	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	12.5%	2.2%	27.0%	3.1%	70.7%
DURSLEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	13.1%
Somerfield, Parsonage Street, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	10.1%
Co-op (Midcounties), Rosebery Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Lidl, Kingshill Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
WOTTON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.3%	5.4%	0.0%	0.0%	0.0%
Co-op (Midcounties), Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	45.0%	2.2%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.3%	0.0%	0.0%	0.0%
NAILSWORTH	5.2%	2.6%	2.6%	4.1%	28.0%	56.8%	5.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Morrisons, Nailsworth	4.2%	2.6%	2.6%	4.1%	24.0%	48.1%	5.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Co-op (Midcounties), Nailsworth	1.0%	0.0%	0.0%	0.0%	4.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Nailsworth	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
STONEHOUSE	0.0%	21.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
Co-op (Midcounties) High Street, Stonehouse	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Eastington, Stonehouse	0.0%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
Co-op (Midcounties) Elm Road, Stonehouse	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BERKELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.2%	0.0%	0.0%
MINCHINHAMPTON	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER STORES IN DISTRICT	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ELSEWHERE	5.2%	18.4%	17.9%	18.4%	18.0%	6.2%	91.0%	31.3%	87.0%	50.0%	94.8%	8.1%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market shares for main food convenience shopping taken from Stroud Household Telephone Survey, excluding 'don't do', 'don't know', 'varies' and internet shopping trips.

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 4B: MARKET SHARE OF TOP-UP FOOD CONVENIENCE FACILITIES IN STROUD DISTRICT**

STORE / CENTRE	ZONE											
	1	2	3	4A	4B	5	6	7	8	9	10	11
STROUD	77.2%	26.5%	51.4%	51.3%	15.2%	9.1%	4.3%	4.3%	1.1%	2.6%	2.4%	4.4%
Tesco, Stroud	16.3%	5.9%	14.3%	2.6%	2.2%	1.3%	2.2%	0.0%	0.0%	0.0%	0.0%	1.1%
Sainsbury's Stroud	18.5%	10.3%	5.7%	2.6%	0.0%	1.3%	1.1%	1.4%	0.0%	1.3%	1.2%	2.2%
Waitrose, Stroud	8.7%	5.9%	5.7%	5.1%	8.7%	0.0%	0.0%	1.4%	0.0%	1.3%	0.0%	0.0%
Iceland, Stroud	8.7%	1.5%	2.9%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Cashes Green, Stroud	7.6%	1.5%	4.3%	2.6%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Slad Road, Stroud	5.4%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Other	12.0%	1.5%	15.7%	38.5%	0.0%	6.5%	1.1%	1.4%	0.0%	0.0%	1.2%	1.1%
CAM	1.1%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.4%	1.1%	3.9%	3.6%	30.0%
Tesco, Cam	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	1.1%	3.9%	3.6%	30.0%
Other	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DURSLEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.2%	47.8%
Somerfield, Parsonage Street, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.8%
Co-op (Midcounties), Rosebery Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%
Lidl, Kingshill Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.2%	20.0%
WOTTON	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.3%	84.3%	33.3%	1.3%	0.0%	3.3%
Co-op (Midcounties), Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	70.0%	9.2%	1.3%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.1%	14.3%	24.1%	0.0%	0.0%	3.3%
NAILSWORTH	12.0%	0.0%	2.9%	10.3%	30.4%	85.7%	7.6%	1.4%	0.0%	0.0%	0.0%	1.1%
Morrisons, Nailsworth	3.3%	0.0%	1.4%	0.0%	21.7%	42.9%	1.1%	1.4%	0.0%	0.0%	0.0%	1.1%
Co-op (Midcounties), Nailsworth	1.1%	0.0%	0.0%	0.0%	2.2%	13.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Nailsworth	4.3%	0.0%	0.0%	7.7%	2.2%	19.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	3.3%	0.0%	1.4%	2.6%	4.3%	10.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
STONEHOUSE	1.1%	55.9%	2.9%	0.0%	0.0%	2.6%	2.2%	0.0%	0.0%	0.0%	3.6%	0.0%
Co-op (Midcounties) High Street, Stonehouse	1.1%	20.6%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	2.4%	0.0%
Co-op (Midcounties), Eastington, Stonehouse	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Co-op (Midcounties) Elm Road, Stonehouse	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	8.8%	2.9%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BERKELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	77.6%	0.0%	1.1%
MINCHINHAMPTON	0.0%	0.0%	0.0%	0.0%	45.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
PAINSWICK	1.1%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
CHALFORD	0.0%	0.0%	1.4%	23.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER STORES IN DISTRICT	3.3%	11.8%	8.6%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ELSEWHERE	4.3%	5.9%	11.4%	7.7%	8.7%	1.3%	81.5%	8.6%	63.2%	14.5%	88.0%	12.2%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market shares for top-up food convenience shopping taken from Stroud Household Telephone Survey, excluding 'don't do', 'don't know', 'varies' and internet shopping trips.

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STROUD RETAIL STUDY**TABLE 5A: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2010**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	35.0	10.8	8.5	6.6	2.4	2.8	0.8	0.8	0.8	0.6	0.7	1.8	71.6
Tesco, Stroud	15.9	3.9	3.0	2.8	1.0	0.9	0.0	0.0	0.0	0.1	0.7	0.2	28.4
Sainsbury's Stroud	8.3	5.9	1.2	1.4	0.3	0.8	0.4	0.3	0.6	0.3	0.0	1.4	20.9
Waitrose, Stroud	5.8	0.7	3.3	2.1	1.1	1.2	0.4	0.5	0.0	0.2	0.0	0.2	15.6
Iceland, Stroud	1.7	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4
Other	2.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.0	0.3	2.0	2.0	16.1	21.5
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.0	0.3	2.0	2.0	16.1	21.5
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.0	3.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.3	2.4
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.8	0.0	0.0	0.0	4.6
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.3	0.0	0.0	0.0	4.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.6
NAILSWORTH	2.1	0.5	0.3	0.3	1.3	4.5	1.0	0.0	0.0	0.0	0.7	0.0	10.6
Morrisons, Nailsworth	1.7	0.5	0.3	0.3	1.1	3.8	1.0	0.0	0.0	0.0	0.7	0.0	9.3
Co-op (Midcounties), Nailsworth	0.4	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.0
Co-op (Midcounties) High Street, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Eastington, Stonehouse	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.8
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.9
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
ELSEWHERE	2.1	3.4	1.9	1.6	0.8	0.5	18.5	2.6	12.3	3.7	59.4	1.8	108.6
TOTAL	40.0	18.6	10.7	8.5	4.6	7.9	20.3	8.3	14.1	7.4	62.7	22.8	225.9

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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TABLE 5B: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2010

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	13.2	2.1	2.4	1.9	0.3	0.3	0.4	0.2	0.1	0.1	0.6	0.4	21.9
Tesco, Stroud	2.8	0.5	0.7	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	4.4
Sainsbury's Stroud	3.2	0.8	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.3	0.2	5.1
Waitrose, Stroud	1.5	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.7
Iceland, Stroud	1.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	0.9	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.1
Other	2.1	0.1	0.7	1.4	0.0	0.2	0.1	0.1	0.0	0.0	0.3	0.1	5.1
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	2.9	4.4
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	2.9	4.3
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	4.7	5.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	1.7
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	2.0	2.3
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.0	2.0	0.0	0.0	0.3	5.7
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.5	0.6	0.0	0.0	0.0	3.3
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	1.5	0.0	0.0	0.3	2.4
NAILSWORTH	2.1	0.0	0.1	0.4	0.6	2.9	0.7	0.1	0.0	0.0	0.0	0.1	6.9
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.4	1.4	0.1	0.1	0.0	0.0	0.0	0.1	2.7
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.4	0.5	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.7	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Other	0.6	0.0	0.1	0.1	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	1.2
STONEHOUSE	0.2	4.5	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.0	0.0	6.0
Co-op (Midcounties) High Street, Stonehouse	0.2	1.6	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.6	0.0	2.7
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	2.3
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.7	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.5	0.0	0.1	2.7
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
PAINSWICK	0.2	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.4
CHALFORD	0.0	0.0	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
OTHER STORES IN COUNTY	0.6	0.9	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
ELSEWHERE	0.7	0.5	0.5	0.3	0.2	0.0	7.1	0.3	3.8	0.5	23.6	1.2	38.7
TOTAL	17.2	8.0	4.6	3.6	2.0	3.4	8.7	3.6	6.0	3.2	26.9	9.8	96.8

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5C: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2015**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	37.0	11.1	8.8	6.7	2.5	2.9	0.9	0.9	0.8	0.6	0.7	2.0	75.0
Tesco, Stroud	16.7	4.1	3.1	2.8	1.1	0.9	0.0	0.0	0.0	0.1	0.7	0.2	29.8
Sainsbury's Stroud	8.8	6.1	1.3	1.4	0.3	0.8	0.4	0.3	0.7	0.3	0.0	1.5	21.9
Waitrose, Stroud	6.2	0.8	3.4	2.1	1.2	1.2	0.4	0.5	0.0	0.2	0.0	0.2	16.3
Iceland, Stroud	1.8	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4
Other	2.2	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.3	2.1	2.1	17.4	23.1
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.3	2.1	2.1	17.4	23.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.2	3.3
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.5	2.6
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.8	0.0	0.0	0.0	4.8
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.3	0.0	0.0	0.0	4.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.6
NAILSWORTH	2.2	0.5	0.3	0.4	1.4	4.6	1.1	0.0	0.0	0.0	0.7	0.0	11.1
Morrisons, Nailsworth	1.8	0.5	0.3	0.4	1.2	3.9	1.1	0.0	0.0	0.0	0.7	0.0	9.8
Co-op (Midcounties), Nailsworth	0.4	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.2
Co-op (Midcounties) High Street, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Eastington, Stonehouse	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.9
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.9
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
ELSEWHERE	2.2	3.5	2.0	1.6	0.9	0.5	20.0	2.7	13.2	3.8	63.7	2.0	116.0
TOTAL	42.3	19.3	11.0	8.7	4.9	8.2	21.9	8.6	15.1	7.6	67.2	24.6	239.5

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5D: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2015**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	14.0	2.2	2.4	1.9	0.3	0.3	0.4	0.2	0.1	0.1	0.7	0.5	23.0
Tesco, Stroud	3.0	0.5	0.7	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	4.6
Sainsbury's Stroud	3.3	0.8	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.3	0.2	5.4
Waitrose, Stroud	1.6	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.8
Iceland, Stroud	1.6	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	1.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.2
Other	2.2	0.1	0.7	1.4	0.0	0.2	0.1	0.1	0.0	0.0	0.3	0.1	5.3
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	3.2	4.7
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	3.2	4.7
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	5.0	5.5
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	1.9
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	2.1	2.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.1	2.2	0.0	0.0	0.4	6.0
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.6	0.6	0.0	0.0	0.0	3.4
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	1.6	0.0	0.0	0.4	2.6
NAILSWORTH	2.2	0.0	0.1	0.4	0.6	3.0	0.7	0.1	0.0	0.0	0.0	0.1	7.2
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.5	1.5	0.1	0.1	0.0	0.0	0.0	0.1	2.9
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	1.2
Tesco Express, Nailsworth	0.8	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Other	0.6	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.3
STONEHOUSE	0.2	4.6	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.0	0.0	6.3
Co-op (Midcounties) High Street, Stonehouse	0.2	1.7	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.7	0.0	2.8
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	2.4
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.7	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.5	0.0	0.1	2.8
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
PAINSWICK	0.2	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.5
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
OTHER STORES IN COUNTY	0.6	1.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
ELSEWHERE	0.8	0.5	0.5	0.3	0.2	0.0	7.7	0.3	4.1	0.5	25.3	1.3	41.5
TOTAL	18.1	8.3	4.7	3.7	2.1	3.5	9.4	3.7	6.5	3.3	28.8	10.6	102.6

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5E: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2021**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	40.1	11.8	9.2	7.1	2.8	3.1	1.0	0.9	0.9	0.7	0.8	2.2	80.4
Tesco, Stroud	18.1	4.3	3.3	3.0	1.2	1.0	0.0	0.0	0.0	0.1	0.8	0.3	31.9
Sainsbury's Stroud	9.5	6.4	1.3	1.5	0.3	0.9	0.5	0.3	0.7	0.3	0.0	1.7	23.5
Waitrose, Stroud	6.7	0.8	3.6	2.2	1.3	1.3	0.5	0.6	0.0	0.2	0.0	0.3	17.4
Iceland, Stroud	1.9	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5
Other	2.4	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.4	2.2	2.3	19.4	25.5
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.4	2.2	2.3	19.4	25.5
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.6	3.7
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.8	2.9
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.9	0.0	0.0	0.0	5.1
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.4	0.0	0.0	0.0	4.5
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.7
NAILSWORTH	2.4	0.5	0.3	0.4	1.5	4.9	1.2	0.0	0.0	0.0	0.8	0.0	12.0
Morrisons, Nailsworth	1.9	0.5	0.3	0.4	1.3	4.2	1.2	0.0	0.0	0.0	0.8	0.0	10.5
Co-op (Midcounties), Nailsworth	0.5	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.4
Co-op (Midcounties) High Street, Stonehouse	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Eastington, Stonehouse	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.0
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
ELSEWHERE	2.4	3.7	2.1	1.7	1.0	0.5	22.0	2.9	14.5	4.0	70.1	2.2	127.0
TOTAL	45.8	20.3	11.6	9.1	5.3	8.6	24.2	9.1	16.6	8.0	73.9	27.4	260.1

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5F: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2021**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	15.1	2.3	2.6	2.0	0.3	0.3	0.5	0.2	0.1	0.1	0.8	0.5	24.8
Tesco, Stroud	3.2	0.5	0.7	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	5.0
Sainsbury's Stroud	3.6	0.9	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.4	0.3	5.8
Waitrose, Stroud	1.7	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.0
Iceland, Stroud	1.7	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Cashes Green, Stroud	1.5	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Slad Road, Stroud	1.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.3
Other	2.3	0.1	0.8	1.5	0.0	0.2	0.1	0.1	0.0	0.0	0.4	0.1	5.7
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.1	3.5	5.2
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.1	3.5	5.2
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	5.6	6.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	2.1
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	2.3	2.8
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.3	2.4	0.0	0.0	0.4	6.5
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.7	0.7	0.0	0.0	0.0	3.7
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	1.7	0.0	0.0	0.4	2.8
NAILSWORTH	2.3	0.0	0.1	0.4	0.7	3.2	0.8	0.1	0.0	0.0	0.0	0.1	7.7
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.5	1.6	0.1	0.1	0.0	0.0	0.0	0.1	3.1
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.5	0.6	0.0	0.0	0.0	0.0	0.0	1.3
Tesco Express, Nailsworth	0.9	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Other	0.6	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.4
STONEHOUSE	0.2	4.9	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.1	0.0	6.7
Co-op (Midcounties) High Street, Stonehouse	0.2	1.8	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.8	0.0	3.0
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.6
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.8	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.7	0.0	0.1	2.9
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
PAINSWICK	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.6
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
OTHER STORES IN COUNTY	0.6	1.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
ELSEWHERE	0.9	0.5	0.6	0.3	0.2	0.0	8.5	0.3	4.5	0.5	27.9	1.4	45.6
TOTAL	19.6	8.7	5.0	3.9	2.3	3.7	10.4	3.9	7.1	3.4	31.7	11.7	111.5

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5G: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2026**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	42.7	12.3	9.6	7.4	3.0	3.3	1.0	1.0	1.0	0.7	0.8	2.4	85.2
Tesco, Stroud	19.3	4.5	3.4	3.1	1.3	1.0	0.0	0.0	0.0	0.1	0.8	0.3	33.8
Sainsbury's Stroud	10.2	6.7	1.4	1.6	0.3	0.9	0.5	0.4	0.8	0.3	0.0	1.8	24.9
Waitrose, Stroud	7.1	0.8	3.7	2.3	1.4	1.3	0.5	0.6	0.0	0.2	0.0	0.3	18.4
Iceland, Stroud	2.0	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Co-op (Midcounties), Cashes Green, Stroud	1.5	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5
Other	2.5	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.4	2.3	2.5	21.1	27.6
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.4	2.3	2.5	21.1	27.6
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.9	4.0
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.0	3.1
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	1.0	0.0	0.0	0.0	5.4
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	0.4	0.0	0.0	0.0	4.7
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.0	0.0	0.7
NAILSWORTH	2.5	0.6	0.3	0.4	1.6	5.2	1.3	0.0	0.0	0.0	0.8	0.0	12.7
Morrisons, Nailsworth	2.0	0.6	0.3	0.4	1.4	4.4	1.3	0.0	0.0	0.0	0.8	0.0	11.2
Co-op (Midcounties), Nailsworth	0.5	0.0	0.0	0.0	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.6
Co-op (Midcounties) High Street, Stonehouse	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.1
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
ELSEWHERE	2.5	3.9	2.2	1.7	1.0	0.6	23.9	3.0	15.7	4.2	75.7	2.4	136.9
TOTAL	48.9	21.2	12.1	9.5	5.7	9.1	26.2	9.6	18.1	8.4	79.9	29.8	278.5

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 5H: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2026

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	16.2	2.4	2.7	2.1	0.4	0.4	0.5	0.2	0.1	0.1	0.8	0.6	26.3
Tesco, Stroud	3.4	0.5	0.7	0.1	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.1	5.3
Sainsbury's Stroud	3.9	0.9	0.3	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.4	0.3	6.2
Waitrose, Stroud	1.8	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.2
Iceland, Stroud	1.8	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Co-op (Midcounties), Cashes Green, Stroud	1.6	0.1	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Slad Road, Stroud	1.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.4
Other	2.5	0.1	0.8	1.6	0.0	0.3	0.1	0.1	0.0	0.0	0.4	0.1	6.0
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.2	3.8	5.7
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.2	3.8	5.6
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	6.1	6.6
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	2.3
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.0
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	2.6	3.1
WOTTON	0.0	0.0	0.0	0.0	0.0	0.1	0.4	3.5	2.6	0.0	0.0	0.4	6.9
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.9	0.7	0.0	0.0	0.0	3.9
Other	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.6	1.9	0.0	0.0	0.4	3.1
NAILSWORTH	2.5	0.0	0.1	0.4	0.7	3.3	0.9	0.1	0.0	0.0	0.0	0.1	8.2
Morrisons, Nailsworth	0.7	0.0	0.1	0.0	0.5	1.7	0.1	0.1	0.0	0.0	0.0	0.1	3.3
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.1	0.5	0.6	0.0	0.0	0.0	0.0	0.0	1.4
Tesco Express, Nailsworth	0.9	0.0	0.0	0.3	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Other	0.7	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.5
STONEHOUSE	0.2	5.1	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.2	0.0	7.0
Co-op (Midcounties) High Street, Stonehouse	0.2	1.9	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.8	0.0	3.2
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.7
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.8	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.8	0.0	0.1	3.1
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
PAINSWICK	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.7
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
OTHER STORES IN COUNTY	0.7	1.1	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
ELSEWHERE	0.9	0.5	0.6	0.3	0.2	0.1	9.2	0.4	4.9	0.5	30.1	1.6	49.2
TOTAL	20.9	9.1	5.2	4.1	2.5	3.9	11.2	4.1	7.7	3.6	34.2	12.8	119.4

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 6A: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	5.6	0.6	0.8	0.6	0.5	0.7	1.0	0.1	0.1	0.0	0.3	0.5	10.7
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.4	0.0	0.1	0.0	0.0	0.3	0.0	1.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.1	0.6
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.3
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.3	0.0	0.4
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	14.1	8.0	4.4	3.4	1.5	2.7	9.0	3.4	6.8	3.5	29.8	10.4	96.9
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	19.6	9.1	5.3	4.2	2.2	3.9	10.0	4.1	6.9	3.6	30.8	11.2	110.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 6B: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	6.1	0.7	0.8	0.6	0.5	0.8	1.1	0.1	0.1	0.0	0.4	0.5	11.8
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.4	0.0	0.1	0.0	0.0	0.4	0.0	1.3
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.1	0.7
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.4
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.4	0.0	0.5
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	15.6	8.7	4.8	3.6	1.7	3.0	10.2	3.7	7.7	3.8	33.5	11.7	107.9
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	21.8	9.9	5.7	4.5	2.5	4.2	11.3	4.4	7.8	3.9	34.6	12.7	123.2

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 6C: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	7.4	0.8	1.0	0.7	0.6	0.9	1.3	0.1	0.1	0.0	0.4	0.7	14.1
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.5	0.0	0.1	0.0	0.0	0.4	0.0	1.5
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.2	0.8
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.5
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.4	0.0	0.6
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	18.7	10.1	5.6	4.2	2.1	3.5	12.4	4.3	9.4	4.4	40.8	14.5	130.0
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	26.1	11.6	6.6	5.2	3.0	4.9	13.8	5.2	9.5	4.6	42.1	15.6	148.3

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 6D: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	8.6	0.9	1.1	0.9	0.7	1.0	1.6	0.2	0.1	0.0	0.5	0.8	16.5
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.3	0.2	0.5	0.0	0.1	0.0	0.0	0.5	0.0	1.8
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.2	1.0
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.5
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.5	0.0	0.7
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	21.9	11.6	6.4	4.8	2.5	4.0	14.8	5.0	11.2	5.0	48.4	17.3	153.0
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	30.6	13.3	7.6	6.0	3.6	5.7	16.4	6.0	11.3	5.2	50.0	18.7	174.4

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 7A: MARKET SHARE & TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	18.1%	16.1%	11.1%	9.1%	35.5%	16.4%	10.7%	3.0%	0.0%	0.0%	2.5%	5.3%	1.8	0.8	0.3	0.2	0.4	0.3	0.5	0.1	0.0	0.0	0.4	0.3	5.1
Wotton-under-Edge	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	19.7%	5.0%	3.5%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4	0.2	0.1	0.2	0.0	0.9
Nailsworth	4.2%	1.6%	0.0%	3.0%	6.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4	0.1	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.5%	0.0%	9.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.5	0.7	
Stonehouse	0.0%	6.5%	1.9%	0.0%	0.0%	3.3%	1.2%	0.0%	0.0%	1.8%	1.2%	2.7%	0.0	0.3	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.2	0.2	0.9	
Berkeley	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	
Painswick	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	
Chalford	0.0%	0.0%	1.9%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	
Saul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Elsewhere	77.8%	75.8%	83.3%	78.8%	58.1%	72.1%	88.1%	72.7%	95.0%	86.0%	92.6%	80.0%	7.8	3.5	2.2	1.7	0.7	1.4	4.5	1.5	3.3	1.6	14.5	4.6	47.3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10.0	4.7	2.7	2.1	1.1	2.0	5.1	2.1	3.5	1.9	15.7	5.7	56.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 7B: MARKET SHARE & TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	18.1%	16.1%	11.1%	9.1%	35.5%	16.4%	10.7%	3.0%	0.0%	0.0%	2.5%	5.3%	2.0	0.8	0.3	0.2	0.5	0.4	0.6	0.1	0.0	0.4	0.4	5.7	
Wotton-under-Edge	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	19.7%	5.0%	3.5%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.5	0.2	0.1	0.2	0.0	1.0
Nailsworth	4.2%	1.6%	0.0%	3.0%	6.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5	0.1	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.5%	0.0%	9.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.6	0.8
Stonehouse	0.0%	6.5%	1.9%	0.0%	0.0%	3.3%	1.2%	0.0%	0.0%	1.8%	1.2%	2.7%	0.0	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2	0.2	1.0
Berkeley	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Painswick	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2
Chalford	0.0%	0.0%	1.9%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.4
Saul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	77.8%	75.8%	83.3%	78.8%	58.1%	72.1%	88.1%	72.7%	95.0%	86.0%	92.6%	80.0%	8.8	3.9	2.5	1.8	0.8	1.6	5.2	1.7	3.8	1.8	16.6	5.3	53.7
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	11.3	5.2	3.0	2.3	1.3	2.2	5.9	2.3	4.0	2.0	18.0	6.6	64.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 7C: MARKET SHARE & TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	18.1%	16.1%	11.1%	9.1%	35.5%	16.4%	10.7%	3.0%	0.0%	0.0%	2.5%	5.3%	2.5	1.0	0.4	0.3	0.6	0.4	0.8	0.1	0.0	0.6	0.4	7.1	
Wotton-under-Edge	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	19.7%	5.0%	3.5%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.6	0.3	0.1	0.3	0.0	1.3
Nailsworth	4.2%	1.6%	0.0%	3.0%	6.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6	0.1	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.5%	0.0%	9.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.8	1.0
Stonehouse	0.0%	6.5%	1.9%	0.0%	0.0%	3.3%	1.2%	0.0%	0.0%	1.8%	1.2%	2.7%	0.0	0.4	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.3	0.2	1.2
Berkeley	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3
Painswick	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3
Chalford	0.0%	0.0%	1.9%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5
Saul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	77.8%	75.8%	83.3%	78.8%	58.1%	72.1%	88.1%	72.7%	95.0%	86.0%	92.6%	80.0%	10.9	4.7	3.0	2.2	0.9	1.9	6.5	2.0	4.8	2.1	20.9	6.7	66.7
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	14.0	6.2	3.5	2.8	1.6	2.6	7.4	2.8	5.1	2.5	22.6	8.4	79.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 7D: MARKET SHARE & TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	18.1%	16.1%	11.1%	9.1%	35.5%	16.4%	10.7%	3.0%	0.0%	0.0%	2.5%	5.3%	3.0	1.2	0.5	0.3	0.7	0.5	1.0	0.1	0.0	0.7	0.5	8.5	
Wotton-under-Edge	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	19.7%	5.0%	3.5%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.7	0.3	0.1	0.3	0.0	1.5
Nailsworth	4.2%	1.6%	0.0%	3.0%	6.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7	0.1	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.5%	0.0%	9.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	1.0	1.0	1.2
Stonehouse	0.0%	6.5%	1.9%	0.0%	0.0%	3.3%	1.2%	0.0%	0.0%	1.8%	1.2%	2.7%	0.0	0.5	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.3	0.3	1.4
Berkeley	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.3
Painswick	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.3
Chalford	0.0%	0.0%	1.9%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.6
Saul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	77.8%	75.8%	83.3%	78.8%	58.1%	72.1%	88.1%	72.7%	95.0%	86.0%	92.6%	80.0%	13.1	5.5	3.5	2.6	1.1	2.3	7.9	2.4	5.9	2.5	25.4	8.2	80.4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	16.8	7.3	4.2	3.3	2.0	3.1	9.0	3.3	6.2	2.9	27.5	10.3	95.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8A: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2010**

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)												TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	11	
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	10.4	3.4	2.3	2.0	0.9	1.7	2.8	0.1	0.2	0.2	1.3	1.8	27.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	1.2
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.1	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.8
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.4
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.1	0.5
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	0.9	1.2	0.7	0.3	0.2	0.2	2.9	1.3	3.7	1.4	16.7	2.9	32.5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	11.5	5.4	3.1	2.4	1.3	2.3	5.8	2.4	4.0	2.1	18.0	6.5	64.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8B: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2015**

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	11.7	3.8	2.6	2.2	1.0	1.9	3.2	0.1	0.2	0.3	1.5	2.1	30.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.1	0.0	0.0	0.0	1.3
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.1	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.9
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	19.1%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.6
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.1	0.6
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.0	1.4	0.8	0.4	0.2	0.3	3.4	1.4	4.2	1.5	19.1	3.4	37.1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	13.0	5.9	3.4	2.7	1.5	2.5	6.7	2.6	4.6	2.3	20.6	7.6	73.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8C: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2021**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	14.5	4.5	3.1	2.6	1.3	2.3	4.0	0.2	0.2	0.3	1.9	2.7	37.7
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.2	0.0	0.0	0.0	0.0	1.6
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.1	0.3	0.4	0.2	0.0	0.0	0.0	0.0	0.0	1.1
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.8	2.1	2.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.1	0.7	0.7
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.2	1.7	0.9	0.4	0.3	0.3	4.3	1.7	5.3	1.8	24.0	4.3	46.3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	16.0	7.1	4.1	3.2	1.9	3.0	8.5	3.2	5.8	2.8	25.9	9.6	91.2

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8D: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2026**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	17.4	5.3	3.6	3.1	1.5	2.7	4.9	0.2	0.3	0.4	2.3	3.3	45.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.2	0.0	0.0	0.0	1.9	
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.1	0.3	0.5	0.2	0.0	0.0	0.0	0.0	1.3	
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.2	2.5	
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.1	0.9	
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8	
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.5	1.9	1.1	0.5	0.4	0.4	5.2	2.0	6.5	2.2	29.2	5.3	56.1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	19.3	8.4	4.8	3.8	2.3	3.6	10.3	3.8	7.1	3.3	31.5	11.8	109.9

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9A: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.1	0.1	0.3	0.2	0.1	0.2	0.2	0.0	0.0	0.1	0.1	2.3
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.4	0.8	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.1	1.8
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.5
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.2	0.4
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	2.2	0.8	0.6	0.5	0.2	0.4	1.6	0.6	1.2	0.5	5.4	1.4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	3.7	1.7	1.0	0.8	0.4	0.7	1.9	0.8	1.3	0.7	5.7	2.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9B: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.2	0.1	0.4	0.2	0.1	0.2	0.3	0.0	0.0	0.1	0.1	2.6
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.4	0.8	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.4	0.1	2.0
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.6
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.3	0.5
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	2.5	0.9	0.6	0.6	0.2	0.5	1.8	0.7	1.4	0.5	6.1	1.7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	4.1	1.9	1.1	0.9	0.5	0.8	2.2	0.8	1.5	0.7	6.6	2.4

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9C: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.5	0.1	0.4	0.2	0.2	0.2	0.3	0.0	0.0	0.0	0.1	0.1	3.2
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.5	1.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.5	0.1	2.4
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.7
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.3	0.6
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	3.0	1.1	0.8	0.7	0.3	0.6	2.3	0.8	1.8	0.6	7.7	2.1	21.8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	5.1	2.3	1.3	1.0	0.6	1.0	2.7	1.0	1.9	0.9	8.3	3.1	29.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9D: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.8	0.2	0.5	0.3	0.2	0.3	0.4	0.0	0.0	0.0	0.1	0.1	3.8
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.6	1.2	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.6	0.1	2.9
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.0	0.5	0.9
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.4	0.7
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	3.6	1.2	0.9	0.8	0.4	0.7	2.8	1.0	2.2	0.7	9.4	2.6	26.3
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	6.2	2.7	1.5	1.2	0.7	1.1	3.3	1.2	2.3	1.1	10.1	3.8	35.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10A: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	2.9	0.4	0.6	0.7	0.3	0.5	0.4	0.1	0.1	0.0	0.0	0.4	6.5
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	0.8	1.2	0.2	0.1	0.0	0.3	0.3	0.0	0.0	0.1	0.0	0.3	3.3
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.7	1.1
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	8.7	4.2	2.4	1.7	0.7	1.5	5.6	2.1	4.2	2.0	19.7	5.8	58.6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	12.6	5.9	3.4	2.7	1.4	2.5	6.4	2.6	4.4	2.3	19.7	7.1	71.0

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10B: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11	
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	3.3	0.5	0.7	0.8	0.4	0.6	0.5	0.1	0.1	0.0	0.0	0.4	7.3	
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	0.9	1.4	0.3	0.1	0.0	0.3	0.3	0.0	0.0	0.1	0.0	0.3	3.7	
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.8	1.3	
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.6	
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2	
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	9.8	4.6	2.7	1.9	0.8	1.7	6.5	2.3	4.9	2.2	22.6	6.7	66.6	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	14.2	6.5	3.7	2.9	1.6	2.7	7.4	2.9	5.1	2.6	22.6	8.3	80.5	

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10C: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	4.1	0.6	0.8	0.9	0.5	0.7	0.6	0.1	0.1	0.0	0.0	0.5	9.0
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	1.1	1.7	0.3	0.1	0.0	0.4	0.4	0.0	0.0	0.2	0.0	0.4	4.5
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.2	0.0	1.1	1.6
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.6	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.8
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.3
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	12.2	5.5	3.2	2.3	1.0	2.1	8.2	2.8	6.1	2.6	28.4	8.5	82.8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	17.6	7.8	4.5	3.5	2.0	3.3	9.3	3.5	6.4	3.1	28.4	10.5	99.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10D: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	4.9	0.7	1.0	1.1	0.6	0.8	0.8	0.1	0.1	0.0	0.0	0.7	10.8
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	1.4	1.9	0.4	0.1	0.0	0.4	0.5	0.0	0.0	0.2	0.0	0.5	5.3
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.2	0.0	1.3	2.0
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.7	0.1	0.2	0.0	0.0	0.0	0.0	0.0	1.0
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.3
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	14.6	6.5	3.8	2.7	1.2	2.5	9.9	3.3	7.5	3.1	34.5	10.4	99.9
	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	21.1	9.2	5.2	4.1	2.5	3.9	11.3	4.1	7.8	3.6	34.5	12.9	120.3

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11A: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	11.6	3.2	1.9	1.4	0.6	0.9	1.0	0.1	0.1	0.2	0.7	0.3	22.0
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.2	0.0	0.1	0.1	0.3	1.6	0.2	0.1	0.0	0.0	0.0	0.1	2.7
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.3	0.0	0.0	0.0	1.9
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.1	2.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.7
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.7
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.1	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	6.3	4.5	2.6	2.0	0.8	1.2	8.1	2.2	6.2	2.6	28.4	7.4	72.4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	18.6	8.7	5.0	3.9	2.1	3.7	9.5	3.9	6.6	3.4	29.2	10.6	105.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11B: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	12.9	3.4	2.1	1.6	0.7	1.0	1.1	0.1	0.1	0.2	0.8	0.3
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.3	0.0	0.1	0.1	0.3	1.7	0.3	0.1	0.0	0.0	0.0	0.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.3	0.0	0.0	0.0
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.2	0.1	0.3	0.1	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%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	7.0	4.9	2.9	2.2	1.0	1.3	9.2	2.4	7.0	2.8	32.0	8.4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	20.6	9.4	5.4	4.2	2.4	4.0	10.7	4.2	7.4	3.7	32.8	12.0

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11C: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	15.5	4.0	2.5	1.8	0.8	1.1	1.4	0.1	0.1	0.2	1.0	0.4	28.9
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.3	0.0	0.1	0.1	0.4	2.0	0.3	0.1	0.0	0.0	0.0	0.2	3.5
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.4	0.0	0.0	0.0	2.4
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.9	3.0
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.8
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.9
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.2	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	8.4	5.7	3.3	2.5	1.2	1.5	11.2	2.8	8.5	3.2	39.0	10.4	97.7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	24.8	11.0	6.3	4.9	2.9	4.7	13.1	4.9	9.0	4.3	40.0	14.8	140.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11D: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	18.1	4.6	2.8	2.1	0.9	1.3	1.7	0.1	0.1	0.2	1.2	0.5
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.4	0.0	0.1	0.1	0.4	2.3	0.4	0.1	0.0	0.0	0.0	0.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.4	0.0	0.0	0.0
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.5
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.6	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4	0.2	0.1	0.4	0.1	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%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	9.8	6.5	3.8	2.9	1.4	1.8	13.3	3.2	10.2	3.7	46.2	12.4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	29.0	12.6	7.2	5.6	3.4	5.4	15.6	5.7	10.7	5.0	47.5	17.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12A: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	7.5	3.3	1.2	1.6	0.7	1.0	1.3	0.1	0.3	0.1	0.0	1.1
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.3	0.5	0.3	0.0	0.0	0.0	0.0	1.1
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.4	0.3	0.1	0.0	1.0
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.6	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.7
Minchinhampton	3.9%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	7.2	3.4	2.9	1.7	0.8	1.6	6.5	2.8	4.9	2.7	24.7	7.8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	16.0	7.5	4.3	3.4	1.8	3.1	8.1	3.3	5.6	3.0	25.1	9.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12B: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	8.3	3.6	1.3	1.7	0.8	1.1	1.5	0.1	0.3	0.1	0.0	1.3
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.6	0.3	0.0	0.0	0.0	0.0	1.3
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.5	0.3	0.1	0.0	1.1
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.7	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.9
Minchinhampton	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	8.0	3.7	3.2	1.8	0.9	1.7	7.4	3.1	5.6	2.9	27.7	8.8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	17.7	8.1	4.6	3.6	2.0	3.4	9.2	3.6	6.3	3.2	28.2	10.3

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
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TABLE 12C: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	10.0	4.2	1.5	2.0	1.0	1.3	1.8	0.1	0.4	0.1	0.0	1.6
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.7	0.4	0.0	0.0	0.0	0.0	1.5
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.5	0.4	0.1	0.0	1.3
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.8	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	2.3
Minchinhampton	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	9.6	4.3	3.7	2.1	1.1	2.0	9.0	3.6	6.8	3.4	33.8	10.9
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	21.3	9.4	5.4	4.2	2.5	4.0	11.2	4.2	7.7	3.7	34.3	12.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

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TABLE 12D: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	11.7	4.8	1.7	2.2	1.1	1.4	2.1	0.1	0.5	0.1	0.0	1.9	27.8	
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.5	0.8	0.5	0.0	0.0	0.0	0.0	0.0	1.8	
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.6	0.5	0.1	0.0	0.0	1.5	
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.0	0.9	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	2.7	
Minchinhampton	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3	
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.3	0.3	
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	11.2	5.0	4.2	2.4	1.3	2.3	10.7	4.2	8.1	3.9	40.1	13.0	106.5	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	24.9	10.8	6.2	4.9	2.9	4.6	13.4	4.9	9.2	4.3	40.8	15.2	142.1	

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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TABLE 13: CONVENIENCE FLOORSPACE IN THE MAIN SETTLEMENTS IN STROUD DISTRICT

STORE / LOCATION	FLOORSPACE (sq m net)		CONV GOODS SALES DENSITY (£/sq m)	TOTAL CONVENIENCE GOODS TURNOVER (£m)
	Total Net Sales	Convenience Goods Sales		
STROUD				
Tesco, Stroud	3,367	2,357	12,883	30.4
Sainsbury's Stroud	2,965	2,372	9,613	22.8
Waitrose, Stroud	2,401	2,041	11,869	24.2
Iceland, Stroud	483	459	6,244	2.9
Co-op, Cashes Green, Stroud	1,068	962	6,953	6.7
Co-op, Slad Road, Stroud	148	133	6,953	0.9
Other		1,480	5,214	7.7
TOTAL				95.6
CAM				
Tesco, Cam	1,538	1,307	12,883	16.8
DURSLEY				
Somerfield, Parsonage Street, Dursley	500	450	6,953	3.1
Co-op, Rosebery Road, Dursley	141	134	6,953	0.9
Lidl, Kingshill Road, Dursley	643	546	2,961	1.6
Other	481	433	5,414	2.3
TOTAL				8.0
WOTTON				
Co-op (Midcounties), Wotton-under-Edge	429	386	6,953	2.7
Other	438	438	6,834	3.0
NAILSWORTH				
Morrisons, Nailsworth	1,159	1,043	11,555	12.0
Tesco Express, Nailsworth	151	143	9,000	1.3
Co-op	232	209	6,953	1.5
Other		550	2,268	1.2
				16.0
STONEHOUSE				
Co-op, High Street, Stonehouse	1,076	968	6,953	6.7
Co-op, Eastington	141	134	6,953	0.9
Co-op, Elm Road, Stonehouse	100	95	6,953	0.7
Co-op, Kings Stanley	136	129	6,953	0.9
Other	254	241	3,836	0.9
BERKELEY	401	381	9,365	3.6
MINCHINHAMPTON	150	143	6,911	1.0

TABLE 14: COMMITMENTS IN STROUD DISTRICT

	FLOORSPACE (sq m net)	SALES DENSITY (£/sq m)	BENCHMARK TURNOVER (£m)
Sainsburys extension, Stroud comparison	848	7453	6.3
FOCUS unit convenience	792	4700	3.7
comparison	198	4700	0.9
Sainsburys, Dursley convenience	1486	9,613	14.3
comparison	372	7453	2.8

Notes:

floorspace data from Stroud District Council, GVA and IGD data

sales densities for large stores derived from Mintel and Verdict research and sales densities for other town centre floorspace based on existing trading levels

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STROUD RETAIL STUDY

TABLE 15a: CONVENIENCE GOODS CAPACITY 2010-2026

Stroud

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	93.6	98.0	105.2	111.5
Market Share (%)	29.0	28.7	28.3	28.0
Expenditure Inflow (£m)	6.8	7.2	7.7	8.1
Total Turnover Potential (£m)	100.4	105.2	112.9	119.6
Benchmark Turnover of Existing and Committed Facilities (£m)	99.3	99.8	102.0	104.6
Residual Expenditure (£m)	1.1	5.4	10.8	15.0
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	108	537	1056	1427

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 15b: CONVENIENCE GOODS CAPACITY 2010-2026

Cam / Dursley

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	34.0	36.6	40.5	43.9
Market Share (%)	10.5	10.7	10.9	11.0
Expenditure Inflow (£m)	2.5	2.7	3.0	3.2
Total Turnover Potential (£m)	36.5	39.3	43.4	47.1
Benchmark Turnover of Existing and Committed Facilities (£m)	39.2	39.3	40.2	41.2
Residual Expenditure (£m)	-2.6	-0.1	3.2	5.8
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	-264	-6	310	554

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 15c: CONVENIENCE GOODS CAPACITY 2010-2026

Nailsworth

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	17.5	18.3	19.7	20.9
Market Share (%)	5.4	5.4	5.3	5.3
Expenditure Inflow (£m)	1.3	1.3	1.4	1.5
Total Turnover Potential (£m)	18.7	19.7	21.2	22.5
Benchmark Turnover of Existing and Committed Facilities (£m)	16.0	16.1	16.5	16.9
Residual Expenditure (£m)	2.7	3.6	4.7	5.6
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	270	354	455	528

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 15d: CONVENIENCE GOODS CAPACITY 2010-2026

Wotton-under-Edge

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	10.3	10.8	11.6	12.4
Market Share (%)	3.2	3.2	3.1	3.1
Expenditure Inflow (£m)	0.8	0.8	0.8	0.9
Total Turnover Potential (£m)	11.1	11.6	12.5	13.3
Benchmark Turnover of Existing and Committed Facilities (£m)	5.7	5.7	5.8	6.0
Residual Expenditure (£m)	5.4	5.9	6.7	7.3
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	540	589	648	692

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2007 PRICES

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TABLE 15e: CONVENIENCE GOODS CAPACITY 2010-2026

Stonehouse

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	10.1	10.4	11.1	11.6
Market Share (%)	3.1	3.1	3.0	2.9
Expenditure Inflow (£m)	0.7	0.8	0.8	0.8
Total Turnover Potential (£m)	10.8	11.2	11.9	12.5
Benchmark Turnover of Existing and Committed Facilities (£m)	10.1	10.2	10.4	10.7
Residual Expenditure (£m)	0.6	1.0	1.5	1.8
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	65	100	142	170

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2007 PRICES

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TABLE 17a: COMPARISON GOODS CAPACITY - 2010-2026

Stroud

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	91.9	102.3	123.8	146.1
Market Share (%)	17.7	17.6	17.4	17.3
Expenditure Inflow (£m)	5.5	6.1	7.4	8.8
Total Turnover Potential (£m)	97.4	108.4	131.2	154.9
Benchmark Turnover of Existing and Committed Facilities (£m)	97.4	103.9	115.4	127.4
Residual Expenditure (£m)	0.0	4.5	15.8	27.5
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	846	2662	4200

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2007 PRICES

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TABLE 17B: COMPARISON GOODS CAPACITY - 2010-2026

Cam / Dursley

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	8.1	9.2	11.5	13.9
Market Share (%)	1.6	1.6	1.6	1.6
Expenditure Inflow (£m)	0.5	0.6	0.7	0.8
Total Turnover Potential (£m)	8.6	9.8	12.2	14.7
Benchmark Turnover of Existing and Committed Facilities (£m)	8.6	9.1	10.1	11.2
Residual Expenditure (£m)	0.0	0.6	2.0	3.5
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	119	341	533

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2007 PRICES

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TABLE 17C: COMPARISON GOODS CAPACITY - 2010-2026

Nailsworth

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	6.9	7.6	9.1	10.7
Market Share (%)	1.3	1.3	1.3	1.3
Expenditure Inflow (£m)	0.4	0.5	0.5	0.6
Total Turnover Potential (£m)	7.3	8.1	9.7	11.4
Benchmark Turnover of Existing and Committed Facilities (£m)	7.3	7.8	8.6	9.5
Residual Expenditure (£m)	0.0	0.3	1.1	1.9
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	56	179	283

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2007 PRICES

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TABLE 17D: COMPARISON GOODS CAPACITY - 2010-2026

Wotton-under-Edge

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	5.8	6.4	7.7	9.0
Market Share (%)	1.1	1.1	1.1	1.1
Expenditure Inflow (£m)	0.3	0.4	0.5	0.5
Total Turnover Potential (£m)	6.2	6.8	8.2	9.6
Benchmark Turnover of Existing and Committed Facilities (£m)	6.2	6.6	7.3	8.1
Residual Expenditure (£m)	0.0	0.2	0.9	1.5
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	43	145	231

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 17E: COMPARISON GOODS CAPACITY - 2010-2026

Stonehouse

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	9.7	10.8	13.1	15.4
Market Share (%)	1.9	1.9	1.8	1.8
Expenditure Inflow (£m)	0.6	0.6	0.8	0.9
Total Turnover Potential (£m)	10.3	11.5	13.9	16.4
Benchmark Turnover of Existing and Committed Facilities (£m)	10.3	11.0	12.2	13.5
Residual Expenditure (£m)	0.0	0.5	1.6	2.9
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	85	276	438

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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Appendix I
Scenario B3 Quantitative Assessment

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 1: POPULATION OF STUDY AREA, BY SURVEY ZONE (2010-2026)

ZONE	POSTCODE SECTORS	2010	2015	2021	2026	Change, 2010-15 No. (%)		Change, 2010-26 No. (%)	
1 STROUD	TOTAL	31,236	31,547	31,921	32,232	311	1.0	996	3.2
2 STONEHOUSE	TOTAL	14,546	15,163	15,904	16,521	617	4.2	1,975	13.6
3 PAINSWICK	TOTAL	8,358	8,378	8,403	8,423	20	0.2	65	0.8
4a CHALFORD	TOTAL	6,600	6,604	6,610	6,614	4	0.1	14	0.2
4b MINCHINHAMPION	TOTAL	3,562	3,698	3,861	3,997	136	3.8	435	12.2
5 NAILSWORTH	TOTAL	6,127	6,187	6,260	6,320	60	1.0	193	3.1
6 EASTERN FRINGE	TOTAL	15,848	16,657	17,513	18,233	809	5.1	2,385	15.0
7 WOOTTON	TOTAL	6,485	6,546	6,619	6,680	61	0.9	195	3.0
8 SOUTHERN FRINGE	TOTAL	10,991	11,481	12,048	12,577	490	4.5	1,586	14.4
9 BERKELEY	TOTAL	5,777	5,793	5,812	5,828	16	0.3	51	0.9
10 NORTHERN FRINGE	TOTAL	48,903	50,988	53,489	55,574	2,085	4.3	6,671	13.6
11 DURSLEY	TOTAL	17,752	18,691	19,819	20,758	939	5.3	3,006	16.9
TOTAL		176,185	181,734	188,257	193,756	5,549	3.1	17,571	10.0

Notes:

Population figures for each zone for 2010 derived from Experian Business Strategies Retail Planner Reports (dated November 2009).

Growth for Zones 1-5, 7, 9-11 based on global population growth figures for Stroud District along with the following assumptions for the distribution of population growth (based on distribution of new housing development):

Population growth per annum in Stroud District (2010-2026)**850***(ONS 2006 sub-national population projections for Stroud District)***Distribution of Growth (by zone)**

	%	People
Stroud	7%	62
Stonehouse	15%	123
Painswick	0%	4
Chalford	0%	1
Minchinhampton	3%	27
Nailsworth	1%	12
Wootton	1%	12
Berkeley	0%	3
Northern Fringe	49%	417
Dursley	22%	188
Total	100%	850

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

**TABLE 2: PER CAPITA EXPENDITURE WITHIN STUDY AREA
BY GOODS CATEGORY AND ZONE, 2010-2026**

A: CONVENIENCE GOODS

	2010	2015	2021	2026
	1831	1882	1974	2054

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

	2010	2015	2021	2026
	629	678	788	900

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

	2010	2015	2021	2026
	321	352	422	494

D: DIY & DECORATING GOODS

ZONE	2010	2015	2021	2026
	368	404	484	567

Notes:

see notes overleaf

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

**TABLE 2 (Continued): PER CAPITA EXPENDITURE WITHIN STUDY
AREA BY GOODS CATEGORY AND ZONE, 2010-2026**

E: DOMESTIC APPLIANCES

	2010	2015	2021	2026
	117	129	155	181

F: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

	2010	2015	2021	2026
	403	443	530	621

G: PERSONAL & LUXURY GOODS

	2010	2015	2021	2026
	597	643	747	854

H: RECREATIONAL GOODS

	2010	2015	2021	2026
	512	552	642	733

Notes:

see notes overleaf

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**NOTES TO TABLE 2: PER CAPITA EXPENDITURE WITHIN STUDY AREA BY GOODS CATEGORY AND ZONE, 2010-2026**

Per capita expenditure estimates for convenience goods and individual comparison goods categories within each survey zone derived from Experian Business Strategies (EBS) Retail Planner Reports dated November 2009.

Per capita expenditure estimates for each goods category exclude an allowance for non-store sales and are projected forward using data derived from Experian Retail Planner forecasts (August 2009). In order to provide an accurate picture for non-store sales, the current levels of non-store sales for non-food goods categories provided by Experian.

Goods Category	Constituent EBS Expenditure Categories	Allowance for non-store sales	Expenditure Projections (per annum)					
			2008	2009	2010	2011	2012-2016	2017-2026
Convenience Goods	Convenience Goods	1.9	0.9	-0.5	-0.2	0.6	0.8	0.9
Clothes & Footwear	Clothing	11.0	1.7	3.6	-0.1	1.2	2.3	2.7
	Shoes	9.8	1.7	3.6	-0.1	1.2	2.3	2.7
Furniture, Floorcoverings & Textiles	furniture and furnishings (90%)	5.0	4.8	-3.9	-0.9	0.8	2.9	3.2
	household textiles	13.5	4.8	-3.9	-0.9	0.8	2.9	3.2
DIY & Decorating	Materials for maintenance	4.7	4.8	-3.9	-0.9	0.8	2.9	3.2
	small tools	9.8	4.8	-3.9	-0.9	0.8	2.9	3.2
	major tools	9.8	4.8	-3.9	-0.9	0.8	2.9	3.2
	gardens, plants, etc	8.1	4.8	-3.9	-0.9	0.8	2.9	3.2
	furniture and furnishings (10%)	5.0	4.8	-3.9	-0.9	0.8	2.9	3.2
	non-durable household goods	6.5	4.8	-3.9	-0.9	0.8	2.9	3.2
Domestic Appliances	major household appliances	8.9	4.8	-3.9	-0.9	0.8	2.9	3.2
	appliances for personal care (10%)	2.1	4.8	-3.9	-0.9	0.8	2.9	3.2
	small appliances	8.9	4.8	-3.9	-0.9	0.8	2.9	3.2
TV, Hi-Fi & Radio	recording media	14.7	4.8	-3.9	-0.9	0.8	2.9	3.2
	audio-visual	16.4	4.8	-3.9	-0.9	0.8	2.9	3.2
Personal & Luxury	glassware	8.4	1.7	3.6	-0.1	1.2	2.3	2.7
	medical goods	2.0	1.7	3.6	-0.1	1.2	2.3	2.7
	therapeutic appliances	0.8	1.7	3.6	-0.1	1.2	2.3	2.7
	appliances for personal care (90%)	2.1	1.7	3.6	-0.1	1.2	2.3	2.7
	jewellery	11.1	1.7	3.6	-0.1	1.2	2.3	2.7
	other personal effects	3.8	1.7	3.6	-0.1	1.2	2.3	2.7
Recreational	bicycles	0.9	1.7	3.6	-0.1	1.2	2.3	2.7
	games, toys, etc	10.7	1.7	3.6	-0.1	1.2	2.3	2.7
	pets	2.4	1.7	3.6	-0.1	1.2	2.3	2.7
	books	12.5	1.7	3.6	-0.1	1.2	2.3	2.7

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

**TABLE 3: TOTAL EXPENDITURE WITHIN STUDY AREA BY
GOODS CATEGORY AND ZONE, 2010-2026**

A: CONVENIENCE GOODS

ZONE	2010	2015	2021	2026
1	57.2	59.4	63.0	66.2
2	26.6	28.5	31.4	33.9
3	15.3	15.8	16.6	17.3
4a	12.1	12.4	13.0	13.6
4b	6.5	7.0	7.6	8.2
5	11.2	11.6	12.4	13.0
6	29.0	31.4	34.6	37.4
7	11.9	12.3	13.1	13.7
8	20.1	21.6	23.8	25.8
9	10.6	10.9	11.5	12.0
10	89.6	96.0	105.6	114.1
11	32.5	35.2	39.1	42.6
TOTAL	322.7	342.1	371.6	397.9

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

ZONE	2010	2015	2021	2026
1	19.6	21.4	25.2	29.0
2	9.1	10.3	12.5	14.9
3	5.3	5.7	6.6	7.6
4a	4.2	4.5	5.2	6.0
4b	2.2	2.5	3.0	3.6
5	3.9	4.2	4.9	5.7
6	10.0	11.3	13.8	16.4
7	4.1	4.4	5.2	6.0
8	6.9	7.8	9.5	11.3
9	3.6	3.9	4.6	5.2
10	30.8	34.6	42.1	50.0
11	11.2	12.7	15.6	18.7
TOTAL	110.8	123.2	148.3	174.4

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

ZONE	2010	2015	2021	2026
1	10.0	11.1	13.5	15.9
2	4.7	5.3	6.7	8.2
3	2.7	3.0	3.5	4.2
4a	2.1	2.3	2.8	3.3
4b	1.1	1.3	1.6	2.0
5	2.0	2.2	2.6	3.1
6	5.1	5.9	7.4	9.0
7	2.1	2.3	2.8	3.3
8	3.5	4.0	5.1	6.2
9	1.9	2.0	2.5	2.9
10	15.7	18.0	22.6	27.5
11	5.7	6.6	8.4	10.3
TOTAL	56.5	64.1	79.5	95.7

D: DIY & DECORATING GOODS

ZONE	2010	2015	2021	2026
1	11.5	12.8	15.5	18.3
2	5.4	6.1	7.7	9.4
3	3.1	3.4	4.1	4.8
4a	2.4	2.7	3.2	3.8
4b	1.3	1.5	1.9	2.3
5	2.3	2.5	3.0	3.6
6	5.8	6.7	8.5	10.3
7	2.4	2.6	3.2	3.8
8	4.0	4.6	5.8	7.1
9	2.1	2.3	2.8	3.3
10	18.0	20.6	25.9	31.5
11	6.5	7.6	9.6	11.8
TOTAL	64.8	73.5	91.2	109.9

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

**TABLE 3 (Continued): TOTAL EXPENDITURE WITHIN STUDY AREA
BY GOODS CATEGORY AND ZONE, 2010-2026**

E: DOMESTIC APPLIANCES

ZONE	2010	2015	2021	2026
1	3.7	4.1	4.9	5.8
2	1.7	2.0	2.5	3.0
3	1.0	1.1	1.3	1.5
4a	0.8	0.9	1.0	1.2
4b	0.4	0.5	0.6	0.7
5	0.7	0.8	1.0	1.1
6	1.9	2.2	2.7	3.3
7	0.8	0.8	1.0	1.2
8	1.3	1.5	1.9	2.3
9	0.7	0.7	0.9	1.1
10	5.7	6.6	8.3	10.1
11	2.1	2.4	3.1	3.8
TOTAL	20.7	23.5	29.1	35.1

F: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

ZONE	2010	2015	2021	2026
1	12.6	14.0	16.9	20.0
2	5.9	6.7	8.4	10.3
3	3.4	3.7	4.5	5.2
4a	2.7	2.9	3.5	4.1
4b	1.4	1.6	2.0	2.5
5	2.5	2.7	3.3	3.9
6	6.4	7.4	9.3	11.3
7	2.6	2.9	3.5	4.1
8	4.4	5.1	6.4	7.8
9	2.3	2.6	3.1	3.6
10	19.7	22.6	28.4	34.5
11	7.1	8.3	10.5	12.9
TOTAL	71.0	80.5	99.8	120.3

G: PERSONAL & LUXURY GOODS

ZONE	2010	2015	2021	2026
1	18.6	20.3	23.9	27.5
2	8.7	9.8	11.9	14.1
3	5.0	5.4	6.3	7.2
4a	3.9	4.2	4.9	5.6
4b	2.1	2.4	2.9	3.4
5	3.7	4.0	4.7	5.4
6	9.5	10.7	13.1	15.6
7	3.9	4.2	4.9	5.7
8	6.6	7.4	9.0	10.7
9	3.4	3.7	4.3	5.0
10	29.2	32.8	40.0	47.5
11	10.6	12.0	14.8	17.7
TOTAL	105.1	116.9	140.7	165.5

H: RECREATIONAL GOODS

ZONE	2010	2015	2021	2026
1	16.0	17.4	20.5	23.6
2	7.5	8.4	10.2	12.1
3	4.3	4.6	5.4	6.2
4a	3.4	3.6	4.2	4.9
4b	1.8	2.0	2.5	2.9
5	3.1	3.4	4.0	4.6
6	8.1	9.2	11.2	13.4
7	3.3	3.6	4.2	4.9
8	5.6	6.3	7.7	9.2
9	3.0	3.2	3.7	4.3
10	25.1	28.2	34.3	40.8
11	9.1	10.3	12.7	15.2
TOTAL	90.3	100.4	120.9	142.1

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 4A: MARKET SHARE OF MAIN FOOD CONVENIENCE FACILITIES IN STROUD DISTRICT

STORE / CENTRE	ZONE											
	1	2	3	4A	4B	5	6	7	8	9	10	11
STROUD	87.5%	57.9%	79.5%	77.6%	52.0%	35.8%	4.0%	10.0%	5.4%	8.1%	1.0%	8.1%
Tesco, Stroud	39.6%	21.1%	28.2%	32.7%	22.0%	11.1%	0.0%	0.0%	0.0%	1.4%	1.0%	1.0%
Sainsbury's Stroud	20.8%	31.6%	11.5%	16.3%	6.0%	9.9%	2.0%	3.8%	4.3%	4.1%	0.0%	6.1%
Waitrose, Stroud	14.6%	3.9%	30.8%	24.5%	24.0%	14.8%	2.0%	6.3%	0.0%	2.7%	0.0%	1.0%
Iceland, Stroud	4.2%	1.3%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Cashes Green, Stroud	3.1%	0.0%	1.3%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Slad Road, Stroud	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Other	5.2%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CAM	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	12.5%	2.2%	27.0%	3.1%	70.7%
Tesco, Cam	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	12.5%	2.2%	27.0%	3.1%	70.7%
DURSLEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	13.1%
Somerfield, Parsonage Street, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	10.1%
Co-op (Midcounties), Rosebery Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Lidl, Kingshill Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
WOTTON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.3%	5.4%	0.0%	0.0%	0.0%
Co-op (Midcounties), Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	45.0%	2.2%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.3%	0.0%	0.0%	0.0%
NAILSWORTH	5.2%	2.6%	2.6%	4.1%	28.0%	56.8%	5.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Morrisons, Nailsworth	4.2%	2.6%	2.6%	4.1%	24.0%	48.1%	5.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Co-op (Midcounties), Nailsworth	1.0%	0.0%	0.0%	0.0%	4.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Nailsworth	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
STONEHOUSE	0.0%	21.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
Co-op (Midcounties) High Street, Stonehouse	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Eastington, Stonehouse	0.0%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
Co-op (Midcounties) Elm Road, Stonehouse	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BERKELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.2%	0.0%	0.0%
MINCHINHAMPTON	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER STORES IN DISTRICT	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ELSEWHERE	5.2%	18.4%	17.9%	18.4%	18.0%	6.2%	91.0%	31.3%	87.0%	50.0%	94.8%	8.1%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market shares for main food convenience shopping taken from Stroud Household Telephone Survey, excluding 'don't do', 'don't know', 'varies' and internet shopping trips.

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 4B: MARKET SHARE OF TOP-UP FOOD CONVENIENCE FACILITIES IN STROUD DISTRICT**

STORE / CENTRE	ZONE											
	1	2	3	4A	4B	5	6	7	8	9	10	11
STROUD	77.2%	26.5%	51.4%	51.3%	15.2%	9.1%	4.3%	4.3%	1.1%	2.6%	2.4%	4.4%
Tesco, Stroud	16.3%	5.9%	14.3%	2.6%	2.2%	1.3%	2.2%	0.0%	0.0%	0.0%	0.0%	1.1%
Sainsbury's Stroud	18.5%	10.3%	5.7%	2.6%	0.0%	1.3%	1.1%	1.4%	0.0%	1.3%	1.2%	2.2%
Waitrose, Stroud	8.7%	5.9%	5.7%	5.1%	8.7%	0.0%	0.0%	1.4%	0.0%	1.3%	0.0%	0.0%
Iceland, Stroud	8.7%	1.5%	2.9%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Cashes Green, Stroud	7.6%	1.5%	4.3%	2.6%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Slad Road, Stroud	5.4%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Other	12.0%	1.5%	15.7%	38.5%	0.0%	6.5%	1.1%	1.4%	0.0%	0.0%	1.2%	1.1%
CAM	1.1%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.4%	1.1%	3.9%	3.6%	30.0%
Tesco, Cam	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	1.1%	3.9%	3.6%	30.0%
Other	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DURSLEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.2%	47.8%
Somerfield, Parsonage Street, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.8%
Co-op (Midcounties), Rosebery Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%
Lidl, Kingshill Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.2%	20.0%
WOTTON	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.3%	84.3%	33.3%	1.3%	0.0%	3.3%
Co-op (Midcounties), Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	70.0%	9.2%	1.3%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.1%	14.3%	24.1%	0.0%	0.0%	3.3%
NAILSWORTH	12.0%	0.0%	2.9%	10.3%	30.4%	85.7%	7.6%	1.4%	0.0%	0.0%	0.0%	1.1%
Morrisons, Nailsworth	3.3%	0.0%	1.4%	0.0%	21.7%	42.9%	1.1%	1.4%	0.0%	0.0%	0.0%	1.1%
Co-op (Midcounties), Nailsworth	1.1%	0.0%	0.0%	0.0%	2.2%	13.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Nailsworth	4.3%	0.0%	0.0%	7.7%	2.2%	19.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	3.3%	0.0%	1.4%	2.6%	4.3%	10.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
STONEHOUSE	1.1%	55.9%	2.9%	0.0%	0.0%	2.6%	2.2%	0.0%	0.0%	0.0%	3.6%	0.0%
Co-op (Midcounties) High Street, Stonehouse	1.1%	20.6%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	2.4%	0.0%
Co-op (Midcounties), Eastington, Stonehouse	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Co-op (Midcounties) Elm Road, Stonehouse	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	8.8%	2.9%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BERKELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	77.6%	0.0%	1.1%
MINCHINHAMPTON	0.0%	0.0%	0.0%	0.0%	45.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
PAINSWICK	1.1%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
CHALFORD	0.0%	0.0%	1.4%	23.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER STORES IN DISTRICT	3.3%	11.8%	8.6%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ELSEWHERE	4.3%	5.9%	11.4%	7.7%	8.7%	1.3%	81.5%	8.6%	63.2%	14.5%	88.0%	12.2%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market shares for top-up food convenience shopping taken from Stroud Household Telephone Survey, excluding 'don't do', 'don't know', 'varies' and internet shopping trips.

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 5A: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2010**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	35.0	10.8	8.5	6.6	2.4	2.8	0.8	0.8	0.8	0.6	0.7	1.8	71.6
Tesco, Stroud	15.9	3.9	3.0	2.8	1.0	0.9	0.0	0.0	0.0	0.1	0.7	0.2	28.4
Sainsbury's Stroud	8.3	5.9	1.2	1.4	0.3	0.8	0.4	0.3	0.6	0.3	0.0	1.4	20.9
Waitrose, Stroud	5.8	0.7	3.3	2.1	1.1	1.2	0.4	0.5	0.0	0.2	0.0	0.2	15.6
Iceland, Stroud	1.7	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4
Other	2.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.0	0.3	2.0	2.0	16.1	21.5
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.0	0.3	2.0	2.0	16.1	21.5
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.0	3.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.3	2.4
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.8	0.0	0.0	0.0	4.6
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.3	0.0	0.0	0.0	4.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.6
NAILSWORTH	2.1	0.5	0.3	0.3	1.3	4.5	1.0	0.0	0.0	0.0	0.7	0.0	10.6
Morrisons, Nailsworth	1.7	0.5	0.3	0.3	1.1	3.8	1.0	0.0	0.0	0.0	0.7	0.0	9.3
Co-op (Midcounties), Nailsworth	0.4	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.0
Co-op (Midcounties) High Street, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Eastington, Stonehouse	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.8
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.9
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
ELSEWHERE	2.1	3.4	1.9	1.6	0.8	0.5	18.5	2.6	12.3	3.7	59.4	1.8	108.6
TOTAL	40.0	18.6	10.7	8.5	4.6	7.9	20.3	8.3	14.1	7.4	62.7	22.8	225.9

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5B: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2010**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	13.2	2.1	2.4	1.9	0.3	0.3	0.4	0.2	0.1	0.1	0.6	0.4	21.9
Tesco, Stroud	2.8	0.5	0.7	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	4.4
Sainsbury's Stroud	3.2	0.8	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.3	0.2	5.1
Waitrose, Stroud	1.5	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.7
Iceland, Stroud	1.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	0.9	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.1
Other	2.1	0.1	0.7	1.4	0.0	0.2	0.1	0.1	0.0	0.0	0.3	0.1	5.1
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	2.9	4.4
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	2.9	4.3
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	4.7	5.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	1.7
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	2.0	2.3
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.0	2.0	0.0	0.0	0.3	5.7
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.5	0.6	0.0	0.0	0.0	3.3
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	1.5	0.0	0.0	0.3	2.4
NAILSWORTH	2.1	0.0	0.1	0.4	0.6	2.9	0.7	0.1	0.0	0.0	0.0	0.1	6.9
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.4	1.4	0.1	0.1	0.0	0.0	0.0	0.1	2.7
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.4	0.5	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.7	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Other	0.6	0.0	0.1	0.1	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	1.2
STONEHOUSE	0.2	4.5	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.0	0.0	6.0
Co-op (Midcounties) High Street, Stonehouse	0.2	1.6	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.6	0.0	2.7
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	2.3
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.7	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.5	0.0	0.1	2.7
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
PAINSWICK	0.2	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.4
CHALFORD	0.0	0.0	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
OTHER STORES IN COUNTY	0.6	0.9	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
ELSEWHERE	0.7	0.5	0.5	0.3	0.2	0.0	7.1	0.3	3.8	0.5	23.6	1.2	38.7
TOTAL	17.2	8.0	4.6	3.6	2.0	3.4	8.7	3.6	6.0	3.2	26.9	9.8	96.8

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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STROUD RETAIL STUDY

TABLE 5C: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2015

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	36.4	11.6	8.8	6.7	2.5	2.9	0.9	0.9	0.8	0.6	0.7	2.0	74.8
Tesco, Stroud	16.5	4.2	3.1	2.8	1.1	0.9	0.0	0.0	0.0	0.1	0.7	0.2	29.6
Sainsbury's Stroud	8.7	6.3	1.3	1.4	0.3	0.8	0.4	0.3	0.7	0.3	0.0	1.5	22.0
Waitrose, Stroud	6.1	0.8	3.4	2.1	1.2	1.2	0.4	0.5	0.0	0.2	0.0	0.2	16.2
Iceland, Stroud	1.7	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4
Other	2.2	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.3	2.1	2.1	17.4	23.1
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.3	2.1	2.1	17.4	23.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.2	3.3
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.5	2.6
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.8	0.0	0.0	0.0	4.8
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.3	0.0	0.0	0.0	4.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.6
NAILSWORTH	2.2	0.5	0.3	0.4	1.4	4.6	1.1	0.0	0.0	0.0	0.7	0.0	11.1
Morrisons, Nailsworth	1.7	0.5	0.3	0.4	1.2	3.9	1.1	0.0	0.0	0.0	0.7	0.0	9.8
Co-op (Midcounties), Nailsworth	0.4	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.3
Co-op (Midcounties) High Street, Stonehouse	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Eastington, Stonehouse	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.9
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.9
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
ELSEWHERE	2.2	3.7	2.0	1.6	0.9	0.5	20.0	2.7	13.2	3.8	63.7	2.0	116.1
TOTAL	41.6	20.0	11.0	8.7	4.9	8.2	21.9	8.6	15.1	7.6	67.2	24.6	239.5

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5D: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2015**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	13.7	2.3	2.4	1.9	0.3	0.3	0.4	0.2	0.1	0.1	0.7	0.5	22.9
Tesco, Stroud	2.9	0.5	0.7	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	4.6
Sainsbury's Stroud	3.3	0.9	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.3	0.2	5.4
Waitrose, Stroud	1.5	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.8
Iceland, Stroud	1.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	1.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.2
Other	2.1	0.1	0.7	1.4	0.0	0.2	0.1	0.1	0.0	0.0	0.3	0.1	5.3
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	3.2	4.7
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	3.2	4.7
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	5.0	5.5
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	1.9
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	2.1	2.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.1	2.2	0.0	0.0	0.4	6.0
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.6	0.6	0.0	0.0	0.0	3.4
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	1.6	0.0	0.0	0.4	2.6
NAILSWORTH	2.1	0.0	0.1	0.4	0.6	3.0	0.7	0.1	0.0	0.0	0.0	0.1	7.2
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.5	1.5	0.1	0.1	0.0	0.0	0.0	0.1	2.9
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	1.2
Tesco Express, Nailsworth	0.8	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Other	0.6	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.3
STONEHOUSE	0.2	4.8	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.0	0.0	6.4
Co-op (Midcounties) High Street, Stonehouse	0.2	1.8	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.7	0.0	2.9
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	2.5
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.8	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.5	0.0	0.1	2.8
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
PAINSWICK	0.2	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.5
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
OTHER STORES IN COUNTY	0.6	1.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
ELSEWHERE	0.8	0.5	0.5	0.3	0.2	0.0	7.7	0.3	4.1	0.5	25.3	1.3	41.5
TOTAL	17.8	8.6	4.7	3.7	2.1	3.5	9.4	3.7	6.5	3.3	28.8	10.6	102.6

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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TABLE 5E: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2021

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	38.6	12.7	9.2	7.1	2.8	3.1	1.0	0.9	0.9	0.7	0.8	2.2	79.9
Tesco, Stroud	17.5	4.6	3.3	3.0	1.2	1.0	0.0	0.0	0.0	0.1	0.8	0.3	31.6
Sainsbury's Stroud	9.2	6.9	1.3	1.5	0.3	0.9	0.5	0.3	0.7	0.3	0.0	1.7	23.7
Waitrose, Stroud	6.4	0.9	3.6	2.2	1.3	1.3	0.5	0.6	0.0	0.2	0.0	0.3	17.2
Iceland, Stroud	1.8	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5
Other	2.3	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.4	2.2	2.3	19.4	25.5
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.4	2.2	2.3	19.4	25.5
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.6	3.7
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.8	2.9
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.9	0.0	0.0	0.0	5.1
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.4	0.0	0.0	0.0	4.5
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.7
NAILSWORTH	2.3	0.6	0.3	0.4	1.5	4.9	1.2	0.0	0.0	0.0	0.8	0.0	11.9
Morrisons, Nailsworth	1.8	0.6	0.3	0.4	1.3	4.2	1.2	0.0	0.0	0.0	0.8	0.0	10.5
Co-op (Midcounties), Nailsworth	0.5	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	4.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.7
Co-op (Midcounties) High Street, Stonehouse	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.1
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
ELSEWHERE	2.3	4.0	2.1	1.7	1.0	0.5	22.0	2.9	14.5	4.0	70.1	2.2	127.2
TOTAL	44.1	22.0	11.6	9.1	5.3	8.6	24.2	9.1	16.6	8.0	73.9	27.4	260.1

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5F: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2021**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	14.6	2.5	2.6	2.0	0.3	0.3	0.5	0.2	0.1	0.1	0.8	0.5	24.4
Tesco, Stroud	3.1	0.6	0.7	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	4.9
Sainsbury's Stroud	3.5	1.0	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.4	0.3	5.8
Waitrose, Stroud	1.6	0.6	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.0
Iceland, Stroud	1.6	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Co-op (Midcounties), Slad Road, Stroud	1.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.3
Other	2.3	0.1	0.8	1.5	0.0	0.2	0.1	0.1	0.0	0.0	0.4	0.1	5.6
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.1	3.5	5.2
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.1	3.5	5.1
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	5.6	6.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	2.1
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	2.3	2.8
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.3	2.4	0.0	0.0	0.4	6.5
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.7	0.7	0.0	0.0	0.0	3.7
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	1.7	0.0	0.0	0.4	2.8
NAILSWORTH	2.3	0.0	0.1	0.4	0.7	3.2	0.8	0.1	0.0	0.0	0.0	0.1	7.7
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.5	1.6	0.1	0.1	0.0	0.0	0.0	0.1	3.1
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.5	0.6	0.0	0.0	0.0	0.0	0.0	1.3
Tesco Express, Nailsworth	0.8	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Other	0.6	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.4
STONEHOUSE	0.2	5.3	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.1	0.0	7.1
Co-op (Midcounties) High Street, Stonehouse	0.2	1.9	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.8	0.0	3.1
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.7
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.8	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.7	0.0	0.1	2.9
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
PAINSWICK	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.6
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
OTHER STORES IN COUNTY	0.6	1.1	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
ELSEWHERE	0.8	0.6	0.6	0.3	0.2	0.0	8.5	0.3	4.5	0.5	27.9	1.4	45.6
TOTAL	18.9	9.4	5.0	3.9	2.3	3.7	10.4	3.9	7.1	3.4	31.7	11.7	111.5

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5G: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2026**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	40.5	13.7	9.6	7.4	3.0	3.3	1.0	1.0	1.0	0.7	0.8	2.4	84.4
Tesco, Stroud	18.3	5.0	3.4	3.1	1.3	1.0	0.0	0.0	0.0	0.1	0.8	0.3	33.4
Sainsbury's Stroud	9.7	7.5	1.4	1.6	0.3	0.9	0.5	0.4	0.8	0.3	0.0	1.8	25.2
Waitrose, Stroud	6.8	0.9	3.7	2.3	1.4	1.3	0.5	0.6	0.0	0.2	0.0	0.3	18.1
Iceland, Stroud	1.9	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5
Other	2.4	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.4	2.3	2.5	21.1	27.6
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.4	2.3	2.5	21.1	27.6
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.9	4.0
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.0	3.1
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	1.0	0.0	0.0	0.0	5.4
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	0.4	0.0	0.0	0.0	4.7
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.0	0.0	0.7
NAILSWORTH	2.4	0.6	0.3	0.4	1.6	5.2	1.3	0.0	0.0	0.0	0.8	0.0	12.6
Morrisons, Nailsworth	1.9	0.6	0.3	0.4	1.4	4.4	1.3	0.0	0.0	0.0	0.8	0.0	11.1
Co-op (Midcounties), Nailsworth	0.5	0.0	0.0	0.0	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	5.1
Co-op (Midcounties) High Street, Stonehouse	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.3
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
ELSEWHERE	2.4	4.4	2.2	1.7	1.0	0.6	23.9	3.0	15.7	4.2	75.7	2.4	137.2
TOTAL	46.3	23.7	12.1	9.5	5.7	9.1	26.2	9.6	18.1	8.4	79.9	29.8	278.5

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 5H: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2026

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	15.3	2.7	2.7	2.1	0.4	0.4	0.5	0.2	0.1	0.1	0.8	0.6	25.7
Tesco, Stroud	3.2	0.6	0.7	0.1	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.1	5.2
Sainsbury's Stroud	3.7	1.0	0.3	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.4	0.3	6.1
Waitrose, Stroud	1.7	0.6	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.2
Iceland, Stroud	1.7	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Cashes Green, Stroud	1.5	0.1	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Slad Road, Stroud	1.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.3
Other	2.4	0.1	0.8	1.6	0.0	0.3	0.1	0.1	0.0	0.0	0.4	0.1	5.9
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.2	3.8	5.7
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.2	3.8	5.6
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	6.1	6.6
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	2.3
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.0
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	2.6	3.1
WOTTON	0.0	0.0	0.0	0.0	0.0	0.1	0.4	3.5	2.6	0.0	0.0	0.4	6.9
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.9	0.7	0.0	0.0	0.0	3.9
Other	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.6	1.9	0.0	0.0	0.4	3.1
NAILSWORTH	2.4	0.0	0.1	0.4	0.7	3.3	0.9	0.1	0.0	0.0	0.0	0.1	8.1
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.5	1.7	0.1	0.1	0.0	0.0	0.0	0.1	3.2
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.1	0.5	0.6	0.0	0.0	0.0	0.0	0.0	1.4
Tesco Express, Nailsworth	0.9	0.0	0.0	0.3	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Other	0.6	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.5
STONEHOUSE	0.2	5.7	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.2	0.0	7.6
Co-op (Midcounties) High Street, Stonehouse	0.2	2.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.8	0.0	3.4
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	3.0
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.9	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.8	0.0	0.1	3.1
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
PAINSWICK	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.7
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
OTHER STORES IN COUNTY	0.6	1.2	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
ELSEWHERE	0.9	0.6	0.6	0.3	0.2	0.1	9.2	0.4	4.9	0.5	30.1	1.6	49.2
TOTAL	19.9	10.2	5.2	4.1	2.5	3.9	11.2	4.1	7.7	3.6	34.2	12.8	119.4

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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TABLE 6A: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	5.6	0.6	0.8	0.6	0.5	0.7	1.0	0.1	0.1	0.0	0.3	0.5	10.7
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.4	0.0	0.1	0.0	0.0	0.3	0.0	1.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.1	0.6
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.3
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.3	0.0	0.4
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	14.1	8.0	4.4	3.4	1.5	2.7	9.0	3.4	6.8	3.5	29.8	10.4	96.9
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	19.6	9.1	5.3	4.2	2.2	3.9	10.0	4.1	6.9	3.6	30.8	11.2	110.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 6B: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	6.0	0.7	0.8	0.6	0.5	0.8	1.1	0.1	0.1	0.0	0.4	0.5	11.7
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.4	0.0	0.1	0.0	0.0	0.4	0.0	1.3
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.1	0.7
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.4
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.4	0.0	0.5
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	15.3	9.0	4.8	3.6	1.7	3.0	10.2	3.7	7.7	3.8	33.5	11.7	108.0
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	21.4	10.3	5.7	4.5	2.5	4.2	11.3	4.4	7.8	3.9	34.6	12.7	123.2

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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TABLE 6C: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	7.1	0.9	1.0	0.7	0.6	0.9	1.3	0.1	0.1	0.0	0.4	0.7	13.9
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.5	0.0	0.1	0.0	0.0	0.4	0.0	1.5
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.2	0.8
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.5
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.4	0.0	0.6
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	18.0	10.9	5.6	4.2	2.1	3.5	12.4	4.3	9.4	4.4	40.8	14.5	130.2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	25.2	12.5	6.6	5.2	3.0	4.9	13.8	5.2	9.5	4.6	42.1	15.6	148.3

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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TABLE 6D: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	8.2	1.0	1.1	0.9	0.7	1.0	1.6	0.2	0.1	0.0	0.5	0.8	16.2
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.3	0.2	0.5	0.0	0.1	0.0	0.0	0.5	0.0	1.8
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.2	1.0
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.5
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.5	0.0	0.7
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	20.8	13.0	6.4	4.8	2.5	4.0	14.8	5.0	11.2	5.0	48.4	17.3	153.3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	29.0	14.9	7.6	6.0	3.6	5.7	16.4	6.0	11.3	5.2	50.0	18.7	174.4

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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TABLE 7A: MARKET SHARE & TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	18.1%	16.1%	11.1%	9.1%	35.5%	16.4%	10.7%	3.0%	0.0%	0.0%	2.5%	5.3%	1.8	0.8	0.3	0.2	0.4	0.3	0.5	0.1	0.0	0.0	0.4	0.3	5.1
Wotton-under-Edge	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	19.7%	5.0%	3.5%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4	0.2	0.1	0.2	0.0	0.9
Nailsworth	4.2%	1.6%	0.0%	3.0%	6.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4	0.1	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.5%	0.0%	9.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.5	0.7
Stonehouse	0.0%	6.5%	1.9%	0.0%	0.0%	3.3%	1.2%	0.0%	0.0%	1.8%	1.2%	2.7%	0.0	0.3	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2	0.2	0.9
Berkeley	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Painswick	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2
Chalford	0.0%	0.0%	1.9%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4
Saul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	77.8%	75.8%	83.3%	78.8%	58.1%	72.1%	88.1%	72.7%	95.0%	86.0%	92.6%	80.0%	7.8	3.5	2.2	1.7	0.7	1.4	4.5	1.5	3.3	1.6	14.5	4.6	47.3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10.0	4.7	2.7	2.1	1.1	2.0	5.1	2.1	3.5	1.9	15.7	5.7	56.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 7B: MARKET SHARE & TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	18.1%	16.1%	11.1%	9.1%	35.5%	16.4%	10.7%	3.0%	0.0%	0.0%	2.5%	5.3%	2.0	0.9	0.3	0.2	0.5	0.4	0.6	0.1	0.0	0.4	0.4	5.7	
Wotton-under-Edge	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	19.7%	5.0%	3.5%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.5	0.2	0.1	0.2	0.0	1.0
Nailsworth	4.2%	1.6%	0.0%	3.0%	6.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5	0.1	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.5%	0.0%	9.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.6	0.8
Stonehouse	0.0%	6.5%	1.9%	0.0%	0.0%	3.3%	1.2%	0.0%	0.0%	1.8%	1.2%	2.7%	0.0	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2	0.2	1.0
Berkeley	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Painswick	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2
Chalford	0.0%	0.0%	1.9%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.4
Saul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	77.8%	75.8%	83.3%	78.8%	58.1%	72.1%	88.1%	72.7%	95.0%	86.0%	92.6%	80.0%	8.6	4.1	2.5	1.8	0.8	1.6	5.2	1.7	3.8	1.8	16.6	5.3	53.7
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	11.1	5.3	3.0	2.3	1.3	2.2	5.9	2.3	4.0	2.0	18.0	6.6	64.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 7C: MARKET SHARE & TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	18.1%	16.1%	11.1%	9.1%	35.5%	16.4%	10.7%	3.0%	0.0%	0.0%	2.5%	5.3%	2.4	1.1	0.4	0.3	0.6	0.4	0.8	0.1	0.0	0.6	0.4	
Wotton-under-Edge	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	19.7%	5.0%	3.5%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.6	0.3	0.1	0.3	0.0
Nailsworth	4.2%	1.6%	0.0%	3.0%	6.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6	0.1	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.5%	0.0%	9.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.8
Stonehouse	0.0%	6.5%	1.9%	0.0%	0.0%	3.3%	1.2%	0.0%	0.0%	1.8%	1.2%	2.7%	0.0	0.4	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.3	0.2
Berkeley	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Painswick	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Chalford	0.0%	0.0%	1.9%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Saul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	77.8%	75.8%	83.3%	78.8%	58.1%	72.1%	88.1%	72.7%	95.0%	86.0%	92.6%	80.0%	10.5	5.1	3.0	2.2	0.9	1.9	6.5	2.0	4.8	2.1	20.9	6.7
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	13.5	6.7	3.5	2.8	1.6	2.6	7.4	2.8	5.1	2.5	22.6	8.4

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 7D: MARKET SHARE & TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	18.1%	16.1%	11.1%	9.1%	35.5%	16.4%	10.7%	3.0%	0.0%	0.0%	2.5%	5.3%	2.9	1.3	0.5	0.3	0.7	0.5	1.0	0.1	0.0	0.7	0.5	8.5	
Wotton-under-Edge	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	19.7%	5.0%	3.5%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.7	0.3	0.1	0.3	0.0	1.5
Nailsworth	4.2%	1.6%	0.0%	3.0%	6.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7	0.1	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.5%	0.0%	9.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	1.0	1.2
Stonehouse	0.0%	6.5%	1.9%	0.0%	0.0%	3.3%	1.2%	0.0%	0.0%	1.8%	1.2%	2.7%	0.0	0.5	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.3	0.3	1.5
Berkeley	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.3
Painswick	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3
Chalford	0.0%	0.0%	1.9%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.6
Saul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Elsewhere	77.8%	75.8%	83.3%	78.8%	58.1%	72.1%	88.1%	72.7%	95.0%	86.0%	92.6%	80.0%	12.4	6.2	3.5	2.6	1.1	2.3	7.9	2.4	5.9	2.5	25.4	8.2	80.4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	15.9	8.2	4.2	3.3	2.0	3.1	9.0	3.3	6.2	2.9	27.5	10.3	95.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8A: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2010**

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)												TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	11	
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	10.4	3.4	2.3	2.0	0.9	1.7	2.8	0.1	0.2	0.2	1.3	1.8	27.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	1.2
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.1	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.8
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.4
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.1	0.5
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	0.9	1.2	0.7	0.3	0.2	0.2	2.9	1.3	3.7	1.4	16.7	2.9	32.5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	11.5	5.4	3.1	2.4	1.3	2.3	5.8	2.4	4.0	2.1	18.0	6.5	64.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8B: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2015**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	11.5	3.9	2.6	2.2	1.0	1.9	3.2	0.1	0.2	0.3	1.5	2.1	30.5
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.1	0.0	0.0	0.0	1.3
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.1	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.9
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.6
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.1	0.6
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.0	1.4	0.8	0.4	0.2	0.3	3.4	1.4	4.2	1.5	19.1	3.4	37.1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	12.8	6.1	3.4	2.7	1.5	2.5	6.7	2.6	4.6	2.3	20.6	7.6	73.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8C: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2021**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	13.9	4.9	3.1	2.6	1.3	2.3	4.0	0.2	0.2	0.3	1.9	2.7	37.5
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.2	0.0	0.0	0.0	0.0	1.6
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.1	0.3	0.4	0.2	0.0	0.0	0.0	0.0	0.0	1.1
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.8	2.1	2.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.1	0.7	0.7
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.0
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6	0.6
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.2	1.8	0.9	0.4	0.3	0.3	4.3	1.7	5.3	1.8	24.0	4.3	46.4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	15.5	7.7	4.1	3.2	1.9	3.0	8.5	3.2	5.8	2.8	25.9	9.6	91.2

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8D: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2026**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	16.5	6.0	3.6	3.1	1.5	2.7	4.9	0.2	0.3	0.4	2.3	3.3	44.8
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.2	0.0	0.0	0.0	1.9	
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.1	0.3	0.5	0.2	0.0	0.0	0.0	0.0	1.3	
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.2	2.5	
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.1	0.9	
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	1.2	
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8	
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.4	2.2	1.1	0.5	0.4	0.4	5.2	2.0	6.5	2.2	29.2	5.3	56.3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	18.3	9.4	4.8	3.8	2.3	3.6	10.3	3.8	7.1	3.3	31.5	11.8	109.9

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9A: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.1	0.1	0.3	0.2	0.1	0.2	0.2	0.0	0.0	0.1	0.1	2.3	
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.4	0.8	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.1	1.8
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.5
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.2	0.4
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	2.2	0.8	0.6	0.5	0.2	0.4	1.6	0.6	1.2	0.5	5.4	1.4	15.4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	3.7	1.7	1.0	0.8	0.4	0.7	1.9	0.8	1.3	0.7	5.7	2.1	20.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9B: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.2	0.1	0.4	0.2	0.1	0.2	0.3	0.0	0.0	0.0	0.1	0.1	2.6
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.4	0.9	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.4	0.1	2.0
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.6
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.3	0.5
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	2.4	0.9	0.6	0.6	0.2	0.5	1.8	0.7	1.4	0.5	6.1	1.7	17.5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	4.1	2.0	1.1	0.9	0.5	0.8	2.2	0.8	1.5	0.7	6.6	2.4	23.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9C: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.4	0.2	0.4	0.2	0.2	0.2	0.3	0.0	0.0	0.0	0.1	0.1	3.1
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.5	1.1	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.5	0.1	2.5
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.7
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.3	0.6
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	2.9	1.1	0.8	0.7	0.3	0.6	2.3	0.8	1.8	0.6	7.7	2.1	21.7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	4.9	2.5	1.3	1.0	0.6	1.0	2.7	1.0	1.9	0.9	8.3	3.1	29.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9D: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.7	0.2	0.5	0.3	0.2	0.3	0.4	0.0	0.0	0.0	0.1	0.1	3.7
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.6	1.3	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.6	0.1	3.0
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.0	0.5	0.9
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.4	0.7
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	3.5	1.4	0.9	0.8	0.4	0.7	2.8	1.0	2.2	0.7	9.4	2.6	26.2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	5.8	3.0	1.5	1.2	0.7	1.1	3.3	1.2	2.3	1.1	10.1	3.8	35.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10A: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	2.9	0.4	0.6	0.7	0.3	0.5	0.4	0.1	0.1	0.0	0.0	0.4	6.5
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	0.8	1.2	0.2	0.1	0.0	0.3	0.3	0.0	0.0	0.1	0.0	0.3	3.3
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.7	1.1
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Brimacombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	8.7	4.2	2.4	1.7	0.7	1.5	5.6	2.1	4.2	2.0	19.7	5.8	58.6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	12.6	5.9	3.4	2.7	1.4	2.5	6.4	2.6	4.4	2.3	19.7	7.1	71.0

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10B: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	3.2	0.5	0.7	0.8	0.4	0.6	0.5	0.1	0.1	0.0	0.0	0.4	7.3
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	0.9	1.4	0.3	0.1	0.0	0.3	0.3	0.0	0.0	0.1	0.0	0.3	3.7
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.8	1.3
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	9.7	4.8	2.7	1.9	0.8	1.7	6.5	2.3	4.9	2.2	22.6	6.7	66.6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	14.0	6.7	3.7	2.9	1.6	2.7	7.4	2.9	5.1	2.6	22.6	8.3	80.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10C: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	3.9	0.6	0.8	0.9	0.5	0.7	0.6	0.1	0.1	0.0	0.0	0.5	8.9
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	1.1	1.8	0.3	0.1	0.0	0.4	0.4	0.0	0.0	0.2	0.0	0.4	4.6
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.2	0.0	1.1	1.6
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.6	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.8
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.3
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	11.7	6.0	3.2	2.3	1.0	2.1	8.2	2.8	6.1	2.6	28.4	8.5	82.8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	16.9	8.4	4.5	3.5	2.0	3.3	9.3	3.5	6.4	3.1	28.4	10.5	99.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10D: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	4.6	0.8	1.0	1.1	0.6	0.8	0.8	0.1	0.1	0.0	0.0	0.7	10.6
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	1.3	2.2	0.4	0.1	0.0	0.4	0.5	0.0	0.0	0.2	0.0	0.5	5.5
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.2	0.0	1.3	2.0
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.7	0.1	0.2	0.0	0.0	0.0	0.0	0.0	1.0
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.3
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	13.9	7.3	3.8	2.7	1.2	2.5	9.9	3.3	7.5	3.1	34.5	10.4	99.9
	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	20.0	10.3	5.2	4.1	2.5	3.9	11.3	4.1	7.8	3.6	34.5	12.9	120.3

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11A: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	11.6	3.2	1.9	1.4	0.6	0.9	1.0	0.1	0.1	0.2	0.7	0.3	22.0
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.2	0.0	0.1	0.1	0.3	1.6	0.2	0.1	0.0	0.0	0.0	0.1	2.7
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.3	0.0	0.0	0.0	1.9
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.1	2.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.7
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.7
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.1	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	6.3	4.5	2.6	2.0	0.8	1.2	8.1	2.2	6.2	2.6	28.4	7.4	72.4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	18.6	8.7	5.0	3.9	2.1	3.7	9.5	3.9	6.6	3.4	29.2	10.6	105.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11B: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	12.7	3.6	2.1	1.6	0.7	1.0	1.1	0.1	0.1	0.2	0.8	0.3
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.3	0.0	0.1	0.1	0.3	1.7	0.3	0.1	0.0	0.0	0.0	0.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.3	0.0	0.0	0.0
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.2	0.1	0.3	0.1	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%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	6.8	5.0	2.9	2.2	1.0	1.3	9.2	2.4	7.0	2.8	32.0	8.4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	20.3	9.8	5.4	4.2	2.4	4.0	10.7	4.2	7.4	3.7	32.8	12.0

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11C: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	14.9	4.4	2.5	1.8	0.8	1.1	1.4	0.1	0.1	0.2	1.0	0.4	28.6
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.3	0.0	0.1	0.1	0.4	2.0	0.3	0.1	0.0	0.0	0.0	0.2	3.5
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.4	0.0	0.0	0.0	2.4
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.9	3.0
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.8
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.9
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.2	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	8.1	6.1	3.3	2.5	1.2	1.5	11.2	2.8	8.5	3.2	39.0	10.4	97.8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	23.9	11.9	6.3	4.9	2.9	4.7	13.1	4.9	9.0	4.3	40.0	14.8	140.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11D: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	17.2	5.2	2.8	2.1	0.9	1.3	1.7	0.1	0.1	0.2	1.2	0.5
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.3	0.0	0.1	0.1	0.4	2.3	0.4	0.1	0.0	0.0	0.0	0.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.4	0.0	0.0	0.0
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.5
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.6	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.2	0.1	0.4	0.1	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%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	9.3	7.3	3.8	2.9	1.4	1.8	13.3	3.2	10.2	3.7	46.2	12.4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	27.5	14.1	7.2	5.6	3.4	5.4	15.6	5.7	10.7	5.0	47.5	17.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12A: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	7.5	3.3	1.2	1.6	0.7	1.0	1.3	0.1	0.3	0.1	0.0	1.1
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.3	0.5	0.3	0.0	0.0	0.0	0.0	0.0
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.4	0.3	0.1	0.0	0.0
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.6	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Minchinhampton	3.9%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	7.2	3.4	2.9	1.7	0.8	1.6	6.5	2.8	4.9	2.7	24.7	7.8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	16.0	7.5	4.3	3.4	1.8	3.1	8.1	3.3	5.6	3.0	25.1	9.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD RETAIL STUDY

TABLE 12B: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	8.2	3.7	1.3	1.7	0.8	1.1	1.5	0.1	0.3	0.1	0.0	1.3
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.6	0.3	0.0	0.0	0.0	0.0	1.3
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.5	0.3	0.1	0.0	1.1
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.7	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.9
Minchinhampton	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	7.9	3.9	3.2	1.8	0.9	1.7	7.4	3.1	5.6	2.9	27.7	8.8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	17.4	8.4	4.6	3.6	2.0	3.4	9.2	3.6	6.3	3.2	28.2	10.3

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12C: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	9.6	4.5	1.5	2.0	1.0	1.3	1.8	0.1	0.4	0.1	0.0	1.6
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.7	0.4	0.0	0.0	0.0	0.0	1.5
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.5	0.4	0.1	0.0	1.3
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.8	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	2.3
Minchinhampton	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	9.2	4.7	3.7	2.1	1.1	2.0	9.0	3.6	6.8	3.4	33.8	10.9
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	20.5	10.2	5.4	4.2	2.5	4.0	11.2	4.2	7.7	3.7	34.3	12.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD RETAIL STUDY

TABLE 12D: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	11.1	5.3	1.7	2.2	1.1	1.4	2.1	0.1	0.5	0.1	0.0	1.9	27.8	
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.5	0.8	0.5	0.0	0.0	0.0	0.0	0.0	1.8	
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.1	0.0	0.6	0.5	0.1	0.0	0.0	0.0	1.5	
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.9	1.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	2.7	
Minchinhampton	3.9%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3	
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.3	0.0	0.3	
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	10.7	5.6	4.2	2.4	1.3	2.3	10.7	4.2	8.1	3.9	40.1	13.0	106.5	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	23.6	12.1	6.2	4.9	2.9	4.6	13.4	4.9	9.2	4.3	40.8	15.2	142.1	

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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TABLE 13: CONVENIENCE FLOORSPACE IN THE MAIN SETTLEMENTS IN STROUD DISTRICT

STORE / LOCATION	FLOORSPACE (sq m net)		CONV GOODS SALES DENSITY (£/sq m)	TOTAL CONVENIENCE GOODS TURNOVER (£m)
	Total Net Sales	Convenience Goods Sales		
STROUD				
Tesco, Stroud	3,367	2,357	12,883	30.4
Sainsbury's Stroud	2,965	2,372	9,613	22.8
Waitrose, Stroud	2,401	2,041	11,869	24.2
Iceland, Stroud	483	459	6,244	2.9
Co-op, Cashes Green, Stroud	1,068	962	6,953	6.7
Co-op, Slad Road, Stroud	148	133	6,953	0.9
Other		1,480	5,214	7.7
TOTAL				95.6
CAM				
Tesco, Cam	1,538	1,307	12,883	16.8
DURSLEY				
Somerfield, Parsonage Street, Dursley	500	450	6,953	3.1
Co-op, Rosebery Road, Dursley	141	134	6,953	0.9
Lidl, Kingshill Road, Dursley	643	546	2,961	1.6
Other	481	433	5,414	2.3
TOTAL				8.0
WOTTON				
Co-op (Midcounties), Wotton-under-Edge	429	386	6,953	2.7
Other	438	438	6,834	3.0
NAILSWORTH				
Morrisons, Nailsworth	1,159	1,043	11,555	12.0
Tesco Express, Nailsworth	151	143	9,000	1.3
Co-op	232	209	6,953	1.5
Other		550	2,268	1.2
				16.0
STONEHOUSE				
Co-op, High Street, Stonehouse	1,076	968	6,953	6.7
Co-op, Eastington	141	134	6,953	0.9
Co-op, Elm Road, Stonehouse	100	95	6,953	0.7
Co-op, Kings Stanley	136	129	6,953	0.9
Other	254	241	3,836	0.9
BERKELEY	401	381	9,365	3.6
MINCHINHAMPTON	150	143	6,911	1.0

TABLE 14: COMMITMENTS IN STROUD DISTRICT

	FLOORSPACE (sq m net)	SALES DENSITY (£/sq m)	BENCHMARK TURNOVER (£m)
Sainsburys extension, Stroud comparison	848	7453	6.3
FOCUS unit convenience	792	4700	3.7
comparison	198	4700	0.9
Sainsburys, Dursley convenience	1486	9,613	14.3
comparison	372	7453	2.8

Notes:

floorspace data from Stroud District Council, GVA and IGD data

sales densities for large stores derived from Mintel and Verdict research and sales densities for other town centre floorspace based on existing trading levels

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 15a: CONVENIENCE GOODS CAPACITY 2010-2026

Stroud

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	93.6	97.7	104.3	110.2
Market Share (%)	29.0	28.6	28.1	27.7
Expenditure Inflow (£m)	6.8	7.1	7.6	8.0
Total Turnover Potential (£m)	100.4	104.8	111.9	118.2
Benchmark Turnover of Existing and Committed Facilities (£m)	99.3	99.8	102.0	104.6
Residual Expenditure (£m)	1.1	5.0	9.9	13.6
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	108	498	966	1295

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 15b: CONVENIENCE GOODS CAPACITY 2010-2026

Cam / Dursley

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	34.0	36.6	40.4	43.9
Market Share (%)	10.5	10.7	10.9	11.0
Expenditure Inflow (£m)	2.5	2.7	3.0	3.2
Total Turnover Potential (£m)	36.5	39.3	43.4	47.1
Benchmark Turnover of Existing and Committed Facilities (£m)	39.2	39.3	40.2	41.2
Residual Expenditure (£m)	-2.6	-0.1	3.2	5.8
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	-264	-6	309	553

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 15c: CONVENIENCE GOODS CAPACITY 2010-2026

Nailsworth

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	17.5	18.3	19.6	20.7
Market Share (%)	5.4	5.3	5.3	5.2
Expenditure Inflow (£m)	1.3	1.3	1.4	1.5
Total Turnover Potential (£m)	18.7	19.6	21.0	22.2
Benchmark Turnover of Existing and Committed Facilities (£m)	16.0	16.1	16.5	16.9
Residual Expenditure (£m)	2.7	3.5	4.5	5.4
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	270	349	442	508

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 15d: CONVENIENCE GOODS CAPACITY 2010-2026

Wotton-under-Edge

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	10.3	10.8	11.6	12.4
Market Share (%)	3.2	3.2	3.1	3.1
Expenditure Inflow (£m)	0.8	0.8	0.8	0.9
Total Turnover Potential (£m)	11.1	11.6	12.5	13.3
Benchmark Turnover of Existing and Committed Facilities (£m)	5.7	5.7	5.8	6.0
Residual Expenditure (£m)	5.4	5.9	6.7	7.3
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	540	589	648	692

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 15e: CONVENIENCE GOODS CAPACITY 2010-2026

Stonehouse

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	10.1	10.8	11.8	12.7
Market Share (%)	3.1	3.1	3.2	3.2
Expenditure Inflow (£m)	0.7	0.8	0.9	0.9
Total Turnover Potential (£m)	10.8	11.5	12.7	13.7
Benchmark Turnover of Existing and Committed Facilities (£m)	10.1	10.2	10.4	10.7
Residual Expenditure (£m)	0.6	1.4	2.3	3.0
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	65	134	219	284

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 17a: COMPARISON GOODS CAPACITY - 2010-2026

Stroud

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	91.9	102.0	123.0	144.9
Market Share (%)	17.7	17.5	17.3	17.2
Expenditure Inflow (£m)	5.5	6.1	7.4	8.7
Total Turnover Potential (£m)	97.4	108.1	130.4	153.6
Benchmark Turnover of Existing and Committed Facilities (£m)	97.4	103.9	115.4	127.4
Residual Expenditure (£m)	0.0	4.2	15.0	26.1
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	787	2526	3992

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 17B: COMPARISON GOODS CAPACITY - 2010-2026

Cam / Dursley

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	8.1	9.2	11.5	13.8
Market Share (%)	1.6	1.6	1.6	1.6
Expenditure Inflow (£m)	0.5	0.6	0.7	0.8
Total Turnover Potential (£m)	8.6	9.8	12.2	14.7
Benchmark Turnover of Existing and Committed Facilities (£m)	8.6	9.1	10.1	11.2
Residual Expenditure (£m)	0.0	0.6	2.0	3.5
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	118	340	533

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 17C: COMPARISON GOODS CAPACITY - 2010-2026

Nailsworth

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	6.9	7.6	9.1	10.7
Market Share (%)	1.3	1.3	1.3	1.3
Expenditure Inflow (£m)	0.4	0.5	0.5	0.6
Total Turnover Potential (£m)	7.3	8.0	9.6	11.3
Benchmark Turnover of Existing and Committed Facilities (£m)	7.3	7.8	8.6	9.5
Residual Expenditure (£m)	0.0	0.3	1.0	1.8
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	53	172	272

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 17D: COMPARISON GOODS CAPACITY - 2010-2026

Wotton-under-Edge

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	5.8	6.4	7.7	9.1
Market Share (%)	1.1	1.1	1.1	1.1
Expenditure Inflow (£m)	0.3	0.4	0.5	0.5
Total Turnover Potential (£m)	6.2	6.8	8.2	9.6
Benchmark Turnover of Existing and Committed Facilities (£m)	6.2	6.6	7.3	8.1
Residual Expenditure (£m)	0.0	0.2	0.9	1.5
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	45	148	235

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 17E: COMPARISON GOODS CAPACITY - 2010-2026

Stonehouse

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	9.7	11.0	13.5	16.2
Market Share (%)	1.9	1.9	1.9	1.9
Expenditure Inflow (£m)	0.6	0.7	0.8	1.0
Total Turnover Potential (£m)	10.3	11.6	14.3	17.2
Benchmark Turnover of Existing and Committed Facilities (£m)	10.3	11.0	12.2	13.5
Residual Expenditure (£m)	0.0	0.6	2.1	3.7
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	119	355	558

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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Appendix J
Scenario C Quantitative Assessment

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 1: POPULATION OF STUDY AREA, BY SURVEY ZONE (2010-2026)

ZONE	POSTCODE SECTORS	2010	2015	2021	2026	Change, 2010-15 No. (%)		Change, 2010-26 No. (%)	
1 STROUD	TOTAL	31,236	31,684	32,222	32,671	448	1.4	1,435	4.6
2 STONEHOUSE	TOTAL	14,546	14,752	14,999	15,205	206	1.4	659	4.5
3 PAINSWICK	TOTAL	8,358	8,515	8,704	8,861	157	1.9	503	6.0
4a CHALFORD	TOTAL	6,600	6,604	6,610	6,614	4	0.1	14	0.2
4b MINCHINHAMPION	TOTAL	3,562	3,698	3,861	3,997	136	3.8	435	12.2
5 NAILSWORTH	TOTAL	6,127	6,187	6,260	6,320	60	1.0	193	3.1
6 EASTERN FRINGE	TOTAL	15,848	16,657	17,513	18,233	809	5.1	2,385	15.0
7 WOOTTON	TOTAL	6,485	6,683	6,920	7,118	198	3.1	633	9.8
8 SOUTHERN FRINGE	TOTAL	10,991	11,481	12,048	12,577	490	4.5	1,586	14.4
9 BERKELEY	TOTAL	5,777	5,930	6,113	6,266	153	2.6	489	8.5
10 NORTHERN FRINGE	TOTAL	48,903	51,262	54,092	56,451	2,359	4.8	7,548	15.4
11 DURSLEY	TOTAL	17,752	18,280	18,914	19,443	528	3.0	1,691	9.5
TOTAL		176,185	181,734	188,257	193,756	5,549	3.1	17,571	10.0

Notes:

Population figures for each zone for 2010 derived from Experian Business Strategies Retail Planner Reports (dated November 2009).

Growth for Zones 1-5, 7, 9-11 based on global population growth figures for Stroud District along with the following assumptions for the distribution of population growth (based on distribution of new housing development):

Population growth per annum in Stroud District (2010-2026)**850***(ONS 2006 sub-national population projections for Stroud District)***Distribution of Growth (by zone)**

	%	People
Stroud	11%	90
Stonehouse	5%	41
Painswick	4%	31
Chalford	0%	1
Minchinhampton	3%	27
Nailsworth	1%	12
Wootton	5%	40
Berkeley	4%	31
Northern Fringe	55%	472
Dursley	12%	106
Total	100%	850

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STROUD RETAIL STUDY

**TABLE 2: PER CAPITA EXPENDITURE WITHIN STUDY AREA
BY GOODS CATEGORY AND ZONE, 2010-2026**

A: CONVENIENCE GOODS

	2010	2015	2021	2026
	1831	1882	1974	2054

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

	2010	2015	2021	2026
	629	678	788	900

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

	2010	2015	2021	2026
	321	352	422	494

D: DIY & DECORATING GOODS

ZONE	2010	2015	2021	2026
	368	404	484	567

Notes:

see notes overleaf

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**TABLE 2 (Continued): PER CAPITA EXPENDITURE WITHIN STUDY
AREA BY GOODS CATEGORY AND ZONE, 2010-2026**

E: DOMESTIC APPLIANCES

	2010	2015	2021	2026
	117	129	155	181

F: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

	2010	2015	2021	2026
	403	443	530	621

G: PERSONAL & LUXURY GOODS

	2010	2015	2021	2026
	597	643	747	854

H: RECREATIONAL GOODS

	2010	2015	2021	2026
	512	552	642	733

Notes:

see notes overleaf

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STROUD RETAIL STUDY**NOTES TO TABLE 2: PER CAPITA EXPENDITURE WITHIN STUDY AREA BY GOODS CATEGORY AND ZONE, 2010-2026**

Per capita expenditure estimates for convenience goods and individual comparison goods categories within each survey zone derived from Experian Business Strategies (EBS) Retail Planner Reports dated November 2009.

Per capita expenditure estimates for each goods category exclude an allowance for non-store sales and are projected forward using data derived from Experian Retail Planner forecasts (August 2009). In order to provide an accurate picture for non-store sales, the current levels of non-store sales for non-food goods categories provided by Experian.

Goods Category	Constituent EBS Expenditure Categories	Allowance for non-store sales	Expenditure Projections (per annum)					
			2008	2009	2010	2011	2012-2016	2017-2026
Convenience Goods	Convenience Goods	1.9	0.9	-0.5	-0.2	0.6	0.8	0.9
Clothes & Footwear	Clothing	11.0	1.7	3.6	-0.1	1.2	2.3	2.7
	Shoes	9.8	1.7	3.6	-0.1	1.2	2.3	2.7
Furniture, Floorcoverings & Textiles	furniture and furnishings (90%)	5.0	4.8	-3.9	-0.9	0.8	2.9	3.2
	household textiles	13.5	4.8	-3.9	-0.9	0.8	2.9	3.2
DIY & Decorating	Materials for maintenance	4.7	4.8	-3.9	-0.9	0.8	2.9	3.2
	small tools	9.8	4.8	-3.9	-0.9	0.8	2.9	3.2
	major tools	9.8	4.8	-3.9	-0.9	0.8	2.9	3.2
	gardens, plants, etc	8.1	4.8	-3.9	-0.9	0.8	2.9	3.2
	furniture and furnishings (10%)	5.0	4.8	-3.9	-0.9	0.8	2.9	3.2
	non-durable household goods	6.5	4.8	-3.9	-0.9	0.8	2.9	3.2
Domestic Appliances	major household appliances	8.9	4.8	-3.9	-0.9	0.8	2.9	3.2
	appliances for personal care (10%)	2.1	4.8	-3.9	-0.9	0.8	2.9	3.2
	small appliances	8.9	4.8	-3.9	-0.9	0.8	2.9	3.2
TV, Hi-Fi & Radio	recording media	14.7	4.8	-3.9	-0.9	0.8	2.9	3.2
	audio-visual	16.4	4.8	-3.9	-0.9	0.8	2.9	3.2
Personal & Luxury	glassware	8.4	1.7	3.6	-0.1	1.2	2.3	2.7
	medical goods	2.0	1.7	3.6	-0.1	1.2	2.3	2.7
	therapeutic appliances	0.8	1.7	3.6	-0.1	1.2	2.3	2.7
	appliances for personal care (90%)	2.1	1.7	3.6	-0.1	1.2	2.3	2.7
	jewellery	11.1	1.7	3.6	-0.1	1.2	2.3	2.7
	other personal effects	3.8	1.7	3.6	-0.1	1.2	2.3	2.7
Recreational	bicycles	0.9	1.7	3.6	-0.1	1.2	2.3	2.7
	games, toys, etc	10.7	1.7	3.6	-0.1	1.2	2.3	2.7
	pets	2.4	1.7	3.6	-0.1	1.2	2.3	2.7
	books	12.5	1.7	3.6	-0.1	1.2	2.3	2.7

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STROUD RETAIL STUDY

**TABLE 3: TOTAL EXPENDITURE WITHIN STUDY AREA BY
GOODS CATEGORY AND ZONE, 2010-2026**

A: CONVENIENCE GOODS

ZONE	2010	2015	2021	2026
1	57.2	59.6	63.6	67.1
2	26.6	27.8	29.6	31.2
3	15.3	16.0	17.2	18.2
4a	12.1	12.4	13.0	13.6
4b	6.5	7.0	7.6	8.2
5	11.2	11.6	12.4	13.0
6	29.0	31.4	34.6	37.4
7	11.9	12.6	13.7	14.6
8	20.1	21.6	23.8	25.8
9	10.6	11.2	12.1	12.9
10	89.6	96.5	106.8	115.9
11	32.5	34.4	37.3	39.9
TOTAL	322.7	342.1	371.6	397.9

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

ZONE	2010	2015	2021	2026
1	19.6	21.5	25.4	29.4
2	9.1	10.0	11.8	13.7
3	5.3	5.8	6.9	8.0
4a	4.2	4.5	5.2	6.0
4b	2.2	2.5	3.0	3.6
5	3.9	4.2	4.9	5.7
6	10.0	11.3	13.8	16.4
7	4.1	4.5	5.5	6.4
8	6.9	7.8	9.5	11.3
9	3.6	4.0	4.8	5.6
10	30.8	34.8	42.6	50.8
11	11.2	12.4	14.9	17.5
TOTAL	110.8	123.2	148.3	174.4

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

ZONE	2010	2015	2021	2026
1	10.0	11.2	13.6	16.1
2	4.7	5.2	6.3	7.5
3	2.7	3.0	3.7	4.4
4a	2.1	2.3	2.8	3.3
4b	1.1	1.3	1.6	2.0
5	2.0	2.2	2.6	3.1
6	5.1	5.9	7.4	9.0
7	2.1	2.4	2.9	3.5
8	3.5	4.0	5.1	6.2
9	1.9	2.1	2.6	3.1
10	15.7	18.1	22.8	27.9
11	5.7	6.4	8.0	9.6
TOTAL	56.5	64.1	79.5	95.7

D: DIY & DECORATING GOODS

ZONE	2010	2015	2021	2026
1	11.5	12.8	15.6	18.5
2	5.4	6.0	7.3	8.6
3	3.1	3.4	4.2	5.0
4a	2.4	2.7	3.2	3.8
4b	1.3	1.5	1.9	2.3
5	2.3	2.5	3.0	3.6
6	5.8	6.7	8.5	10.3
7	2.4	2.7	3.4	4.0
8	4.0	4.6	5.8	7.1
9	2.1	2.4	3.0	3.6
10	18.0	20.7	26.2	32.0
11	6.5	7.4	9.2	11.0
TOTAL	64.8	73.5	91.2	109.9

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

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**TABLE 3 (Continued): TOTAL EXPENDITURE WITHIN STUDY AREA
BY GOODS CATEGORY AND ZONE, 2010-2026**

E: DOMESTIC APPLIANCES

ZONE	2010	2015	2021	2026
1	3.7	4.1	5.0	5.9
2	1.7	1.9	2.3	2.8
3	1.0	1.1	1.3	1.6
4a	0.8	0.9	1.0	1.2
4b	0.4	0.5	0.6	0.7
5	0.7	0.8	1.0	1.1
6	1.9	2.2	2.7	3.3
7	0.8	0.9	1.1	1.3
8	1.3	1.5	1.9	2.3
9	0.7	0.8	0.9	1.1
10	5.7	6.6	8.4	10.2
11	2.1	2.4	2.9	3.5
TOTAL	20.7	23.5	29.1	35.1

F: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

ZONE	2010	2015	2021	2026
1	12.6	14.0	17.1	20.3
2	5.9	6.5	8.0	9.4
3	3.4	3.8	4.6	5.5
4a	2.7	2.9	3.5	4.1
4b	1.4	1.6	2.0	2.5
5	2.5	2.7	3.3	3.9
6	6.4	7.4	9.3	11.3
7	2.6	3.0	3.7	4.4
8	4.4	5.1	6.4	7.8
9	2.3	2.6	3.2	3.9
10	19.7	22.7	28.7	35.0
11	7.1	8.1	10.0	12.1
TOTAL	71.0	80.5	99.8	120.3

G: PERSONAL & LUXURY GOODS

ZONE	2010	2015	2021	2026
1	18.6	20.4	24.1	27.9
2	8.7	9.5	11.2	13.0
3	5.0	5.5	6.5	7.6
4a	3.9	4.2	4.9	5.6
4b	2.1	2.4	2.9	3.4
5	3.7	4.0	4.7	5.4
6	9.5	10.7	13.1	15.6
7	3.9	4.3	5.2	6.1
8	6.6	7.4	9.0	10.7
9	3.4	3.8	4.6	5.4
10	29.2	33.0	40.4	48.2
11	10.6	11.8	14.1	16.6
TOTAL	105.1	116.9	140.7	165.5

H: RECREATIONAL GOODS

ZONE	2010	2015	2021	2026
1	16.0	17.5	20.7	24.0
2	7.5	8.1	9.6	11.2
3	4.3	4.7	5.6	6.5
4a	3.4	3.6	4.2	4.9
4b	1.8	2.0	2.5	2.9
5	3.1	3.4	4.0	4.6
6	8.1	9.2	11.2	13.4
7	3.3	3.7	4.4	5.2
8	5.6	6.3	7.7	9.2
9	3.0	3.3	3.9	4.6
10	25.1	28.3	34.7	41.4
11	9.1	10.1	12.1	14.3
TOTAL	90.3	100.4	120.9	142.1

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

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TABLE 4A: MARKET SHARE OF MAIN FOOD CONVENIENCE FACILITIES IN STROUD DISTRICT

STORE / CENTRE	ZONE											
	1	2	3	4A	4B	5	6	7	8	9	10	11
STROUD	87.5%	57.9%	79.5%	77.6%	52.0%	35.8%	4.0%	10.0%	5.4%	8.1%	1.0%	8.1%
Tesco, Stroud	39.6%	21.1%	28.2%	32.7%	22.0%	11.1%	0.0%	0.0%	0.0%	1.4%	1.0%	1.0%
Sainsbury's Stroud	20.8%	31.6%	11.5%	16.3%	6.0%	9.9%	2.0%	3.8%	4.3%	4.1%	0.0%	6.1%
Waitrose, Stroud	14.6%	3.9%	30.8%	24.5%	24.0%	14.8%	2.0%	6.3%	0.0%	2.7%	0.0%	1.0%
Iceland, Stroud	4.2%	1.3%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Cashes Green, Stroud	3.1%	0.0%	1.3%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Slad Road, Stroud	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Other	5.2%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CAM	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	12.5%	2.2%	27.0%	3.1%	70.7%
Tesco, Cam	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	12.5%	2.2%	27.0%	3.1%	70.7%
DURSLEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	13.1%
Somerfield, Parsonage Street, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	10.1%
Co-op (Midcounties), Rosebery Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Lidl, Kingshill Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
WOTTON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.3%	5.4%	0.0%	0.0%	0.0%
Co-op (Midcounties), Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	45.0%	2.2%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.3%	0.0%	0.0%	0.0%
NAILSWORTH	5.2%	2.6%	2.6%	4.1%	28.0%	56.8%	5.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Morrisons, Nailsworth	4.2%	2.6%	2.6%	4.1%	24.0%	48.1%	5.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Co-op (Midcounties), Nailsworth	1.0%	0.0%	0.0%	0.0%	4.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Nailsworth	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
STONEHOUSE	0.0%	21.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
Co-op (Midcounties) High Street, Stonehouse	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Eastington, Stonehouse	0.0%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
Co-op (Midcounties) Elm Road, Stonehouse	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BERKELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.2%	0.0%	0.0%
MINCHINHAMPTON	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER STORES IN DISTRICT	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ELSEWHERE	5.2%	18.4%	17.9%	18.4%	18.0%	6.2%	91.0%	31.3%	87.0%	50.0%	94.8%	8.1%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market shares for main food convenience shopping taken from Stroud Household Telephone Survey, excluding 'don't do', 'don't know', 'varies' and internet shopping trips.

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TABLE 4B: MARKET SHARE OF TOP-UP FOOD CONVENIENCE FACILITIES IN STROUD DISTRICT

STORE / CENTRE	ZONE											
	1	2	3	4A	4B	5	6	7	8	9	10	11
STROUD	77.2%	26.5%	51.4%	51.3%	15.2%	9.1%	4.3%	4.3%	1.1%	2.6%	2.4%	4.4%
Tesco, Stroud	16.3%	5.9%	14.3%	2.6%	2.2%	1.3%	2.2%	0.0%	0.0%	0.0%	0.0%	1.1%
Sainsbury's Stroud	18.5%	10.3%	5.7%	2.6%	0.0%	1.3%	1.1%	1.4%	0.0%	1.3%	1.2%	2.2%
Waitrose, Stroud	8.7%	5.9%	5.7%	5.1%	8.7%	0.0%	0.0%	1.4%	0.0%	1.3%	0.0%	0.0%
Iceland, Stroud	8.7%	1.5%	2.9%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Cashes Green, Stroud	7.6%	1.5%	4.3%	2.6%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Slad Road, Stroud	5.4%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Other	12.0%	1.5%	15.7%	38.5%	0.0%	6.5%	1.1%	1.4%	0.0%	0.0%	1.2%	1.1%
CAM	1.1%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.4%	1.1%	3.9%	3.6%	30.0%
Tesco, Cam	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	1.1%	3.9%	3.6%	30.0%
Other	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DURSLEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.2%	47.8%
Somerfield, Parsonage Street, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.8%
Co-op (Midcounties), Rosebery Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%
Lidl, Kingshill Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.2%	20.0%
WOTTON	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.3%	84.3%	33.3%	1.3%	0.0%	3.3%
Co-op (Midcounties), Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	70.0%	9.2%	1.3%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.1%	14.3%	24.1%	0.0%	0.0%	3.3%
NAILSWORTH	12.0%	0.0%	2.9%	10.3%	30.4%	85.7%	7.6%	1.4%	0.0%	0.0%	0.0%	1.1%
Morrisons, Nailsworth	3.3%	0.0%	1.4%	0.0%	21.7%	42.9%	1.1%	1.4%	0.0%	0.0%	0.0%	1.1%
Co-op (Midcounties), Nailsworth	1.1%	0.0%	0.0%	0.0%	2.2%	13.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Nailsworth	4.3%	0.0%	0.0%	7.7%	2.2%	19.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	3.3%	0.0%	1.4%	2.6%	4.3%	10.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
STONEHOUSE	1.1%	55.9%	2.9%	0.0%	0.0%	2.6%	2.2%	0.0%	0.0%	0.0%	3.6%	0.0%
Co-op (Midcounties) High Street, Stonehouse	1.1%	20.6%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	2.4%	0.0%
Co-op (Midcounties), Eastington, Stonehouse	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Co-op (Midcounties) Elm Road, Stonehouse	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	8.8%	2.9%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BERKELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	77.6%	0.0%	1.1%
MINCHINHAMPTON	0.0%	0.0%	0.0%	0.0%	45.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
PAINSWICK	1.1%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
CHALFORD	0.0%	0.0%	1.4%	23.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER STORES IN DISTRICT	3.3%	11.8%	8.6%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ELSEWHERE	4.3%	5.9%	11.4%	7.7%	8.7%	1.3%	81.5%	8.6%	63.2%	14.5%	88.0%	12.2%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market shares for top-up food convenience shopping taken from Stroud Household Telephone Survey, excluding 'don't do', 'don't know', 'varies' and internet shopping trips.

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TABLE 5A: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2010

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	35.0	10.8	8.5	6.6	2.4	2.8	0.8	0.8	0.8	0.6	0.7	1.8	71.6
Tesco, Stroud	15.9	3.9	3.0	2.8	1.0	0.9	0.0	0.0	0.0	0.1	0.7	0.2	28.4
Sainsbury's Stroud	8.3	5.9	1.2	1.4	0.3	0.8	0.4	0.3	0.6	0.3	0.0	1.4	20.9
Waitrose, Stroud	5.8	0.7	3.3	2.1	1.1	1.2	0.4	0.5	0.0	0.2	0.0	0.2	15.6
Iceland, Stroud	1.7	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4
Other	2.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.0	0.3	2.0	2.0	16.1	21.5
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.0	0.3	2.0	2.0	16.1	21.5
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.0	3.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.3	2.4
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.8	0.0	0.0	0.0	4.6
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.3	0.0	0.0	0.0	4.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.6
NAILSWORTH	2.1	0.5	0.3	0.3	1.3	4.5	1.0	0.0	0.0	0.0	0.7	0.0	10.6
Morrisons, Nailsworth	1.7	0.5	0.3	0.3	1.1	3.8	1.0	0.0	0.0	0.0	0.7	0.0	9.3
Co-op (Midcounties), Nailsworth	0.4	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.0
Co-op (Midcounties) High Street, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Eastington, Stonehouse	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.8
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.9
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
ELSEWHERE	2.1	3.4	1.9	1.6	0.8	0.5	18.5	2.6	12.3	3.7	59.4	1.8	108.6
TOTAL	40.0	18.6	10.7	8.5	4.6	7.9	20.3	8.3	14.1	7.4	62.7	22.8	225.9

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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TABLE 5B: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2010

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	13.2	2.1	2.4	1.9	0.3	0.3	0.4	0.2	0.1	0.1	0.6	0.4	21.9
Tesco, Stroud	2.8	0.5	0.7	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	4.4
Sainsbury's Stroud	3.2	0.8	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.3	0.2	5.1
Waitrose, Stroud	1.5	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.7
Iceland, Stroud	1.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	0.9	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.1
Other	2.1	0.1	0.7	1.4	0.0	0.2	0.1	0.1	0.0	0.0	0.3	0.1	5.1
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	2.9	4.4
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	2.9	4.3
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	4.7	5.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	1.7
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	2.0	2.3
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.0	2.0	0.0	0.0	0.3	5.7
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.5	0.6	0.0	0.0	0.0	3.3
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	1.5	0.0	0.0	0.3	2.4
NAILSWORTH	2.1	0.0	0.1	0.4	0.6	2.9	0.7	0.1	0.0	0.0	0.0	0.1	6.9
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.4	1.4	0.1	0.1	0.0	0.0	0.0	0.1	2.7
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.4	0.5	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.7	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Other	0.6	0.0	0.1	0.1	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	1.2
STONEHOUSE	0.2	4.5	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.0	0.0	6.0
Co-op (Midcounties) High Street, Stonehouse	0.2	1.6	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.6	0.0	2.7
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	2.3
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.7	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.5	0.0	0.1	2.7
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
PAINSWICK	0.2	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.4
CHALFORD	0.0	0.0	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
OTHER STORES IN COUNTY	0.6	0.9	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
ELSEWHERE	0.7	0.5	0.5	0.3	0.2	0.0	7.1	0.3	3.8	0.5	23.6	1.2	38.7
TOTAL	17.2	8.0	4.6	3.6	2.0	3.4	8.7	3.6	6.0	3.2	26.9	9.8	96.8

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 5C: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2015**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	36.5	11.3	8.9	6.7	2.5	2.9	0.9	0.9	0.8	0.6	0.7	1.9	74.8
Tesco, Stroud	16.5	4.1	3.2	2.8	1.1	0.9	0.0	0.0	0.0	0.1	0.7	0.2	29.7
Sainsbury's Stroud	8.7	6.1	1.3	1.4	0.3	0.8	0.4	0.3	0.7	0.3	0.0	1.5	21.9
Waitrose, Stroud	6.1	0.8	3.5	2.1	1.2	1.2	0.4	0.6	0.0	0.2	0.0	0.2	16.3
Iceland, Stroud	1.7	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5
Other	2.2	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.3	2.1	2.1	17.0	22.8
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.3	2.1	2.1	17.0	22.8
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.2	3.3
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.4	2.5
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.8	0.0	0.0	0.0	4.9
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.3	0.0	0.0	0.0	4.3
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.6
NAILSWORTH	2.2	0.5	0.3	0.4	1.4	4.6	1.1	0.0	0.0	0.0	0.7	0.0	11.1
Morrisons, Nailsworth	1.7	0.5	0.3	0.4	1.2	3.9	1.1	0.0	0.0	0.0	0.7	0.0	9.8
Co-op (Midcounties), Nailsworth	0.4	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.2
Co-op (Midcounties) High Street, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Eastington, Stonehouse	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.9
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
ELSEWHERE	2.2	3.6	2.0	1.6	0.9	0.5	20.0	2.8	13.2	3.9	64.0	1.9	116.5
TOTAL	41.7	19.4	11.2	8.7	4.9	8.2	21.9	8.8	15.1	7.8	67.5	24.1	239.5

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5D: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2015**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	13.8	2.2	2.5	1.9	0.3	0.3	0.4	0.2	0.1	0.1	0.7	0.5	22.9
Tesco, Stroud	2.9	0.5	0.7	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	4.6
Sainsbury's Stroud	3.3	0.9	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.3	0.2	5.4
Waitrose, Stroud	1.6	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.8
Iceland, Stroud	1.6	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	1.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.2
Other	2.1	0.1	0.8	1.4	0.0	0.2	0.1	0.1	0.0	0.0	0.3	0.1	5.3
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	3.1	4.7
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	3.1	4.6
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	4.9	5.4
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	1.8
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	2.1	2.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.2	2.2	0.0	0.0	0.3	6.1
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.6	0.6	0.0	0.0	0.0	3.5
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	1.6	0.0	0.0	0.3	2.6
NAILSWORTH	2.1	0.0	0.1	0.4	0.6	3.0	0.7	0.1	0.0	0.0	0.0	0.1	7.2
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.5	1.5	0.1	0.1	0.0	0.0	0.0	0.1	2.9
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	1.2
Tesco Express, Nailsworth	0.8	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Other	0.6	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.3
STONEHOUSE	0.2	4.7	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.0	0.0	6.3
Co-op (Midcounties) High Street, Stonehouse	0.2	1.7	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.7	0.0	2.8
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	2.4
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.7	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.6	0.0	0.1	2.8
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
PAINSWICK	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.5
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
OTHER STORES IN COUNTY	0.6	1.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
ELSEWHERE	0.8	0.5	0.5	0.3	0.2	0.0	7.7	0.3	4.1	0.5	25.5	1.3	41.6
TOTAL	17.9	8.3	4.8	3.7	2.1	3.5	9.4	3.8	6.5	3.3	28.9	10.3	102.6

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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STROUD RETAIL STUDY

TABLE 5E: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2021

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	39.0	12.0	9.6	7.1	2.8	3.1	1.0	1.0	0.9	0.7	0.8	2.1	79.9
Tesco, Stroud	17.6	4.4	3.4	3.0	1.2	1.0	0.0	0.0	0.0	0.1	0.8	0.3	31.7
Sainsbury's Stroud	9.3	6.5	1.4	1.5	0.3	0.9	0.5	0.4	0.7	0.3	0.0	1.6	23.4
Waitrose, Stroud	6.5	0.8	3.7	2.2	1.3	1.3	0.5	0.6	0.0	0.2	0.0	0.3	17.4
Iceland, Stroud	1.9	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5
Other	2.3	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.4	2.3	2.3	18.5	24.8
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.4	2.3	2.3	18.5	24.8
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.4	3.5
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.6	2.8
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	0.9	0.0	0.0	0.0	5.3
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	0.4	0.0	0.0	0.0	4.7
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.7
NAILSWORTH	2.3	0.5	0.3	0.4	1.5	4.9	1.2	0.0	0.0	0.0	0.8	0.0	11.9
Morrisons, Nailsworth	1.9	0.5	0.3	0.4	1.3	4.2	1.2	0.0	0.0	0.0	0.8	0.0	10.5
Co-op (Midcounties), Nailsworth	0.5	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.5
Co-op (Midcounties) High Street, Stonehouse	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Co-op (Midcounties), Eastington, Stonehouse	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.0
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
ELSEWHERE	2.3	3.8	2.2	1.7	1.0	0.5	22.0	3.0	14.5	4.2	70.8	2.1	128.1
TOTAL	44.5	20.7	12.0	9.1	5.3	8.6	24.2	9.6	16.6	8.4	74.7	26.1	260.1

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5F: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2021**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	14.7	2.4	2.7	2.0	0.3	0.3	0.5	0.2	0.1	0.1	0.8	0.5	24.5
Tesco, Stroud	3.1	0.5	0.7	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	4.9
Sainsbury's Stroud	3.5	0.9	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.4	0.2	5.7
Waitrose, Stroud	1.7	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.0
Iceland, Stroud	1.7	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Cashes Green, Stroud	1.5	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Slad Road, Stroud	1.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.3
Other	2.3	0.1	0.8	1.5	0.0	0.2	0.1	0.1	0.0	0.0	0.4	0.1	5.6
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.2	3.4	5.1
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.2	3.4	5.0
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	5.4	5.8
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	2.0
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	2.2	2.7
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.5	2.4	0.0	0.0	0.4	6.6
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.9	0.7	0.0	0.0	0.0	3.8
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	1.7	0.0	0.0	0.4	2.8
NAILSWORTH	2.3	0.0	0.1	0.4	0.7	3.2	0.8	0.1	0.0	0.0	0.0	0.1	7.7
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.5	1.6	0.1	0.1	0.0	0.0	0.0	0.1	3.1
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.5	0.6	0.0	0.0	0.0	0.0	0.0	1.3
Tesco Express, Nailsworth	0.8	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Other	0.6	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.4
STONEHOUSE	0.2	5.0	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.2	0.0	6.8
Co-op (Midcounties) High Street, Stonehouse	0.2	1.8	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.8	0.0	3.0
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.6
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.8	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.8	0.0	0.1	3.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
PAINSWICK	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.6
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
OTHER STORES IN COUNTY	0.6	1.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
ELSEWHERE	0.8	0.5	0.6	0.3	0.2	0.0	8.5	0.4	4.5	0.5	28.2	1.4	45.9
TOTAL	19.1	8.9	5.2	3.9	2.3	3.7	10.4	4.1	7.1	3.6	32.0	11.2	111.5

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5G: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2026**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	41.1	12.7	10.1	7.4	3.0	3.3	1.0	1.0	1.0	0.7	0.8	2.3	84.4
Tesco, Stroud	18.6	4.6	3.6	3.1	1.3	1.0	0.0	0.0	0.0	0.1	0.8	0.3	33.4
Sainsbury's Stroud	9.8	6.9	1.5	1.6	0.3	0.9	0.5	0.4	0.8	0.4	0.0	1.7	24.7
Waitrose, Stroud	6.8	0.9	3.9	2.3	1.4	1.3	0.5	0.6	0.0	0.2	0.0	0.3	18.4
Iceland, Stroud	2.0	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Co-op (Midcounties), Cashes Green, Stroud	1.5	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5
Other	2.4	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.3	0.4	2.4	2.5	19.8	26.5
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.3	0.4	2.4	2.5	19.8	26.5
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.7	3.8
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.8	2.9
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.7	1.0	0.0	0.0	0.0	5.7
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6	0.4	0.0	0.0	0.0	5.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.0	0.0	0.7
NAILSWORTH	2.4	0.6	0.3	0.4	1.6	5.2	1.3	0.0	0.0	0.0	0.8	0.0	12.7
Morrisons, Nailsworth	2.0	0.6	0.3	0.4	1.4	4.4	1.3	0.0	0.0	0.0	0.8	0.0	11.2
Co-op (Midcounties), Nailsworth	0.5	0.0	0.0	0.0	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	4.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.7
Co-op (Midcounties) High Street, Stonehouse	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.1
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	1.1
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
ELSEWHERE	2.4	4.0	2.3	1.7	1.0	0.6	23.9	3.2	15.7	4.5	76.9	2.3	138.5
TOTAL	47.0	21.9	12.7	9.5	5.7	9.1	26.2	10.2	18.1	9.0	81.1	27.9	278.5

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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TABLE 5H: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2026

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	15.5	2.5	2.8	2.1	0.4	0.4	0.5	0.2	0.1	0.1	0.8	0.5	25.9
Tesco, Stroud	3.3	0.6	0.8	0.1	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.1	5.2
Sainsbury's Stroud	3.7	1.0	0.3	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.4	0.3	6.1
Waitrose, Stroud	1.8	0.6	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.1	0.0	0.0	3.1
Iceland, Stroud	1.8	0.1	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Cashes Green, Stroud	1.5	0.1	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Slad Road, Stroud	1.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.3
Other	2.4	0.1	0.9	1.6	0.0	0.3	0.1	0.1	0.0	0.0	0.4	0.1	6.0
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.2	1.3	3.6	5.5
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	1.3	3.6	5.4
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	5.7	6.2
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	2.1
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	2.4	2.9
WOTTON	0.0	0.0	0.0	0.0	0.0	0.1	0.4	3.7	2.6	0.1	0.0	0.4	7.1
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	3.1	0.7	0.1	0.0	0.0	4.1
Other	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.6	1.9	0.0	0.0	0.4	3.1
NAILSWORTH	2.4	0.0	0.2	0.4	0.7	3.3	0.9	0.1	0.0	0.0	0.0	0.1	8.1
Morrisons, Nailsworth	0.7	0.0	0.1	0.0	0.5	1.7	0.1	0.1	0.0	0.0	0.0	0.1	3.3
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.1	0.5	0.6	0.0	0.0	0.0	0.0	0.0	1.4
Tesco Express, Nailsworth	0.9	0.0	0.0	0.3	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Other	0.7	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.5
STONEHOUSE	0.2	5.2	0.2	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.3	0.0	7.2
Co-op (Midcounties) High Street, Stonehouse	0.2	1.9	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.8	0.0	3.2
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.8
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.8	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	3.0	0.0	0.1	3.3
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
PAINSWICK	0.2	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.7
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
OTHER STORES IN COUNTY	0.7	1.1	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
ELSEWHERE	0.9	0.6	0.6	0.3	0.2	0.1	9.2	0.4	4.9	0.6	30.6	1.5	49.7
TOTAL	20.1	9.4	5.5	4.1	2.5	3.9	11.2	4.4	7.7	3.9	34.8	12.0	119.4

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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TABLE 6A: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	5.6	0.6	0.8	0.6	0.5	0.7	1.0	0.1	0.1	0.0	0.3	0.5	10.7
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.4	0.0	0.1	0.0	0.0	0.3	0.0	1.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.1	0.6
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.3
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.3	0.0	0.4
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	14.1	8.0	4.4	3.4	1.5	2.7	9.0	3.4	6.8	3.5	29.8	10.4	96.9
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	19.6	9.1	5.3	4.2	2.2	3.9	10.0	4.1	6.9	3.6	30.8	11.2	110.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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TABLE 6B: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	6.1	0.7	0.8	0.6	0.5	0.8	1.1	0.1	0.1	0.0	0.4	0.5	11.7
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.4	0.0	0.1	0.0	0.0	0.4	0.0	1.3
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.1	0.7
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.4
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.4	0.0	0.5
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	15.4	8.7	4.9	3.6	1.7	3.0	10.2	3.8	7.7	3.8	33.6	11.5	108.0
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	21.5	10.0	5.8	4.5	2.5	4.2	11.3	4.5	7.8	4.0	34.8	12.4	123.2

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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TABLE 6C: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	7.2	0.8	1.0	0.7	0.6	0.9	1.3	0.2	0.1	0.0	0.5	0.6	14.0
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.5	0.0	0.1	0.0	0.0	0.5	0.0	1.5
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.2	0.8
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.4
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.5	0.0	0.6
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	18.2	10.3	5.8	4.2	2.1	3.5	12.4	4.5	9.4	4.6	41.3	13.8	130.2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	25.4	11.8	6.9	5.2	3.0	4.9	13.8	5.5	9.5	4.8	42.6	14.9	148.3

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 6D: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	8.3	1.0	1.2	0.9	0.7	1.0	1.6	0.2	0.1	0.0	0.5	0.7	16.2
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.3	0.2	0.5	0.0	0.1	0.0	0.0	0.5	0.0	1.8
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.2	1.0
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.5
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.5	0.0	0.7
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	21.1	12.0	6.7	4.8	2.5	4.0	14.8	5.3	11.2	5.4	49.2	16.2	153.2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	29.4	13.7	8.0	6.0	3.6	5.7	16.4	6.4	11.3	5.6	50.8	17.5	174.4

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 7B: MARKET SHARE & TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	18.1%	16.1%	11.1%	9.1%	35.5%	16.4%	10.7%	3.0%	0.0%	0.0%	2.5%	5.3%	2.0	0.8	0.3	0.2	0.5	0.4	0.6	0.1	0.0	0.4	0.3	5.7	
Wotton-under-Edge	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	19.7%	5.0%	3.5%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.5	0.2	0.1	0.2	0.0	1.0
Nailsworth	4.2%	1.6%	0.0%	3.0%	6.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5	0.1	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.5%	0.0%	9.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.6	0.7
Stonehouse	0.0%	6.5%	1.9%	0.0%	0.0%	3.3%	1.2%	0.0%	0.0%	1.8%	1.2%	2.7%	0.0	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2	0.2	1.0
Berkeley	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Painswick	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2
Chalford	0.0%	0.0%	1.9%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.4
Saul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	77.8%	75.8%	83.3%	78.8%	58.1%	72.1%	88.1%	72.7%	95.0%	86.0%	92.6%	80.0%	8.7	3.9	2.5	1.8	0.8	1.6	5.2	1.7	3.8	1.8	16.7	5.2	53.7
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	11.2	5.2	3.0	2.3	1.3	2.2	5.9	2.4	4.0	2.1	18.1	6.4	64.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 7D: MARKET SHARE & TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	18.1%	16.1%	11.1%	9.1%	35.5%	16.4%	10.7%	3.0%	0.0%	0.0%	2.5%	5.3%	2.9	1.2	0.5	0.3	0.7	0.5	1.0	0.1	0.0	0.0	0.7	0.5	8.4
Wotton-under-Edge	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	19.7%	5.0%	3.5%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.7	0.3	0.1	0.3	0.0	1.6
Nailsworth	4.2%	1.6%	0.0%	3.0%	6.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7	0.1	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.5%	0.0%	9.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.9	1.1
Stonehouse	0.0%	6.5%	1.9%	0.0%	0.0%	3.3%	1.2%	0.0%	0.0%	1.8%	1.2%	2.7%	0.0	0.5	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.3	0.3	1.4
Berkeley	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.3
Painswick	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3
Chalford	0.0%	0.0%	1.9%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.6
Saul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Elsewhere	77.8%	75.8%	83.3%	78.8%	58.1%	72.1%	88.1%	72.7%	95.0%	86.0%	92.6%	80.0%	12.6	5.7	3.6	2.6	1.1	2.3	7.9	2.6	5.9	2.7	25.8	7.7	80.5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	16.1	7.5	4.4	3.3	2.0	3.1	9.0	3.5	6.2	3.1	27.9	9.6	95.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8A: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2010**

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)												TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	11	
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	10.4	3.4	2.3	2.0	0.9	1.7	2.8	0.1	0.2	0.2	1.3	1.8	27.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	1.2
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.1	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.8
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.4
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.1	0.5
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	0.9	1.2	0.7	0.3	0.2	0.2	2.9	1.3	3.7	1.4	16.7	2.9	32.5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	11.5	5.4	3.1	2.4	1.3	2.3	5.8	2.4	4.0	2.1	18.0	6.5	64.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8B: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2015**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	11.5	3.8	2.6	2.2	1.0	1.9	3.2	0.1	0.2	0.3	1.5	2.1	30.5
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.1	0.0	0.0	0.0	1.3
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.1	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.9
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.6
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.1	0.6
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.0	1.4	0.8	0.4	0.2	0.3	3.4	1.4	4.2	1.6	19.2	3.3	37.2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	12.8	6.0	3.4	2.7	1.5	2.5	6.7	2.7	4.6	2.4	20.7	7.4	73.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8C: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2021**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	14.1	4.6	3.2	2.6	1.3	2.3	4.0	0.2	0.2	0.3	2.0	2.6	37.4
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.2	0.0	0.0	0.0	0.0	1.6
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.1	0.3	0.4	0.2	0.0	0.0	0.0	0.0	0.0	1.1
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.8	2.0	2.0
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.1	0.7	0.7
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6	0.6
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.2	1.7	0.9	0.4	0.3	0.3	4.3	1.8	5.3	1.9	24.3	4.1	46.6
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	15.6	7.3	4.2	3.2	1.9	3.0	8.5	3.4	5.8	3.0	26.2	9.2	91.2

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8D: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2026**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	16.7	5.5	3.8	3.1	1.5	2.7	4.9	0.2	0.3	0.4	2.4	3.1	44.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.2	0.1	0.0	0.0	2.0	
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.1	0.3	0.5	0.2	0.0	0.0	0.0	0.0	1.3	
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.1	2.4	
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.1	0.9	
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.7	
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.4	2.0	1.1	0.5	0.4	0.4	5.2	2.1	6.5	2.3	29.6	5.0	56.6
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	18.5	8.6	5.0	3.8	2.3	3.6	10.3	4.0	7.1	3.6	32.0	11.0	109.9

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9A: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.1	0.1	0.3	0.2	0.1	0.2	0.2	0.0	0.0	0.1	0.1	2.3	
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.4	0.8	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.1	1.8
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3	0.5
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.2	0.4
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	2.2	0.8	0.6	0.5	0.2	0.4	1.6	0.6	1.2	0.5	5.4	1.4	15.4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	3.7	1.7	1.0	0.8	0.4	0.7	1.9	0.8	1.3	0.7	5.7	2.1	20.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9B: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.2	0.1	0.4	0.2	0.1	0.2	0.3	0.0	0.0	0.0	0.1	0.1	2.6
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.4	0.8	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.4	0.1	2.0
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.6
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.3	0.5
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	2.4	0.9	0.6	0.6	0.2	0.5	1.8	0.7	1.4	0.5	6.2	1.6	17.5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	4.1	1.9	1.1	0.9	0.5	0.8	2.2	0.9	1.5	0.8	6.6	2.4	23.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9C: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.4	0.2	0.4	0.2	0.2	0.2	0.3	0.0	0.0	0.0	0.1	0.1	3.2
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.5	1.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.5	0.1	2.5
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.7
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.3	0.6
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	3.0	1.1	0.8	0.7	0.3	0.6	2.3	0.9	1.8	0.7	7.8	2.0	21.8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	5.0	2.3	1.3	1.0	0.6	1.0	2.7	1.1	1.9	0.9	8.4	2.9	29.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9D: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.7	0.2	0.5	0.3	0.2	0.3	0.4	0.0	0.0	0.0	0.1	0.1	3.8
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.6	1.2	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.6	0.1	2.9
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.0	0.5	0.9
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.4	0.7
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	3.5	1.3	0.9	0.8	0.4	0.7	2.8	1.0	2.2	0.8	9.5	2.4	26.3
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	5.9	2.8	1.6	1.2	0.7	1.1	3.3	1.3	2.3	1.1	10.2	3.5	35.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10A: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	2.9	0.4	0.6	0.7	0.3	0.5	0.4	0.1	0.1	0.0	0.0	0.4	6.5
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	0.8	1.2	0.2	0.1	0.0	0.3	0.3	0.0	0.0	0.1	0.0	0.3	3.3
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.7	1.1
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Brimacombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	8.7	4.2	2.4	1.7	0.7	1.5	5.6	2.1	4.2	2.0	19.7	5.8	58.6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	12.6	5.9	3.4	2.7	1.4	2.5	6.4	2.6	4.4	2.3	19.7	7.1	71.0

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10B: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	3.2	0.5	0.7	0.8	0.4	0.6	0.5	0.1	0.1	0.0	0.0	0.4	7.3
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	0.9	1.4	0.3	0.1	0.0	0.3	0.3	0.0	0.0	0.1	0.0	0.3	3.7
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.8	1.3
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	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	0.0	0.0	0.2
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Brimacombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	9.7	4.7	2.7	1.9	0.8	1.7	6.5	2.3	4.9	2.2	22.7	6.5	66.6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	14.0	6.5	3.8	2.9	1.6	2.7	7.4	3.0	5.1	2.6	22.7	8.1	80.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10C: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	3.9	0.6	0.9	0.9	0.5	0.7	0.6	0.1	0.1	0.0	0.0	0.5	8.9
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	1.1	1.7	0.3	0.1	0.0	0.4	0.4	0.0	0.0	0.2	0.0	0.4	4.5
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.2	0.0	1.0	1.6
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.6	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.8
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.3
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	11.8	5.7	3.3	2.3	1.0	2.1	8.2	2.9	6.1	2.7	28.7	8.1	82.9
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	17.1	8.0	4.6	3.5	2.0	3.3	9.3	3.7	6.4	3.2	28.7	10.0	99.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10D: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	4.7	0.7	1.0	1.1	0.6	0.8	0.8	0.1	0.1	0.0	0.0	0.6	10.6
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	1.3	2.0	0.4	0.1	0.0	0.4	0.5	0.0	0.0	0.2	0.0	0.5	5.3
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.1	0.2	0.0	1.2	1.9
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.7	0.1	0.2	0.0	0.0	0.0	0.0	0.0	1.0
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.3
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	14.0	6.7	4.0	2.7	1.2	2.5	9.9	3.5	7.5	3.3	35.0	9.7	100.0
	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	20.3	9.4	5.5	4.1	2.5	3.9	11.3	4.4	7.8	3.9	35.0	12.1	120.3

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11A: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	11.6	3.2	1.9	1.4	0.6	0.9	1.0	0.1	0.1	0.2	0.7	0.3	22.0
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.2	0.0	0.1	0.1	0.3	1.6	0.2	0.1	0.0	0.0	0.0	0.1	2.7
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.3	0.0	0.0	0.0	1.9
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.1	2.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.7
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.7
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.1	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	6.3	4.5	2.6	2.0	0.8	1.2	8.1	2.2	6.2	2.6	28.4	7.4	72.4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	18.6	8.7	5.0	3.9	2.1	3.7	9.5	3.9	6.6	3.4	29.2	10.6	105.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11B: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	12.7	3.5	2.1	1.6	0.7	1.0	1.1	0.1	0.1	0.2	0.8	0.3
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.3	0.0	0.1	0.1	0.3	1.7	0.3	0.1	0.0	0.0	0.0	0.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.3	0.0	0.0	0.0
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.2	0.1	0.3	0.1	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%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	6.9	4.9	2.9	2.2	1.0	1.3	9.2	2.4	7.0	2.8	32.1	8.2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	20.4	9.5	5.5	4.2	2.4	4.0	10.7	4.3	7.4	3.8	33.0	11.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11C: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	15.1	4.1	2.5	1.8	0.8	1.1	1.4	0.1	0.1	0.2	1.0	0.4	28.6
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.3	0.0	0.1	0.1	0.4	2.0	0.3	0.1	0.0	0.0	0.0	0.2	3.5
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.4	0.0	0.0	0.0	2.5
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.8	2.8
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	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	0.9
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.9
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.7
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.2	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	8.1	5.8	3.5	2.5	1.2	1.5	11.2	2.9	8.5	3.4	39.4	9.9	97.9
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	24.1	11.2	6.5	4.9	2.9	4.7	13.1	5.2	9.0	4.6	40.4	14.1	140.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11D: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	17.4	4.8	3.0	2.1	0.9	1.3	1.7	0.1	0.1	0.2	1.2	0.4	33.3
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.3	0.0	0.1	0.1	0.4	2.3	0.4	0.1	0.0	0.0	0.0	0.2	4.0
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.4	0.0	0.0	0.0	2.9
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.2	3.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	1.0
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.6	0.0	0.2	0.0	0.0	0.0	0.0	0.0	1.0
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.2	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	9.4	6.7	4.0	2.9	1.4	1.8	13.3	3.4	10.2	4.0	47.0	11.6	115.7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	27.9	13.0	7.6	5.6	3.4	5.4	15.6	6.1	10.7	5.4	48.2	16.6	165.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12A: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	7.5	3.3	1.2	1.6	0.7	1.0	1.3	0.1	0.3	0.1	0.0	1.1
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.3	0.5	0.3	0.0	0.0	0.0	0.0	1.1
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.4	0.3	0.1	0.0	1.0
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.6	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.7
Minchinhampton	3.9%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	7.2	3.4	2.9	1.7	0.8	1.6	6.5	2.8	4.9	2.7	24.7	7.8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	16.0	7.5	4.3	3.4	1.8	3.1	8.1	3.3	5.6	3.0	25.1	9.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12B: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	8.2	3.6	1.3	1.7	0.8	1.1	1.5	0.1	0.3	0.1	0.0	1.3
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.6	0.3	0.0	0.0	0.0	0.0	1.3
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.5	0.3	0.1	0.0	1.1
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.7	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.9
Minchinhampton	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	7.9	3.7	3.2	1.8	0.9	1.7	7.4	3.1	5.6	3.0	27.9	8.7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	17.5	8.1	4.7	3.6	2.0	3.4	9.2	3.7	6.3	3.3	28.3	10.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12C: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	9.7	4.2	1.6	2.0	1.0	1.3	1.8	0.1	0.4	0.1	0.0	1.5	
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.7	0.4	0.0	0.0	0.0	0.0	1.5	
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.6	0.4	0.1	0.0	1.3	
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.8	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	2.3	
Minchinhampton	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.2	
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1	
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	9.3	4.4	3.8	2.1	1.1	2.0	9.0	3.8	6.8	3.6	34.2	10.4	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	20.7	9.6	5.6	4.2	2.5	4.0	11.2	4.4	7.7	3.9	34.7	12.1	
																									120.9

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12D: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	11.3	4.9	1.8	2.2	1.1	1.4	2.1	0.1	0.5	0.1	0.0	1.8	
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.5	0.8	0.5	0.0	0.0	0.0	0.0	1.8	
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.7	0.5	0.1	0.0	1.6	
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.9	0.9	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	2.7	
Minchinhampton	3.9%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.3	0.3	
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.2	0.0	0.0	0.0	0.2	
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	10.8	5.1	4.5	2.4	1.3	2.3	10.7	4.4	8.1	4.2	40.8	12.2	106.8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	24.0	11.2	6.5	4.9	2.9	4.6	13.4	5.2	9.2	4.6	41.4	14.3	142.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
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TABLE 13: CONVENIENCE FLOORSPACE IN THE MAIN SETTLEMENTS IN STROUD DISTRICT

STORE / LOCATION	FLOORSPACE (sq m net)		CONV GOODS SALES DENSITY (£/sq m)	TOTAL CONVENIENCE GOODS TURNOVER (£m)
	Total Net Sales	Convenience Goods Sales		
STROUD				
Tesco, Stroud	3,367	2,357	12,883	30.4
Sainsbury's Stroud	2,965	2,372	9,613	22.8
Waitrose, Stroud	2,401	2,041	11,869	24.2
Iceland, Stroud	483	459	6,244	2.9
Co-op, Cashes Green, Stroud	1,068	962	6,953	6.7
Co-op, Slad Road, Stroud	148	133	6,953	0.9
Other		1,480	5,214	7.7
TOTAL				95.6
CAM				
Tesco, Cam	1,538	1,307	12,883	16.8
DURSLEY				
Somerfield, Parsonage Street, Dursley	500	450	6,953	3.1
Co-op, Rosebery Road, Dursley	141	134	6,953	0.9
Lidl, Kingshill Road, Dursley	643	546	2,961	1.6
Other	481	433	5,414	2.3
TOTAL				8.0
WOTTON				
Co-op (Midcounties), Wotton-under-Edge	429	386	6,953	2.7
Other	438	438	6,834	3.0
NAILSWORTH				
Morrisons, Nailsworth	1,159	1,043	11,555	12.0
Tesco Express, Nailsworth	151	143	9,000	1.3
Co-op	232	209	6,953	1.5
Other		550	2,268	1.2
				16.0
STONEHOUSE				
Co-op, High Street, Stonehouse	1,076	968	6,953	6.7
Co-op, Eastington	141	134	6,953	0.9
Co-op, Elm Road, Stonehouse	100	95	6,953	0.7
Co-op, Kings Stanley	136	129	6,953	0.9
Other	254	241	3,836	0.9
BERKELEY	401	381	9,365	3.6
MINCHINHAMPTON	150	143	6,911	1.0

TABLE 14: COMMITMENTS IN STROUD DISTRICT

	FLOORSPACE (sq m net)	SALES DENSITY (£/sq m)	BENCHMARK TURNOVER (£m)
Sainsburys extension, Stroud comparison	848	7453	6.3
FOCUS unit convenience	792	4700	3.7
comparison	198	4700	0.9
Sainsburys, Dursley convenience	1486	9,613	14.3
comparison	372	7453	2.8

Notes:

floorspace data from Stroud District Council, GVA and IGD data

sales densities for large stores derived from Mintel and Verdict research and sales densities for other town centre floorspace based on existing trading levels

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 15a: CONVENIENCE GOODS CAPACITY 2010-2026

Stroud

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	93.6	97.7	104.4	110.2
Market Share (%)	29.0	28.6	28.1	27.7
Expenditure Inflow (£m)	6.8	7.1	7.6	8.0
Total Turnover Potential (£m)	100.4	104.8	112.0	118.3
Benchmark Turnover of Existing and Committed Facilities (£m)	99.3	99.8	102.0	104.6
Residual Expenditure (£m)	1.1	5.0	10.0	13.7
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	108	499	970	1301

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 15b: CONVENIENCE GOODS CAPACITY 2010-2026

Cam / Dursley

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	34.0	36.1	39.2	42.0
Market Share (%)	10.5	10.5	10.6	10.6
Expenditure Inflow (£m)	2.5	2.6	2.9	3.1
Total Turnover Potential (£m)	36.5	38.7	42.1	45.1
Benchmark Turnover of Existing and Committed Facilities (£m)	39.2	39.3	40.2	41.2
Residual Expenditure (£m)	-2.6	-0.6	1.9	3.8
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	-264	-64	180	362

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 15c: CONVENIENCE GOODS CAPACITY 2010-2026

Nailsworth

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	17.5	18.3	19.6	20.8
Market Share (%)	5.4	5.3	5.3	5.2
Expenditure Inflow (£m)	1.3	1.3	1.4	1.5
Total Turnover Potential (£m)	18.7	19.6	21.0	22.3
Benchmark Turnover of Existing and Committed Facilities (£m)	16.0	16.1	16.5	16.9
Residual Expenditure (£m)	2.7	3.5	4.6	5.4
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	270	350	445	513

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 15d: CONVENIENCE GOODS CAPACITY 2010-2026

Wotton-under-Edge

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	10.3	11.0	12.0	12.9
Market Share (%)	3.2	3.2	3.2	3.2
Expenditure Inflow (£m)	0.8	0.8	0.9	0.9
Total Turnover Potential (£m)	11.1	11.8	12.8	13.8
Benchmark Turnover of Existing and Committed Facilities (£m)	5.7	5.7	5.8	6.0
Residual Expenditure (£m)	5.4	6.1	7.0	7.8
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	540	604	682	742

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 15e: CONVENIENCE GOODS CAPACITY 2010-2026

Stonehouse

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	10.1	10.5	11.3	11.9
Market Share (%)	3.1	3.1	3.0	3.0
Expenditure Inflow (£m)	0.7	0.8	0.8	0.9
Total Turnover Potential (£m)	10.8	11.3	12.1	12.8
Benchmark Turnover of Existing and Committed Facilities (£m)	10.1	10.2	10.4	10.7
Residual Expenditure (£m)	0.6	1.1	1.7	2.1
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	65	110	163	202

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 17a: COMPARISON GOODS CAPACITY - 2010-2026

Stroud

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	91.9	101.9	122.7	144.4
Market Share (%)	17.7	17.5	17.3	17.1
Expenditure Inflow (£m)	5.5	6.1	7.4	8.7
Total Turnover Potential (£m)	97.4	108.0	130.1	153.1
Benchmark Turnover of Existing and Committed Facilities (£m)	97.4	103.9	115.4	127.4
Residual Expenditure (£m)	0.0	4.1	14.7	25.6
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	767	2477	3919

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 17B: COMPARISON GOODS CAPACITY - 2010-2026

Cam / Dursley

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	8.1	9.1	11.1	13.2
Market Share (%)	1.6	1.6	1.6	1.6
Expenditure Inflow (£m)	0.5	0.5	0.7	0.8
Total Turnover Potential (£m)	8.6	9.6	11.8	14.0
Benchmark Turnover of Existing and Committed Facilities (£m)	8.6	9.1	10.1	11.2
Residual Expenditure (£m)	0.0	0.5	1.6	2.8
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	90	274	432

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 17C: COMPARISON GOODS CAPACITY - 2010-2026

Nailsworth

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	6.9	7.6	9.1	10.7
Market Share (%)	1.3	1.3	1.3	1.3
Expenditure Inflow (£m)	0.4	0.5	0.5	0.6
Total Turnover Potential (£m)	7.3	8.1	9.7	11.3
Benchmark Turnover of Existing and Committed Facilities (£m)	7.3	7.8	8.6	9.5
Residual Expenditure (£m)	0.0	0.3	1.0	1.8
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	54	175	276

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 17D: COMPARISON GOODS CAPACITY - 2010-2026

Wotton-under-Edge

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	5.8	6.5	8.0	9.5
Market Share (%)	1.1	1.1	1.1	1.1
Expenditure Inflow (£m)	0.3	0.4	0.5	0.6
Total Turnover Potential (£m)	6.2	6.9	8.4	10.0
Benchmark Turnover of Existing and Committed Facilities (£m)	6.2	6.6	7.3	8.1
Residual Expenditure (£m)	0.0	0.3	1.1	2.0
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	63	191	301

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 17E: COMPARISON GOODS CAPACITY - 2010-2026

Stonehouse

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	9.7	10.8	13.2	15.6
Market Share (%)	1.9	1.9	1.9	1.8
Expenditure Inflow (£m)	0.6	0.7	0.8	0.9
Total Turnover Potential (£m)	10.3	11.5	14.0	16.5
Benchmark Turnover of Existing and Committed Facilities (£m)	10.3	11.0	12.2	13.5
Residual Expenditure (£m)	0.0	0.5	1.7	3.0
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	91	291	460

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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Appendix K
Scenario D Quantitative Assessment

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 1: POPULATION OF STUDY AREA, BY SURVEY ZONE (2010-2026)

ZONE	POSTCODE SECTORS	2010	2015	2021	2026	Change, 2010-15 No. (%)		Change, 2010-26 No. (%)	
1 STROUD	TOTAL	31,236	31,986	32,885	33,635	750	2.4	2,399	7.7
2 STONEHOUSE	TOTAL	14,546	14,999	15,542	15,995	453	3.1	1,449	10.0
3 PAINSWICK	TOTAL	8,358	8,378	8,403	8,423	20	0.2	65	0.8
4a CHALFORD	TOTAL	6,600	6,604	6,610	6,614	4	0.1	14	0.2
4b MINCHINHAMPION	TOTAL	3,562	3,698	3,861	3,997	136	3.8	435	12.2
5 NAILSWORTH	TOTAL	6,127	6,461	6,862	7,197	334	5.5	1,070	17.5
6 EASTERN FRINGE	TOTAL	15,848	16,657	17,513	18,233	809	5.1	2,385	15.0
7 WOOTTON	TOTAL	6,485	6,546	6,619	6,680	61	0.9	195	3.0
8 SOUTHERN FRINGE	TOTAL	10,991	11,481	12,048	12,577	490	4.5	1,586	14.4
9 BERKELEY	TOTAL	5,777	5,793	5,812	5,828	16	0.3	51	0.9
10 NORTHERN FRINGE	TOTAL	48,903	50,988	53,489	55,574	2,085	4.3	6,671	13.6
11 DURSLEY	TOTAL	17,752	18,143	18,613	19,004	391	2.2	1,252	7.1
TOTAL		176,185	181,734	188,257	193,756	5,549	3.1	17,571	10.0

Notes:

Population figures for each zone for 2010 derived from Experian Business Strategies Retail Planner Reports (dated November 2009).

Growth for Zones 1-5, 7, 9-11 based on global population growth figures for Stroud District along with the following assumptions for the distribution of population growth (based on distribution of new housing development):

Population growth per annum in Stroud District (2010-2026)**850***(ONS 2006 sub-national population projections for Stroud District)***Distribution of Growth (by zone)**

	%	People
Stroud	18%	150
Stonehouse	11%	91
Painswick	0%	4
Chalford	0%	1
Minchinhampton	3%	27
Nailsworth	8%	67
Wootton	1%	12
Berkeley	0%	3
Northern Fringe	49%	417
Dursley	9%	78
Total	100%	850

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

**TABLE 2: PER CAPITA EXPENDITURE WITHIN STUDY AREA
BY GOODS CATEGORY AND ZONE, 2010-2026**

A: CONVENIENCE GOODS

	2010	2015	2021	2026
	1831	1882	1974	2054

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

	2010	2015	2021	2026
	629	678	788	900

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

	2010	2015	2021	2026
	321	352	422	494

D: DIY & DECORATING GOODS

ZONE	2010	2015	2021	2026
	368	404	484	567

Notes:

see notes overleaf

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

**TABLE 2 (Continued): PER CAPITA EXPENDITURE WITHIN STUDY
AREA BY GOODS CATEGORY AND ZONE, 2010-2026**

E: DOMESTIC APPLIANCES

	2010	2015	2021	2026
	117	129	155	181

F: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

	2010	2015	2021	2026
	403	443	530	621

G: PERSONAL & LUXURY GOODS

	2010	2015	2021	2026
	597	643	747	854

H: RECREATIONAL GOODS

	2010	2015	2021	2026
	512	552	642	733

Notes:

see notes overleaf

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**NOTES TO TABLE 2: PER CAPITA EXPENDITURE WITHIN STUDY AREA BY GOODS CATEGORY AND ZONE, 2010-2026**

Per capita expenditure estimates for convenience goods and individual comparison goods categories within each survey zone derived from Experian Business Strategies (EBS) Retail Planner Reports dated November 2009.

Per capita expenditure estimates for each goods category exclude an allowance for non-store sales and are projected forward using data derived from Experian Retail Planner forecasts (August 2009). In order to provide an accurate picture for non-store sales, the current levels of non-store sales for non-food goods categories provided by Experian.

Goods Category	Constituent EBS Expenditure Categories	Allowance for non-store sales	Expenditure Projections (per annum)					
			2008	2009	2010	2011	2012-2016	2017-2026
Convenience Goods	Convenience Goods	1.9	0.9	-0.5	-0.2	0.6	0.8	0.9
Clothes & Footwear	Clothing	11.0	1.7	3.6	-0.1	1.2	2.3	2.7
	Shoes	9.8	1.7	3.6	-0.1	1.2	2.3	2.7
Furniture, Floorcoverings & Textiles	furniture and furnishings (90%)	5.0	4.8	-3.9	-0.9	0.8	2.9	3.2
	household textiles	13.5	4.8	-3.9	-0.9	0.8	2.9	3.2
DIY & Decorating	Materials for maintenance	4.7	4.8	-3.9	-0.9	0.8	2.9	3.2
	small tools	9.8	4.8	-3.9	-0.9	0.8	2.9	3.2
	major tools	9.8	4.8	-3.9	-0.9	0.8	2.9	3.2
	gardens, plants, etc	8.1	4.8	-3.9	-0.9	0.8	2.9	3.2
	furniture and furnishings (10%)	5.0	4.8	-3.9	-0.9	0.8	2.9	3.2
	non-durable household goods	6.5	4.8	-3.9	-0.9	0.8	2.9	3.2
Domestic Appliances	major household appliances	8.9	4.8	-3.9	-0.9	0.8	2.9	3.2
	appliances for personal care (10%)	2.1	4.8	-3.9	-0.9	0.8	2.9	3.2
	small appliances	8.9	4.8	-3.9	-0.9	0.8	2.9	3.2
TV, Hi-Fi & Radio	recording media	14.7	4.8	-3.9	-0.9	0.8	2.9	3.2
	audio-visual	16.4	4.8	-3.9	-0.9	0.8	2.9	3.2
Personal & Luxury	glassware	8.4	1.7	3.6	-0.1	1.2	2.3	2.7
	medical goods	2.0	1.7	3.6	-0.1	1.2	2.3	2.7
	therapeutic appliances	0.8	1.7	3.6	-0.1	1.2	2.3	2.7
	appliances for personal care (90%)	2.1	1.7	3.6	-0.1	1.2	2.3	2.7
	jewellery	11.1	1.7	3.6	-0.1	1.2	2.3	2.7
	other personal effects	3.8	1.7	3.6	-0.1	1.2	2.3	2.7
Recreational	bicycles	0.9	1.7	3.6	-0.1	1.2	2.3	2.7
	games, toys, etc	10.7	1.7	3.6	-0.1	1.2	2.3	2.7
	pets	2.4	1.7	3.6	-0.1	1.2	2.3	2.7
	books	12.5	1.7	3.6	-0.1	1.2	2.3	2.7

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

**TABLE 3: TOTAL EXPENDITURE WITHIN STUDY AREA BY
GOODS CATEGORY AND ZONE, 2010-2026**

A: CONVENIENCE GOODS

ZONE	2010	2015	2021	2026
1	57.2	60.2	64.9	69.1
2	26.6	28.2	30.7	32.8
3	15.3	15.8	16.6	17.3
4a	12.1	12.4	13.0	13.6
4b	6.5	7.0	7.6	8.2
5	11.2	12.2	13.5	14.8
6	29.0	31.4	34.6	37.4
7	11.9	12.3	13.1	13.7
8	20.1	21.6	23.8	25.8
9	10.6	10.9	11.5	12.0
10	89.6	96.0	105.6	114.1
11	32.5	34.2	36.7	39.0
TOTAL	322.7	342.1	371.6	397.9

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

ZONE	2010	2015	2021	2026
1	19.6	21.7	25.9	30.3
2	9.1	10.2	12.2	14.4
3	5.3	5.7	6.6	7.6
4a	4.2	4.5	5.2	6.0
4b	2.2	2.5	3.0	3.6
5	3.9	4.4	5.4	6.5
6	10.0	11.3	13.8	16.4
7	4.1	4.4	5.2	6.0
8	6.9	7.8	9.5	11.3
9	3.6	3.9	4.6	5.2
10	30.8	34.6	42.1	50.0
11	11.2	12.3	14.7	17.1
TOTAL	110.8	123.2	148.3	174.4

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

ZONE	2010	2015	2021	2026
1	10.0	11.3	13.9	16.6
2	4.7	5.3	6.6	7.9
3	2.7	3.0	3.5	4.2
4a	2.1	2.3	2.8	3.3
4b	1.1	1.3	1.6	2.0
5	2.0	2.3	2.9	3.6
6	5.1	5.9	7.4	9.0
7	2.1	2.3	2.8	3.3
8	3.5	4.0	5.1	6.2
9	1.9	2.0	2.5	2.9
10	15.7	18.0	22.6	27.5
11	5.7	6.4	7.9	9.4
TOTAL	56.5	64.1	79.5	95.7

D: DIY & DECORATING GOODS

ZONE	2010	2015	2021	2026
1	11.5	12.9	15.9	19.1
2	5.4	6.1	7.5	9.1
3	3.1	3.4	4.1	4.8
4a	2.4	2.7	3.2	3.8
4b	1.3	1.5	1.9	2.3
5	2.3	2.6	3.3	4.1
6	5.8	6.7	8.5	10.3
7	2.4	2.6	3.2	3.8
8	4.0	4.6	5.8	7.1
9	2.1	2.3	2.8	3.3
10	18.0	20.6	25.9	31.5
11	6.5	7.3	9.0	10.8
TOTAL	64.8	73.5	91.2	109.9

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

**TABLE 3 (Continued): TOTAL EXPENDITURE WITHIN STUDY AREA
BY GOODS CATEGORY AND ZONE, 2010-2026**

E: DOMESTIC APPLIANCES

ZONE	2010	2015	2021	2026
1	3.7	4.1	5.1	6.1
2	1.7	1.9	2.4	2.9
3	1.0	1.1	1.3	1.5
4a	0.8	0.9	1.0	1.2
4b	0.4	0.5	0.6	0.7
5	0.7	0.8	1.1	1.3
6	1.9	2.2	2.7	3.3
7	0.8	0.8	1.0	1.2
8	1.3	1.5	1.9	2.3
9	0.7	0.7	0.9	1.1
10	5.7	6.6	8.3	10.1
11	2.1	2.3	2.9	3.4
TOTAL	20.7	23.5	29.1	35.1

F: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

ZONE	2010	2015	2021	2026
1	12.6	14.2	17.4	20.9
2	5.9	6.6	8.2	9.9
3	3.4	3.7	4.5	5.2
4a	2.7	2.9	3.5	4.1
4b	1.4	1.6	2.0	2.5
5	2.5	2.9	3.6	4.5
6	6.4	7.4	9.3	11.3
7	2.6	2.9	3.5	4.1
8	4.4	5.1	6.4	7.8
9	2.3	2.6	3.1	3.6
10	19.7	22.6	28.4	34.5
11	7.1	8.0	9.9	11.8
TOTAL	71.0	80.5	99.8	120.3

G: PERSONAL & LUXURY GOODS

ZONE	2010	2015	2021	2026
1	18.6	20.6	24.6	28.7
2	8.7	9.6	11.6	13.7
3	5.0	5.4	6.3	7.2
4a	3.9	4.2	4.9	5.6
4b	2.1	2.4	2.9	3.4
5	3.7	4.2	5.1	6.1
6	9.5	10.7	13.1	15.6
7	3.9	4.2	4.9	5.7
8	6.6	7.4	9.0	10.7
9	3.4	3.7	4.3	5.0
10	29.2	32.8	40.0	47.5
11	10.6	11.7	13.9	16.2
TOTAL	105.1	116.9	140.7	165.5

H: RECREATIONAL GOODS

ZONE	2010	2015	2021	2026
1	16.0	17.7	21.1	24.7
2	7.5	8.3	10.0	11.7
3	4.3	4.6	5.4	6.2
4a	3.4	3.6	4.2	4.9
4b	1.8	2.0	2.5	2.9
5	3.1	3.6	4.4	5.3
6	8.1	9.2	11.2	13.4
7	3.3	3.6	4.2	4.9
8	5.6	6.3	7.7	9.2
9	3.0	3.2	3.7	4.3
10	25.1	28.2	34.3	40.8
11	9.1	10.0	11.9	13.9
TOTAL	90.3	100.4	120.9	142.1

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 4A: MARKET SHARE OF MAIN FOOD CONVENIENCE FACILITIES IN STROUD DISTRICT

STORE / CENTRE	ZONE											
	1	2	3	4A	4B	5	6	7	8	9	10	11
STROUD	87.5%	57.9%	79.5%	77.6%	52.0%	35.8%	4.0%	10.0%	5.4%	8.1%	1.0%	8.1%
Tesco, Stroud	39.6%	21.1%	28.2%	32.7%	22.0%	11.1%	0.0%	0.0%	0.0%	1.4%	1.0%	1.0%
Sainsbury's Stroud	20.8%	31.6%	11.5%	16.3%	6.0%	9.9%	2.0%	3.8%	4.3%	4.1%	0.0%	6.1%
Waitrose, Stroud	14.6%	3.9%	30.8%	24.5%	24.0%	14.8%	2.0%	6.3%	0.0%	2.7%	0.0%	1.0%
Iceland, Stroud	4.2%	1.3%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Cashes Green, Stroud	3.1%	0.0%	1.3%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Slad Road, Stroud	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Other	5.2%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CAM	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	12.5%	2.2%	27.0%	3.1%	70.7%
Tesco, Cam	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	12.5%	2.2%	27.0%	3.1%	70.7%
DURSLEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	13.1%
Somerfield, Parsonage Street, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	10.1%
Co-op (Midcounties), Rosebery Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Lidl, Kingshill Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
WOTTON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.3%	5.4%	0.0%	0.0%	0.0%
Co-op (Midcounties), Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	45.0%	2.2%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.3%	0.0%	0.0%	0.0%
NAILSWORTH	5.2%	2.6%	2.6%	4.1%	28.0%	56.8%	5.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Morrisons, Nailsworth	4.2%	2.6%	2.6%	4.1%	24.0%	48.1%	5.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Co-op (Midcounties), Nailsworth	1.0%	0.0%	0.0%	0.0%	4.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Nailsworth	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
STONEHOUSE	0.0%	21.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
Co-op (Midcounties) High Street, Stonehouse	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Eastington, Stonehouse	0.0%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
Co-op (Midcounties) Elm Road, Stonehouse	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BERKELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.2%	0.0%	0.0%
MINCHINHAMPTON	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER STORES IN DISTRICT	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ELSEWHERE	5.2%	18.4%	17.9%	18.4%	18.0%	6.2%	91.0%	31.3%	87.0%	50.0%	94.8%	8.1%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market shares for main food convenience shopping taken from Stroud Household Telephone Survey, excluding 'don't do', 'don't know', 'varies' and internet shopping trips.

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 4B: MARKET SHARE OF TOP-UP FOOD CONVENIENCE FACILITIES IN STROUD DISTRICT

STORE / CENTRE	ZONE											
	1	2	3	4A	4B	5	6	7	8	9	10	11
STROUD	77.2%	26.5%	51.4%	51.3%	15.2%	9.1%	4.3%	4.3%	1.1%	2.6%	2.4%	4.4%
Tesco, Stroud	16.3%	5.9%	14.3%	2.6%	2.2%	1.3%	2.2%	0.0%	0.0%	0.0%	0.0%	1.1%
Sainsbury's Stroud	18.5%	10.3%	5.7%	2.6%	0.0%	1.3%	1.1%	1.4%	0.0%	1.3%	1.2%	2.2%
Waitrose, Stroud	8.7%	5.9%	5.7%	5.1%	8.7%	0.0%	0.0%	1.4%	0.0%	1.3%	0.0%	0.0%
Iceland, Stroud	8.7%	1.5%	2.9%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Cashes Green, Stroud	7.6%	1.5%	4.3%	2.6%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Slad Road, Stroud	5.4%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Other	12.0%	1.5%	15.7%	38.5%	0.0%	6.5%	1.1%	1.4%	0.0%	0.0%	1.2%	1.1%
CAM	1.1%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.4%	1.1%	3.9%	3.6%	30.0%
Tesco, Cam	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	1.1%	3.9%	3.6%	30.0%
Other	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DURSLEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.2%	47.8%
Somerfield, Parsonage Street, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.8%
Co-op (Midcounties), Rosebery Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%
Lidl, Kingshill Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.2%	20.0%
WOTTON	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.3%	84.3%	33.3%	1.3%	0.0%	3.3%
Co-op (Midcounties), Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	70.0%	9.2%	1.3%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.1%	14.3%	24.1%	0.0%	0.0%	3.3%
NAILSWORTH	12.0%	0.0%	2.9%	10.3%	30.4%	85.7%	7.6%	1.4%	0.0%	0.0%	0.0%	1.1%
Morrisons, Nailsworth	3.3%	0.0%	1.4%	0.0%	21.7%	42.9%	1.1%	1.4%	0.0%	0.0%	0.0%	1.1%
Co-op (Midcounties), Nailsworth	1.1%	0.0%	0.0%	0.0%	2.2%	13.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Nailsworth	4.3%	0.0%	0.0%	7.7%	2.2%	19.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	3.3%	0.0%	1.4%	2.6%	4.3%	10.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
STONEHOUSE	1.1%	55.9%	2.9%	0.0%	0.0%	2.6%	2.2%	0.0%	0.0%	0.0%	3.6%	0.0%
Co-op (Midcounties) High Street, Stonehouse	1.1%	20.6%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	2.4%	0.0%
Co-op (Midcounties), Eastington, Stonehouse	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Co-op (Midcounties) Elm Road, Stonehouse	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	8.8%	2.9%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BERKELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	77.6%	0.0%	1.1%
MINCHINHAMPTON	0.0%	0.0%	0.0%	0.0%	45.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
PAINSWICK	1.1%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
CHALFORD	0.0%	0.0%	1.4%	23.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER STORES IN DISTRICT	3.3%	11.8%	8.6%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ELSEWHERE	4.3%	5.9%	11.4%	7.7%	8.7%	1.3%	81.5%	8.6%	63.2%	14.5%	88.0%	12.2%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market shares for top-up food convenience shopping taken from Stroud Household Telephone Survey, excluding 'don't do', 'don't know', 'varies' and internet shopping trips.

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STROUD RETAIL STUDY**TABLE 5A: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2010**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	35.0	10.8	8.5	6.6	2.4	2.8	0.8	0.8	0.8	0.6	0.7	1.8	71.6
Tesco, Stroud	15.9	3.9	3.0	2.8	1.0	0.9	0.0	0.0	0.0	0.1	0.7	0.2	28.4
Sainsbury's Stroud	8.3	5.9	1.2	1.4	0.3	0.8	0.4	0.3	0.6	0.3	0.0	1.4	20.9
Waitrose, Stroud	5.8	0.7	3.3	2.1	1.1	1.2	0.4	0.5	0.0	0.2	0.0	0.2	15.6
Iceland, Stroud	1.7	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4
Other	2.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.0	0.3	2.0	2.0	16.1	21.5
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.0	0.3	2.0	2.0	16.1	21.5
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.0	3.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.3	2.4
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.8	0.0	0.0	0.0	4.6
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.3	0.0	0.0	0.0	4.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.6
NAILSWORTH	2.1	0.5	0.3	0.3	1.3	4.5	1.0	0.0	0.0	0.0	0.7	0.0	10.6
Morrisons, Nailsworth	1.7	0.5	0.3	0.3	1.1	3.8	1.0	0.0	0.0	0.0	0.7	0.0	9.3
Co-op (Midcounties), Nailsworth	0.4	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.0
Co-op (Midcounties) High Street, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Eastington, Stonehouse	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.8
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.9
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
ELSEWHERE	2.1	3.4	1.9	1.6	0.8	0.5	18.5	2.6	12.3	3.7	59.4	1.8	108.6
TOTAL	40.0	18.6	10.7	8.5	4.6	7.9	20.3	8.3	14.1	7.4	62.7	22.8	225.9

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5B: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2010**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	13.2	2.1	2.4	1.9	0.3	0.3	0.4	0.2	0.1	0.1	0.6	0.4	21.9
Tesco, Stroud	2.8	0.5	0.7	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	4.4
Sainsbury's Stroud	3.2	0.8	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.3	0.2	5.1
Waitrose, Stroud	1.5	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.7
Iceland, Stroud	1.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	0.9	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.1
Other	2.1	0.1	0.7	1.4	0.0	0.2	0.1	0.1	0.0	0.0	0.3	0.1	5.1
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	2.9	4.4
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	2.9	4.3
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	4.7	5.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	1.7
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	2.0	2.3
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.0	2.0	0.0	0.0	0.3	5.7
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.5	0.6	0.0	0.0	0.0	3.3
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	1.5	0.0	0.0	0.3	2.4
NAILSWORTH	2.1	0.0	0.1	0.4	0.6	2.9	0.7	0.1	0.0	0.0	0.0	0.1	6.9
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.4	1.4	0.1	0.1	0.0	0.0	0.0	0.1	2.7
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.4	0.5	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.7	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Other	0.6	0.0	0.1	0.1	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	1.2
STONEHOUSE	0.2	4.5	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.0	0.0	6.0
Co-op (Midcounties) High Street, Stonehouse	0.2	1.6	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.6	0.0	2.7
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	2.3
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.7	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.5	0.0	0.1	2.7
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
PAINSWICK	0.2	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.4
CHALFORD	0.0	0.0	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
OTHER STORES IN COUNTY	0.6	0.9	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
ELSEWHERE	0.7	0.5	0.5	0.3	0.2	0.0	7.1	0.3	3.8	0.5	23.6	1.2	38.7
TOTAL	17.2	8.0	4.6	3.6	2.0	3.4	8.7	3.6	6.0	3.2	26.9	9.8	96.8

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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TABLE 5C: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2015

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	36.9	11.4	8.8	6.7	2.5	3.0	0.9	0.9	0.8	0.6	0.7	1.9	75.2
Tesco, Stroud	16.7	4.2	3.1	2.8	1.1	0.9	0.0	0.0	0.0	0.1	0.7	0.2	29.9
Sainsbury's Stroud	8.8	6.2	1.3	1.4	0.3	0.8	0.4	0.3	0.7	0.3	0.0	1.4	22.0
Waitrose, Stroud	6.1	0.8	3.4	2.1	1.2	1.3	0.4	0.5	0.0	0.2	0.0	0.2	16.3
Iceland, Stroud	1.8	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4
Other	2.2	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.3	2.1	2.1	16.9	22.6
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.3	2.1	2.1	16.9	22.6
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.1	3.2
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.4	2.5
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.8	0.0	0.0	0.0	4.8
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.3	0.0	0.0	0.0	4.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.6
NAILSWORTH	2.2	0.5	0.3	0.4	1.4	4.8	1.1	0.0	0.0	0.0	0.7	0.0	11.3
Morrisons, Nailsworth	1.8	0.5	0.3	0.4	1.2	4.1	1.1	0.0	0.0	0.0	0.7	0.0	10.0
Co-op (Midcounties), Nailsworth	0.4	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.3
Co-op (Midcounties) High Street, Stonehouse	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Eastington, Stonehouse	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.9
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.9
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
ELSEWHERE	2.2	3.6	2.0	1.6	0.9	0.5	20.0	2.7	13.2	3.8	63.7	1.9	116.1
TOTAL	42.1	19.8	11.0	8.7	4.9	8.5	21.9	8.6	15.1	7.6	67.2	23.9	239.5

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5D: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2015**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	13.9	2.2	2.4	1.9	0.3	0.3	0.4	0.2	0.1	0.1	0.7	0.5	23.1
Tesco, Stroud	2.9	0.5	0.7	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	4.6
Sainsbury's Stroud	3.3	0.9	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.3	0.2	5.4
Waitrose, Stroud	1.6	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.8
Iceland, Stroud	1.6	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	1.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.2
Other	2.2	0.1	0.7	1.4	0.0	0.2	0.1	0.1	0.0	0.0	0.3	0.1	5.3
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	3.1	4.6
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	3.1	4.6
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	4.9	5.3
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	1.8
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	2.0	2.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.1	2.2	0.0	0.0	0.3	6.0
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.6	0.6	0.0	0.0	0.0	3.4
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	1.6	0.0	0.0	0.3	2.6
NAILSWORTH	2.2	0.0	0.1	0.4	0.6	3.1	0.7	0.1	0.0	0.0	0.0	0.1	7.3
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.5	1.6	0.1	0.1	0.0	0.0	0.0	0.1	2.9
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	1.2
Tesco Express, Nailsworth	0.8	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Other	0.6	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.3
STONEHOUSE	0.2	4.7	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.0	0.0	6.4
Co-op (Midcounties) High Street, Stonehouse	0.2	1.7	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.7	0.0	2.8
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	2.5
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.7	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.5	0.0	0.1	2.8
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
PAINSWICK	0.2	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.5
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
OTHER STORES IN COUNTY	0.6	1.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
ELSEWHERE	0.8	0.5	0.5	0.3	0.2	0.0	7.7	0.3	4.1	0.5	25.3	1.3	41.5
TOTAL	18.1	8.5	4.7	3.7	2.1	3.6	9.4	3.7	6.5	3.3	28.8	10.2	102.6

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 5E: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2021**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	39.8	12.4	9.2	7.1	2.8	3.4	1.0	0.9	0.9	0.7	0.8	2.1	81.0
Tesco, Stroud	18.0	4.5	3.3	3.0	1.2	1.1	0.0	0.0	0.0	0.1	0.8	0.3	32.1
Sainsbury's Stroud	9.5	6.8	1.3	1.5	0.3	0.9	0.5	0.3	0.7	0.3	0.0	1.6	23.8
Waitrose, Stroud	6.6	0.8	3.6	2.2	1.3	1.4	0.5	0.6	0.0	0.2	0.0	0.3	17.5
Iceland, Stroud	1.9	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5
Other	2.4	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.4	2.2	2.3	18.2	24.3
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.4	2.2	2.3	18.2	24.3
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.4	3.5
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.6	2.7
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.9	0.0	0.0	0.0	5.1
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.4	0.0	0.0	0.0	4.5
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.7
NAILSWORTH	2.4	0.6	0.3	0.4	1.5	5.4	1.2	0.0	0.0	0.0	0.8	0.0	12.5
Morrisons, Nailsworth	1.9	0.6	0.3	0.4	1.3	4.6	1.2	0.0	0.0	0.0	0.8	0.0	11.0
Co-op (Midcounties), Nailsworth	0.5	0.0	0.0	0.0	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.6
Co-op (Midcounties) High Street, Stonehouse	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.1
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
ELSEWHERE	2.4	4.0	2.1	1.7	1.0	0.6	22.0	2.9	14.5	4.0	70.1	2.1	127.1
TOTAL	45.4	21.5	11.6	9.1	5.3	9.5	24.2	9.1	16.6	8.0	73.9	25.7	260.1

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 5F: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2021**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	15.0	2.4	2.6	2.0	0.3	0.4	0.5	0.2	0.1	0.1	0.8	0.5	24.8
Tesco, Stroud	3.2	0.5	0.7	0.1	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.1	5.0
Sainsbury's Stroud	3.6	0.9	0.3	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.4	0.2	5.8
Waitrose, Stroud	1.7	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.0
Iceland, Stroud	1.7	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Cashes Green, Stroud	1.5	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Slad Road, Stroud	1.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.3
Other	2.3	0.1	0.8	1.5	0.0	0.3	0.1	0.1	0.0	0.0	0.4	0.1	5.7
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.1	3.3	5.0
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.1	3.3	4.9
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	5.3	5.7
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	2.0
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	2.2	2.7
WOTTON	0.0	0.0	0.0	0.0	0.0	0.1	0.3	3.3	2.4	0.0	0.0	0.4	6.5
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.7	0.7	0.0	0.0	0.0	3.7
Other	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.6	1.7	0.0	0.0	0.4	2.8
NAILSWORTH	2.3	0.0	0.1	0.4	0.7	3.5	0.8	0.1	0.0	0.0	0.0	0.1	8.0
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.5	1.7	0.1	0.1	0.0	0.0	0.0	0.1	3.2
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.5	0.6	0.0	0.0	0.0	0.0	0.0	1.4
Tesco Express, Nailsworth	0.8	0.0	0.0	0.3	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Other	0.6	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.4
STONEHOUSE	0.2	5.1	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.1	0.0	7.0
Co-op (Midcounties) High Street, Stonehouse	0.2	1.9	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.8	0.0	3.1
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.7
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.8	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.7	0.0	0.1	2.9
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
PAINSWICK	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.6
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
OTHER STORES IN COUNTY	0.6	1.1	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
ELSEWHERE	0.8	0.5	0.6	0.3	0.2	0.1	8.5	0.3	4.5	0.5	27.9	1.3	45.5
TOTAL	19.5	9.2	5.0	3.9	2.3	4.1	10.4	3.9	7.1	3.4	31.7	11.0	111.5

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 5G: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2026**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	42.3	13.3	9.6	7.4	3.0	3.7	1.0	1.0	1.0	0.7	0.8	2.2	86.0
Tesco, Stroud	19.1	4.8	3.4	3.1	1.3	1.1	0.0	0.0	0.0	0.1	0.8	0.3	34.1
Sainsbury's Stroud	10.1	7.3	1.4	1.6	0.3	1.0	0.5	0.4	0.8	0.3	0.0	1.7	25.3
Waitrose, Stroud	7.1	0.9	3.7	2.3	1.4	1.5	0.5	0.6	0.0	0.2	0.0	0.3	18.6
Iceland, Stroud	2.0	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Co-op (Midcounties), Cashes Green, Stroud	1.5	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5
Other	2.5	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.4	2.3	2.5	19.3	25.8
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.4	2.3	2.5	19.3	25.8
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.6	3.7
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.8	2.9
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	1.0	0.0	0.0	0.0	5.4
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	0.4	0.0	0.0	0.0	4.7
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.0	0.0	0.7
NAILSWORTH	2.5	0.6	0.3	0.4	1.6	5.9	1.3	0.0	0.0	0.0	0.8	0.0	13.4
Morrisons, Nailsworth	2.0	0.6	0.3	0.4	1.4	5.0	1.3	0.0	0.0	0.0	0.8	0.0	11.8
Co-op (Midcounties), Nailsworth	0.5	0.0	0.0	0.0	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
STONEHOUSE	0.0	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	5.0
Co-op (Midcounties) High Street, Stonehouse	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.2
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
ELSEWHERE	2.5	4.2	2.2	1.7	1.0	0.6	23.9	3.0	15.7	4.2	75.7	2.2	137.0
TOTAL	48.3	23.0	12.1	9.5	5.7	10.3	26.2	9.6	18.1	8.4	79.9	27.3	278.5

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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TABLE 5H: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2026

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	16.0	2.6	2.7	2.1	0.4	0.4	0.5	0.2	0.1	0.1	0.8	0.5	26.3
Tesco, Stroud	3.4	0.6	0.7	0.1	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.1	5.3
Sainsbury's Stroud	3.8	1.0	0.3	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.4	0.3	6.2
Waitrose, Stroud	1.8	0.6	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.2
Iceland, Stroud	1.8	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Cashes Green, Stroud	1.6	0.1	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Slad Road, Stroud	1.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.4
Other	2.5	0.1	0.8	1.6	0.0	0.3	0.1	0.1	0.0	0.0	0.4	0.1	6.0
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.2	3.5	5.3
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.2	3.5	5.3
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	5.6	6.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	2.1
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	2.3	2.8
WOTTON	0.0	0.0	0.0	0.0	0.0	0.1	0.4	3.5	2.6	0.0	0.0	0.4	6.9
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.9	0.7	0.0	0.0	0.0	3.9
Other	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.6	1.9	0.0	0.0	0.4	3.0
NAILSWORTH	2.5	0.0	0.1	0.4	0.7	3.8	0.9	0.1	0.0	0.0	0.0	0.1	8.6
Morrisons, Nailsworth	0.7	0.0	0.1	0.0	0.5	1.9	0.1	0.1	0.0	0.0	0.0	0.1	3.5
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.1	0.6	0.6	0.0	0.0	0.0	0.0	0.0	1.5
Tesco Express, Nailsworth	0.9	0.0	0.0	0.3	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Other	0.7	0.0	0.1	0.1	0.1	0.5	0.1	0.0	0.0	0.0	0.0	0.0	1.5
STONEHOUSE	0.2	5.5	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.2	0.0	7.5
Co-op (Midcounties) High Street, Stonehouse	0.2	2.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.8	0.0	3.3
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.9
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.9	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.8	0.0	0.1	3.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
PAINSWICK	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.7
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
OTHER STORES IN COUNTY	0.7	1.2	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
ELSEWHERE	0.9	0.6	0.6	0.3	0.2	0.1	9.2	0.4	4.9	0.5	30.1	1.4	49.1
TOTAL	20.7	9.9	5.2	4.1	2.5	4.4	11.2	4.1	7.7	3.6	34.2	11.7	119.4

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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TABLE 6A: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	5.6	0.6	0.8	0.6	0.5	0.7	1.0	0.1	0.1	0.0	0.3	0.5	10.7
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.4	0.0	0.1	0.0	0.0	0.3	0.0	1.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.1	0.6
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.3
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.3	0.0	0.4
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	14.1	8.0	4.4	3.4	1.5	2.7	9.0	3.4	6.8	3.5	29.8	10.4	96.9
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	19.6	9.1	5.3	4.2	2.2	3.9	10.0	4.1	6.9	3.6	30.8	11.2	110.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 6B: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	6.1	0.7	0.8	0.6	0.5	0.8	1.1	0.1	0.1	0.0	0.4	0.5	11.8
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.4	0.0	0.1	0.0	0.0	0.4	0.0	1.3
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.1	0.7
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.4
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.4	0.0	0.5
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	15.6	8.9	4.8	3.6	1.7	3.1	10.2	3.7	7.7	3.8	33.5	11.4	107.9
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	21.7	10.2	5.7	4.5	2.5	4.4	11.3	4.4	7.8	3.9	34.6	12.3	123.2

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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TABLE 6C: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	7.3	0.9	1.0	0.7	0.6	1.0	1.3	0.1	0.1	0.0	0.4	0.6	14.2
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.5	0.0	0.1	0.0	0.0	0.4	0.0	1.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.2	0.8
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.4
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.4	0.0	0.6
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	18.6	10.7	5.6	4.2	2.1	3.8	12.4	4.3	9.4	4.4	40.8	13.6	129.9
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	25.9	12.2	6.6	5.2	3.0	5.4	13.8	5.2	9.5	4.6	42.1	14.7	148.3

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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TABLE 6D: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	8.6	1.0	1.1	0.9	0.7	1.2	1.6	0.2	0.1	0.0	0.5	0.7	16.6
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.3	0.2	0.6	0.0	0.1	0.0	0.0	0.5	0.0	1.9
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.2	0.9
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.5
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.7
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	21.7	12.6	6.4	4.8	2.5	4.6	14.8	5.0	11.2	5.0	48.4	15.9	152.9
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	30.3	14.4	7.6	6.0	3.6	6.5	16.4	6.0	11.3	5.2	50.0	17.1	174.4

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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TABLE 7A: MARKET SHARE & TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	18.1%	16.1%	11.1%	9.1%	35.5%	16.4%	10.7%	3.0%	0.0%	0.0%	2.5%	5.3%	1.8	0.8	0.3	0.2	0.4	0.3	0.5	0.1	0.0	0.0	0.4	0.3	5.1
Wotton-under-Edge	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	19.7%	5.0%	3.5%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4	0.2	0.1	0.2	0.0	0.9
Nailsworth	4.2%	1.6%	0.0%	3.0%	6.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4	0.1	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.5%	0.0%	9.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.5	0.7
Stonehouse	0.0%	6.5%	1.9%	0.0%	0.0%	3.3%	1.2%	0.0%	0.0%	1.8%	1.2%	2.7%	0.0	0.3	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2	0.2	0.9
Berkeley	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Painswick	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2
Chalford	0.0%	0.0%	1.9%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4
Saul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	77.8%	75.8%	83.3%	78.8%	58.1%	72.1%	88.1%	72.7%	95.0%	86.0%	92.6%	80.0%	7.8	3.5	2.2	1.7	0.7	1.4	4.5	1.5	3.3	1.6	14.5	4.6	47.3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10.0	4.7	2.7	2.1	1.1	2.0	5.1	2.1	3.5	1.9	15.7	5.7	56.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 7C: MARKET SHARE & TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	18.1%	16.1%	11.1%	9.1%	35.5%	16.4%	10.7%	3.0%	0.0%	0.0%	2.5%	5.3%	2.5	1.1	0.4	0.3	0.6	0.5	0.8	0.1	0.0	0.6	0.4	7.1
Wotton-under-Edge	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	19.7%	5.0%	3.5%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.6	0.3	0.1	0.3	0.0	1.3
Nailsworth	4.2%	1.6%	0.0%	3.0%	6.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6	0.1	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	1.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.5%	0.0%	9.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.7	0.9
Stonehouse	0.0%	6.5%	1.9%	0.0%	0.0%	3.3%	1.2%	0.0%	0.0%	1.8%	1.2%	2.7%	0.0	0.4	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.3	0.2	1.2
Berkeley	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3
Painswick	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3
Chalford	0.0%	0.0%	1.9%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5
Saul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	77.8%	75.8%	83.3%	78.8%	58.1%	72.1%	88.1%	72.7%	95.0%	86.0%	92.6%	80.0%	10.8	5.0	3.0	2.2	0.9	2.1	6.5	2.0	4.8	2.1	20.9	66.6
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	13.9	6.6	3.5	2.8	1.6	2.9	7.4	2.8	5.1	2.5	22.6	79.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 7D: MARKET SHARE & TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	18.1%	16.1%	11.1%	9.1%	35.5%	16.4%	10.7%	3.0%	0.0%	0.0%	2.5%	5.3%	3.0	1.3	0.5	0.3	0.7	0.6	1.0	0.1	0.0	0.0	0.7	0.5	8.6
Wotton-under-Edge	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	19.7%	5.0%	3.5%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.7	0.3	0.1	0.3	0.0	1.5
Nailsworth	4.2%	1.6%	0.0%	3.0%	6.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7	0.1	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.5%	0.0%	9.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.9	1.1
Stonehouse	0.0%	6.5%	1.9%	0.0%	0.0%	3.3%	1.2%	0.0%	0.0%	1.8%	1.2%	2.7%	0.0	0.5	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.3	0.3	1.5
Berkeley	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.3
Painswick	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3
Chalford	0.0%	0.0%	1.9%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.6
Saul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1
Elsewhere	77.8%	75.8%	83.3%	78.8%	58.1%	72.1%	88.1%	72.7%	95.0%	86.0%	92.6%	80.0%	12.9	6.0	3.5	2.6	1.1	2.6	7.9	2.4	5.9	2.5	25.4	7.5	80.3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	16.6	7.9	4.2	3.3	2.0	3.6	9.0	3.3	6.2	2.9	27.5	9.4	95.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8A: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2010**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	10.4	3.4	2.3	2.0	0.9	1.7	2.8	0.1	0.2	0.2	1.3	1.8	27.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	1.2
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.1	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.8
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.4
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.1	0.5
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	0.9	1.2	0.7	0.3	0.2	0.2	2.9	1.3	3.7	1.4	16.7	2.9	32.5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	11.5	5.4	3.1	2.4	1.3	2.3	5.8	2.4	4.0	2.1	18.0	6.5	64.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8B: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2015**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	11.7	3.9	2.6	2.2	1.0	2.0	3.2	0.1	0.2	0.3	1.5	2.1	30.7
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.1	0.0	0.0	0.0	1.3
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.1	0.2	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.9
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.6
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.1	0.6
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.0	1.4	0.8	0.4	0.2	0.3	3.4	1.4	4.2	1.5	19.1	3.3	37.0
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	12.9	6.1	3.4	2.7	1.5	2.6	6.7	2.6	4.6	2.3	20.6	7.3	73.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8C: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2021**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	14.4	4.8	3.1	2.6	1.3	2.5	4.0	0.2	0.2	0.3	1.9	2.5	37.9
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.2	0.0	0.0	0.0	1.6
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.1	0.3	0.4	0.2	0.0	0.0	0.0	0.0	0.0	1.1
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	19.1%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.7	2.0
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.1	0.7
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.2	1.7	0.9	0.4	0.3	0.4	4.3	1.7	5.3	1.8	24.0	4.1	46.2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	15.9	7.5	4.1	3.2	1.9	3.3	8.5	3.2	5.8	2.8	25.9	9.0	91.2

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8D: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2026**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	17.2	5.8	3.6	3.1	1.5	3.1	4.9	0.2	0.3	0.4	2.3	3.0	45.5
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.2	0.0	0.0	0.0	1.9	
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.1	0.3	0.6	0.2	0.0	0.0	0.0	0.0	1.4	
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.1	2.3	
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.1	0.8	
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	1.2	
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.7	
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.5	2.1	1.1	0.5	0.4	0.4	5.2	2.0	6.5	2.2	29.2	4.8	55.9
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	19.1	9.1	4.8	3.8	2.3	4.1	10.3	3.8	7.1	3.3	31.5	10.8	109.9

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9A: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.1	0.1	0.3	0.2	0.1	0.2	0.2	0.0	0.0	0.1	0.1	2.3	
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.4	0.8	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.1	1.8
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3	0.5
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.2	0.4
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	2.2	0.8	0.6	0.5	0.2	0.4	1.6	0.6	1.2	0.5	5.4	1.4	15.4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	3.7	1.7	1.0	0.8	0.4	0.7	1.9	0.8	1.3	0.7	5.7	2.1	20.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9B: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.2	0.1	0.4	0.2	0.1	0.2	0.3	0.0	0.0	0.0	0.1	0.1	2.6
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.4	0.9	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.4	0.1	2.0
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.6
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.3	0.5
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	2.4	0.9	0.6	0.6	0.2	0.5	1.8	0.7	1.4	0.5	6.1	1.6	17.5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	4.1	1.9	1.1	0.9	0.5	0.8	2.2	0.8	1.5	0.7	6.6	2.3	23.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9C: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.5	0.2	0.4	0.2	0.2	0.2	0.3	0.0	0.0	0.0	0.1	0.1	3.2
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.5	1.1	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.5	0.1	2.5
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.7
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.3	0.6
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	3.0	1.1	0.8	0.7	0.3	0.6	2.3	0.8	1.8	0.6	7.7	2.0	21.7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	5.1	2.4	1.3	1.0	0.6	1.1	2.7	1.0	1.9	0.9	8.3	2.9	29.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9D: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.8	0.2	0.5	0.3	0.2	0.3	0.4	0.0	0.0	0.0	0.1	0.1	3.8
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.6	1.3	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.6	0.1	3.0
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.0	0.5	0.8
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.4	0.7
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	3.6	1.4	0.9	0.8	0.4	0.8	2.8	1.0	2.2	0.7	9.4	2.4	26.2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	6.1	2.9	1.5	1.2	0.7	1.3	3.3	1.2	2.3	1.1	10.1	3.4	35.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10A: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	2.9	0.4	0.6	0.7	0.3	0.5	0.4	0.1	0.1	0.0	0.0	0.4	6.5
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	0.8	1.2	0.2	0.1	0.0	0.3	0.3	0.0	0.0	0.1	0.0	0.3	3.3
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.7	1.1
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Brimacombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	8.7	4.2	2.4	1.7	0.7	1.5	5.6	2.1	4.2	2.0	19.7	5.8	58.6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	12.6	5.9	3.4	2.7	1.4	2.5	6.4	2.6	4.4	2.3	19.7	7.1	71.0

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10B: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	3.3	0.5	0.7	0.8	0.4	0.6	0.5	0.1	0.1	0.0	0.0	0.4	7.3
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	0.9	1.4	0.3	0.1	0.0	0.3	0.3	0.0	0.0	0.1	0.0	0.3	3.7
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.8	1.3
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	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	0.0	0.0	0.2
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	9.8	4.7	2.7	1.9	0.8	1.8	6.5	2.3	4.9	2.2	22.6	6.5	66.6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	14.2	6.6	3.7	2.9	1.6	2.9	7.4	2.9	5.1	2.6	22.6	8.0	80.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10C: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	4.0	0.6	0.8	0.9	0.5	0.8	0.6	0.1	0.1	0.0	0.0	0.5	9.0
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	1.1	1.7	0.3	0.1	0.0	0.4	0.4	0.0	0.0	0.2	0.0	0.4	4.6
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.2	0.0	1.0	1.5
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.6	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.8
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.3
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	12.1	5.9	3.2	2.3	1.0	2.3	8.2	2.8	6.1	2.6	28.4	8.0	82.7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	17.4	8.2	4.5	3.5	2.0	3.6	9.3	3.5	6.4	3.1	28.4	9.9	99.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10D: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	4.8	0.8	1.0	1.1	0.6	1.0	0.8	0.1	0.1	0.0	0.0	0.6	10.8
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	1.3	2.1	0.4	0.1	0.0	0.5	0.5	0.0	0.0	0.2	0.0	0.5	5.5
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.2	0.0	1.2	1.8
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.7	0.2	0.2	0.0	0.0	0.0	0.0	0.0	1.0
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.3
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	14.5	7.1	3.8	2.7	1.2	2.8	9.9	3.3	7.5	3.1	34.5	9.5	99.7
	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	20.9	9.9	5.2	4.1	2.5	4.5	11.3	4.1	7.8	3.6	34.5	11.8	120.3

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11A: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	11.6	3.2	1.9	1.4	0.6	0.9	1.0	0.1	0.1	0.2	0.7	0.3	22.0
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.2	0.0	0.1	0.1	0.3	1.6	0.2	0.1	0.0	0.0	0.0	0.1	2.7
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.3	0.0	0.0	0.0	1.9
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.1	2.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.7
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.7
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.1	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	6.3	4.5	2.6	2.0	0.8	1.2	8.1	2.2	6.2	2.6	28.4	7.4	72.4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	18.6	8.7	5.0	3.9	2.1	3.7	9.5	3.9	6.6	3.4	29.2	10.6	105.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11B: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	12.9	3.5	2.1	1.6	0.7	1.0	1.1	0.1	0.1	0.2	0.8	0.3	24.3
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.3	0.0	0.1	0.1	0.3	1.8	0.3	0.1	0.0	0.0	0.0	0.2	3.0
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.3	0.0	0.0	0.0	2.0
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.3	2.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.7
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.7
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.2	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	6.9	5.0	2.9	2.2	1.0	1.4	9.2	2.4	7.0	2.8	32.0	8.2	80.7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	20.6	9.6	5.4	4.2	2.4	4.2	10.7	4.2	7.4	3.7	32.8	11.7	116.9

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11C: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	15.4	4.3	2.5	1.8	0.8	1.2	1.4	0.1	0.1	0.2	1.0	0.4	29.1
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.3	0.0	0.1	0.1	0.4	2.2	0.3	0.1	0.0	0.0	0.0	0.2	3.7
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.4	0.0	0.0	0.0	2.4
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.7	2.8
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.8
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.9
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.7
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.2	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	8.3	6.0	3.3	2.5	1.2	1.7	11.2	2.8	8.5	3.2	39.0	9.8	97.5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	24.6	11.6	6.3	4.9	2.9	5.1	13.1	4.9	9.0	4.3	40.0	13.9	140.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11D: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	18.0	5.0	2.8	2.1	0.9	1.5	1.7	0.1	0.1	0.2	1.2	0.4	34.0
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.4	0.0	0.1	0.1	0.4	2.7	0.4	0.1	0.0	0.0	0.0	0.2	4.4
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.4	0.0	0.0	0.0	2.8
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.2	3.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.6	0.0	0.2	0.0	0.0	0.0	0.0	0.0	1.0
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4	0.2	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	9.7	7.1	3.8	2.9	1.4	2.0	13.3	3.2	10.2	3.7	46.2	11.4	114.9
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	28.7	13.7	7.2	5.6	3.4	6.1	15.6	5.7	10.7	5.0	47.5	16.2	165.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12A: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	7.5	3.3	1.2	1.6	0.7	1.0	1.3	0.1	0.3	0.1	0.0	1.1
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.3	0.5	0.3	0.0	0.0	0.0	0.0	0.0
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.4	0.3	0.1	0.0	0.0
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.6	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.7
Minchinhampton	3.9%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	7.2	3.4	2.9	1.7	0.8	1.6	6.5	2.8	4.9	2.7	24.7	7.8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	16.0	7.5	4.3	3.4	1.8	3.1	8.1	3.3	5.6	3.0	25.1	9.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12B: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	8.3	3.6	1.3	1.7	0.8	1.1	1.5	0.1	0.3	0.1	0.0	1.3
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.6	0.3	0.0	0.0	0.0	0.0	1.3
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.5	0.3	0.1	0.0	1.1
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.7	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.9
Minchinhampton	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	8.0	3.8	3.2	1.8	0.9	1.8	7.4	3.1	5.6	2.9	27.7	8.6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	17.7	8.3	4.6	3.6	2.0	3.6	9.2	3.6	6.3	3.2	28.2	10.0

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12C: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	9.9	4.4	1.5	2.0	1.0	1.4	1.8	0.1	0.4	0.1	0.0	1.5
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.7	0.4	0.0	0.0	0.0	0.0	1.6
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.5	0.4	0.1	0.0	1.3
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.8	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	2.3
Minchinhampton	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	9.5	4.6	3.7	2.1	1.1	2.2	9.0	3.6	6.8	3.4	33.8	10.2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	21.1	10.0	5.4	4.2	2.5	4.4	11.2	4.2	7.7	3.7	34.3	11.9

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
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TABLE 12D: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	11.6	5.2	1.7	2.2	1.1	1.6	2.1	0.1	0.5	0.1	0.0	1.7	28.1
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.5	0.9	0.5	0.0	0.0	0.0	0.0	0.0	1.9
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.6	0.5	0.1	0.0	0.0	1.5
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.0	0.9	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	2.7
Minchinhampton	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	11.1	5.4	4.2	2.4	1.3	2.6	10.7	4.2	8.1	3.9	40.1	11.9	106.0
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	24.7	11.7	6.2	4.9	2.9	5.3	13.4	4.9	9.2	4.3	40.8	13.9	142.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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TABLE 13: CONVENIENCE FLOORSPACE IN THE MAIN SETTLEMENTS IN STROUD DISTRICT

STORE / LOCATION	FLOORSPACE (sq m net)		CONV GOODS SALES DENSITY (£/sq m)	TOTAL CONVENIENCE GOODS TURNOVER (£m)
	Total Net Sales	Convenience Goods Sales		
STROUD				
Tesco, Stroud	3,367	2,357	12,883	30.4
Sainsbury's Stroud	2,965	2,372	9,613	22.8
Waitrose, Stroud	2,401	2,041	11,869	24.2
Iceland, Stroud	483	459	6,244	2.9
Co-op, Cashes Green, Stroud	1,068	962	6,953	6.7
Co-op, Slad Road, Stroud	148	133	6,953	0.9
Other		1,480	5,214	7.7
TOTAL				95.6
CAM				
Tesco, Cam	1,538	1,307	12,883	16.8
DURSLEY				
Somerfield, Parsonage Street, Dursley	500	450	6,953	3.1
Co-op, Rosebery Road, Dursley	141	134	6,953	0.9
Lidl, Kingshill Road, Dursley	643	546	2,961	1.6
Other	481	433	5,414	2.3
TOTAL				8.0
WOTTON				
Co-op (Midcounties), Wotton-under-Edge	429	386	6,953	2.7
Other	438	438	6,834	3.0
NAILSWORTH				
Morrisons, Nailsworth	1,159	1,043	11,555	12.0
Tesco Express, Nailsworth	151	143	9,000	1.3
Co-op	232	209	6,953	1.5
Other		550	2,268	1.2
				16.0
STONEHOUSE				
Co-op, High Street, Stonehouse	1,076	968	6,953	6.7
Co-op, Eastington	141	134	6,953	0.9
Co-op, Elm Road, Stonehouse	100	95	6,953	0.7
Co-op, Kings Stanley	136	129	6,953	0.9
Other	254	241	3,836	0.9
BERKELEY	401	381	9,365	3.6
MINCHINHAMPTON	150	143	6,911	1.0

TABLE 14: COMMITMENTS IN STROUD DISTRICT

	FLOORSPACE (sq m net)	SALES DENSITY (£/sq m)	BENCHMARK TURNOVER (£m)
Sainsburys extension, Stroud comparison	848	7453	6.3
FOCUS unit convenience	792	4700	3.7
comparison	198	4700	0.9
Sainsburys, Dursley convenience	1486	9,613	14.3
comparison	372	7453	2.8

Notes:

floorspace data from Stroud District Council, GVA and IGD data

sales densities for large stores derived from Mintel and Verdict research and sales densities for other town centre floorspace based on existing trading levels

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 15a: CONVENIENCE GOODS CAPACITY 2010-2026

Stroud

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	93.6	98.3	105.8	112.3
Market Share (%)	29.0	28.7	28.5	28.2
Expenditure Inflow (£m)	6.8	7.2	7.7	8.2
Total Turnover Potential (£m)	100.4	105.5	113.5	120.5
Benchmark Turnover of Existing and Committed Facilities (£m)	99.3	99.8	102.0	104.6
Residual Expenditure (£m)	1.1	5.7	11.5	16.0
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	108	564	1115	1514

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 15b: CONVENIENCE GOODS CAPACITY 2010-2026

Cam / Dursley

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	34.0	35.8	38.5	40.9
Market Share (%)	10.5	10.5	10.4	10.3
Expenditure Inflow (£m)	2.5	2.6	2.8	3.0
Total Turnover Potential (£m)	36.5	38.4	41.3	43.9
Benchmark Turnover of Existing and Committed Facilities (£m)	39.2	39.3	40.2	41.2
Residual Expenditure (£m)	-2.6	-1.0	1.1	2.7
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	-264	-96	107	255

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 15c: CONVENIENCE GOODS CAPACITY 2010-2026

Nailsworth

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	17.5	18.7	20.5	22.1
Market Share (%)	5.4	5.5	5.5	5.6
Expenditure Inflow (£m)	1.3	1.4	1.5	1.6
Total Turnover Potential (£m)	18.7	20.0	22.0	23.7
Benchmark Turnover of Existing and Committed Facilities (£m)	16.0	16.1	16.5	16.9
Residual Expenditure (£m)	2.7	3.9	5.5	6.8
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	270	390	535	646

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 15d: CONVENIENCE GOODS CAPACITY 2010-2026

Wotton-under-Edge

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	10.3	10.8	11.6	12.3
Market Share (%)	3.2	3.2	3.1	3.1
Expenditure Inflow (£m)	0.8	0.8	0.8	0.9
Total Turnover Potential (£m)	11.1	11.6	12.5	13.2
Benchmark Turnover of Existing and Committed Facilities (£m)	5.7	5.7	5.8	6.0
Residual Expenditure (£m)	5.4	5.9	6.6	7.3
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	540	588	646	689

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 15e: CONVENIENCE GOODS CAPACITY 2010-2026

Stonehouse

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	10.1	10.7	11.6	12.4
Market Share (%)	3.1	3.1	3.1	3.1
Expenditure Inflow (£m)	0.7	0.8	0.8	0.9
Total Turnover Potential (£m)	10.8	11.4	12.4	13.3
Benchmark Turnover of Existing and Committed Facilities (£m)	10.1	10.2	10.4	10.7
Residual Expenditure (£m)	0.6	1.3	2.0	2.7
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	65	125	198	252

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2007 PRICES

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STROUD RETAIL STUDY

TABLE 17a: COMPARISON GOODS CAPACITY - 2010-2026

Stroud

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	91.9	102.6	124.5	147.4
Market Share (%)	17.7	17.6	17.6	17.5
Expenditure Inflow (£m)	5.5	6.2	7.5	8.8
Total Turnover Potential (£m)	97.4	108.7	132.0	156.3
Benchmark Turnover of Existing and Committed Facilities (£m)	97.4	103.9	115.4	127.4
Residual Expenditure (£m)	0.0	4.8	16.6	28.8
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	904	2797	4405

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD RETAIL STUDY

TABLE 17B: COMPARISON GOODS CAPACITY - 2010-2026

Cam / Dursley

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	8.1	9.0	10.9	12.9
Market Share (%)	1.6	1.5	1.5	1.5
Expenditure Inflow (£m)	0.5	0.5	0.7	0.8
Total Turnover Potential (£m)	8.6	9.5	11.5	13.7
Benchmark Turnover of Existing and Committed Facilities (£m)	8.6	9.1	10.1	11.2
Residual Expenditure (£m)	0.0	0.4	1.4	2.5
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	74	237	376

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 17C: COMPARISON GOODS CAPACITY - 2010-2026

Nailsworth

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	6.9	7.7	9.5	11.3
Market Share (%)	1.3	1.3	1.3	1.3
Expenditure Inflow (£m)	0.4	0.5	0.6	0.7
Total Turnover Potential (£m)	7.3	8.2	10.1	12.0
Benchmark Turnover of Existing and Committed Facilities (£m)	7.3	7.8	8.6	9.5
Residual Expenditure (£m)	0.0	0.4	1.4	2.5
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	84	244	380

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD RETAIL STUDY

TABLE 17D: COMPARISON GOODS CAPACITY - 2010-2026

Wotton-under-Edge

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	5.8	6.4	7.7	9.0
Market Share (%)	1.1	1.1	1.1	1.1
Expenditure Inflow (£m)	0.3	0.4	0.5	0.5
Total Turnover Potential (£m)	6.2	6.8	8.2	9.6
Benchmark Turnover of Existing and Committed Facilities (£m)	6.2	6.6	7.3	8.1
Residual Expenditure (£m)	0.0	0.2	0.9	1.5
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	44	146	233

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 17E: COMPARISON GOODS CAPACITY - 2010-2026

Stonehouse

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	9.7	11.0	13.4	16.1
Market Share (%)	1.9	1.9	1.9	1.9
Expenditure Inflow (£m)	0.6	0.7	0.8	1.0
Total Turnover Potential (£m)	10.3	11.6	14.3	17.0
Benchmark Turnover of Existing and Committed Facilities (£m)	10.3	11.0	12.2	13.5
Residual Expenditure (£m)	0.0	0.6	2.0	3.5
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	113	341	537

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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Appendix L
Scenario E1 Quantitative Assessment

STROUD DISTRICT COUNCIL
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TABLE 1: POPULATION OF STUDY AREA, BY SURVEY ZONE (2010-2026)

ZONE	POSTCODE SECTORS	2010	2015	2021	2026	Change, 2010-15 No. (%)		Change, 2010-26 No. (%)	
1 STROUD	TOTAL	31,236	31,602	32,041	32,407	366	1.2	1,171	3.8
2 STONEHOUSE	TOTAL	14,546	14,670	14,818	14,942	124	0.9	396	2.7
3 PAINSWICK	TOTAL	8,358	8,433	8,523	8,598	75	0.9	240	2.9
4a CHALFORD	TOTAL	6,600	6,659	6,730	6,789	59	0.9	189	2.9
4b MINCHINHAMPTON	TOTAL	3,562	3,753	3,982	4,172	191	5.4	610	17.1
5 NAILSWORTH	TOTAL	6,127	6,242	6,380	6,495	115	1.9	368	6.0
6 EASTERN FRINGE	TOTAL	15,848	16,657	17,513	18,233	809	5.1	2,385	15.0
7 WOOTTON	TOTAL	6,485	6,601	6,739	6,855	116	1.8	370	5.7
8 SOUTHERN FRINGE	TOTAL	10,991	11,481	12,048	12,577	490	4.5	1,586	14.4
9 BERKELEY	TOTAL	5,777	5,848	5,933	6,003	71	1.2	226	3.9
10 NORTHERN FRINGE	TOTAL	48,903	51,043	53,610	55,749	2,140	4.4	6,846	14.0
11 DURSLEY	TOTAL	17,752	18,746	19,939	20,933	994	5.6	3,181	17.9
TOTAL		176,185	181,734	188,257	193,756	5,549	3.1	17,571	10.0

Notes:

Population figures for each zone for 2010 derived from Experian Business Strategies Retail Planner Reports (dated November 2009).

Growth for Zones 1-5, 7, 9-11 based on global population growth figures for Stroud District along with the following assumptions for the distribution of population growth (based on distribution of new housing development):

Population growth per annum in Stroud District (2010-2026)**850***(ONS 2006 sub-national population projections for Stroud District)***Distribution of Growth (by zone)**

	%	People
Stroud	9%	73
Stonehouse	3%	25
Painswick	2%	15
Chalford	1%	12
Minchinhampton	4%	38
Nailsworth	3%	23
Wootton	3%	23
Berkeley	2%	14
Northern Fringe	50%	428
Dursley	23%	199
Total	100%	850

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

**TABLE 2: PER CAPITA EXPENDITURE WITHIN STUDY AREA
BY GOODS CATEGORY AND ZONE, 2010-2026**

A: CONVENIENCE GOODS

	2010	2015	2021	2026
	1831	1882	1974	2054

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

	2010	2015	2021	2026
	629	678	788	900

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

	2010	2015	2021	2026
	321	352	422	494

D: DIY & DECORATING GOODS

ZONE	2010	2015	2021	2026
	368	404	484	567

Notes:

see notes overleaf

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

**TABLE 2 (Continued): PER CAPITA EXPENDITURE WITHIN STUDY
AREA BY GOODS CATEGORY AND ZONE, 2010-2026**

E: DOMESTIC APPLIANCES

	2010	2015	2021	2026
	117	129	155	181

F: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

	2010	2015	2021	2026
	403	443	530	621

G: PERSONAL & LUXURY GOODS

	2010	2015	2021	2026
	597	643	747	854

H: RECREATIONAL GOODS

	2010	2015	2021	2026
	512	552	642	733

Notes:

see notes overleaf

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**NOTES TO TABLE 2: PER CAPITA EXPENDITURE WITHIN STUDY AREA BY GOODS CATEGORY AND ZONE, 2010-2026**

Per capita expenditure estimates for convenience goods and individual comparison goods categories within each survey zone derived from Experian Business Strategies (EBS) Retail Planner Reports dated November 2009.

Per capita expenditure estimates for each goods category exclude an allowance for non-store sales and are projected forward using data derived from Experian Retail Planner forecasts (August 2009). In order to provide an accurate picture for non-store sales, the current levels of non-store sales for non-food goods categories provided by Experian.

Goods Category	Constituent EBS Expenditure Categories	Allowance for non-store sales	Expenditure Projections (per annum)					
			2008	2009	2010	2011	2012-2016	2017-2026
Convenience Goods	Convenience Goods	1.9	0.9	-0.5	-0.2	0.6	0.8	0.9
Clothes & Footwear	Clothing	11.0	1.7	3.6	-0.1	1.2	2.3	2.7
	Shoes	9.8	1.7	3.6	-0.1	1.2	2.3	2.7
Furniture, Floorcoverings & Textiles	furniture and furnishings (90%)	5.0	4.8	-3.9	-0.9	0.8	2.9	3.2
	household textiles	13.5	4.8	-3.9	-0.9	0.8	2.9	3.2
DIY & Decorating	Materials for maintenance	4.7	4.8	-3.9	-0.9	0.8	2.9	3.2
	small tools	9.8	4.8	-3.9	-0.9	0.8	2.9	3.2
	major tools	9.8	4.8	-3.9	-0.9	0.8	2.9	3.2
	gardens, plants, etc	8.1	4.8	-3.9	-0.9	0.8	2.9	3.2
	furniture and furnishings (10%)	5.0	4.8	-3.9	-0.9	0.8	2.9	3.2
	non-durable household goods	6.5	4.8	-3.9	-0.9	0.8	2.9	3.2
Domestic Appliances	major household appliances	8.9	4.8	-3.9	-0.9	0.8	2.9	3.2
	appliances for personal care (10%)	2.1	4.8	-3.9	-0.9	0.8	2.9	3.2
	small appliances	8.9	4.8	-3.9	-0.9	0.8	2.9	3.2
TV, Hi-Fi & Radio	recording media	14.7	4.8	-3.9	-0.9	0.8	2.9	3.2
	audio-visual	16.4	4.8	-3.9	-0.9	0.8	2.9	3.2
Personal & Luxury	glassware	8.4	1.7	3.6	-0.1	1.2	2.3	2.7
	medical goods	2.0	1.7	3.6	-0.1	1.2	2.3	2.7
	therapeutic appliances	0.8	1.7	3.6	-0.1	1.2	2.3	2.7
	appliances for personal care (90%)	2.1	1.7	3.6	-0.1	1.2	2.3	2.7
	jewellery	11.1	1.7	3.6	-0.1	1.2	2.3	2.7
	other personal effects	3.8	1.7	3.6	-0.1	1.2	2.3	2.7
Recreational	bicycles	0.9	1.7	3.6	-0.1	1.2	2.3	2.7
	games, toys, etc	10.7	1.7	3.6	-0.1	1.2	2.3	2.7
	pets	2.4	1.7	3.6	-0.1	1.2	2.3	2.7
	books	12.5	1.7	3.6	-0.1	1.2	2.3	2.7

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

**TABLE 3: TOTAL EXPENDITURE WITHIN STUDY AREA BY
GOODS CATEGORY AND ZONE, 2010-2026**

A: CONVENIENCE GOODS

ZONE	2010	2015	2021	2026
1	57.2	59.5	63.2	66.5
2	26.6	27.6	29.3	30.7
3	15.3	15.9	16.8	17.7
4a	12.1	12.5	13.3	13.9
4b	6.5	7.1	7.9	8.6
5	11.2	11.7	12.6	13.3
6	29.0	31.4	34.6	37.4
7	11.9	12.4	13.3	14.1
8	20.1	21.6	23.8	25.8
9	10.6	11.0	11.7	12.3
10	89.6	96.1	105.8	114.5
11	32.5	35.3	39.4	43.0
TOTAL	322.7	342.1	371.6	397.9

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

ZONE	2010	2015	2021	2026
1	19.6	21.4	25.2	29.2
2	9.1	9.9	11.7	13.5
3	5.3	5.7	6.7	7.7
4a	4.2	4.5	5.3	6.1
4b	2.2	2.5	3.1	3.8
5	3.9	4.2	5.0	5.8
6	10.0	11.3	13.8	16.4
7	4.1	4.5	5.3	6.2
8	6.9	7.8	9.5	11.3
9	3.6	4.0	4.7	5.4
10	30.8	34.6	42.2	50.2
11	11.2	12.7	15.7	18.8
TOTAL	110.8	123.2	148.3	174.4

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

ZONE	2010	2015	2021	2026
1	10.0	11.1	13.5	16.0
2	4.7	5.2	6.3	7.4
3	2.7	3.0	3.6	4.2
4a	2.1	2.3	2.8	3.4
4b	1.1	1.3	1.7	2.1
5	2.0	2.2	2.7	3.2
6	5.1	5.9	7.4	9.0
7	2.1	2.3	2.8	3.4
8	3.5	4.0	5.1	6.2
9	1.9	2.1	2.5	3.0
10	15.7	18.0	22.6	27.5
11	5.7	6.6	8.4	10.3
TOTAL	56.5	64.1	79.5	95.7

D: DIY & DECORATING GOODS

ZONE	2010	2015	2021	2026
1	11.5	12.8	15.5	18.4
2	5.4	5.9	7.2	8.5
3	3.1	3.4	4.1	4.9
4a	2.4	2.7	3.3	3.9
4b	1.3	1.5	1.9	2.4
5	2.3	2.5	3.1	3.7
6	5.8	6.7	8.5	10.3
7	2.4	2.7	3.3	3.9
8	4.0	4.6	5.8	7.1
9	2.1	2.4	2.9	3.4
10	18.0	20.6	26.0	31.6
11	6.5	7.6	9.7	11.9
TOTAL	64.8	73.5	91.2	109.9

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

**TABLE 3 (Continued): TOTAL EXPENDITURE WITHIN STUDY AREA
BY GOODS CATEGORY AND ZONE, 2010-2026**

E: DOMESTIC APPLIANCES

ZONE	2010	2015	2021	2026
1	3.7	4.1	5.0	5.9
2	1.7	1.9	2.3	2.7
3	1.0	1.1	1.3	1.6
4a	0.8	0.9	1.0	1.2
4b	0.4	0.5	0.6	0.8
5	0.7	0.8	1.0	1.2
6	1.9	2.2	2.7	3.3
7	0.8	0.9	1.0	1.2
8	1.3	1.5	1.9	2.3
9	0.7	0.8	0.9	1.1
10	5.7	6.6	8.3	10.1
11	2.1	2.4	3.1	3.8
TOTAL	20.7	23.5	29.1	35.1

F: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

ZONE	2010	2015	2021	2026
1	12.6	14.0	17.0	20.1
2	5.9	6.5	7.9	9.3
3	3.4	3.7	4.5	5.3
4a	2.7	2.9	3.6	4.2
4b	1.4	1.7	2.1	2.6
5	2.5	2.8	3.4	4.0
6	6.4	7.4	9.3	11.3
7	2.6	2.9	3.6	4.3
8	4.4	5.1	6.4	7.8
9	2.3	2.6	3.1	3.7
10	19.7	22.6	28.4	34.6
11	7.1	8.3	10.6	13.0
TOTAL	71.0	80.5	99.8	120.3

G: PERSONAL & LUXURY GOODS

ZONE	2010	2015	2021	2026
1	18.6	20.3	23.9	27.7
2	8.7	9.4	11.1	12.8
3	5.0	5.4	6.4	7.3
4a	3.9	4.3	5.0	5.8
4b	2.1	2.4	3.0	3.6
5	3.7	4.0	4.8	5.5
6	9.5	10.7	13.1	15.6
7	3.9	4.2	5.0	5.9
8	6.6	7.4	9.0	10.7
9	3.4	3.8	4.4	5.1
10	29.2	32.8	40.1	47.6
11	10.6	12.1	14.9	17.9
TOTAL	105.1	116.9	140.7	165.5

H: RECREATIONAL GOODS

ZONE	2010	2015	2021	2026
1	16.0	17.5	20.6	23.8
2	7.5	8.1	9.5	11.0
3	4.3	4.7	5.5	6.3
4a	3.4	3.7	4.3	5.0
4b	1.8	2.1	2.6	3.1
5	3.1	3.4	4.1	4.8
6	8.1	9.2	11.2	13.4
7	3.3	3.6	4.3	5.0
8	5.6	6.3	7.7	9.2
9	3.0	3.2	3.8	4.4
10	25.1	28.2	34.4	40.9
11	9.1	10.4	12.8	15.4
TOTAL	90.3	100.4	120.9	142.1

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 4A: MARKET SHARE OF MAIN FOOD CONVENIENCE FACILITIES IN STROUD DISTRICT

STORE / CENTRE	ZONE											
	1	2	3	4A	4B	5	6	7	8	9	10	11
STROUD	87.5%	57.9%	79.5%	77.6%	52.0%	35.8%	4.0%	10.0%	5.4%	8.1%	1.0%	8.1%
Tesco, Stroud	39.6%	21.1%	28.2%	32.7%	22.0%	11.1%	0.0%	0.0%	0.0%	1.4%	1.0%	1.0%
Sainsbury's Stroud	20.8%	31.6%	11.5%	16.3%	6.0%	9.9%	2.0%	3.8%	4.3%	4.1%	0.0%	6.1%
Waitrose, Stroud	14.6%	3.9%	30.8%	24.5%	24.0%	14.8%	2.0%	6.3%	0.0%	2.7%	0.0%	1.0%
Iceland, Stroud	4.2%	1.3%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Cashes Green, Stroud	3.1%	0.0%	1.3%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Slad Road, Stroud	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Other	5.2%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CAM	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	12.5%	2.2%	27.0%	3.1%	70.7%
Tesco, Cam	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	12.5%	2.2%	27.0%	3.1%	70.7%
DURSLEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	13.1%
Somerfield, Parsonage Street, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	10.1%
Co-op (Midcounties), Rosebery Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Lidl, Kingshill Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
WOTTON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.3%	5.4%	0.0%	0.0%	0.0%
Co-op (Midcounties), Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	45.0%	2.2%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.3%	0.0%	0.0%	0.0%
NAILSWORTH	5.2%	2.6%	2.6%	4.1%	28.0%	56.8%	5.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Morrisons, Nailsworth	4.2%	2.6%	2.6%	4.1%	24.0%	48.1%	5.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Co-op (Midcounties), Nailsworth	1.0%	0.0%	0.0%	0.0%	4.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Nailsworth	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
STONEHOUSE	0.0%	21.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
Co-op (Midcounties) High Street, Stonehouse	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Eastington, Stonehouse	0.0%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
Co-op (Midcounties) Elm Road, Stonehouse	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BERKELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.2%	0.0%	0.0%
MINCHINHAMPTON	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER STORES IN DISTRICT	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ELSEWHERE	5.2%	18.4%	17.9%	18.4%	18.0%	6.2%	91.0%	31.3%	87.0%	50.0%	94.8%	8.1%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market shares for main food convenience shopping taken from Stroud Household Telephone Survey, excluding 'don't do', 'don't know', 'varies' and internet shopping trips.

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 4B: MARKET SHARE OF TOP-UP FOOD CONVENIENCE FACILITIES IN STROUD DISTRICT

STORE / CENTRE	ZONE											
	1	2	3	4A	4B	5	6	7	8	9	10	11
STROUD	77.2%	26.5%	51.4%	51.3%	15.2%	9.1%	4.3%	4.3%	1.1%	2.6%	2.4%	4.4%
Tesco, Stroud	16.3%	5.9%	14.3%	2.6%	2.2%	1.3%	2.2%	0.0%	0.0%	0.0%	0.0%	1.1%
Sainsbury's Stroud	18.5%	10.3%	5.7%	2.6%	0.0%	1.3%	1.1%	1.4%	0.0%	1.3%	1.2%	2.2%
Waitrose, Stroud	8.7%	5.9%	5.7%	5.1%	8.7%	0.0%	0.0%	1.4%	0.0%	1.3%	0.0%	0.0%
Iceland, Stroud	8.7%	1.5%	2.9%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Cashes Green, Stroud	7.6%	1.5%	4.3%	2.6%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Slad Road, Stroud	5.4%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Other	12.0%	1.5%	15.7%	38.5%	0.0%	6.5%	1.1%	1.4%	0.0%	0.0%	1.2%	1.1%
CAM	1.1%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.4%	1.1%	3.9%	3.6%	30.0%
Tesco, Cam	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	1.1%	3.9%	3.6%	30.0%
Other	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DURSLEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.2%	47.8%
Somerfield, Parsonage Street, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.8%
Co-op (Midcounties), Rosebery Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%
Lidl, Kingshill Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.2%	20.0%
WOTTON	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.3%	84.3%	33.3%	1.3%	0.0%	3.3%
Co-op (Midcounties), Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	70.0%	9.2%	1.3%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.1%	14.3%	24.1%	0.0%	0.0%	3.3%
NAILSWORTH	12.0%	0.0%	2.9%	10.3%	30.4%	85.7%	7.6%	1.4%	0.0%	0.0%	0.0%	1.1%
Morrisons, Nailsworth	3.3%	0.0%	1.4%	0.0%	21.7%	42.9%	1.1%	1.4%	0.0%	0.0%	0.0%	1.1%
Co-op (Midcounties), Nailsworth	1.1%	0.0%	0.0%	0.0%	2.2%	13.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Nailsworth	4.3%	0.0%	0.0%	7.7%	2.2%	19.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	3.3%	0.0%	1.4%	2.6%	4.3%	10.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
STONEHOUSE	1.1%	55.9%	2.9%	0.0%	0.0%	2.6%	2.2%	0.0%	0.0%	0.0%	3.6%	0.0%
Co-op (Midcounties) High Street, Stonehouse	1.1%	20.6%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	2.4%	0.0%
Co-op (Midcounties), Eastington, Stonehouse	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Co-op (Midcounties) Elm Road, Stonehouse	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	8.8%	2.9%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BERKELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	77.6%	0.0%	1.1%
MINCHINHAMPTON	0.0%	0.0%	0.0%	0.0%	45.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
PAINSWICK	1.1%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
CHALFORD	0.0%	0.0%	1.4%	23.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER STORES IN DISTRICT	3.3%	11.8%	8.6%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ELSEWHERE	4.3%	5.9%	11.4%	7.7%	8.7%	1.3%	81.5%	8.6%	63.2%	14.5%	88.0%	12.2%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market shares for top-up food convenience shopping taken from Stroud Household Telephone Survey, excluding 'don't do', 'don't know', 'varies' and internet shopping trips.

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STROUD RETAIL STUDY**TABLE 5A: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2010**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	35.0	10.8	8.5	6.6	2.4	2.8	0.8	0.8	0.8	0.6	0.7	1.8	71.6
Tesco, Stroud	15.9	3.9	3.0	2.8	1.0	0.9	0.0	0.0	0.0	0.1	0.7	0.2	28.4
Sainsbury's Stroud	8.3	5.9	1.2	1.4	0.3	0.8	0.4	0.3	0.6	0.3	0.0	1.4	20.9
Waitrose, Stroud	5.8	0.7	3.3	2.1	1.1	1.2	0.4	0.5	0.0	0.2	0.0	0.2	15.6
Iceland, Stroud	1.7	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4
Other	2.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.0	0.3	2.0	2.0	16.1	21.5
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.0	0.3	2.0	2.0	16.1	21.5
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.0	3.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.3	2.4
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.8	0.0	0.0	0.0	4.6
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.3	0.0	0.0	0.0	4.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.6
NAILSWORTH	2.1	0.5	0.3	0.3	1.3	4.5	1.0	0.0	0.0	0.0	0.7	0.0	10.6
Morrisons, Nailsworth	1.7	0.5	0.3	0.3	1.1	3.8	1.0	0.0	0.0	0.0	0.7	0.0	9.3
Co-op (Midcounties), Nailsworth	0.4	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.0
Co-op (Midcounties) High Street, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Eastington, Stonehouse	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.8
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.9
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
ELSEWHERE	2.1	3.4	1.9	1.6	0.8	0.5	18.5	2.6	12.3	3.7	59.4	1.8	108.6
TOTAL	40.0	18.6	10.7	8.5	4.6	7.9	20.3	8.3	14.1	7.4	62.7	22.8	225.9

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5B: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2010**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	13.2	2.1	2.4	1.9	0.3	0.3	0.4	0.2	0.1	0.1	0.6	0.4	21.9
Tesco, Stroud	2.8	0.5	0.7	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	4.4
Sainsbury's Stroud	3.2	0.8	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.3	0.2	5.1
Waitrose, Stroud	1.5	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.7
Iceland, Stroud	1.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	0.9	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.1
Other	2.1	0.1	0.7	1.4	0.0	0.2	0.1	0.1	0.0	0.0	0.3	0.1	5.1
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	2.9	4.4
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	2.9	4.3
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	4.7	5.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	1.7
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	2.0	2.3
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.0	2.0	0.0	0.0	0.3	5.7
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.5	0.6	0.0	0.0	0.0	3.3
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	1.5	0.0	0.0	0.3	2.4
NAILSWORTH	2.1	0.0	0.1	0.4	0.6	2.9	0.7	0.1	0.0	0.0	0.0	0.1	6.9
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.4	1.4	0.1	0.1	0.0	0.0	0.0	0.1	2.7
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.4	0.5	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.7	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Other	0.6	0.0	0.1	0.1	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	1.2
STONEHOUSE	0.2	4.5	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.0	0.0	6.0
Co-op (Midcounties) High Street, Stonehouse	0.2	1.6	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.6	0.0	2.7
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	2.3
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.7	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.5	0.0	0.1	2.7
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
PAINSWICK	0.2	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.4
CHALFORD	0.0	0.0	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
OTHER STORES IN COUNTY	0.6	0.9	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
ELSEWHERE	0.7	0.5	0.5	0.3	0.2	0.0	7.1	0.3	3.8	0.5	23.6	1.2	38.7
TOTAL	17.2	8.0	4.6	3.6	2.0	3.4	8.7	3.6	6.0	3.2	26.9	9.8	96.8

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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TABLE 5C: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2015

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	36.4	11.2	8.8	6.8	2.6	2.9	0.9	0.9	0.8	0.6	0.7	2.0	74.7
Tesco, Stroud	16.5	4.1	3.1	2.9	1.1	0.9	0.0	0.0	0.0	0.1	0.7	0.2	29.6
Sainsbury's Stroud	8.7	6.1	1.3	1.4	0.3	0.8	0.4	0.3	0.7	0.3	0.0	1.5	21.8
Waitrose, Stroud	6.1	0.8	3.4	2.1	1.2	1.2	0.4	0.5	0.0	0.2	0.0	0.2	16.2
Iceland, Stroud	1.7	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4
Other	2.2	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.3	2.1	2.1	17.5	23.2
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.3	2.1	2.1	17.5	23.2
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.2	3.3
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.5	2.6
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.8	0.0	0.0	0.0	4.8
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.3	0.0	0.0	0.0	4.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.6
NAILSWORTH	2.2	0.5	0.3	0.4	1.4	4.7	1.1	0.0	0.0	0.0	0.7	0.0	11.2
Morrisons, Nailsworth	1.7	0.5	0.3	0.4	1.2	4.0	1.1	0.0	0.0	0.0	0.7	0.0	9.8
Co-op (Midcounties), Nailsworth	0.4	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.2
Co-op (Midcounties) High Street, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Eastington, Stonehouse	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.9
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.9
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
ELSEWHERE	2.2	3.6	2.0	1.6	0.9	0.5	20.0	2.7	13.2	3.9	63.8	2.0	116.2
TOTAL	41.6	19.3	11.1	8.8	4.9	8.2	21.9	8.7	15.1	7.7	67.3	24.7	239.5

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5D: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2015**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	13.8	2.2	2.4	1.9	0.3	0.3	0.4	0.2	0.1	0.1	0.7	0.5	22.9
Tesco, Stroud	2.9	0.5	0.7	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	4.6
Sainsbury's Stroud	3.3	0.9	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.3	0.2	5.3
Waitrose, Stroud	1.6	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.8
Iceland, Stroud	1.6	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	1.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.2
Other	2.1	0.1	0.7	1.4	0.0	0.2	0.1	0.1	0.0	0.0	0.3	0.1	5.3
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	3.2	4.7
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	3.2	4.7
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	5.1	5.5
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	1.9
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	2.1	2.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.1	2.2	0.0	0.0	0.4	6.1
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.6	0.6	0.0	0.0	0.0	3.5
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	1.6	0.0	0.0	0.4	2.6
NAILSWORTH	2.1	0.0	0.1	0.4	0.6	3.0	0.7	0.1	0.0	0.0	0.0	0.1	7.2
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.5	1.5	0.1	0.1	0.0	0.0	0.0	0.1	2.9
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	1.2
Tesco Express, Nailsworth	0.8	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Other	0.6	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.3
STONEHOUSE	0.2	4.6	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.0	0.0	6.3
Co-op (Midcounties) High Street, Stonehouse	0.2	1.7	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.7	0.0	2.8
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	2.4
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.7	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.6	0.0	0.1	2.8
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
PAINSWICK	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.5
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
OTHER STORES IN COUNTY	0.6	1.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
ELSEWHERE	0.8	0.5	0.5	0.3	0.2	0.0	7.7	0.3	4.1	0.5	25.4	1.3	41.5
TOTAL	17.8	8.3	4.8	3.8	2.1	3.5	9.4	3.7	6.5	3.3	28.8	10.6	102.6

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 5E: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2021

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	38.7	11.9	9.4	7.2	2.9	3.2	1.0	0.9	0.9	0.7	0.8	2.2	79.6
Tesco, Stroud	17.5	4.3	3.3	3.0	1.2	1.0	0.0	0.0	0.0	0.1	0.8	0.3	31.5
Sainsbury's Stroud	9.2	6.5	1.4	1.5	0.3	0.9	0.5	0.3	0.7	0.3	0.0	1.7	23.3
Waitrose, Stroud	6.5	0.8	3.6	2.3	1.3	1.3	0.5	0.6	0.0	0.2	0.0	0.3	17.4
Iceland, Stroud	1.8	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5
Other	2.3	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.4	2.2	2.3	19.5	25.6
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.4	2.2	2.3	19.5	25.6
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.6	3.7
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.8	2.9
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	0.9	0.0	0.0	0.0	5.2
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.4	0.0	0.0	0.0	4.6
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.7
NAILSWORTH	2.3	0.5	0.3	0.4	1.5	5.0	1.2	0.0	0.0	0.0	0.8	0.0	12.1
Morrisons, Nailsworth	1.8	0.5	0.3	0.4	1.3	4.2	1.2	0.0	0.0	0.0	0.8	0.0	10.6
Co-op (Midcounties), Nailsworth	0.5	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.4
Co-op (Midcounties) High Street, Stonehouse	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Co-op (Midcounties), Eastington, Stonehouse	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.0
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
ELSEWHERE	2.3	3.8	2.1	1.7	1.0	0.5	22.0	2.9	14.5	4.1	70.2	2.2	127.4
TOTAL	44.3	20.5	11.8	9.3	5.5	8.8	24.2	9.3	16.6	8.2	74.1	27.6	260.1

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 5F: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2021**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	14.6	2.3	2.6	2.0	0.4	0.3	0.5	0.2	0.1	0.1	0.8	0.5	24.4
Tesco, Stroud	3.1	0.5	0.7	0.1	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.1	4.9
Sainsbury's Stroud	3.5	0.9	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.4	0.3	5.7
Waitrose, Stroud	1.6	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.0
Iceland, Stroud	1.6	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.1	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Co-op (Midcounties), Slad Road, Stroud	1.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.3
Other	2.3	0.1	0.8	1.5	0.0	0.2	0.1	0.1	0.0	0.0	0.4	0.1	5.7
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.1	3.5	5.2
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.1	3.5	5.2
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	5.6	6.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	2.1
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	2.4	2.8
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.4	2.4	0.0	0.0	0.4	6.6
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.8	0.7	0.0	0.0	0.0	3.7
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	1.7	0.0	0.0	0.4	2.8
NAILSWORTH	2.3	0.0	0.1	0.4	0.7	3.2	0.8	0.1	0.0	0.0	0.0	0.1	7.8
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.5	1.6	0.1	0.1	0.0	0.0	0.0	0.1	3.1
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.1	0.5	0.6	0.0	0.0	0.0	0.0	0.0	1.3
Tesco Express, Nailsworth	0.8	0.0	0.0	0.3	0.1	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Other	0.6	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.4
STONEHOUSE	0.2	4.9	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.1	0.0	6.7
Co-op (Midcounties) High Street, Stonehouse	0.2	1.8	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.8	0.0	3.0
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.6
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.8	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.7	0.0	0.1	3.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
PAINSWICK	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.6
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
OTHER STORES IN COUNTY	0.6	1.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
ELSEWHERE	0.8	0.5	0.6	0.3	0.2	0.0	8.5	0.3	4.5	0.5	27.9	1.4	45.7
TOTAL	19.0	8.8	5.0	4.0	2.4	3.8	10.4	4.0	7.1	3.5	31.7	11.8	111.5

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 5G: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2026**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	40.8	12.4	9.8	7.6	3.1	3.3	1.0	1.0	1.0	0.7	0.8	2.4	84.0
Tesco, Stroud	18.4	4.5	3.5	3.2	1.3	1.0	0.0	0.0	0.0	0.1	0.8	0.3	33.2
Sainsbury's Stroud	9.7	6.8	1.4	1.6	0.4	0.9	0.5	0.4	0.8	0.3	0.0	1.8	24.6
Waitrose, Stroud	6.8	0.8	3.8	2.4	1.4	1.4	0.5	0.6	0.0	0.2	0.0	0.3	18.3
Iceland, Stroud	1.9	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Co-op (Midcounties), Cashes Green, Stroud	1.5	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5
Other	2.4	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.4	2.3	2.5	21.3	27.9
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.4	2.3	2.5	21.3	27.9
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	4.0	4.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.0	3.2
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6	1.0	0.0	0.0	0.0	5.5
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	0.4	0.0	0.0	0.0	4.8
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.0	0.0	0.7
NAILSWORTH	2.4	0.6	0.3	0.4	1.7	5.3	1.3	0.0	0.0	0.0	0.8	0.0	12.8
Morrisons, Nailsworth	1.9	0.6	0.3	0.4	1.4	4.5	1.3	0.0	0.0	0.0	0.8	0.0	11.3
Co-op (Midcounties), Nailsworth	0.5	0.0	0.0	0.0	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.6
Co-op (Midcounties) High Street, Stonehouse	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.1
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
ELSEWHERE	2.4	4.0	2.2	1.8	1.1	0.6	23.9	3.1	15.7	4.3	76.0	2.4	137.4
TOTAL	46.6	21.5	12.4	9.8	6.0	9.3	26.2	9.9	18.1	8.6	80.1	30.1	278.5

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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TABLE 5H: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2026

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	15.4	2.4	2.7	2.1	0.4	0.4	0.5	0.2	0.1	0.1	0.8	0.6	25.7
Tesco, Stroud	3.3	0.5	0.8	0.1	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.1	5.2
Sainsbury's Stroud	3.7	0.9	0.3	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.4	0.3	6.0
Waitrose, Stroud	1.7	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.1
Iceland, Stroud	1.7	0.1	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Cashes Green, Stroud	1.5	0.1	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Slad Road, Stroud	1.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.3
Other	2.4	0.1	0.8	1.6	0.0	0.3	0.1	0.1	0.0	0.0	0.4	0.1	6.0
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.2	3.9	5.7
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.2	3.9	5.6
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	6.2	6.7
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	2.3
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.0
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	2.6	3.1
WOTTON	0.0	0.0	0.0	0.0	0.0	0.1	0.4	3.6	2.6	0.0	0.0	0.4	7.0
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	3.0	0.7	0.0	0.0	0.0	4.0
Other	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.6	1.9	0.0	0.0	0.4	3.1
NAILSWORTH	2.4	0.0	0.2	0.4	0.8	3.4	0.9	0.1	0.0	0.0	0.0	0.1	8.2
Morrisons, Nailsworth	0.7	0.0	0.1	0.0	0.6	1.7	0.1	0.1	0.0	0.0	0.0	0.1	3.3
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.1	0.5	0.6	0.0	0.0	0.0	0.0	0.0	1.4
Tesco Express, Nailsworth	0.9	0.0	0.0	0.3	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Other	0.7	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.5
STONEHOUSE	0.2	5.1	0.2	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.2	0.0	7.1
Co-op (Midcounties) High Street, Stonehouse	0.2	1.9	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.8	0.0	3.2
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.7
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.8	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.9	0.0	0.1	3.1
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
PAINSWICK	0.2	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.7
CHALFORD	0.0	0.0	0.1	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
OTHER STORES IN COUNTY	0.7	1.1	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
ELSEWHERE	0.9	0.5	0.6	0.3	0.2	0.1	9.2	0.4	4.9	0.5	30.2	1.6	49.3
TOTAL	20.0	9.2	5.3	4.2	2.6	4.0	11.2	4.2	7.7	3.7	34.3	12.9	119.4

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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TABLE 6A: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	5.6	0.6	0.8	0.6	0.5	0.7	1.0	0.1	0.1	0.0	0.3	0.5	10.7
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.4	0.0	0.1	0.0	0.0	0.3	0.0	1.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.1	0.6
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.3
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.3	0.0	0.4
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	14.1	8.0	4.4	3.4	1.5	2.7	9.0	3.4	6.8	3.5	29.8	10.4	96.9
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	19.6	9.1	5.3	4.2	2.2	3.9	10.0	4.1	6.9	3.6	30.8	11.2	110.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 6B: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	6.1	0.7	0.8	0.6	0.5	0.8	1.1	0.1	0.1	0.0	0.4	0.5	11.7
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.4	0.0	0.1	0.0	0.0	0.4	0.0	1.3
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.1	0.7
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.4
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.4	0.0	0.5
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	15.4	8.7	4.8	3.7	1.7	3.0	10.2	3.7	7.7	3.8	33.5	11.8	107.9
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	21.4	9.9	5.7	4.5	2.5	4.2	11.3	4.5	7.8	4.0	34.6	12.7	123.2

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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TABLE 6C: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	7.1	0.8	1.0	0.8	0.6	0.9	1.3	0.1	0.1	0.0	0.4	0.7	14.0
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.3	0.2	0.5	0.0	0.1	0.0	0.0	0.4	0.0	1.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.2	0.8
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.5
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.4	0.0	0.6
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	18.1	10.2	5.6	4.3	2.1	3.6	12.4	4.4	9.4	4.5	40.9	14.6	130.2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	25.2	11.7	6.7	5.3	3.1	5.0	13.8	5.3	9.5	4.7	42.2	15.7	148.3

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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TABLE 6D: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	8.2	0.9	1.1	0.9	0.8	1.1	1.6	0.2	0.1	0.0	0.5	0.8	16.3
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.3	0.3	0.5	0.0	0.1	0.0	0.0	0.5	0.0	1.8
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.2	1.0
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.5
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.5	0.0	0.7
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	20.9	11.7	6.5	4.9	2.6	4.2	14.8	5.1	11.2	5.2	48.6	17.5	153.2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	29.2	13.5	7.7	6.1	3.8	5.8	16.4	6.2	11.3	5.4	50.2	18.8	174.4

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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TABLE 7A: MARKET SHARE & TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	18.1%	16.1%	11.1%	9.1%	35.5%	16.4%	10.7%	3.0%	0.0%	0.0%	2.5%	5.3%	1.8	0.8	0.3	0.2	0.4	0.3	0.5	0.1	0.0	0.0	0.4	0.3	5.1
Wotton-under-Edge	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	19.7%	5.0%	3.5%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4	0.2	0.1	0.2	0.0	0.9
Nailsworth	4.2%	1.6%	0.0%	3.0%	6.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4	0.1	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.5%	0.0%	9.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.5	0.7
Stonehouse	0.0%	6.5%	1.9%	0.0%	0.0%	3.3%	1.2%	0.0%	0.0%	1.8%	1.2%	2.7%	0.0	0.3	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2	0.2	0.9
Berkeley	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Painswick	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2
Chalford	0.0%	0.0%	1.9%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.4
Saul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	77.8%	75.8%	83.3%	78.8%	58.1%	72.1%	88.1%	72.7%	95.0%	86.0%	92.6%	80.0%	7.8	3.5	2.2	1.7	0.7	1.4	4.5	1.5	3.3	1.6	14.5	4.6	47.3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10.0	4.7	2.7	2.1	1.1	2.0	5.1	2.1	3.5	1.9	15.7	5.7	56.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 7C: MARKET SHARE & TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	18.1%	16.1%	11.1%	9.1%	35.5%	16.4%	10.7%	3.0%	0.0%	0.0%	2.5%	5.3%	2.4	1.0	0.4	0.3	0.6	0.4	0.8	0.1	0.0	0.6	0.4	7.0	
Wotton-under-Edge	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	19.7%	5.0%	3.5%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.6	0.3	0.1	0.3	0.0	1.3	
Nailsworth	4.2%	1.6%	0.0%	3.0%	6.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6	0.1	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	1.1	
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.5%	0.0%	9.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.8	1.0	
Stonehouse	0.0%	6.5%	1.9%	0.0%	0.0%	3.3%	1.2%	0.0%	0.0%	1.8%	1.2%	2.7%	0.0	0.4	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.3	0.2	1.2	
Berkeley	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	
Painswick	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	
Chalford	0.0%	0.0%	1.9%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5	
Saul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Elsewhere	77.8%	75.8%	83.3%	78.8%	58.1%	72.1%	88.1%	72.7%	95.0%	86.0%	92.6%	80.0%	10.5	4.7	3.0	2.2	1.0	1.9	6.5	2.1	4.8	2.2	21.0	66.7	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	13.5	6.3	3.6	2.8	1.7	2.7	7.4	2.8	5.1	2.5	22.6	8.4	79.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 7D: MARKET SHARE & TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	18.1%	16.1%	11.1%	9.1%	35.5%	16.4%	10.7%	3.0%	0.0%	0.0%	2.5%	5.3%	2.9	1.2	0.5	0.3	0.7	0.5	1.0	0.1	0.0	0.7	0.6	8.4	
Wotton-under-Edge	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	19.7%	5.0%	3.5%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.7	0.3	0.1	0.3	0.0	1.5
Nailsworth	4.2%	1.6%	0.0%	3.0%	6.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7	0.1	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.5%	0.0%	9.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	1.0	1.0	1.2
Stonehouse	0.0%	6.5%	1.9%	0.0%	0.0%	3.3%	1.2%	0.0%	0.0%	1.8%	1.2%	2.7%	0.0	0.5	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.3	0.3	1.4
Berkeley	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.3
Painswick	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.3
Chalford	0.0%	0.0%	1.9%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.6
Saul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	77.8%	75.8%	83.3%	78.8%	58.1%	72.1%	88.1%	72.7%	95.0%	86.0%	92.6%	80.0%	12.5	5.6	3.5	2.6	1.2	2.3	7.9	2.5	5.9	2.6	25.5	8.3	80.4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	16.0	7.4	4.2	3.4	2.1	3.2	9.0	3.4	6.2	3.0	27.5	10.3	95.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8A: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2010**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	10.4	3.4	2.3	2.0	0.9	1.7	2.8	0.1	0.2	0.2	1.3	1.8	27.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	1.2
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.1	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.8
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.4
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.1	0.5
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	0.9	1.2	0.7	0.3	0.2	0.2	2.9	1.3	3.7	1.4	16.7	2.9	32.5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	11.5	5.4	3.1	2.4	1.3	2.3	5.8	2.4	4.0	2.1	18.0	6.5	64.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8B: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2015**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	11.5	3.8	2.6	2.2	1.0	1.9	3.2	0.1	0.2	0.3	1.5	2.1	30.5
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.1	0.0	0.0	0.0	1.3
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.1	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.9
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.6
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.1	0.6
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.0	1.4	0.8	0.4	0.2	0.3	3.4	1.4	4.2	1.5	19.1	3.4	37.1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	12.8	5.9	3.4	2.7	1.5	2.5	6.7	2.7	4.6	2.4	20.6	7.6	73.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8C: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2021**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	14.0	4.6	3.1	2.7	1.3	2.3	4.0	0.2	0.2	0.3	1.9	2.7	37.4
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.2	0.0	0.0	0.0	0.0	1.6
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.1	0.3	0.4	0.2	0.0	0.0	0.0	0.0	0.0	1.1
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.8	2.1	2.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.1	0.7	0.7
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.7
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.2	1.7	0.9	0.4	0.3	0.3	4.3	1.7	5.3	1.9	24.0	4.3	46.5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	15.5	7.2	4.1	3.3	1.9	3.1	8.5	3.3	5.8	2.9	26.0	9.7	91.2

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8D: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2026**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	16.6	5.4	3.7	3.2	1.6	2.8	4.9	0.2	0.3	0.4	2.4	3.3	44.7
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.2	0.0	0.0	0.0	0.0	1.9
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.1	0.3	0.5	0.2	0.0	0.0	0.0	0.0	0.0	1.3
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	2.3	2.5
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.1	0.9	0.9
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.4	2.0	1.1	0.5	0.4	0.4	5.2	2.0	6.5	2.2	29.3	5.3	56.4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	18.4	8.5	4.9	3.9	2.4	3.7	10.3	3.9	7.1	3.4	31.6	11.9	109.9

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9A: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.1	0.1	0.3	0.2	0.1	0.2	0.2	0.0	0.0	0.0	0.1	0.1	2.3
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.4	0.8	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.1	1.8
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.5
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.2	0.4
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	2.2	0.8	0.6	0.5	0.2	0.4	1.6	0.6	1.2	0.5	5.4	1.4	15.4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	3.7	1.7	1.0	0.8	0.4	0.7	1.9	0.8	1.3	0.7	5.7	2.1	20.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9B: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.2	0.1	0.4	0.2	0.1	0.2	0.3	0.0	0.0	0.0	0.1	0.1	2.6
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.4	0.8	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.4	0.1	2.0
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.6
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.3	0.5
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	2.4	0.9	0.6	0.6	0.2	0.5	1.8	0.7	1.4	0.5	6.2	1.7	17.5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	4.1	1.9	1.1	0.9	0.5	0.8	2.2	0.9	1.5	0.8	6.6	2.4	23.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9C: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.4	0.1	0.4	0.2	0.2	0.2	0.3	0.0	0.0	0.0	0.1	0.1	3.2
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.5	1.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.5	0.1	2.4
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.5	0.7
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.3	0.6
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	2.9	1.1	0.8	0.7	0.3	0.6	2.3	0.8	1.8	0.6	7.7	2.1	21.8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	5.0	2.3	1.3	1.0	0.6	1.0	2.7	1.0	1.9	0.9	8.3	3.1	29.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9D: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.7	0.2	0.5	0.3	0.2	0.3	0.4	0.0	0.0	0.0	0.1	0.1	3.8
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.6	1.2	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.6	0.1	2.9
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.0	0.6	0.9
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.4	0.7
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	3.5	1.3	0.9	0.9	0.4	0.7	2.8	1.0	2.2	0.8	9.4	2.6	26.3
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	5.9	2.7	1.6	1.2	0.8	1.2	3.3	1.2	2.3	1.1	10.1	3.8	35.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10A: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	2.9	0.4	0.6	0.7	0.3	0.5	0.4	0.1	0.1	0.0	0.0	0.4	6.5
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	0.8	1.2	0.2	0.1	0.0	0.3	0.3	0.0	0.0	0.1	0.0	0.3	3.3
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.7	1.1
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	8.7	4.2	2.4	1.7	0.7	1.5	5.6	2.1	4.2	2.0	19.7	5.8	58.6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	12.6	5.9	3.4	2.7	1.4	2.5	6.4	2.6	4.4	2.3	19.7	7.1	71.0

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10B: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	3.2	0.5	0.7	0.8	0.4	0.6	0.5	0.1	0.1	0.0	0.0	0.4	7.3
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	0.9	1.4	0.3	0.1	0.0	0.3	0.3	0.0	0.0	0.1	0.0	0.3	3.7
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.9	1.3
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	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	0.0	0.0	0.2
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	9.7	4.6	2.7	1.9	0.8	1.7	6.5	2.3	4.9	2.2	22.6	6.7	66.6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	14.0	6.5	3.7	2.9	1.7	2.8	7.4	2.9	5.1	2.6	22.6	8.3	80.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10C: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	3.9	0.6	0.9	0.9	0.5	0.7	0.6	0.1	0.1	0.0	0.0	0.5	8.9
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	1.1	1.7	0.3	0.1	0.0	0.4	0.4	0.0	0.0	0.2	0.0	0.4	4.5
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.2	0.0	1.1	1.6
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.6	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.8
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.3
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	11.8	5.6	3.3	2.3	1.0	2.1	8.2	2.8	6.1	2.7	28.4	8.5	82.8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	17.0	7.9	4.5	3.6	2.1	3.4	9.3	3.6	6.4	3.1	28.4	10.6	99.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10D: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	4.6	0.7	1.0	1.1	0.6	0.9	0.8	0.1	0.1	0.0	0.0	0.7	10.6
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	1.3	2.0	0.4	0.1	0.0	0.4	0.5	0.0	0.0	0.2	0.0	0.5	5.3
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.2	0.0	1.3	2.0
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.7	0.1	0.2	0.0	0.0	0.0	0.0	0.0	1.0
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.3
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	13.9	6.6	3.9	2.7	1.3	2.5	9.9	3.3	7.5	3.2	34.6	10.5	99.9
	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	20.1	9.3	5.3	4.2	2.6	4.0	11.3	4.3	7.8	3.7	34.6	13.0	120.3

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11A: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	11.6	3.2	1.9	1.4	0.6	0.9	1.0	0.1	0.1	0.2	0.7	0.3	22.0
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.2	0.0	0.1	0.1	0.3	1.6	0.2	0.1	0.0	0.0	0.0	0.1	2.7
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.3	0.0	0.0	0.0	1.9
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.1	2.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.7
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.7
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.1	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	6.3	4.5	2.6	2.0	0.8	1.2	8.1	2.2	6.2	2.6	28.4	7.4	72.4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	18.6	8.7	5.0	3.9	2.1	3.7	9.5	3.9	6.6	3.4	29.2	10.6	105.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11B: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	12.7	3.5	2.1	1.6	0.7	1.0	1.1	0.1	0.1	0.2	0.8	0.3
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.3	0.0	0.1	0.1	0.3	1.7	0.3	0.1	0.0	0.0	0.0	0.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.3	0.0	0.0	0.0
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.2	0.1	0.3	0.1	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%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	6.9	4.9	2.9	2.2	1.0	1.3	9.2	2.4	7.0	2.8	32.0	8.5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	20.3	9.4	5.4	4.3	2.4	4.0	10.7	4.2	7.4	3.8	32.8	12.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11C: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	15.0	4.1	2.5	1.8	0.8	1.1	1.4	0.1	0.1	0.2	1.0	0.4	28.5
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.3	0.0	0.1	0.1	0.4	2.1	0.3	0.1	0.0	0.0	0.0	0.2	3.5
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.4	0.0	0.0	0.0	2.4
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.9	3.0
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	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	0.9
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.9
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.2	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	8.1	5.7	3.4	2.6	1.2	1.6	11.2	2.8	8.5	3.3	39.0	10.5	97.9
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	23.9	11.1	6.4	5.0	3.0	4.8	13.1	5.0	9.0	4.4	40.1	14.9	140.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11D: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	17.3	4.7	2.9	2.1	1.0	1.3	1.7	0.1	0.1	0.2	1.2	0.5
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.3	0.0	0.1	0.1	0.4	2.4	0.4	0.1	0.0	0.0	0.0	0.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.4	0.0	0.0	0.0
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.5
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.6	0.0	0.2	0.0	0.0	0.0	0.0	1.1
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.2	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	9.3	6.6	3.9	3.0	1.4	1.8	13.3	3.3	10.2	3.8	46.4	12.5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	27.7	12.8	7.3	5.8	3.6	5.5	15.6	5.9	10.7	5.1	47.6	17.9

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12A: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	7.5	3.3	1.2	1.6	0.7	1.0	1.3	0.1	0.3	0.1	0.0	1.1
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.3	0.5	0.3	0.0	0.0	0.0	0.0	0.0
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.4	0.3	0.1	0.0	0.0
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.6	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.7
Minchinhampton	3.9%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	7.2	3.4	2.9	1.7	0.8	1.6	6.5	2.8	4.9	2.7	24.7	7.8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	16.0	7.5	4.3	3.4	1.8	3.1	8.1	3.3	5.6	3.0	25.1	9.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12B: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	8.2	3.6	1.3	1.7	0.8	1.1	1.5	0.1	0.3	0.1	0.0	1.3
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.6	0.3	0.0	0.0	0.0	0.0	1.3
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.5	0.3	0.1	0.0	1.1
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.7	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.9
Minchinhampton	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	7.9	3.7	3.2	1.8	0.9	1.7	7.4	3.1	5.6	2.9	27.8	8.9
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	17.5	8.1	4.7	3.7	2.1	3.4	9.2	3.6	6.3	3.2	28.2	10.4

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12C: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	9.7	4.2	1.5	2.0	1.0	1.3	1.8	0.1	0.4	0.1	0.0	1.6
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.7	0.4	0.0	0.0	0.0	0.0	1.5
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.5	0.4	0.1	0.0	1.3
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.8	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	2.3
Minchinhampton	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	9.3	4.4	3.8	2.2	1.1	2.0	9.0	3.7	6.8	3.4	33.9	11.0
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	20.6	9.5	5.5	4.3	2.6	4.1	11.2	4.3	7.7	3.8	34.4	12.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
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TABLE 12D: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	11.2	4.8	1.8	2.3	1.2	1.5	2.1	0.1	0.5	0.1	0.0	1.9	27.5	
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.5	0.8	0.5	0.0	0.0	0.0	0.0	0.0	1.8	
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.6	0.5	0.1	0.0	0.0	1.5	
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.9	0.9	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	2.6	
Minchinhampton	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3	
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.3	0.3	
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	10.7	5.0	4.3	2.5	1.3	2.4	10.7	4.3	8.1	4.0	40.2	13.2	106.8	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	23.8	11.0	6.3	5.0	3.1	4.8	13.4	5.0	9.2	4.4	40.9	15.4	142.1	

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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TABLE 13: CONVENIENCE FLOORSPACE IN THE MAIN SETTLEMENTS IN STROUD DISTRICT

STORE / LOCATION	FLOORSPACE (sq m net)		CONV GOODS SALES DENSITY (£/sq m)	TOTAL CONVENIENCE GOODS TURNOVER (£m)
	Total Net Sales	Convenience Goods Sales		
STROUD				
Tesco, Stroud	3,367	2,357	12,883	30.4
Sainsbury's Stroud	2,965	2,372	9,613	22.8
Waitrose, Stroud	2,401	2,041	11,869	24.2
Iceland, Stroud	483	459	6,244	2.9
Co-op, Cashes Green, Stroud	1,068	962	6,953	6.7
Co-op, Slad Road, Stroud	148	133	6,953	0.9
Other		1,480	5,214	7.7
TOTAL				95.6
CAM				
Tesco, Cam	1,538	1,307	12,883	16.8
DURSLEY				
Somerfield, Parsonage Street, Dursley	500	450	6,953	3.1
Co-op, Rosebery Road, Dursley	141	134	6,953	0.9
Lidl, Kingshill Road, Dursley	643	546	2,961	1.6
Other	481	433	5,414	2.3
TOTAL				8.0
WOTTON				
Co-op (Midcounties), Wotton-under-Edge	429	386	6,953	2.7
Other	438	438	6,834	3.0
NAILSWORTH				
Morrisons, Nailsworth	1,159	1,043	11,555	12.0
Tesco Express, Nailsworth	151	143	9,000	1.3
Co-op	232	209	6,953	1.5
Other		550	2,268	1.2
				16.0
STONEHOUSE				
Co-op, High Street, Stonehouse	1,076	968	6,953	6.7
Co-op, Eastington	141	134	6,953	0.9
Co-op, Elm Road, Stonehouse	100	95	6,953	0.7
Co-op, Kings Stanley	136	129	6,953	0.9
Other	254	241	3,836	0.9
BERKELEY	401	381	9,365	3.6
MINCHINHAMPTON	150	143	6,911	1.0

TABLE 14: COMMITMENTS IN STROUD DISTRICT

	FLOORSPACE (sq m net)	SALES DENSITY (£/sq m)	BENCHMARK TURNOVER (£m)
Sainsburys extension, Stroud comparison	848	7453	6.3
FOCUS unit convenience	792	4700	3.7
comparison	198	4700	0.9
Sainsburys, Dursley convenience	1486	9,613	14.3
comparison	372	7453	2.8

Notes:

floorspace data from Stroud District Council, GVA and IGD data

sales densities for large stores derived from Mintel and Verdict research and sales densities for other town centre floorspace based on existing trading levels

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 15a: CONVENIENCE GOODS CAPACITY 2010-2026

Stroud

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	93.6	97.6	104.0	109.8
Market Share (%)	29.0	28.5	28.0	27.6
Expenditure Inflow (£m)	6.8	7.1	7.6	8.0
Total Turnover Potential (£m)	100.4	104.7	111.6	117.8
Benchmark Turnover of Existing and Committed Facilities (£m)	99.3	99.8	102.0	104.6
Residual Expenditure (£m)	1.1	4.9	9.6	13.2
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	108	484	937	1251

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 15b: CONVENIENCE GOODS CAPACITY 2010-2026

Cam / Dursley

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	34.0	36.7	40.7	44.3
Market Share (%)	10.5	10.7	11.0	11.1
Expenditure Inflow (£m)	2.5	2.7	3.0	3.2
Total Turnover Potential (£m)	36.5	39.4	43.7	47.5
Benchmark Turnover of Existing and Committed Facilities (£m)	39.2	39.3	40.2	41.2
Residual Expenditure (£m)	-2.6	0.1	3.5	6.3
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	-264	6	338	596

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 15c: CONVENIENCE GOODS CAPACITY 2010-2026

Nailsworth

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	17.5	18.4	19.8	21.1
Market Share (%)	5.4	5.4	5.3	5.3
Expenditure Inflow (£m)	1.3	1.3	1.4	1.5
Total Turnover Potential (£m)	18.7	19.7	21.3	22.6
Benchmark Turnover of Existing and Committed Facilities (£m)	16.0	16.1	16.5	16.9
Residual Expenditure (£m)	2.7	3.6	4.8	5.7
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	270	359	466	543

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 15d: CONVENIENCE GOODS CAPACITY 2010-2026

Wotton-under-Edge

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	10.3	10.9	11.8	12.6
Market Share (%)	3.2	3.2	3.2	3.2
Expenditure Inflow (£m)	0.8	0.8	0.9	0.9
Total Turnover Potential (£m)	11.1	11.7	12.6	13.5
Benchmark Turnover of Existing and Committed Facilities (£m)	5.7	5.7	5.8	6.0
Residual Expenditure (£m)	5.4	6.0	6.8	7.5
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	540	596	663	714

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD RETAIL STUDY

TABLE 15e: CONVENIENCE GOODS CAPACITY 2010-2026

Stonehouse

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	10.1	10.5	11.1	11.7
Market Share (%)	3.1	3.1	3.0	3.0
Expenditure Inflow (£m)	0.7	0.8	0.8	0.9
Total Turnover Potential (£m)	10.8	11.2	12.0	12.6
Benchmark Turnover of Existing and Committed Facilities (£m)	10.1	10.2	10.4	10.7
Residual Expenditure (£m)	0.6	1.0	1.5	1.9
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	65	104	150	182

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD RETAIL STUDY

TABLE 17a: COMPARISON GOODS CAPACITY - 2010-2026

Stroud

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	91.9	101.9	122.7	144.4
Market Share (%)	17.7	17.5	17.3	17.1
Expenditure Inflow (£m)	5.5	6.1	7.4	8.7
Total Turnover Potential (£m)	97.4	108.0	130.1	153.1
Benchmark Turnover of Existing and Committed Facilities (£m)	97.4	103.9	115.4	127.4
Residual Expenditure (£m)	0.0	4.1	14.7	25.6
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	766	2477	3919

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD RETAIL STUDY

TABLE 17B: COMPARISON GOODS CAPACITY - 2010-2026

Cam / Dursley

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	8.1	9.2	11.5	14.0
Market Share (%)	1.6	1.6	1.6	1.7
Expenditure Inflow (£m)	0.5	0.6	0.7	0.8
Total Turnover Potential (£m)	8.6	9.8	12.2	14.8
Benchmark Turnover of Existing and Committed Facilities (£m)	8.6	9.1	10.1	11.2
Residual Expenditure (£m)	0.0	0.7	2.1	3.6
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	125	355	555

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD RETAIL STUDY

TABLE 17C: COMPARISON GOODS CAPACITY - 2010-2026

Nailsworth

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	6.9	7.6	9.2	10.9
Market Share (%)	1.3	1.3	1.3	1.3
Expenditure Inflow (£m)	0.4	0.5	0.6	0.7
Total Turnover Potential (£m)	7.3	8.1	9.8	11.5
Benchmark Turnover of Existing and Committed Facilities (£m)	7.3	7.8	8.6	9.5
Residual Expenditure (£m)	0.0	0.3	1.2	2.0
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	63	196	308

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD RETAIL STUDY

TABLE 17D: COMPARISON GOODS CAPACITY - 2010-2026

Wotton-under-Edge

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	5.8	6.5	7.8	9.2
Market Share (%)	1.1	1.1	1.1	1.1
Expenditure Inflow (£m)	0.3	0.4	0.5	0.6
Total Turnover Potential (£m)	6.2	6.9	8.3	9.8
Benchmark Turnover of Existing and Committed Facilities (£m)	6.2	6.6	7.3	8.1
Residual Expenditure (£m)	0.0	0.3	1.0	1.7
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	52	164	261

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD RETAIL STUDY

TABLE 17E: COMPARISON GOODS CAPACITY - 2010-2026

Stonehouse

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	9.7	10.8	13.1	15.5
Market Share (%)	1.9	1.9	1.8	1.8
Expenditure Inflow (£m)	0.6	0.6	0.8	0.9
Total Turnover Potential (£m)	10.3	11.5	13.9	16.4
Benchmark Turnover of Existing and Committed Facilities (£m)	10.3	11.0	12.2	13.5
Residual Expenditure (£m)	0.0	0.5	1.6	2.9
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	85	277	440

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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Appendix M
Scenario E2 Quantitative Assessment

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 1: POPULATION OF STUDY AREA, BY SURVEY ZONE (2010-2026)

ZONE	POSTCODE SECTORS	2010	2015	2021	2026	Change, 2010-15 No. (%)		Change, 2010-26 No. (%)	
1 STROUD	TOTAL	31,236	32,150	33,247	34,161	914	2.9	2,925	9.4
2 STONEHOUSE	TOTAL	14,546	14,670	14,818	14,942	124	0.9	396	2.7
3 PAINSWICK	TOTAL	8,358	8,433	8,523	8,598	75	0.9	240	2.9
4a CHALFORD	TOTAL	6,600	6,659	6,730	6,789	59	0.9	189	2.9
4b MINCHINHAMPION	TOTAL	3,562	3,753	3,982	4,172	191	5.4	610	17.1
5 NAILSWORTH	TOTAL	6,127	6,242	6,380	6,495	115	1.9	368	6.0
6 EASTERN FRINGE	TOTAL	15,848	16,657	17,513	18,233	809	5.1	2,385	15.0
7 WOOTTON	TOTAL	6,485	6,601	6,739	6,855	116	1.8	370	5.7
8 SOUTHERN FRINGE	TOTAL	10,991	11,481	12,048	12,577	490	4.5	1,586	14.4
9 BERKELEY	TOTAL	5,777	5,848	5,933	6,003	71	1.2	226	3.9
10 NORTHERN FRINGE	TOTAL	48,903	51,043	53,610	55,749	2,140	4.4	6,846	14.0
11 DURSLEY	TOTAL	17,752	18,198	18,733	19,180	446	2.5	1,428	8.0
TOTAL		176,185	181,734	188,257	193,756	5,549	3.1	17,571	10.0

Notes:

Population figures for each zone for 2010 derived from Experian Business Strategies Retail Planner Reports (dated November 2009).

Growth for Zones 1-5, 7, 9-11 based on global population growth figures for Stroud District along with the following assumptions for the distribution of population growth (based on distribution of new housing development):

Population growth per annum in Stroud District (2010-2026)**850***(ONS 2006 sub-national population projections for Stroud District)***Distribution of Growth (by zone)**

	%	People
Stroud	22%	183
Stonehouse	3%	25
Painswick	2%	15
Chalford	1%	12
Minchinhampton	4%	38
Nailsworth	3%	23
Wootton	3%	23
Berkeley	2%	14
Northern Fringe	50%	428
Dursley	10%	89
Total	100%	850

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

**TABLE 2: PER CAPITA EXPENDITURE WITHIN STUDY AREA
BY GOODS CATEGORY AND ZONE, 2010-2026**

A: CONVENIENCE GOODS

	2010	2015	2021	2026
	1831	1882	1974	2054

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

	2010	2015	2021	2026
	629	678	788	900

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

	2010	2015	2021	2026
	321	352	422	494

D: DIY & DECORATING GOODS

ZONE	2010	2015	2021	2026
	368	404	484	567

Notes:

see notes overleaf

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

**TABLE 2 (Continued): PER CAPITA EXPENDITURE WITHIN STUDY
AREA BY GOODS CATEGORY AND ZONE, 2010-2026**

E: DOMESTIC APPLIANCES

	2010	2015	2021	2026
	117	129	155	181

F: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

	2010	2015	2021	2026
	403	443	530	621

G: PERSONAL & LUXURY GOODS

	2010	2015	2021	2026
	597	643	747	854

H: RECREATIONAL GOODS

	2010	2015	2021	2026
	512	552	642	733

Notes:

see notes overleaf

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**NOTES TO TABLE 2: PER CAPITA EXPENDITURE WITHIN STUDY AREA BY GOODS CATEGORY AND ZONE, 2010-2026**

Per capita expenditure estimates for convenience goods and individual comparison goods categories within each survey zone derived from Experian Business Strategies (EBS) Retail Planner Reports dated November 2009.

Per capita expenditure estimates for each goods category exclude an allowance for non-store sales and are projected forward using data derived from Experian Retail Planner forecasts (August 2009). In order to provide an accurate picture for non-store sales, the current levels of non-store sales for non-food goods categories provided by Experian.

Goods Category	Constituent EBS Expenditure Categories	Allowance for non-store sales	Expenditure Projections (per annum)					
			2008	2009	2010	2011	2012-2016	2017-2026
Convenience Goods	Convenience Goods	1.9	0.9	-0.5	-0.2	0.6	0.8	0.9
Clothes & Footwear	Clothing	11.0	1.7	3.6	-0.1	1.2	2.3	2.7
	Shoes	9.8	1.7	3.6	-0.1	1.2	2.3	2.7
Furniture, Floorcoverings & Textiles	furniture and furnishings (90%)	5.0	4.8	-3.9	-0.9	0.8	2.9	3.2
	household textiles	13.5	4.8	-3.9	-0.9	0.8	2.9	3.2
DIY & Decorating	Materials for maintenance	4.7	4.8	-3.9	-0.9	0.8	2.9	3.2
	small tools	9.8	4.8	-3.9	-0.9	0.8	2.9	3.2
	major tools	9.8	4.8	-3.9	-0.9	0.8	2.9	3.2
	gardens, plants, etc	8.1	4.8	-3.9	-0.9	0.8	2.9	3.2
	furniture and furnishings (10%)	5.0	4.8	-3.9	-0.9	0.8	2.9	3.2
	non-durable household goods	6.5	4.8	-3.9	-0.9	0.8	2.9	3.2
Domestic Appliances	major household appliances	8.9	4.8	-3.9	-0.9	0.8	2.9	3.2
	appliances for personal care (10%)	2.1	4.8	-3.9	-0.9	0.8	2.9	3.2
	small appliances	8.9	4.8	-3.9	-0.9	0.8	2.9	3.2
TV, Hi-Fi & Radio	recording media	14.7	4.8	-3.9	-0.9	0.8	2.9	3.2
	audio-visual	16.4	4.8	-3.9	-0.9	0.8	2.9	3.2
Personal & Luxury	glassware	8.4	1.7	3.6	-0.1	1.2	2.3	2.7
	medical goods	2.0	1.7	3.6	-0.1	1.2	2.3	2.7
	therapeutic appliances	0.8	1.7	3.6	-0.1	1.2	2.3	2.7
	appliances for personal care (90%)	2.1	1.7	3.6	-0.1	1.2	2.3	2.7
	jewellery	11.1	1.7	3.6	-0.1	1.2	2.3	2.7
	other personal effects	3.8	1.7	3.6	-0.1	1.2	2.3	2.7
Recreational	bicycles	0.9	1.7	3.6	-0.1	1.2	2.3	2.7
	games, toys, etc	10.7	1.7	3.6	-0.1	1.2	2.3	2.7
	pets	2.4	1.7	3.6	-0.1	1.2	2.3	2.7
	books	12.5	1.7	3.6	-0.1	1.2	2.3	2.7

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

**TABLE 3: TOTAL EXPENDITURE WITHIN STUDY AREA BY
GOODS CATEGORY AND ZONE, 2010-2026**

A: CONVENIENCE GOODS

ZONE	2010	2015	2021	2026
1	57.2	60.5	65.6	70.2
2	26.6	27.6	29.3	30.7
3	15.3	15.9	16.8	17.7
4a	12.1	12.5	13.3	13.9
4b	6.5	7.1	7.9	8.6
5	11.2	11.7	12.6	13.3
6	29.0	31.4	34.6	37.4
7	11.9	12.4	13.3	14.1
8	20.1	21.6	23.8	25.8
9	10.6	11.0	11.7	12.3
10	89.6	96.1	105.8	114.5
11	32.5	34.3	37.0	39.4
TOTAL	322.7	342.1	371.6	397.9

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

ZONE	2010	2015	2021	2026
1	19.6	21.8	26.2	30.8
2	9.1	9.9	11.7	13.5
3	5.3	5.7	6.7	7.7
4a	4.2	4.5	5.3	6.1
4b	2.2	2.5	3.1	3.8
5	3.9	4.2	5.0	5.8
6	10.0	11.3	13.8	16.4
7	4.1	4.5	5.3	6.2
8	6.9	7.8	9.5	11.3
9	3.6	4.0	4.7	5.4
10	30.8	34.6	42.2	50.2
11	11.2	12.3	14.8	17.3
TOTAL	110.8	123.2	148.3	174.4

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

ZONE	2010	2015	2021	2026
1	10.0	11.3	14.0	16.9
2	4.7	5.2	6.3	7.4
3	2.7	3.0	3.6	4.2
4a	2.1	2.3	2.8	3.4
4b	1.1	1.3	1.7	2.1
5	2.0	2.2	2.7	3.2
6	5.1	5.9	7.4	9.0
7	2.1	2.3	2.8	3.4
8	3.5	4.0	5.1	6.2
9	1.9	2.1	2.5	3.0
10	15.7	18.0	22.6	27.5
11	5.7	6.4	7.9	9.5
TOTAL	56.5	64.1	79.5	95.7

D: DIY & DECORATING GOODS

ZONE	2010	2015	2021	2026
1	11.5	13.0	16.1	19.4
2	5.4	5.9	7.2	8.5
3	3.1	3.4	4.1	4.9
4a	2.4	2.7	3.3	3.9
4b	1.3	1.5	1.9	2.4
5	2.3	2.5	3.1	3.7
6	5.8	6.7	8.5	10.3
7	2.4	2.7	3.3	3.9
8	4.0	4.6	5.8	7.1
9	2.1	2.4	2.9	3.4
10	18.0	20.6	26.0	31.6
11	6.5	7.4	9.1	10.9
TOTAL	64.8	73.5	91.2	109.9

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

**TABLE 3 (Continued): TOTAL EXPENDITURE WITHIN STUDY AREA
BY GOODS CATEGORY AND ZONE, 2010-2026**

E: DOMESTIC APPLIANCES

ZONE	2010	2015	2021	2026
1	3.7	4.2	5.1	6.2
2	1.7	1.9	2.3	2.7
3	1.0	1.1	1.3	1.6
4a	0.8	0.9	1.0	1.2
4b	0.4	0.5	0.6	0.8
5	0.7	0.8	1.0	1.2
6	1.9	2.2	2.7	3.3
7	0.8	0.9	1.0	1.2
8	1.3	1.5	1.9	2.3
9	0.7	0.8	0.9	1.1
10	5.7	6.6	8.3	10.1
11	2.1	2.3	2.9	3.5
TOTAL	20.7	23.5	29.1	35.1

F: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

ZONE	2010	2015	2021	2026
1	12.6	14.2	17.6	21.2
2	5.9	6.5	7.9	9.3
3	3.4	3.7	4.5	5.3
4a	2.7	2.9	3.6	4.2
4b	1.4	1.7	2.1	2.6
5	2.5	2.8	3.4	4.0
6	6.4	7.4	9.3	11.3
7	2.6	2.9	3.6	4.3
8	4.4	5.1	6.4	7.8
9	2.3	2.6	3.1	3.7
10	19.7	22.6	28.4	34.6
11	7.1	8.1	9.9	11.9
TOTAL	71.0	80.5	99.8	120.3

G: PERSONAL & LUXURY GOODS

ZONE	2010	2015	2021	2026
1	18.6	20.7	24.8	29.2
2	8.7	9.4	11.1	12.8
3	5.0	5.4	6.4	7.3
4a	3.9	4.3	5.0	5.8
4b	2.1	2.4	3.0	3.6
5	3.7	4.0	4.8	5.5
6	9.5	10.7	13.1	15.6
7	3.9	4.2	5.0	5.9
8	6.6	7.4	9.0	10.7
9	3.4	3.8	4.4	5.1
10	29.2	32.8	40.1	47.6
11	10.6	11.7	14.0	16.4
TOTAL	105.1	116.9	140.7	165.5

H: RECREATIONAL GOODS

ZONE	2010	2015	2021	2026
1	16.0	17.8	21.3	25.1
2	7.5	8.1	9.5	11.0
3	4.3	4.7	5.5	6.3
4a	3.4	3.7	4.3	5.0
4b	1.8	2.1	2.6	3.1
5	3.1	3.4	4.1	4.8
6	8.1	9.2	11.2	13.4
7	3.3	3.6	4.3	5.0
8	5.6	6.3	7.7	9.2
9	3.0	3.2	3.8	4.4
10	25.1	28.2	34.4	40.9
11	9.1	10.1	12.0	14.1
TOTAL	90.3	100.4	120.9	142.1

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 4A: MARKET SHARE OF MAIN FOOD CONVENIENCE FACILITIES IN STROUD DISTRICT

STORE / CENTRE	ZONE											
	1	2	3	4A	4B	5	6	7	8	9	10	11
STROUD	87.5%	57.9%	79.5%	77.6%	52.0%	35.8%	4.0%	10.0%	5.4%	8.1%	1.0%	8.1%
Tesco, Stroud	39.6%	21.1%	28.2%	32.7%	22.0%	11.1%	0.0%	0.0%	0.0%	1.4%	1.0%	1.0%
Sainsbury's Stroud	20.8%	31.6%	11.5%	16.3%	6.0%	9.9%	2.0%	3.8%	4.3%	4.1%	0.0%	6.1%
Waitrose, Stroud	14.6%	3.9%	30.8%	24.5%	24.0%	14.8%	2.0%	6.3%	0.0%	2.7%	0.0%	1.0%
Iceland, Stroud	4.2%	1.3%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Cashes Green, Stroud	3.1%	0.0%	1.3%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Slad Road, Stroud	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Other	5.2%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CAM	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	12.5%	2.2%	27.0%	3.1%	70.7%
Tesco, Cam	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	12.5%	2.2%	27.0%	3.1%	70.7%
DURSLEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	13.1%
Somerfield, Parsonage Street, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	10.1%
Co-op (Midcounties), Rosebery Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Lidl, Kingshill Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
WOTTON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.3%	5.4%	0.0%	0.0%	0.0%
Co-op (Midcounties), Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	45.0%	2.2%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.3%	0.0%	0.0%	0.0%
NAILSWORTH	5.2%	2.6%	2.6%	4.1%	28.0%	56.8%	5.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Morrisons, Nailsworth	4.2%	2.6%	2.6%	4.1%	24.0%	48.1%	5.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Co-op (Midcounties), Nailsworth	1.0%	0.0%	0.0%	0.0%	4.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Nailsworth	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
STONEHOUSE	0.0%	21.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
Co-op (Midcounties) High Street, Stonehouse	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Eastington, Stonehouse	0.0%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
Co-op (Midcounties) Elm Road, Stonehouse	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BERKELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.2%	0.0%	0.0%
MINCHINHAMPTON	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER STORES IN DISTRICT	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ELSEWHERE	5.2%	18.4%	17.9%	18.4%	18.0%	6.2%	91.0%	31.3%	87.0%	50.0%	94.8%	8.1%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market shares for main food convenience shopping taken from Stroud Household Telephone Survey, excluding 'don't do', 'don't know', 'varies' and internet shopping trips.

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 4B: MARKET SHARE OF TOP-UP FOOD CONVENIENCE FACILITIES IN STROUD DISTRICT

STORE / CENTRE	ZONE											
	1	2	3	4A	4B	5	6	7	8	9	10	11
STROUD	77.2%	26.5%	51.4%	51.3%	15.2%	9.1%	4.3%	4.3%	1.1%	2.6%	2.4%	4.4%
Tesco, Stroud	16.3%	5.9%	14.3%	2.6%	2.2%	1.3%	2.2%	0.0%	0.0%	0.0%	0.0%	1.1%
Sainsbury's Stroud	18.5%	10.3%	5.7%	2.6%	0.0%	1.3%	1.1%	1.4%	0.0%	1.3%	1.2%	2.2%
Waitrose, Stroud	8.7%	5.9%	5.7%	5.1%	8.7%	0.0%	0.0%	1.4%	0.0%	1.3%	0.0%	0.0%
Iceland, Stroud	8.7%	1.5%	2.9%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Cashes Green, Stroud	7.6%	1.5%	4.3%	2.6%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Slad Road, Stroud	5.4%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Other	12.0%	1.5%	15.7%	38.5%	0.0%	6.5%	1.1%	1.4%	0.0%	0.0%	1.2%	1.1%
CAM	1.1%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.4%	1.1%	3.9%	3.6%	30.0%
Tesco, Cam	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	1.1%	3.9%	3.6%	30.0%
Other	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DURSLEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.2%	47.8%
Somerfield, Parsonage Street, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.8%
Co-op (Midcounties), Rosebery Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%
Lidl, Kingshill Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.2%	20.0%
WOTTON	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.3%	84.3%	33.3%	1.3%	0.0%	3.3%
Co-op (Midcounties), Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	70.0%	9.2%	1.3%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.1%	14.3%	24.1%	0.0%	0.0%	3.3%
NAILSWORTH	12.0%	0.0%	2.9%	10.3%	30.4%	85.7%	7.6%	1.4%	0.0%	0.0%	0.0%	1.1%
Morrisons, Nailsworth	3.3%	0.0%	1.4%	0.0%	21.7%	42.9%	1.1%	1.4%	0.0%	0.0%	0.0%	1.1%
Co-op (Midcounties), Nailsworth	1.1%	0.0%	0.0%	0.0%	2.2%	13.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Nailsworth	4.3%	0.0%	0.0%	7.7%	2.2%	19.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	3.3%	0.0%	1.4%	2.6%	4.3%	10.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
STONEHOUSE	1.1%	55.9%	2.9%	0.0%	0.0%	2.6%	2.2%	0.0%	0.0%	0.0%	3.6%	0.0%
Co-op (Midcounties) High Street, Stonehouse	1.1%	20.6%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	2.4%	0.0%
Co-op (Midcounties), Eastington, Stonehouse	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Co-op (Midcounties) Elm Road, Stonehouse	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	8.8%	2.9%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BERKELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	77.6%	0.0%	1.1%
MINCHINHAMPTON	0.0%	0.0%	0.0%	0.0%	45.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
PAINSWICK	1.1%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
CHALFORD	0.0%	0.0%	1.4%	23.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER STORES IN DISTRICT	3.3%	11.8%	8.6%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ELSEWHERE	4.3%	5.9%	11.4%	7.7%	8.7%	1.3%	81.5%	8.6%	63.2%	14.5%	88.0%	12.2%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market shares for top up food convenience shopping taken from Stroud Household Telephone Survey, excluding 'don't do', 'don't know', 'varies' and internet shopping trips.

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 5A: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2010**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	35.0	10.8	8.5	6.6	2.4	2.8	0.8	0.8	0.8	0.6	0.7	1.8	71.6
Tesco, Stroud	15.9	3.9	3.0	2.8	1.0	0.9	0.0	0.0	0.0	0.1	0.7	0.2	28.4
Sainsbury's Stroud	8.3	5.9	1.2	1.4	0.3	0.8	0.4	0.3	0.6	0.3	0.0	1.4	20.9
Waitrose, Stroud	5.8	0.7	3.3	2.1	1.1	1.2	0.4	0.5	0.0	0.2	0.0	0.2	15.6
Iceland, Stroud	1.7	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4
Other	2.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.0	0.3	2.0	2.0	16.1	21.5
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.0	0.3	2.0	2.0	16.1	21.5
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.0	3.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.3	2.4
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.8	0.0	0.0	0.0	4.6
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.3	0.0	0.0	0.0	4.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.6
NAILSWORTH	2.1	0.5	0.3	0.3	1.3	4.5	1.0	0.0	0.0	0.0	0.7	0.0	10.6
Morrisons, Nailsworth	1.7	0.5	0.3	0.3	1.1	3.8	1.0	0.0	0.0	0.0	0.7	0.0	9.3
Co-op (Midcounties), Nailsworth	0.4	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.0
Co-op (Midcounties) High Street, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Eastington, Stonehouse	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.8
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.9
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
ELSEWHERE	2.1	3.4	1.9	1.6	0.8	0.5	18.5	2.6	12.3	3.7	59.4	1.8	108.6
TOTAL	40.0	18.6	10.7	8.5	4.6	7.9	20.3	8.3	14.1	7.4	62.7	22.8	225.9

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5B: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2010**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	13.2	2.1	2.4	1.9	0.3	0.3	0.4	0.2	0.1	0.1	0.6	0.4	21.9
Tesco, Stroud	2.8	0.5	0.7	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	4.4
Sainsbury's Stroud	3.2	0.8	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.3	0.2	5.1
Waitrose, Stroud	1.5	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.7
Iceland, Stroud	1.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	0.9	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.1
Other	2.1	0.1	0.7	1.4	0.0	0.2	0.1	0.1	0.0	0.0	0.3	0.1	5.1
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	2.9	4.4
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	2.9	4.3
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	4.7	5.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	1.7
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	2.0	2.3
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.0	2.0	0.0	0.0	0.3	5.7
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.5	0.6	0.0	0.0	0.0	3.3
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	1.5	0.0	0.0	0.3	2.4
NAILSWORTH	2.1	0.0	0.1	0.4	0.6	2.9	0.7	0.1	0.0	0.0	0.0	0.1	6.9
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.4	1.4	0.1	0.1	0.0	0.0	0.0	0.1	2.7
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.4	0.5	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.7	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Other	0.6	0.0	0.1	0.1	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	1.2
STONEHOUSE	0.2	4.5	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.0	0.0	6.0
Co-op (Midcounties) High Street, Stonehouse	0.2	1.6	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.6	0.0	2.7
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	2.3
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.7	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.5	0.0	0.1	2.7
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
PAINSWICK	0.2	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.4
CHALFORD	0.0	0.0	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
OTHER STORES IN COUNTY	0.6	0.9	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
ELSEWHERE	0.7	0.5	0.5	0.3	0.2	0.0	7.1	0.3	3.8	0.5	23.6	1.2	38.7
TOTAL	17.2	8.0	4.6	3.6	2.0	3.4	8.7	3.6	6.0	3.2	26.9	9.8	96.8

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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TABLE 5C: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2015

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	37.1	11.2	8.8	6.8	2.6	2.9	0.9	0.9	0.8	0.6	0.7	1.9	75.2
Tesco, Stroud	16.8	4.1	3.1	2.9	1.1	0.9	0.0	0.0	0.0	0.1	0.7	0.2	29.9
Sainsbury's Stroud	8.8	6.1	1.3	1.4	0.3	0.8	0.4	0.3	0.7	0.3	0.0	1.5	21.9
Waitrose, Stroud	6.2	0.8	3.4	2.1	1.2	1.2	0.4	0.5	0.0	0.2	0.0	0.2	16.3
Iceland, Stroud	1.8	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4
Other	2.2	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.3	2.1	2.1	17.0	22.7
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.3	2.1	2.1	17.0	22.7
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.1	3.3
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.4	2.5
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.8	0.0	0.0	0.0	4.8
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.3	0.0	0.0	0.0	4.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.6
NAILSWORTH	2.2	0.5	0.3	0.4	1.4	4.7	1.1	0.0	0.0	0.0	0.7	0.0	11.2
Morrisons, Nailsworth	1.8	0.5	0.3	0.4	1.2	4.0	1.1	0.0	0.0	0.0	0.7	0.0	9.9
Co-op (Midcounties), Nailsworth	0.4	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.2
Co-op (Midcounties) High Street, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Eastington, Stonehouse	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.9
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.9
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
ELSEWHERE	2.2	3.6	2.0	1.6	0.9	0.5	20.0	2.7	13.2	3.9	63.8	1.9	116.2
TOTAL	42.4	19.3	11.1	8.8	4.9	8.2	21.9	8.7	15.1	7.7	67.3	24.0	239.5

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD RETAIL STUDY**TABLE 5D: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2015**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	14.0	2.2	2.4	1.9	0.3	0.3	0.4	0.2	0.1	0.1	0.7	0.5	23.1
Tesco, Stroud	3.0	0.5	0.7	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	4.6
Sainsbury's Stroud	3.4	0.9	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.3	0.2	5.4
Waitrose, Stroud	1.6	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.8
Iceland, Stroud	1.6	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	1.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.2
Other	2.2	0.1	0.7	1.4	0.0	0.2	0.1	0.1	0.0	0.0	0.3	0.1	5.3
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	3.1	4.6
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	3.1	4.6
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	4.9	5.3
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	1.8
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	2.1	2.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.1	2.2	0.0	0.0	0.3	6.0
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.6	0.6	0.0	0.0	0.0	3.5
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	1.6	0.0	0.0	0.3	2.6
NAILSWORTH	2.2	0.0	0.1	0.4	0.6	3.0	0.7	0.1	0.0	0.0	0.0	0.1	7.2
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.5	1.5	0.1	0.1	0.0	0.0	0.0	0.1	2.9
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	1.2
Tesco Express, Nailsworth	0.8	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Other	0.6	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.3
STONEHOUSE	0.2	4.6	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.0	0.0	6.3
Co-op (Midcounties) High Street, Stonehouse	0.2	1.7	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.7	0.0	2.8
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	2.4
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.7	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.6	0.0	0.1	2.8
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
PAINSWICK	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.5
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
OTHER STORES IN COUNTY	0.6	1.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
ELSEWHERE	0.8	0.5	0.5	0.3	0.2	0.0	7.7	0.3	4.1	0.5	25.4	1.3	41.5
TOTAL	18.2	8.3	4.8	3.8	2.1	3.5	9.4	3.7	6.5	3.3	28.8	10.3	102.6

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 5E: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2021**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	40.2	11.9	9.4	7.2	2.9	3.2	1.0	0.9	0.9	0.7	0.8	2.1	81.0
Tesco, Stroud	18.2	4.3	3.3	3.0	1.2	1.0	0.0	0.0	0.0	0.1	0.8	0.3	32.2
Sainsbury's Stroud	9.6	6.5	1.4	1.5	0.3	0.9	0.5	0.3	0.7	0.3	0.0	1.6	23.6
Waitrose, Stroud	6.7	0.8	3.6	2.3	1.3	1.3	0.5	0.6	0.0	0.2	0.0	0.3	17.6
Iceland, Stroud	1.9	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5
Other	2.4	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.4	2.2	2.3	18.3	24.5
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.4	2.2	2.3	18.3	24.5
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.4	3.5
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.6	2.7
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	0.9	0.0	0.0	0.0	5.2
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.4	0.0	0.0	0.0	4.6
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.7
NAILSWORTH	2.4	0.5	0.3	0.4	1.5	5.0	1.2	0.0	0.0	0.0	0.8	0.0	12.1
Morrisons, Nailsworth	1.9	0.5	0.3	0.4	1.3	4.2	1.2	0.0	0.0	0.0	0.8	0.0	10.7
Co-op (Midcounties), Nailsworth	0.5	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.4
Co-op (Midcounties) High Street, Stonehouse	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Co-op (Midcounties), Eastington, Stonehouse	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.0
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
ELSEWHERE	2.4	3.8	2.1	1.7	1.0	0.5	22.0	2.9	14.5	4.1	70.2	2.1	127.3
TOTAL	45.9	20.5	11.8	9.3	5.5	8.8	24.2	9.3	16.6	8.2	74.1	25.9	260.1

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 5F: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2021**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	15.2	2.3	2.6	2.0	0.4	0.3	0.5	0.2	0.1	0.1	0.8	0.5	24.9
Tesco, Stroud	3.2	0.5	0.7	0.1	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.1	5.0
Sainsbury's Stroud	3.6	0.9	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.4	0.2	5.8
Waitrose, Stroud	1.7	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.0
Iceland, Stroud	1.7	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Cashes Green, Stroud	1.5	0.1	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Slad Road, Stroud	1.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.3
Other	2.4	0.1	0.8	1.5	0.0	0.2	0.1	0.1	0.0	0.0	0.4	0.1	5.7
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.1	3.3	5.0
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.1	3.3	5.0
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	5.3	5.8
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	2.0
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	2.2	2.7
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.4	2.4	0.0	0.0	0.4	6.5
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.8	0.7	0.0	0.0	0.0	3.7
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	1.7	0.0	0.0	0.4	2.8
NAILSWORTH	2.4	0.0	0.1	0.4	0.7	3.2	0.8	0.1	0.0	0.0	0.0	0.1	7.8
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.5	1.6	0.1	0.1	0.0	0.0	0.0	0.1	3.1
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.1	0.5	0.6	0.0	0.0	0.0	0.0	0.0	1.3
Tesco Express, Nailsworth	0.9	0.0	0.0	0.3	0.1	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Other	0.6	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.4
STONEHOUSE	0.2	4.9	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.1	0.0	6.7
Co-op (Midcounties) High Street, Stonehouse	0.2	1.8	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.8	0.0	3.0
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.6
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.8	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.7	0.0	0.1	3.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
PAINSWICK	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.6
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
OTHER STORES IN COUNTY	0.6	1.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
ELSEWHERE	0.9	0.5	0.6	0.3	0.2	0.0	8.5	0.3	4.5	0.5	27.9	1.4	45.6
TOTAL	19.7	8.8	5.0	4.0	2.4	3.8	10.4	4.0	7.1	3.5	31.7	11.1	111.5

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 5G: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2026**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	43.0	12.4	9.8	7.6	3.1	3.3	1.0	1.0	1.0	0.7	0.8	2.2	86.0
Tesco, Stroud	19.4	4.5	3.5	3.2	1.3	1.0	0.0	0.0	0.0	0.1	0.8	0.3	34.2
Sainsbury's Stroud	10.2	6.8	1.4	1.6	0.4	0.9	0.5	0.4	0.8	0.3	0.0	1.7	25.0
Waitrose, Stroud	7.2	0.8	3.8	2.4	1.4	1.4	0.5	0.6	0.0	0.2	0.0	0.3	18.7
Iceland, Stroud	2.0	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Co-op (Midcounties), Cashes Green, Stroud	1.5	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5
Other	2.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.4	2.3	2.5	19.5	26.1
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.4	2.3	2.5	19.5	26.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.6	3.7
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.8	2.9
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6	1.0	0.0	0.0	0.0	5.5
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	0.4	0.0	0.0	0.0	4.8
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.0	0.0	0.7
NAILSWORTH	2.6	0.6	0.3	0.4	1.7	5.3	1.3	0.0	0.0	0.0	0.8	0.0	13.0
Morrisons, Nailsworth	2.0	0.6	0.3	0.4	1.4	4.5	1.3	0.0	0.0	0.0	0.8	0.0	11.4
Co-op (Midcounties), Nailsworth	0.5	0.0	0.0	0.0	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.6
Co-op (Midcounties) High Street, Stonehouse	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.1
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
ELSEWHERE	2.6	4.0	2.2	1.8	1.1	0.6	23.9	3.1	15.7	4.3	76.0	2.2	137.3
TOTAL	49.1	21.5	12.4	9.8	6.0	9.3	26.2	9.9	18.1	8.6	80.1	27.6	278.5

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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STROUD DISTRICT COUNCIL
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TABLE 5H: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2026

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	16.2	2.4	2.7	2.1	0.4	0.4	0.5	0.2	0.1	0.1	0.8	0.5	26.5
Tesco, Stroud	3.4	0.5	0.8	0.1	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.1	5.3
Sainsbury's Stroud	3.9	0.9	0.3	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.4	0.3	6.2
Waitrose, Stroud	1.8	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.2
Iceland, Stroud	1.8	0.1	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Co-op (Midcounties), Cashes Green, Stroud	1.6	0.1	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Slad Road, Stroud	1.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.4
Other	2.5	0.1	0.8	1.6	0.0	0.3	0.1	0.1	0.0	0.0	0.4	0.1	6.1
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.2	3.5	5.4
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.2	3.5	5.3
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	5.6	6.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	2.1
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	2.4	2.9
WOTTON	0.0	0.0	0.0	0.0	0.0	0.1	0.4	3.6	2.6	0.0	0.0	0.4	7.0
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	3.0	0.7	0.0	0.0	0.0	4.0
Other	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.6	1.9	0.0	0.0	0.4	3.0
NAILSWORTH	2.5	0.0	0.2	0.4	0.8	3.4	0.9	0.1	0.0	0.0	0.0	0.1	8.4
Morrisons, Nailsworth	0.7	0.0	0.1	0.0	0.6	1.7	0.1	0.1	0.0	0.0	0.0	0.1	3.3
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.1	0.5	0.6	0.0	0.0	0.0	0.0	0.0	1.4
Tesco Express, Nailsworth	0.9	0.0	0.0	0.3	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Other	0.7	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.5
STONEHOUSE	0.2	5.1	0.2	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.2	0.0	7.1
Co-op (Midcounties) High Street, Stonehouse	0.2	1.9	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.8	0.0	3.2
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.7
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.8	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.9	0.0	0.1	3.1
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
PAINSWICK	0.2	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.7
CHALFORD	0.0	0.0	0.1	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
OTHER STORES IN COUNTY	0.7	1.1	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
ELSEWHERE	0.9	0.5	0.6	0.3	0.2	0.1	9.2	0.4	4.9	0.5	30.2	1.4	49.3
TOTAL	21.0	9.2	5.3	4.2	2.6	4.0	11.2	4.2	7.7	3.7	34.3	11.8	119.4

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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TABLE 6A: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	5.6	0.6	0.8	0.6	0.5	0.7	1.0	0.1	0.1	0.0	0.3	0.5	10.7
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.4	0.0	0.1	0.0	0.0	0.3	0.0	1.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.1	0.6
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.3
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.3	0.0	0.4
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	14.1	8.0	4.4	3.4	1.5	2.7	9.0	3.4	6.8	3.5	29.8	10.4	96.9
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	19.6	9.1	5.3	4.2	2.2	3.9	10.0	4.1	6.9	3.6	30.8	11.2	110.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 6B: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	6.2	0.7	0.8	0.6	0.5	0.8	1.1	0.1	0.1	0.0	0.4	0.5	11.8
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.4	0.0	0.1	0.0	0.0	0.4	0.0	1.3
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.1	0.7
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.4
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.4	0.0	0.5
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	15.6	8.7	4.8	3.7	1.7	3.0	10.2	3.7	7.7	3.8	33.5	11.4	107.9
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	21.8	9.9	5.7	4.5	2.5	4.2	11.3	4.5	7.8	4.0	34.6	12.3	123.2

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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TABLE 6C: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	7.4	0.8	1.0	0.8	0.6	0.9	1.3	0.1	0.1	0.0	0.4	0.6	14.2
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.3	0.2	0.5	0.0	0.1	0.0	0.0	0.4	0.0	1.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.2	0.8
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.4
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.4	0.0	0.6
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	18.8	10.2	5.6	4.3	2.1	3.6	12.4	4.4	9.4	4.5	40.9	13.7	130.0
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	26.2	11.7	6.7	5.3	3.1	5.0	13.8	5.3	9.5	4.7	42.2	14.8	148.3

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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TABLE 6D: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	8.7	0.9	1.1	0.9	0.8	1.1	1.6	0.2	0.1	0.0	0.5	0.7	16.6
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.3	0.3	0.5	0.0	0.1	0.0	0.0	0.5	0.0	1.8
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.2	1.0
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.5
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.5	0.0	0.7
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	22.1	11.7	6.5	4.9	2.6	4.2	14.8	5.1	11.2	5.2	48.6	16.0	152.9
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	30.8	13.5	7.7	6.1	3.8	5.8	16.4	6.2	11.3	5.4	50.2	17.3	174.4

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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TABLE 7D: MARKET SHARE & TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	18.1%	16.1%	11.1%	9.1%	35.5%	16.4%	10.7%	3.0%	0.0%	0.0%	2.5%	5.3%	3.0	1.2	0.5	0.3	0.7	0.5	1.0	0.1	0.0	0.7	0.5	0.5
Wotton-under-Edge	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	19.7%	5.0%	3.5%	1.2%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.7	0.3	0.1	0.3	0.0
Nailsworth	4.2%	1.6%	0.0%	3.0%	6.5%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7	0.1	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	3.5%	0.0%	9.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.9
Stonehouse	0.0%	6.5%	1.9%	0.0%	0.0%	3.3%	1.2%	0.0%	0.0%	1.8%	1.2%	2.7%	0.0	0.5	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.3	0.3
Berkeley	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3
Painswick	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3
Chalford	0.0%	0.0%	1.9%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.6
Saul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Elsewhere	77.8%	75.8%	83.3%	78.8%	58.1%	72.1%	88.1%	72.7%	95.0%	86.0%	92.6%	80.0%	13.1	5.6	3.5	2.6	1.2	2.3	7.9	2.5	5.9	2.6	25.5	7.6
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	16.9	7.4	4.2	3.4	2.1	3.2	9.0	3.4	6.2	3.0	27.5	9.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8A: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2010**

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)												TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	11	
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	10.4	3.4	2.3	2.0	0.9	1.7	2.8	0.1	0.2	0.2	1.3	1.8	27.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	1.2
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.1	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.8
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.4
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.1	0.5
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	0.9	1.2	0.7	0.3	0.2	0.2	2.9	1.3	3.7	1.4	16.7	2.9	32.5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	11.5	5.4	3.1	2.4	1.3	2.3	5.8	2.4	4.0	2.1	18.0	6.5	64.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8B: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2015**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	11.7	3.8	2.6	2.2	1.0	1.9	3.2	0.1	0.2	0.3	1.5	2.1	30.7
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.1	0.0	0.0	0.0	1.3
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.1	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.9
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	19.1%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.6
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.1	0.6
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.0	1.4	0.8	0.4	0.2	0.3	3.4	1.4	4.2	1.5	19.1	3.3	37.0
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	13.0	5.9	3.4	2.7	1.5	2.5	6.7	2.7	4.6	2.4	20.6	7.4	73.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8C: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2021**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	14.5	4.6	3.1	2.7	1.3	2.3	4.0	0.2	0.2	0.3	1.9	2.5	37.8
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.2	0.0	0.0	0.0	0.0	1.6
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.1	0.3	0.4	0.2	0.0	0.0	0.0	0.0	0.0	1.1
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	19.1%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.7	2.0	2.0
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.1	0.7	0.7
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6	0.6
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.2	1.7	0.9	0.4	0.3	0.3	4.3	1.7	5.3	1.9	24.0	4.1	46.2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	16.1	7.2	4.1	3.3	1.9	3.1	8.5	3.3	5.8	2.9	26.0	9.1	91.2

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY**TABLE 8D: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2026**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	17.5	5.4	3.7	3.2	1.6	2.8	4.9	0.2	0.3	0.4	2.4	3.1	45.3
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.2	0.0	0.0	0.0	0.0	1.9
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.1	0.3	0.5	0.2	0.0	0.0	0.0	0.0	0.0	1.3
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	2.1	2.4
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.1	0.9	0.9
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	1.1
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.7
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.5	2.0	1.1	0.5	0.4	0.4	5.2	2.0	6.5	2.2	29.3	4.9	56.0
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	19.4	8.5	4.9	3.9	2.4	3.7	10.3	3.9	7.1	3.4	31.6	10.9	109.9

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9A: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.1	0.1	0.3	0.2	0.1	0.2	0.2	0.0	0.0	0.0	0.1	0.1	2.3
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.4	0.8	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.1	1.8
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.5
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.2	0.4
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	2.2	0.8	0.6	0.5	0.2	0.4	1.6	0.6	1.2	0.5	5.4	1.4	15.4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	3.7	1.7	1.0	0.8	0.4	0.7	1.9	0.8	1.3	0.7	5.7	2.1	20.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9B: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.2	0.1	0.4	0.2	0.1	0.2	0.3	0.0	0.0	0.0	0.1	0.1	2.6
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.4	0.8	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.4	0.1	2.0
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.6
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.3	0.5
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	2.5	0.9	0.6	0.6	0.2	0.5	1.8	0.7	1.4	0.5	6.2	1.6	17.5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	4.2	1.9	1.1	0.9	0.5	0.8	2.2	0.9	1.5	0.8	6.6	2.3	23.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9C: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.5	0.1	0.4	0.2	0.2	0.2	0.3	0.0	0.0	0.1	0.1	3.2
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.5	1.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.5	0.1	2.5
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.7
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.3	0.6
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	3.0	1.1	0.8	0.7	0.3	0.6	2.3	0.8	1.8	0.6	7.7	2.0
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	5.1	2.3	1.3	1.0	0.6	1.0	2.7	1.0	1.9	0.9	8.3	2.9

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 9D: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.8	0.2	0.5	0.3	0.2	0.3	0.4	0.0	0.0	0.0	0.1	0.1	3.8
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.7	1.2	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.6	0.1	2.9
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.0	0.5	0.9
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.4	0.7
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	3.7	1.3	0.9	0.9	0.4	0.7	2.8	1.0	2.2	0.8	9.4	2.4	26.3
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	6.2	2.7	1.6	1.2	0.8	1.2	3.3	1.2	2.3	1.1	10.1	3.5	35.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10A: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	2.9	0.4	0.6	0.7	0.3	0.5	0.4	0.1	0.1	0.0	0.0	0.4	6.5
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	0.8	1.2	0.2	0.1	0.0	0.3	0.3	0.0	0.0	0.1	0.0	0.3	3.3
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.7	1.1
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Brimacombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	8.7	4.2	2.4	1.7	0.7	1.5	5.6	2.1	4.2	2.0	19.7	5.8	58.6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	12.6	5.9	3.4	2.7	1.4	2.5	6.4	2.6	4.4	2.3	19.7	7.1	71.0

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10B: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	3.3	0.5	0.7	0.8	0.4	0.6	0.5	0.1	0.1	0.0	0.0	0.4	7.3
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	0.9	1.4	0.3	0.1	0.0	0.3	0.3	0.0	0.0	0.1	0.0	0.3	3.7
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.8	1.3
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	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	0.0	0.0	0.2
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Brimacombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	9.9	4.6	2.7	1.9	0.8	1.7	6.5	2.3	4.9	2.2	22.6	6.5	66.6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	14.2	6.5	3.7	2.9	1.7	2.8	7.4	2.9	5.1	2.6	22.6	8.1	80.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10C: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	4.1	0.6	0.9	0.9	0.5	0.7	0.6	0.1	0.1	0.0	0.0	0.5
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	1.1	1.7	0.3	0.1	0.0	0.4	0.4	0.0	0.0	0.2	0.0	0.4
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.2	0.0	1.0
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.6	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brimacombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	12.2	5.6	3.3	2.3	1.0	2.1	8.2	2.8	6.1	2.7	28.4	8.0
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	17.6	7.9	4.5	3.6	2.1	3.4	9.3	3.6	6.4	3.1	28.4	9.9

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 10D: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	4.9	0.7	1.0	1.1	0.6	0.9	0.8	0.1	0.1	0.0	0.0	0.6	10.8
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	1.4	2.0	0.4	0.1	0.0	0.4	0.5	0.0	0.0	0.2	0.0	0.5	5.4
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.2	0.0	1.2	1.9
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.7	0.1	0.2	0.0	0.0	0.0	0.0	0.0	1.0
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.3
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	14.7	6.6	3.9	2.7	1.3	2.5	9.9	3.3	7.5	3.2	34.6	9.6	99.8
	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	21.2	9.3	5.3	4.2	2.6	4.0	11.3	4.3	7.8	3.7	34.6	11.9	120.3

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11A: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	11.6	3.2	1.9	1.4	0.6	0.9	1.0	0.1	0.1	0.2	0.7	0.3	22.0
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.2	0.0	0.1	0.1	0.3	1.6	0.2	0.1	0.0	0.0	0.0	0.1	2.7
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.3	0.0	0.0	0.0	1.9
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.1	2.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.7
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.7
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.1	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	6.3	4.5	2.6	2.0	0.8	1.2	8.1	2.2	6.2	2.6	28.4	7.4	72.4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	18.6	8.7	5.0	3.9	2.1	3.7	9.5	3.9	6.6	3.4	29.2	10.6	105.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11B: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	12.9	3.5	2.1	1.6	0.7	1.0	1.1	0.1	0.1	0.2	0.8	0.3	24.3
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.3	0.0	0.1	0.1	0.3	1.7	0.3	0.1	0.0	0.0	0.0	0.2	3.0
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.3	0.0	0.0	0.0	2.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.3	2.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.7
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.7
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.2	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	7.0	4.9	2.9	2.2	1.0	1.3	9.2	2.4	7.0	2.8	32.0	8.2	80.7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	20.7	9.4	5.4	4.3	2.4	4.0	10.7	4.2	7.4	3.8	32.8	11.7	116.9

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11C: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	15.5	4.1	2.5	1.8	0.8	1.1	1.4	0.1	0.1	0.2	1.0	0.4	29.1
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.3	0.0	0.1	0.1	0.4	2.1	0.3	0.1	0.0	0.0	0.0	0.2	3.5
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.4	0.0	0.0	0.0	2.4
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.7	2.8
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	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	0.9
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.9
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.7
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.2	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	8.4	5.7	3.4	2.6	1.2	1.6	11.2	2.8	8.5	3.3	39.0	9.8	97.5
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	24.8	11.1	6.4	5.0	3.0	4.8	13.1	5.0	9.0	4.4	40.1	14.0	140.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 11D: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	18.2	4.7	2.9	2.1	1.0	1.3	1.7	0.1	0.1	0.2	1.2	0.4	34.0
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.4	0.0	0.1	0.1	0.4	2.4	0.4	0.1	0.0	0.0	0.0	0.2	4.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.4	0.0	0.0	0.0	2.9
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.2	3.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	1.0
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.6	0.0	0.2	0.0	0.0	0.0	0.0	0.0	1.1
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4	0.2	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	9.8	6.6	3.9	3.0	1.4	1.8	13.3	3.3	10.2	3.8	46.4	11.5	115.0
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	29.2	12.8	7.3	5.8	3.6	5.5	15.6	5.9	10.7	5.1	47.6	16.4	165.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12A: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	7.5	3.3	1.2	1.6	0.7	1.0	1.3	0.1	0.3	0.1	0.0	1.1
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.3	0.5	0.3	0.0	0.0	0.0	0.0	1.1
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.4	0.3	0.1	0.0	1.0
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.6	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.7
Minchinhampton	3.9%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	7.2	3.4	2.9	1.7	0.8	1.6	6.5	2.8	4.9	2.7	24.7	7.8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	16.0	7.5	4.3	3.4	1.8	3.1	8.1	3.3	5.6	3.0	25.1	9.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12B: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	8.4	3.6	1.3	1.7	0.8	1.1	1.5	0.1	0.3	0.1	0.0	1.3
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.6	0.3	0.0	0.0	0.0	0.0	1.3
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.5	0.3	0.1	0.0	1.1
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.7	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.9
Minchinhampton	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	8.0	3.7	3.2	1.8	0.9	1.7	7.4	3.1	5.6	2.9	27.8	8.6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	17.8	8.1	4.7	3.7	2.1	3.4	9.2	3.6	6.3	3.2	28.2	10.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12C: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	10.0	4.2	1.5	2.0	1.0	1.3	1.8	0.1	0.4	0.1	0.0	1.5
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.7	0.4	0.0	0.0	0.0	0.0	1.5
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.5	0.4	0.1	0.0	1.3
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.8	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	2.3
Minchinhampton	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	9.6	4.4	3.8	2.2	1.1	2.0	9.0	3.7	6.8	3.4	33.9	90.2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	21.3	9.5	5.5	4.3	2.6	4.1	11.2	4.3	7.7	3.8	34.4	120.9

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 12D: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	11.8	4.8	1.8	2.3	1.2	1.5	2.1	0.1	0.5	0.1	0.0	1.8
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.5	0.8	0.5	0.0	0.0	0.0	0.0	1.8
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.6	0.5	0.1	0.0	1.5
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.0	0.9	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	2.7
Minchinhampton	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.3	0.3
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.2	0.0	0.0	0.0	0.2
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	11.3	5.0	4.3	2.5	1.3	2.4	10.7	4.3	8.1	4.0	40.2	106.3
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	25.1	11.0	6.3	5.0	3.1	4.8	13.4	5.0	9.2	4.4	40.9	142.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 13: CONVENIENCE FLOORSPACE IN THE MAIN SETTLEMENTS IN STROUD DISTRICT

STORE / LOCATION	FLOORSPACE (sq m net)		CONV GOODS SALES DENSITY (£/sq m)	TOTAL CONVENIENCE GOODS TURNOVER (£m)
	Total Net Sales	Convenience Goods Sales		
STROUD				
Tesco, Stroud	3,367	2,357	12,883	30.4
Sainsbury's Stroud	2,965	2,372	9,613	22.8
Waitrose, Stroud	2,401	2,041	11,869	24.2
Iceland, Stroud	483	459	6,244	2.9
Co-op, Cashes Green, Stroud	1,068	962	6,953	6.7
Co-op, Slad Road, Stroud	148	133	6,953	0.9
Other		1,480	5,214	7.7
TOTAL				95.6
CAM				
Tesco, Cam	1,538	1,307	12,883	16.8
DURSLEY				
Somerfield, Parsonage Street, Dursley	500	450	6,953	3.1
Co-op, Rosebery Road, Dursley	141	134	6,953	0.9
Lidl, Kingshill Road, Dursley	643	546	2,961	1.6
Other	481	433	5,414	2.3
TOTAL				8.0
WOTTON				
Co-op (Midcounties), Wotton-under-Edge	429	386	6,953	2.7
Other	438	438	6,834	3.0
NAILSWORTH				
Morrisons, Nailsworth	1,159	1,043	11,555	12.0
Tesco Express, Nailsworth	151	143	9,000	1.3
Co-op	232	209	6,953	1.5
Other		550	2,268	1.2
				16.0
STONEHOUSE				
Co-op, High Street, Stonehouse	1,076	968	6,953	6.7
Co-op, Eastington	141	134	6,953	0.9
Co-op, Elm Road, Stonehouse	100	95	6,953	0.7
Co-op, Kings Stanley	136	129	6,953	0.9
Other	254	241	3,836	0.9
BERKELEY	401	381	9,365	3.6
MINCHINHAMPTON	150	143	6,911	1.0

TABLE 14: COMMITMENTS IN STROUD DISTRICT

	FLOORSPACE (sq m net)	SALES DENSITY (£/sq m)	BENCHMARK TURNOVER (£m)
Sainsburys extension, Stroud comparison	848	7453	6.3
FOCUS unit convenience	792	4700	3.7
comparison	198	4700	0.9
Sainsburys, Dursley convenience	1486	9,613	14.3
comparison	372	7453	2.8

Notes:

floorspace data from Stroud District Council, GVA and IGD data

sales densities for large stores derived from Mintel and Verdict research and sales densities for other town centre floorspace based on existing trading levels

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 15a: CONVENIENCE GOODS CAPACITY 2010-2026

Stroud

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	93.6	98.3	105.9	112.5
Market Share (%)	29.0	28.7	28.5	28.3
Expenditure Inflow (£m)	6.8	7.2	7.7	8.2
Total Turnover Potential (£m)	100.4	105.5	113.6	120.8
Benchmark Turnover of Existing and Committed Facilities (£m)	99.3	99.8	102.0	104.6
Residual Expenditure (£m)	1.1	5.7	11.6	16.2
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	108	570	1129	1535

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 15b: CONVENIENCE GOODS CAPACITY 2010-2026

Cam / Dursley

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	34.0	35.9	38.8	41.3
Market Share (%)	10.5	10.5	10.4	10.4
Expenditure Inflow (£m)	2.5	2.6	2.8	3.0
Total Turnover Potential (£m)	36.5	38.5	41.6	44.4
Benchmark Turnover of Existing and Committed Facilities (£m)	39.2	39.3	40.2	41.2
Residual Expenditure (£m)	-2.6	-0.8	1.4	3.1
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	-264	-84	135	296

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 15c: CONVENIENCE GOODS CAPACITY 2010-2026

Nailsworth

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	17.5	18.5	20.0	21.3
Market Share (%)	5.4	5.4	5.4	5.4
Expenditure Inflow (£m)	1.3	1.3	1.5	1.6
Total Turnover Potential (£m)	18.7	19.8	21.4	22.9
Benchmark Turnover of Existing and Committed Facilities (£m)	16.0	16.1	16.5	16.9
Residual Expenditure (£m)	2.7	3.7	5.0	6.0
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	270	367	483	568

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 15d: CONVENIENCE GOODS CAPACITY 2010-2026

Wotton-under-Edge

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	10.3	10.9	11.8	12.5
Market Share (%)	3.2	3.2	3.2	3.2
Expenditure Inflow (£m)	0.8	0.8	0.9	0.9
Total Turnover Potential (£m)	11.1	11.7	12.6	13.5
Benchmark Turnover of Existing and Committed Facilities (£m)	5.7	5.7	5.8	6.0
Residual Expenditure (£m)	5.4	6.0	6.8	7.5
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	540	594	660	710

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 15e: CONVENIENCE GOODS CAPACITY 2010-2026

Stonehouse

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	10.1	10.5	11.2	11.8
Market Share (%)	3.1	3.1	3.0	3.0
Expenditure Inflow (£m)	0.7	0.8	0.8	0.9
Total Turnover Potential (£m)	10.8	11.2	12.0	12.6
Benchmark Turnover of Existing and Committed Facilities (£m)	10.1	10.2	10.4	10.7
Residual Expenditure (£m)	0.6	1.0	1.5	1.9
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	65	104	151	183

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 17a: COMPARISON GOODS CAPACITY - 2010-2026

Stroud

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	91.9	102.5	124.4	147.1
Market Share (%)	17.7	17.6	17.5	17.5
Expenditure Inflow (£m)	5.5	6.2	7.5	8.8
Total Turnover Potential (£m)	97.4	108.7	131.8	156.0
Benchmark Turnover of Existing and Committed Facilities (£m)	97.4	103.9	115.4	127.4
Residual Expenditure (£m)	0.0	4.8	16.4	28.5
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	891	2768	4361

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 17B: COMPARISON GOODS CAPACITY - 2010-2026

Cam / Dursley

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	8.1	9.0	11.0	13.0
Market Share (%)	1.6	1.5	1.5	1.5
Expenditure Inflow (£m)	0.5	0.5	0.7	0.8
Total Turnover Potential (£m)	8.6	9.6	11.6	13.8
Benchmark Turnover of Existing and Committed Facilities (£m)	8.6	9.1	10.1	11.2
Residual Expenditure (£m)	0.0	0.4	1.5	2.6
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	81	252	398

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 17C: COMPARISON GOODS CAPACITY - 2010-2026

Nailsworth

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	6.9	7.7	9.3	10.9
Market Share (%)	1.3	1.3	1.3	1.3
Expenditure Inflow (£m)	0.4	0.5	0.6	0.7
Total Turnover Potential (£m)	7.3	8.1	9.8	11.6
Benchmark Turnover of Existing and Committed Facilities (£m)	7.3	7.8	8.6	9.5
Residual Expenditure (£m)	0.0	0.4	1.2	2.1
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	66	203	318

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2007 PRICES

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 17D: COMPARISON GOODS CAPACITY - 2010-2026

Wotton-under-Edge

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	5.8	6.5	7.8	9.2
Market Share (%)	1.1	1.1	1.1	1.1
Expenditure Inflow (£m)	0.3	0.4	0.5	0.6
Total Turnover Potential (£m)	6.2	6.8	8.3	9.7
Benchmark Turnover of Existing and Committed Facilities (£m)	6.2	6.6	7.3	8.1
Residual Expenditure (£m)	0.0	0.3	1.0	1.7
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	51	163	258

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 17E: COMPARISON GOODS CAPACITY - 2010-2026

Stonehouse

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	9.7	10.8	13.1	15.5
Market Share (%)	1.9	1.9	1.9	1.8
Expenditure Inflow (£m)	0.6	0.7	0.8	0.9
Total Turnover Potential (£m)	10.3	11.5	13.9	16.5
Benchmark Turnover of Existing and Committed Facilities (£m)	10.3	11.0	12.2	13.5
Residual Expenditure (£m)	0.0	0.5	1.7	3.0
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	89	286	453

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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Appendix N
Scenario E3 Quantitative Assessment

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 1: POPULATION OF STUDY AREA, BY SURVEY ZONE (2010-2026)

ZONE	POSTCODE SECTORS	2010	2015	2021	2026	Change, 2010-15		Change, 2010-26	
						No.	(%)	No.	(%)
1 STROUD	TOTAL	31,236	31,602	32,041	32,407	366	1.2	1,171	3.8
2 STONEHOUSE	TOTAL	14,546	15,218	16,024	16,696	672	4.6	2,150	14.8
3 PAINSWICK	TOTAL	8,358	8,433	8,523	8,598	75	0.9	240	2.9
4a CHALFORD	TOTAL	6,600	6,659	6,730	6,789	59	0.9	189	2.9
4b MINCHINHAMPION	TOTAL	3,562	3,753	3,982	4,172	191	5.4	610	17.1
5 NAILSWORTH	TOTAL	6,127	6,242	6,380	6,495	115	1.9	368	6.0
6 EASTERN FRINGE	TOTAL	15,848	16,657	17,513	18,233	809	5.1	2,385	15.0
7 WOOTTON	TOTAL	6,485	6,601	6,739	6,855	116	1.8	370	5.7
8 SOUTHERN FRINGE	TOTAL	10,991	11,481	12,048	12,577	490	4.5	1,586	14.4
9 BERKELEY	TOTAL	5,777	5,848	5,933	6,003	71	1.2	226	3.9
10 NORTHERN FRINGE	TOTAL	48,903	51,043	53,610	55,749	2,140	4.4	6,846	14.0
11 DURSLEY	TOTAL	17,752	18,198	18,733	19,180	446	2.5	1,428	8.0
TOTAL		176,185	181,734	188,257	193,756	5,549	3.1	17,571	10.0

Notes:

Population figures for each zone for 2010 derived from Experian Business Strategies Retail Planner Reports (dated November 2009).

Growth for Zones 1-5, 7, 9-11 based on global population growth figures for Stroud District along with the following assumptions for the distribution of population growth (based on distribution of new housing development):

Population growth per annum in Stroud District (2010-2026)**850***(ONS 2006 sub-national population projections for Stroud District)***Distribution of Growth (by zone)**

	%	People
Stroud	9%	73
Stonehouse	16%	134
Painswick	2%	15
Chalford	1%	12
Minchinhampton	4%	38
Nailsworth	3%	23
Wootton	3%	23
Berkeley	2%	14
Northern Fringe	50%	428
Dursley	10%	89
Total	100%	850

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

**TABLE 2: PER CAPITA EXPENDITURE WITHIN STUDY AREA
BY GOODS CATEGORY AND ZONE, 2010-2026**

A: CONVENIENCE GOODS

	2010	2015	2021	2026
	1831	1882	1974	2054

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

	2010	2015	2021	2026
	629	678	788	900

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

	2010	2015	2021	2026
	321	352	422	494

D: DIY & DECORATING GOODS

ZONE	2010	2015	2021	2026
	368	404	484	567

Notes:

see notes overleaf

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

**TABLE 2 (Continued): PER CAPITA EXPENDITURE WITHIN STUDY
AREA BY GOODS CATEGORY AND ZONE, 2010-2026**

E: DOMESTIC APPLIANCES

	2010	2015	2021	2026
	117	129	155	181

F: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

	2010	2015	2021	2026
	403	443	530	621

G: PERSONAL & LUXURY GOODS

	2010	2015	2021	2026
	597	643	747	854

H: RECREATIONAL GOODS

	2010	2015	2021	2026
	512	552	642	733

Notes:

see notes overleaf

2007 PRICES

#REF!
#REF!**TABLE 3: TOTAL EXPENDITURE WITHIN STUDY AREA BY
GOODS CATEGORY AND ZONE, 2010-2026****A: CONVENIENCE GOODS**

ZONE	2010	2015	2021	2026
1	57.2	59.5	63.2	66.5
2	26.6	28.6	31.6	34.3
3	15.3	15.9	16.8	17.7
4a	12.1	12.5	13.3	13.9
4b	6.5	7.1	7.9	8.6
5	11.2	11.7	12.6	13.3
6	29.0	31.4	34.6	37.4
7	11.9	12.4	13.3	14.1
8	20.1	21.6	23.8	25.8
9	10.6	11.0	11.7	12.3
10	89.6	96.1	105.8	114.5
11	32.5	34.3	37.0	39.4
TOTAL	322.7	342.1	371.6	397.9

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

ZONE	2010	2015	2021	2026
1	19.6	21.4	25.2	29.2
2	9.1	10.3	12.6	15.0
3	5.3	5.7	6.7	7.7
4a	4.2	4.5	5.3	6.1
4b	2.2	2.5	3.1	3.8
5	3.9	4.2	5.0	5.8
6	10.0	11.3	13.8	16.4
7	4.1	4.5	5.3	6.2
8	6.9	7.8	9.5	11.3
9	3.6	4.0	4.7	5.4
10	30.8	34.6	42.2	50.2
11	11.2	12.3	14.8	17.3
TOTAL	110.8	123.2	148.3	174.4

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

ZONE	2010	2015	2021	2026
1	10.0	11.1	13.5	16.0
2	4.7	5.4	6.8	8.3
3	2.7	3.0	3.6	4.2
4a	2.1	2.3	2.8	3.4
4b	1.1	1.3	1.7	2.1
5	2.0	2.2	2.7	3.2
6	5.1	5.9	7.4	9.0
7	2.1	2.3	2.8	3.4
8	3.5	4.0	5.1	6.2
9	1.9	2.1	2.5	3.0
10	15.7	18.0	22.6	27.5
11	5.7	6.4	7.9	9.5
TOTAL	56.5	64.1	79.5	95.7

D: DIY & DECORATING GOODS

ZONE	2010	2015	2021	2026
1	11.5	12.8	15.5	18.4
2	5.4	6.2	7.8	9.5
3	3.1	3.4	4.1	4.9
4a	2.4	2.7	3.3	3.9
4b	1.3	1.5	1.9	2.4
5	2.3	2.5	3.1	3.7
6	5.8	6.7	8.5	10.3
7	2.4	2.7	3.3	3.9
8	4.0	4.6	5.8	7.1
9	2.1	2.4	2.9	3.4
10	18.0	20.6	26.0	31.6
11	6.5	7.4	9.1	10.9
TOTAL	64.8	73.5	91.2	109.9

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

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#REF!
#REF!**TABLE 3 (Continued): TOTAL EXPENDITURE WITHIN STUDY AREA
BY GOODS CATEGORY AND ZONE, 2010-2026****E: DOMESTIC APPLIANCES**

ZONE	2010	2015	2021	2026
1	3.7	4.1	5.0	5.9
2	1.7	2.0	2.5	3.0
3	1.0	1.1	1.3	1.6
4a	0.8	0.9	1.0	1.2
4b	0.4	0.5	0.6	0.8
5	0.7	0.8	1.0	1.2
6	1.9	2.2	2.7	3.3
7	0.8	0.9	1.0	1.2
8	1.3	1.5	1.9	2.3
9	0.7	0.8	0.9	1.1
10	5.7	6.6	8.3	10.1
11	2.1	2.3	2.9	3.5
TOTAL	20.7	23.5	29.1	35.1

F: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

ZONE	2010	2015	2021	2026
1	12.6	14.0	17.0	20.1
2	5.9	6.7	8.5	10.4
3	3.4	3.7	4.5	5.3
4a	2.7	2.9	3.6	4.2
4b	1.4	1.7	2.1	2.6
5	2.5	2.8	3.4	4.0
6	6.4	7.4	9.3	11.3
7	2.6	2.9	3.6	4.3
8	4.4	5.1	6.4	7.8
9	2.3	2.6	3.1	3.7
10	19.7	22.6	28.4	34.6
11	7.1	8.1	9.9	11.9
TOTAL	71.0	80.5	99.8	120.3

G: PERSONAL & LUXURY GOODS

ZONE	2010	2015	2021	2026
1	18.6	20.3	23.9	27.7
2	8.7	9.8	12.0	14.3
3	5.0	5.4	6.4	7.3
4a	3.9	4.3	5.0	5.8
4b	2.1	2.4	3.0	3.6
5	3.7	4.0	4.8	5.5
6	9.5	10.7	13.1	15.6
7	3.9	4.2	5.0	5.9
8	6.6	7.4	9.0	10.7
9	3.4	3.8	4.4	5.1
10	29.2	32.8	40.1	47.6
11	10.6	11.7	14.0	16.4
TOTAL	105.1	116.9	140.7	165.5

H: RECREATIONAL GOODS

ZONE	2010	2015	2021	2026
1	16.0	17.5	20.6	23.8
2	7.5	8.4	10.3	12.2
3	4.3	4.7	5.5	6.3
4a	3.4	3.7	4.3	5.0
4b	1.8	2.1	2.6	3.1
5	3.1	3.4	4.1	4.8
6	8.1	9.2	11.2	13.4
7	3.3	3.6	4.3	5.0
8	5.6	6.3	7.7	9.2
9	3.0	3.2	3.8	4.4
10	25.1	28.2	34.4	40.9
11	9.1	10.1	12.0	14.1
TOTAL	90.3	100.4	120.9	142.1

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

2007 PRICES

#REF!
#REF!**TABLE 4A: MARKET SHARE OF MAIN FOOD CONVENIENCE FACILITIES IN STROUD DISTRICT**

STORE / CENTRE	ZONE											
	1	2	3	4A	4B	5	6	7	8	9	10	11
STROUD	87.5%	57.9%	79.5%	77.6%	52.0%	35.8%	4.0%	10.0%	5.4%	8.1%	1.0%	8.1%
Tesco, Stroud	39.6%	21.1%	28.2%	32.7%	22.0%	11.1%	0.0%	0.0%	0.0%	1.4%	1.0%	1.0%
Sainsbury's Stroud	20.8%	31.6%	11.5%	16.3%	6.0%	9.9%	2.0%	3.8%	4.3%	4.1%	0.0%	6.1%
Waitrose, Stroud	14.6%	3.9%	30.8%	24.5%	24.0%	14.8%	2.0%	6.3%	0.0%	2.7%	0.0%	1.0%
Iceland, Stroud	4.2%	1.3%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Cashes Green, Stroud	3.1%	0.0%	1.3%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Slad Road, Stroud	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Other	5.2%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CAM	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	12.5%	2.2%	27.0%	3.1%	70.7%
Tesco, Cam	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	12.5%	2.2%	27.0%	3.1%	70.7%
DURSLEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	13.1%
Somerfield, Parsonage Street, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	10.1%
Co-op (Midcounties), Rosebery Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Lidl, Kingshill Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
WOTTON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.3%	5.4%	0.0%	0.0%	0.0%
Co-op (Midcounties), Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	45.0%	2.2%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.3%	0.0%	0.0%	0.0%
NAILSWORTH	5.2%	2.6%	2.6%	4.1%	28.0%	56.8%	5.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Morrisons, Nailsworth	4.2%	2.6%	2.6%	4.1%	24.0%	48.1%	5.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Co-op (Midcounties), Nailsworth	1.0%	0.0%	0.0%	0.0%	4.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Nailsworth	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
STONEHOUSE	0.0%	21.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
Co-op (Midcounties) High Street, Stonehouse	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Eastington, Stonehouse	0.0%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
Co-op (Midcounties) Elm Road, Stonehouse	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BERKELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.2%	0.0%	0.0%
MINCHINHAMPTON	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER STORES IN DISTRICT	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ELSEWHERE	5.2%	18.4%	17.9%	18.4%	18.0%	6.2%	91.0%	31.3%	87.0%	50.0%	94.8%	8.1%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market shares for main food convenience shopping taken from Stroud Household Telephone Survey, excluding 'don't do', 'don't know', 'varies' and internet shopping trips.

#REF!
#REF!**TABLE 4B: MARKET SHARE OF TOP-UP FOOD CONVENIENCE FACILITIES IN STROUD DISTRICT**

STORE / CENTRE	ZONE											
	1	2	3	4A	4B	5	6	7	8	9	10	11
STROUD	77.2%	26.5%	51.4%	51.3%	15.2%	9.1%	4.3%	4.3%	1.1%	2.6%	2.4%	4.4%
Tesco, Stroud	16.3%	5.9%	14.3%	2.6%	2.2%	1.3%	2.2%	0.0%	0.0%	0.0%	0.0%	1.1%
Sainsbury's Stroud	18.5%	10.3%	5.7%	2.6%	0.0%	1.3%	1.1%	1.4%	0.0%	1.3%	1.2%	2.2%
Waitrose, Stroud	8.7%	5.9%	5.7%	5.1%	8.7%	0.0%	0.0%	1.4%	0.0%	1.3%	0.0%	0.0%
Iceland, Stroud	8.7%	1.5%	2.9%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Cashes Green, Stroud	7.6%	1.5%	4.3%	2.6%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op (Midcounties), Slad Road, Stroud	5.4%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Other	12.0%	1.5%	15.7%	38.5%	0.0%	6.5%	1.1%	1.4%	0.0%	0.0%	1.2%	1.1%
CAM	1.1%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.4%	1.1%	3.9%	3.6%	30.0%
Tesco, Cam	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	1.1%	3.9%	3.6%	30.0%
Other	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DURSLEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.2%	47.8%
Somerfield, Parsonage Street, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.8%
Co-op (Midcounties), Rosebery Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%
Lidl, Kingshill Road, Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.2%	20.0%
WOTTON	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.3%	84.3%	33.3%	1.3%	0.0%	3.3%
Co-op (Midcounties), Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	70.0%	9.2%	1.3%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.1%	14.3%	24.1%	0.0%	0.0%	3.3%
NAILSWORTH	12.0%	0.0%	2.9%	10.3%	30.4%	85.7%	7.6%	1.4%	0.0%	0.0%	0.0%	1.1%
Morrisons, Nailsworth	3.3%	0.0%	1.4%	0.0%	21.7%	42.9%	1.1%	1.4%	0.0%	0.0%	0.0%	1.1%
Co-op (Midcounties), Nailsworth	1.1%	0.0%	0.0%	0.0%	2.2%	13.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Nailsworth	4.3%	0.0%	0.0%	7.7%	2.2%	19.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	3.3%	0.0%	1.4%	2.6%	4.3%	10.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
STONEHOUSE	1.1%	55.9%	2.9%	0.0%	0.0%	2.6%	2.2%	0.0%	0.0%	0.0%	3.6%	0.0%
Co-op (Midcounties) High Street, Stonehouse	1.1%	20.6%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	2.4%	0.0%
Co-op (Midcounties), Eastington, Stonehouse	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Co-op (Midcounties) Elm Road, Stonehouse	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	8.8%	2.9%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BERKELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	77.6%	0.0%	1.1%
MINCHINHAMPTON	0.0%	0.0%	0.0%	0.0%	45.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
PAINSWICK	1.1%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
CHALFORD	0.0%	0.0%	1.4%	23.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER STORES IN DISTRICT	3.3%	11.8%	8.6%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ELSEWHERE	4.3%	5.9%	11.4%	7.7%	8.7%	1.3%	81.5%	8.6%	63.2%	14.5%	88.0%	12.2%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market shares for top-up food convenience shopping taken from Stroud Household Telephone Survey, excluding 'don't do', 'don't know', 'varies' and internet shopping trips.

#REF!
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TABLE 5A: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2010

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	35.0	10.8	8.5	6.6	2.4	2.8	0.8	0.8	0.8	0.6	0.7	1.8	71.6
Tesco, Stroud	15.9	3.9	3.0	2.8	1.0	0.9	0.0	0.0	0.0	0.1	0.7	0.2	28.4
Sainsbury's Stroud	8.3	5.9	1.2	1.4	0.3	0.8	0.4	0.3	0.6	0.3	0.0	1.4	20.9
Waitrose, Stroud	5.8	0.7	3.3	2.1	1.1	1.2	0.4	0.5	0.0	0.2	0.0	0.2	15.6
Iceland, Stroud	1.7	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4
Other	2.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.0	0.3	2.0	2.0	16.1	21.5
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.0	0.3	2.0	2.0	16.1	21.5
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.0	3.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.3	2.4
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.8	0.0	0.0	0.0	4.6
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.3	0.0	0.0	0.0	4.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.6
NAILSWORTH	2.1	0.5	0.3	0.3	1.3	4.5	1.0	0.0	0.0	0.0	0.7	0.0	10.6
Morrisons, Nailsworth	1.7	0.5	0.3	0.3	1.1	3.8	1.0	0.0	0.0	0.0	0.7	0.0	9.3
Co-op (Midcounties), Nailsworth	0.4	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.0
Co-op (Midcounties) High Street, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Eastington, Stonehouse	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.8
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.9
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
ELSEWHERE	2.1	3.4	1.9	1.6	0.8	0.5	18.5	2.6	12.3	3.7	59.4	1.8	108.6
TOTAL	40.0	18.6	10.7	8.5	4.6	7.9	20.3	8.3	14.1	7.4	62.7	22.8	225.9

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

2007 PRICES

#REF!
#REF!**TABLE 5B: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2010**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	13.2	2.1	2.4	1.9	0.3	0.3	0.4	0.2	0.1	0.1	0.6	0.4	21.9
Tesco, Stroud	2.8	0.5	0.7	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	4.4
Sainsbury's Stroud	3.2	0.8	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.3	0.2	5.1
Waitrose, Stroud	1.5	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.7
Iceland, Stroud	1.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	0.9	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.1
Other	2.1	0.1	0.7	1.4	0.0	0.2	0.1	0.1	0.0	0.0	0.3	0.1	5.1
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	2.9	4.4
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	2.9	4.3
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	4.7	5.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	1.7
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	2.0	2.3
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.0	2.0	0.0	0.0	0.3	5.7
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.5	0.6	0.0	0.0	0.0	3.3
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	1.5	0.0	0.0	0.3	2.4
NAILSWORTH	2.1	0.0	0.1	0.4	0.6	2.9	0.7	0.1	0.0	0.0	0.0	0.1	6.9
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.4	1.4	0.1	0.1	0.0	0.0	0.0	0.1	2.7
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.4	0.5	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.7	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Other	0.6	0.0	0.1	0.1	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	1.2
STONEHOUSE	0.2	4.5	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.0	0.0	6.0
Co-op (Midcounties) High Street, Stonehouse	0.2	1.6	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.6	0.0	2.7
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	2.3
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.7	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.5	0.0	0.1	2.7
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
PAINSWICK	0.2	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.4
CHALFORD	0.0	0.0	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
OTHER STORES IN COUNTY	0.6	0.9	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
ELSEWHERE	0.7	0.5	0.5	0.3	0.2	0.0	7.1	0.3	3.8	0.5	23.6	1.2	38.7
TOTAL	17.2	8.0	4.6	3.6	2.0	3.4	8.7	3.6	6.0	3.2	26.9	9.8	96.8

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

2007 PRICES

#REF!
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TABLE 5C: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2015

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	36.4	11.6	8.8	6.8	2.6	2.9	0.9	0.9	0.8	0.6	0.7	1.9	75.0
Tesco, Stroud	16.5	4.2	3.1	2.9	1.1	0.9	0.0	0.0	0.0	0.1	0.7	0.2	29.8
Sainsbury's Stroud	8.7	6.3	1.3	1.4	0.3	0.8	0.4	0.3	0.7	0.3	0.0	1.5	22.0
Waitrose, Stroud	6.1	0.8	3.4	2.1	1.2	1.2	0.4	0.5	0.0	0.2	0.0	0.2	16.3
Iceland, Stroud	1.7	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Co-op (Midcounties), Cashes Green, Stroud	1.3	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4
Other	2.2	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.3	2.1	2.1	17.0	22.7
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.3	2.1	2.1	17.0	22.7
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.1	3.3
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.4	2.5
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.8	0.0	0.0	0.0	4.8
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.3	0.0	0.0	0.0	4.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.6
NAILSWORTH	2.2	0.5	0.3	0.4	1.4	4.7	1.1	0.0	0.0	0.0	0.7	0.0	11.2
Morrisons, Nailsworth	1.7	0.5	0.3	0.4	1.2	4.0	1.1	0.0	0.0	0.0	0.7	0.0	9.9
Co-op (Midcounties), Nailsworth	0.4	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.3
Co-op (Midcounties) High Street, Stonehouse	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Eastington, Stonehouse	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.0
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.9
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
ELSEWHERE	2.2	3.7	2.0	1.6	0.9	0.5	20.0	2.7	13.2	3.9	63.8	1.9	116.3
TOTAL	41.6	20.1	11.1	8.8	4.9	8.2	21.9	8.7	15.1	7.7	67.3	24.0	239.5

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

2007 PRICES

#REF!
#REF!**TABLE 5D: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2015**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	13.8	2.3	2.4	1.9	0.3	0.3	0.4	0.2	0.1	0.1	0.7	0.5	22.9
Tesco, Stroud	2.9	0.5	0.7	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	4.6
Sainsbury's Stroud	3.3	0.9	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.3	0.2	5.4
Waitrose, Stroud	1.6	0.5	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.8
Iceland, Stroud	1.6	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	1.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.2
Other	2.1	0.1	0.7	1.4	0.0	0.2	0.1	0.1	0.0	0.0	0.3	0.1	5.3
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	3.1	4.6
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	3.1	4.6
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	4.9	5.3
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	1.8
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	2.1	2.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.1	2.2	0.0	0.0	0.3	6.0
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.6	0.6	0.0	0.0	0.0	3.5
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	1.6	0.0	0.0	0.3	2.6
NAILSWORTH	2.1	0.0	0.1	0.4	0.6	3.0	0.7	0.1	0.0	0.0	0.0	0.1	7.2
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.5	1.5	0.1	0.1	0.0	0.0	0.0	0.1	2.9
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	1.2
Tesco Express, Nailsworth	0.8	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Other	0.6	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.3
STONEHOUSE	0.2	4.8	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.0	0.0	6.5
Co-op (Midcounties) High Street, Stonehouse	0.2	1.8	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.7	0.0	2.9
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	2.5
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.8	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.6	0.0	0.1	2.8
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
PAINSWICK	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.5
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
OTHER STORES IN COUNTY	0.6	1.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
ELSEWHERE	0.8	0.5	0.5	0.3	0.2	0.0	7.7	0.3	4.1	0.5	25.4	1.3	41.5
TOTAL	17.8	8.6	4.8	3.8	2.1	3.5	9.4	3.7	6.5	3.3	28.8	10.3	102.6

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

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#REF!
#REF!**TABLE 5E: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2021**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	38.7	12.8	9.4	7.2	2.9	3.2	1.0	0.9	0.9	0.7	0.8	2.1	80.5
Tesco, Stroud	17.5	4.7	3.3	3.0	1.2	1.0	0.0	0.0	0.0	0.1	0.8	0.3	31.9
Sainsbury's Stroud	9.2	7.0	1.4	1.5	0.3	0.9	0.5	0.3	0.7	0.3	0.0	1.6	23.8
Waitrose, Stroud	6.5	0.9	3.6	2.3	1.3	1.3	0.5	0.6	0.0	0.2	0.0	0.3	17.4
Iceland, Stroud	1.8	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5
Other	2.3	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.4	2.2	2.3	18.3	24.5
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.4	2.2	2.3	18.3	24.5
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.4	3.5
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.6	2.7
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	0.9	0.0	0.0	0.0	5.2
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.4	0.0	0.0	0.0	4.6
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.7
NAILSWORTH	2.3	0.6	0.3	0.4	1.5	5.0	1.2	0.0	0.0	0.0	0.8	0.0	12.1
Morrisons, Nailsworth	1.8	0.6	0.3	0.4	1.3	4.2	1.2	0.0	0.0	0.0	0.8	0.0	10.7
Co-op (Midcounties), Nailsworth	0.5	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.8
Co-op (Midcounties) High Street, Stonehouse	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.2
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
ELSEWHERE	2.3	4.1	2.1	1.7	1.0	0.5	22.0	2.9	14.5	4.1	70.2	2.1	127.6
TOTAL	44.3	22.1	11.8	9.3	5.5	8.8	24.2	9.3	16.6	8.2	74.1	25.9	260.1

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

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TABLE 5F: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2021

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	14.6	2.5	2.6	2.0	0.4	0.3	0.5	0.2	0.1	0.1	0.8	0.5	24.6
Tesco, Stroud	3.1	0.6	0.7	0.1	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.1	4.9
Sainsbury's Stroud	3.5	1.0	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.4	0.2	5.8
Waitrose, Stroud	1.6	0.6	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.0
Iceland, Stroud	1.6	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Cashes Green, Stroud	1.4	0.1	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Co-op (Midcounties), Slad Road, Stroud	1.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.3
Other	2.3	0.1	0.8	1.5	0.0	0.2	0.1	0.1	0.0	0.0	0.4	0.1	5.7
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.1	3.3	5.0
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.1	3.3	5.0
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	5.3	5.8
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	2.0
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	2.2	2.7
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.4	2.4	0.0	0.0	0.4	6.5
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.8	0.7	0.0	0.0	0.0	3.7
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	1.7	0.0	0.0	0.4	2.8
NAILSWORTH	2.3	0.0	0.1	0.4	0.7	3.2	0.8	0.1	0.0	0.0	0.0	0.1	7.7
Morrisons, Nailsworth	0.6	0.0	0.1	0.0	0.5	1.6	0.1	0.1	0.0	0.0	0.0	0.1	3.1
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.1	0.5	0.6	0.0	0.0	0.0	0.0	0.0	1.3
Tesco Express, Nailsworth	0.8	0.0	0.0	0.3	0.1	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Other	0.6	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.4
STONEHOUSE	0.2	5.3	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.1	0.0	7.1
Co-op (Midcounties) High Street, Stonehouse	0.2	2.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.8	0.0	3.2
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.8
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.8	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.7	0.0	0.1	3.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
PAINSWICK	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.6
CHALFORD	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
OTHER STORES IN COUNTY	0.6	1.1	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
ELSEWHERE	0.8	0.6	0.6	0.3	0.2	0.0	8.5	0.3	4.5	0.5	27.9	1.4	45.6
TOTAL	19.0	9.5	5.0	4.0	2.4	3.8	10.4	4.0	7.1	3.5	31.7	11.1	111.5

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

2007 PRICES

#REF!
#REF!**TABLE 5G: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2026**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	40.8	13.9	9.8	7.6	3.1	3.3	1.0	1.0	1.0	0.7	0.8	2.2	85.3
Tesco, Stroud	18.4	5.1	3.5	3.2	1.3	1.0	0.0	0.0	0.0	0.1	0.8	0.3	33.8
Sainsbury's Stroud	9.7	7.6	1.4	1.6	0.4	0.9	0.5	0.4	0.8	0.3	0.0	1.7	25.3
Waitrose, Stroud	6.8	0.9	3.8	2.4	1.4	1.4	0.5	0.6	0.0	0.2	0.0	0.3	18.4
Iceland, Stroud	1.9	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Co-op (Midcounties), Cashes Green, Stroud	1.5	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Co-op (Midcounties), Slad Road, Stroud	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5
Other	2.4	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1
CAM	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.4	2.3	2.5	19.5	26.1
Tesco, Cam	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.2	0.4	2.3	2.5	19.5	26.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.6	3.7
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.8	2.9
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
WOTTON	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6	1.0	0.0	0.0	0.0	5.5
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	0.4	0.0	0.0	0.0	4.8
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.0	0.0	0.7
NAILSWORTH	2.4	0.6	0.3	0.4	1.7	5.3	1.3	0.0	0.0	0.0	0.8	0.0	12.9
Morrisons, Nailsworth	1.9	0.6	0.3	0.4	1.4	4.5	1.3	0.0	0.0	0.0	0.8	0.0	11.4
Co-op (Midcounties), Nailsworth	0.5	0.0	0.0	0.0	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Tesco Express, Nailsworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
STONEHOUSE	0.0	5.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	5.2
Co-op (Midcounties) High Street, Stonehouse	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.3
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0
MINCHINHAMPTON	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
OTHER STORES IN DISTRICT	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
ELSEWHERE	2.4	4.4	2.2	1.8	1.1	0.6	23.9	3.1	15.7	4.3	76.0	2.2	137.7
TOTAL	46.6	24.0	12.4	9.8	6.0	9.3	26.2	9.9	18.1	8.6	80.1	27.6	278.5

Notes:

main food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4A to available main food expenditure in each zone.

2007 PRICES

#REF!
#REF!**TABLE 5H: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN STROUD DISTRICT 2026**

STORE / CENTRE	ZONE											TOTAL TURNOVER	
	1	2	3	4A	4B	5	6	7	8	9	10		11
STROUD	15.4	2.7	2.7	2.1	0.4	0.4	0.5	0.2	0.1	0.1	0.8	0.5	26.0
Tesco, Stroud	3.3	0.6	0.8	0.1	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.1	5.2
Sainsbury's Stroud	3.7	1.1	0.3	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.4	0.3	6.1
Waitrose, Stroud	1.7	0.6	0.3	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.2
Iceland, Stroud	1.7	0.2	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Cashes Green, Stroud	1.5	0.2	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Co-op (Midcounties), Slad Road, Stroud	1.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.3
Other	2.4	0.2	0.8	1.6	0.0	0.3	0.1	0.1	0.0	0.0	0.4	0.1	6.0
CAM	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.2	3.5	5.4
Tesco, Cam	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.2	3.5	5.3
Other	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
DURSLEY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	5.6	6.1
Somerfield, Parsonage Street, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	2.1
Co-op (Midcounties), Rosebery Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9
Lidl, Kingshill Road, Dursley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	2.4	2.9
WOTTON	0.0	0.0	0.0	0.0	0.0	0.1	0.4	3.6	2.6	0.0	0.0	0.4	7.0
Co-op (Midcounties), Wotton-under-Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	3.0	0.7	0.0	0.0	0.0	4.0
Other	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.6	1.9	0.0	0.0	0.4	3.0
NAILSWORTH	2.4	0.0	0.2	0.4	0.8	3.4	0.9	0.1	0.0	0.0	0.0	0.1	8.2
Morrisons, Nailsworth	0.7	0.0	0.1	0.0	0.6	1.7	0.1	0.1	0.0	0.0	0.0	0.1	3.3
Co-op (Midcounties), Nailsworth	0.2	0.0	0.0	0.0	0.1	0.5	0.6	0.0	0.0	0.0	0.0	0.0	1.4
Tesco Express, Nailsworth	0.9	0.0	0.0	0.3	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Other	0.7	0.0	0.1	0.1	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	1.5
STONEHOUSE	0.2	5.7	0.2	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.2	0.0	7.7
Co-op (Midcounties) High Street, Stonehouse	0.2	2.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.8	0.0	3.4
Co-op (Midcounties), Eastington, Stonehouse	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	3.0
Co-op (Midcounties) Elm Road, Stonehouse	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Other	0.0	0.9	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2
BERKELEY	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.9	0.0	0.1	3.1
MINCHINHAMPTON	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
PAINSWICK	0.2	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.7
CHALFORD	0.0	0.0	0.1	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
OTHER STORES IN COUNTY	0.7	1.2	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
ELSEWHERE	0.9	0.6	0.6	0.3	0.2	0.1	9.2	0.4	4.9	0.5	30.2	1.4	49.3
TOTAL	20.0	10.3	5.3	4.2	2.6	4.0	11.2	4.2	7.7	3.7	34.3	11.8	119.4

Notes:

top-up food turnover levels for each store/centre by individual zone calculated by applying market share in Table 4B to available top-up food expenditure in each zone.

2007 PRICES

#REF!
#REF!**TABLE 6A: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2010**

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	5.6	0.6	0.8	0.6	0.5	0.7	1.0	0.1	0.1	0.0	0.3	0.5	10.7
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.4	0.0	0.1	0.0	0.0	0.3	0.0	1.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.1	0.6
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.3
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.3	0.0	0.4
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	14.1	8.0	4.4	3.4	1.5	2.7	9.0	3.4	6.8	3.5	29.8	10.4	96.9
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	19.6	9.1	5.3	4.2	2.2	3.9	10.0	4.1	6.9	3.6	30.8	11.2	110.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

#REF!
#REF!**TABLE 6B: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2015**

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	6.1	0.7	0.8	0.6	0.5	0.8	1.1	0.1	0.1	0.0	0.4	0.5	11.8
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.2	0.2	0.4	0.0	0.1	0.0	0.0	0.4	0.0	1.3
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.1	0.7
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.4
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.4	0.0	0.5
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	15.4	9.0	4.8	3.7	1.7	3.0	10.2	3.7	7.7	3.8	33.5	11.4	107.9
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	21.4	10.3	5.7	4.5	2.5	4.2	11.3	4.5	7.8	4.0	34.6	12.3	123.2

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

#REF!
#REF!**TABLE 6C: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2021**

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	7.1	0.9	1.0	0.8	0.6	0.9	1.3	0.1	0.1	0.0	0.4	0.6	14.0
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.3	0.2	0.5	0.0	0.1	0.0	0.0	0.4	0.0	1.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.2	0.8
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.4
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.4	0.0	0.6
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	18.1	11.0	5.6	4.3	2.1	3.6	12.4	4.4	9.4	4.5	40.9	13.7	130.1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	25.2	12.6	6.7	5.3	3.1	5.0	13.8	5.3	9.5	4.7	42.2	14.8	148.3

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

#REF!
#REF!**TABLE 6D: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES 2026**

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.3%	7.0%	14.5%	14.3%	20.5%	18.4%	9.8%	2.8%	1.1%	0.0%	1.1%	4.2%	8.2	1.1	1.1	0.9	0.8	1.1	1.6	0.2	0.1	0.0	0.5	0.7	16.3
Nailsworth	0.0%	0.0%	1.4%	4.8%	6.8%	9.2%	0.0%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0	0.0	0.1	0.3	0.3	0.5	0.0	0.1	0.0	0.0	0.5	0.0	1.8
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	1.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.2	1.0
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	2.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.5
Stonehouse	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Minchinhampton	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.5	0.0	0.7
Elsewhere	71.7%	87.3%	84.1%	81.0%	68.2%	71.1%	90.2%	83.1%	98.9%	95.7%	96.8%	92.7%	20.9	13.1	6.5	4.9	2.6	4.2	14.8	5.1	11.2	5.2	48.6	16.0	153.1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	29.2	15.0	7.7	6.1	3.8	5.8	16.4	6.2	11.3	5.4	50.2	17.3	174.4

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

#REF!
#REF!**TABLE 8A: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2010**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	10.4	3.4	2.3	2.0	0.9	1.7	2.8	0.1	0.2	0.2	1.3	1.8	27.2
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	1.2
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.1	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.8
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.4
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.1	0.5
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	0.9	1.2	0.7	0.3	0.2	0.2	2.9	1.3	3.7	1.4	16.7	2.9	32.5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	11.5	5.4	3.1	2.4	1.3	2.3	5.8	2.4	4.0	2.1	18.0	6.5	64.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

#REF!
#REF!**TABLE 8B: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2015**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	11.5	3.9	2.6	2.2	1.0	1.9	3.2	0.1	0.2	0.3	1.5	2.1	30.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.1	0.0	0.0	0.0	1.3
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.1	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.9
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.6
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.1	0.6
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.0	1.4	0.8	0.4	0.2	0.3	3.4	1.4	4.2	1.5	19.1	3.3	37.1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	12.8	6.2	3.4	2.7	1.5	2.5	6.7	2.7	4.6	2.4	20.6	7.4	73.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

#REF!
#REF!**TABLE 8C: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2021**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	14.0	5.0	3.1	2.7	1.3	2.3	4.0	0.2	0.2	0.3	1.9	2.5	37.7
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.2	0.0	0.0	0.0	0.0	1.6
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.1	0.3	0.4	0.2	0.0	0.0	0.0	0.0	0.0	1.1
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.7	2.0	2.0
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.1	0.7	0.7
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.0
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6	0.6
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.2	1.8	0.9	0.4	0.3	0.3	4.3	1.7	5.3	1.9	24.0	4.1	46.3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	15.5	7.8	4.1	3.3	1.9	3.1	8.5	3.3	5.8	2.9	26.0	9.1	91.2

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

#REF!
#REF!**TABLE 8D: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES 2026**

CENTRE	MARKET SHARE, BY ZONE (%)											TURNOVER, BY ZONE (£m)											TURNOVER (£m)		
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9		10	11
Stroud	90.1%	63.8%	76.1%	82.2%	67.4%	75.7%	47.3%	5.3%	4.3%	11.6%	7.4%	28.1%	16.6	6.0	3.7	3.2	1.6	2.8	4.9	0.2	0.3	0.4	2.4	3.1	45.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.1%	3.2%	1.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.2	0.0	0.0	0.0	0.0	1.9
Nailsworth	1.1%	0.0%	0.0%	2.2%	14.0%	13.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.1	0.3	0.5	0.2	0.0	0.0	0.0	0.0	0.0	1.3
Dursley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	19.1%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	2.1	2.4
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.7%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.1	0.9	0.9
Stonehouse	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	1.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.7
Minchinhampton	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Chalford	0.0%	0.0%	1.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	7.7%	23.2%	22.4%	13.3%	16.3%	10.8%	50.5%	52.6%	91.5%	65.2%	92.6%	44.9%	1.4	2.2	1.1	0.5	0.4	0.4	5.2	2.0	6.5	2.2	29.3	4.9	56.2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	18.4	9.5	4.9	3.9	2.4	3.7	10.3	3.9	7.1	3.4	31.6	10.9	109.9

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

#REF!
#REF!**TABLE 9A: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2010**

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.1	0.1	0.3	0.2	0.1	0.2	0.2	0.0	0.0	0.1	0.1	2.3
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.4	0.8	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.1	1.8
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.5
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.2	0.4
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	2.2	0.8	0.6	0.5	0.2	0.4	1.6	0.6	1.2	0.5	5.4	1.4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	3.7	1.7	1.0	0.8	0.4	0.7	1.9	0.8	1.3	0.7	5.7	2.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

#REF!
#REF!**TABLE 9B: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2015**

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.2	0.1	0.4	0.2	0.1	0.2	0.3	0.0	0.0	0.1	0.1	2.6
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.4	0.9	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.4	0.1	2.0
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.6
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.3	0.5
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	2.4	0.9	0.6	0.6	0.2	0.5	1.8	0.7	1.4	0.5	6.2	1.6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	4.1	2.0	1.1	0.9	0.5	0.8	2.2	0.9	1.5	0.8	6.6	2.3

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

#REF!
#REF!**TABLE 9C: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2021**

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.4	0.2	0.4	0.2	0.2	0.2	0.3	0.0	0.0	0.1	0.1	3.2	
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.5	1.1	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.5	0.1	2.5	
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.7	
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.3	0.6	
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	2.9	1.2	0.8	0.7	0.3	0.6	2.3	0.8	1.8	0.6	7.7	2.0	21.7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	5.0	2.5	1.3	1.0	0.6	1.0	2.7	1.0	1.9	0.9	8.3	2.9	29.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

#REF!
#REF!

TABLE 9D: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	28.9%	6.5%	32.7%	21.2%	29.4%	23.1%	12.2%	0.0%	0.0%	1.5%	1.1%	2.4%	1.7	0.2	0.5	0.3	0.2	0.3	0.4	0.0	0.0	0.1	0.1	0.1	3.8
Stonehouse	10.5%	44.2%	9.1%	6.1%	5.9%	10.8%	1.2%	0.0%	0.0%	1.5%	5.6%	2.4%	0.6	1.3	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.6	0.1	3.0
Cam	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	4.3%	2.6%	16.4%	0.0%	14.6%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.0	0.5	0.9
Dursley	0.0%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	8.7%	2.6%	7.5%	0.0%	11.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.4	0.7
Minchinhampton	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	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	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	3.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Frampton-on-Severn, Gloucester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elsewhere	59.2%	46.8%	58.2%	69.7%	50.0%	58.5%	84.1%	79.7%	94.9%	70.1%	93.3%	69.5%	3.5	1.4	0.9	0.9	0.4	0.7	2.8	1.0	2.2	0.8	9.4	2.4	26.2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	5.9	3.0	1.6	1.2	0.8	1.2	3.3	1.2	2.3	1.1	10.1	3.5	35.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

#REF!
#REF!**TABLE 10A: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2010**

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	2.9	0.4	0.6	0.7	0.3	0.5	0.4	0.1	0.1	0.0	0.0	0.4	6.5
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	0.8	1.2	0.2	0.1	0.0	0.3	0.3	0.0	0.0	0.1	0.0	0.3	3.3
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.7	1.1
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	8.7	4.2	2.4	1.7	0.7	1.5	5.6	2.1	4.2	2.0	19.7	5.8	58.6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	12.6	5.9	3.4	2.7	1.4	2.5	6.4	2.6	4.4	2.3	19.7	7.1	71.0

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

#REF!
#REF!**TABLE 10B: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2015**

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	3.2	0.5	0.7	0.8	0.4	0.6	0.5	0.1	0.1	0.0	0.0	0.4	7.3
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	0.9	1.4	0.3	0.1	0.0	0.3	0.3	0.0	0.0	0.1	0.0	0.3	3.7
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.8	1.3
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.6
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	9.7	4.8	2.7	1.9	0.8	1.7	6.5	2.3	4.9	2.2	22.6	6.5	66.6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	14.0	6.7	3.7	2.9	1.7	2.8	7.4	2.9	5.1	2.6	22.6	8.1	80.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

#REF!
#REF!**TABLE 10C: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2021**

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	3.9	0.6	0.9	0.9	0.5	0.7	0.6	0.1	0.1	0.0	0.0	0.5	8.9
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	1.1	1.8	0.3	0.1	0.0	0.4	0.4	0.0	0.0	0.2	0.0	0.4	4.6
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.2	0.0	1.0	1.6
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.6	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.8
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.3
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Brimscombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	11.8	6.1	3.3	2.3	1.0	2.1	8.2	2.8	6.1	2.7	28.4	8.0	82.7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	17.0	8.5	4.5	3.6	2.1	3.4	9.3	3.6	6.4	3.1	28.4	9.9	99.8

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

#REF!
#REF!

TABLE 10D: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	23.1%	7.6%	19.0%	26.5%	24.3%	21.4%	6.8%	3.3%	1.4%	0.0%	0.0%	5.1%	4.6	0.8	1.0	1.1	0.6	0.9	0.8	0.1	0.1	0.0	0.0	0.6	10.7
Stonehouse	6.4%	21.2%	6.9%	2.9%	0.0%	10.7%	4.1%	0.0%	0.0%	5.1%	0.0%	3.8%	1.3	2.2	0.4	0.1	0.0	0.4	0.5	0.0	0.0	0.2	0.0	0.5	5.5
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	1.4%	5.1%	0.0%	10.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.2	0.0	1.2	1.9
Minchinhampton	0.0%	0.0%	0.0%	0.0%	27.0%	3.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.7	0.1	0.2	0.0	0.0	0.0	0.0	0.0	1.0
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1
Nailsworth	1.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.4%	3.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.3
Chalford	0.0%	0.0%	1.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Brimacombe	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elsewhere	69.2%	71.2%	72.4%	64.7%	48.6%	62.5%	87.8%	78.7%	95.8%	84.7%	#####	80.8%	13.9	7.4	3.9	2.7	1.3	2.5	9.9	3.3	7.5	3.2	34.6	9.6	99.8
	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	#####	20.1	10.4	5.3	4.2	2.6	4.0	11.3	4.3	7.8	3.7	34.6	11.9	120.3

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

#REF!
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TABLE 11A: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2010

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	11.6	3.2	1.9	1.4	0.6	0.9	1.0	0.1	0.1	0.2	0.7	0.3	22.0
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.2	0.0	0.1	0.1	0.3	1.6	0.2	0.1	0.0	0.0	0.0	0.1	2.7
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.3	0.0	0.0	0.0	1.9
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.1	2.1
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.7
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.7
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.1	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	6.3	4.5	2.6	2.0	0.8	1.2	8.1	2.2	6.2	2.6	28.4	7.4	72.4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	18.6	8.7	5.0	3.9	2.1	3.7	9.5	3.9	6.6	3.4	29.2	10.6	105.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

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TABLE 11B: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2015

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	12.7	3.6	2.1	1.6	0.7	1.0	1.1	0.1	0.1	0.2	0.8	0.3	24.2
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.3	0.0	0.1	0.1	0.3	1.7	0.3	0.1	0.0	0.0	0.0	0.2	3.0
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.3	0.0	0.0	0.0	2.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.3	2.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.7
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.7
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.2	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	6.9	5.1	2.9	2.2	1.0	1.3	9.2	2.4	7.0	2.8	32.0	8.2	80.8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	20.3	9.8	5.4	4.3	2.4	4.0	10.7	4.2	7.4	3.8	32.8	11.7	116.9

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

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TABLE 11C: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2021

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	15.0	4.4	2.5	1.8	0.8	1.1	1.4	0.1	0.1	0.2	1.0	0.4	28.8
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.3	0.0	0.1	0.1	0.4	2.1	0.3	0.1	0.0	0.0	0.0	0.2	3.5
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.4	0.0	0.0	0.0	2.4
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.7	2.8
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	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	0.9
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.9
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.7
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.2	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	8.1	6.2	3.4	2.6	1.2	1.6	11.2	2.8	8.5	3.3	39.0	9.8	97.7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	23.9	12.0	6.4	5.0	3.0	4.8	13.1	5.0	9.0	4.4	40.1	14.0	140.7

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

#REF!
#REF!

TABLE 11D: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)	
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10		11
Stroud	62.5%	36.7%	39.1%	36.6%	27.5%	23.9%	10.7%	1.5%	1.4%	4.5%	2.6%	2.6%	17.3	5.2	2.9	2.1	1.0	1.3	1.7	0.1	0.1	0.2	1.2	0.4	33.6
Nailsworth	1.3%	0.0%	1.6%	2.4%	12.5%	43.3%	2.4%	1.5%	0.0%	0.0%	0.0%	1.3%	0.3	0.0	0.1	0.1	0.4	2.4	0.4	0.1	0.0	0.0	0.0	0.2	4.1
Wotton-under-Edge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	4.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.4	0.0	0.0	0.0	2.9
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	19.5%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.2	3.3
Berkeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0	1.0
Minchinhampton	0.0%	0.0%	1.6%	2.4%	17.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.1	0.6	0.0	0.2	0.0	0.0	0.0	0.0	0.0	1.1
Stonehouse	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9
Painswick	1.3%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Chalford	1.3%	1.7%	1.6%	7.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3	0.2	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Elsewhere	33.8%	51.7%	53.1%	51.2%	40.0%	32.8%	85.7%	55.9%	94.5%	74.6%	97.4%	70.1%	9.3	7.4	3.9	3.0	1.4	1.8	13.3	3.3	10.2	3.8	46.4	11.5	115.3
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	27.7	14.3	7.3	5.8	3.6	5.5	15.6	5.9	10.7	5.1	47.6	16.4	165.5

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

#REF!
#REF!**TABLE 12A: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2010**

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	7.5	3.3	1.2	1.6	0.7	1.0	1.3	0.1	0.3	0.1	0.0	1.1
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.3	0.5	0.3	0.0	0.0	0.0	0.0	1.1
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.4	0.3	0.1	0.0	1.0
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.6	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.7
Minchinhampton	3.9%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	7.2	3.4	2.9	1.7	0.8	1.6	6.5	2.8	4.9	2.7	24.7	7.8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	16.0	7.5	4.3	3.4	1.8	3.1	8.1	3.3	5.6	3.0	25.1	9.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

#REF!
#REF!**TABLE 12B: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2015**

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	8.2	3.7	1.3	1.7	0.8	1.1	1.5	0.1	0.3	0.1	0.0	1.3
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.6	0.3	0.0	0.0	0.0	0.0	1.3
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.5	0.3	0.1	0.0	1.1
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.7	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.9
Minchinhampton	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	7.9	3.9	3.2	1.8	0.9	1.7	7.4	3.1	5.6	2.9	27.8	8.6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	17.5	8.4	4.7	3.7	2.1	3.4	9.2	3.6	6.3	3.2	28.2	10.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

#REF!
#REF!**TABLE 12C: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2021**

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	9.7	4.5	1.5	2.0	1.0	1.3	1.8	0.1	0.4	0.1	0.0	1.5
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.7	0.4	0.0	0.0	0.0	0.0	1.5
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.5	0.4	0.1	0.0	1.3
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.8	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	2.3
Minchinhampton	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.2
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	9.3	4.7	3.8	2.2	1.1	2.0	9.0	3.7	6.8	3.4	33.9	90.2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	20.6	10.3	5.5	4.3	2.6	4.1	11.2	4.3	7.7	3.8	34.4	120.9

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

2007 PRICES

#REF!
#REF!

TABLE 12D: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES 2026

CENTRE	MARKET SHARE, BY ZONE (%)												TURNOVER, BY ZONE (£m)											TURNOVER (£m)
	1	2	3	4A	4B	5	6	7	8	9	10	11	1	2	3	4A	4B	5	6	7	8	9	10	
Stroud	47.1%	44.0%	28.1%	46.2%	39.1%	31.3%	16.1%	2.5%	5.3%	2.4%	0.0%	12.5%	11.2	5.4	1.8	2.3	1.2	1.5	2.1	0.1	0.5	0.1	0.0	1.8
Nailsworth	0.0%	0.0%	0.0%	0.0%	17.4%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.5	0.8	0.5	0.0	0.0	0.0	0.0	0.0
Wotton-under-Edge	0.0%	2.0%	0.0%	0.0%	0.0%	2.1%	0.0%	12.5%	5.3%	2.4%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.6	0.5	0.1	0.0	0.0
Stonehouse	3.9%	8.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.9	1.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Minchinhampton	3.9%	0.0%	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Berkeley	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Cam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Dursley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.3
Chalford	0.0%	0.0%	0.0%	0.0%	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	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Elsewhere	45.1%	46.0%	68.8%	50.0%	43.5%	50.0%	80.4%	85.0%	87.7%	90.5%	98.4%	85.7%	10.7	5.6	4.3	2.5	1.3	2.4	10.7	4.3	8.1	4.0	40.2	12.1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	23.8	12.2	6.3	5.0	3.1	4.8	13.4	5.0	9.2	4.4	40.9	14.1

Notes:

market shares taken from Stroud household telephone survey. Turnover levels calculated by applying market shares to available expenditure per zone.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 13: CONVENIENCE FLOORSPACE IN THE MAIN SETTLEMENTS IN STROUD DISTRICT

STORE / LOCATION	FLOORSPACE (sq m net)		CONV GOODS SALES DENSITY (£/sq m)	TOTAL CONVENIENCE GOODS TURNOVER (£m)
	Total Net Sales	Convenience Goods Sales		
STROUD				
Tesco, Stroud	3,367	2,357	12,883	30.4
Sainsbury's Stroud	2,965	2,372	9,613	22.8
Waitrose, Stroud	2,401	2,041	11,869	24.2
Iceland, Stroud	483	459	6,244	2.9
Co-op, Cashes Green, Stroud	1,068	962	6,953	6.7
Co-op, Slad Road, Stroud	148	133	6,953	0.9
Other		1,480	5,214	7.7
TOTAL				95.6
CAM				
Tesco, Cam	1,538	1,307	12,883	16.8
DURSLEY				
Somerfield, Parsonage Street, Dursley	500	450	6,953	3.1
Co-op, Rosebery Road, Dursley	141	134	6,953	0.9
Lidl, Kingshill Road, Dursley	643	546	2,961	1.6
Other	481	433	5,414	2.3
TOTAL				8.0
WOTTON				
Co-op (Midcounties), Wotton-under-Edge	429	386	6,953	2.7
Other	438	438	6,834	3.0
NAILSWORTH				
Morrisons, Nailsworth	1,159	1,043	11,555	12.0
Tesco Express, Nailsworth	151	143	9,000	1.3
Co-op	232	209	6,953	1.5
Other		550	2,268	1.2
				16.0
STONEHOUSE				
Co-op, High Street, Stonehouse	1,076	968	6,953	6.7
Co-op, Eastington	141	134	6,953	0.9
Co-op, Elm Road, Stonehouse	100	95	6,953	0.7
Co-op, Kings Stanley	136	129	6,953	0.9
Other	254	241	3,836	0.9
BERKELEY	401	381	9,365	3.6
MINCHINHAMPTON	150	143	6,911	1.0

TABLE 14: COMMITMENTS IN STROUD DISTRICT

	FLOORSPACE (sq m net)	SALES DENSITY (£/sq m)	BENCHMARK TURNOVER (£m)
Sainsburys extension, Stroud comparison	848	7453	6.3
FOCUS unit convenience	792	4700	3.7
comparison	198	4700	0.9
Sainsburys, Dursley convenience	1486	9,613	14.3
comparison	372	7453	2.8

Notes:

floorspace data from Stroud District Council, GVA and IGD data

sales densities for large stores derived from Mintel and Verdict research and sales densities for other town centre floorspace based on existing trading levels

STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 15a: CONVENIENCE GOODS CAPACITY 2010-2026

Stroud

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	93.6	98.0	105.0	111.3
Market Share (%)	29.0	28.6	28.3	28.0
Expenditure Inflow (£m)	6.8	7.2	7.7	8.1
Total Turnover Potential (£m)	100.4	105.1	112.7	119.4
Benchmark Turnover of Existing and Committed Facilities (£m)	99.3	99.8	102.0	104.6
Residual Expenditure (£m)	1.1	5.3	10.7	14.8
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	108	530	1040	1403

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 15b: CONVENIENCE GOODS CAPACITY 2010-2026

Cam / Dursley

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	34.0	35.9	38.8	41.3
Market Share (%)	10.5	10.5	10.4	10.4
Expenditure Inflow (£m)	2.5	2.6	2.8	3.0
Total Turnover Potential (£m)	36.5	38.5	41.6	44.3
Benchmark Turnover of Existing and Committed Facilities (£m)	39.2	39.3	40.2	41.2
Residual Expenditure (£m)	-2.6	-0.8	1.4	3.1
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	-264	-84	135	295

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 15c: CONVENIENCE GOODS CAPACITY 2010-2026

Nailsworth

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	17.5	18.4	19.8	21.1
Market Share (%)	5.4	5.4	5.3	5.3
Expenditure Inflow (£m)	1.3	1.3	1.4	1.5
Total Turnover Potential (£m)	18.7	19.7	21.3	22.7
Benchmark Turnover of Existing and Committed Facilities (£m)	16.0	16.1	16.5	16.9
Residual Expenditure (£m)	2.7	3.6	4.8	5.8
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	270	361	469	549

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 15d: CONVENIENCE GOODS CAPACITY 2010-2026

Wotton-under-Edge

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	10.3	10.9	11.8	12.5
Market Share (%)	3.2	3.2	3.2	3.2
Expenditure Inflow (£m)	0.8	0.8	0.9	0.9
Total Turnover Potential (£m)	11.1	11.7	12.6	13.5
Benchmark Turnover of Existing and Committed Facilities (£m)	5.7	5.7	5.8	6.0
Residual Expenditure (£m)	5.4	6.0	6.8	7.5
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	540	594	660	710

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD RETAIL STUDY

TABLE 15e: CONVENIENCE GOODS CAPACITY 2010-2026

Stonehouse

	2010	2015	2021	2026
Available Convenience Goods Expenditure (£m)	322.7	342.1	371.6	397.9
Turnover from Study Area (£m)	10.1	10.8	11.9	12.9
Market Share (%)	3.1	3.2	3.2	3.2
Expenditure Inflow (£m)	0.7	0.8	0.9	0.9
Total Turnover Potential (£m)	10.8	11.6	12.8	13.8
Benchmark Turnover of Existing and Committed Facilities (£m)	10.1	10.2	10.4	10.7
Residual Expenditure (£m)	0.6	1.4	2.3	3.1
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10050	10273	10533
indicative retail floorspace capacity (£m)	65	138	228	297

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a & 5h.

Market share is the turnover from study area expressed as a percentage of available expenditure.

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 13, assumed to experience an increase in floorspace efficiency of 0.1% to 2016 and 0.5% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 17a: COMPARISON GOODS CAPACITY - 2010-2026

Stroud

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	91.9	102.2	123.6	145.9
Market Share (%)	17.7	17.6	17.4	17.3
Expenditure Inflow (£m)	5.5	6.1	7.4	8.8
Total Turnover Potential (£m)	97.4	108.4	131.0	154.6
Benchmark Turnover of Existing and Committed Facilities (£m)	97.4	103.9	115.4	127.4
Residual Expenditure (£m)	0.0	4.4	15.6	27.2
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	833	2632	4154

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 17B: COMPARISON GOODS CAPACITY - 2010-2026

Cam / Dursley

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	8.1	9.0	11.0	13.0
Market Share (%)	1.6	1.5	1.5	1.5
Expenditure Inflow (£m)	0.5	0.5	0.7	0.8
Total Turnover Potential (£m)	8.6	9.6	11.6	13.8
Benchmark Turnover of Existing and Committed Facilities (£m)	8.6	9.1	10.1	11.2
Residual Expenditure (£m)	0.0	0.4	1.5	2.6
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	81	252	398

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD DISTRICT COUNCIL
STROUD RETAIL STUDY

TABLE 17C: COMPARISON GOODS CAPACITY - 2010-2026

Nailsworth

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	6.9	7.6	9.2	10.9
Market Share (%)	1.3	1.3	1.3	1.3
Expenditure Inflow (£m)	0.4	0.5	0.6	0.7
Total Turnover Potential (£m)	7.3	8.1	9.8	11.5
Benchmark Turnover of Existing and Committed Facilities (£m)	7.3	7.8	8.6	9.5
Residual Expenditure (£m)	0.0	0.3	1.2	2.0
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	63	195	307

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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STROUD RETAIL STUDY

TABLE 17D: COMPARISON GOODS CAPACITY - 2010-2026

Wotton-under-Edge

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	5.8	6.5	7.8	9.2
Market Share (%)	1.1	1.1	1.1	1.1
Expenditure Inflow (£m)	0.3	0.4	0.5	0.6
Total Turnover Potential (£m)	6.2	6.9	8.3	9.8
Benchmark Turnover of Existing and Committed Facilities (£m)	6.2	6.6	7.3	8.1
Residual Expenditure (£m)	0.0	0.3	1.0	1.7
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	52	165	262

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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TABLE 17E: COMPARISON GOODS CAPACITY - 2010-2026

Stonehouse

	2010	2015	2021	2026
Available Comparison Goods Expenditure (£m)	519.1	581.9	709.5	842.9
Turnover from Study Area (£m)	9.7	11.0	13.6	16.3
Market Share (%)	1.9	1.9	1.9	1.9
Expenditure Inflow (£m)	0.6	0.7	0.8	1.0
Total Turnover Potential (£m)	10.3	11.7	14.4	17.3
Benchmark Turnover of Existing and Committed Facilities (£m)	10.3	11.0	12.2	13.5
Residual Expenditure (£m)	0.0	0.7	2.2	3.8
Indicative sales density for new comparison goods floorspace (£/sq m)	5000	5334	5924	6541
Indicative retail floorspace capacity (£m)	0	123	365	574

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 6-12.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on data in Value of Tourism 2007 report and GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2010 of existing and committed facilities takes into account existing turnover of facilities, town centre health issues and turnover of committed floorspace

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.3% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

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Appendix O
Note of Painswick Meeting

Minutes of Meeting

Title: Painswick Meeting
Date: 8th December 2009
Held at: Painswick Town Hall

A meeting with local traders and businesses within Painswick was held on the 16 December 2009.

A wide range of issues were raised and debated by those present, including:-

- The cost of property within Painswick was raised as a potential deterrent to businesses locating within the town. A further side effect of the cost of property was pressure for the change of use from shops and business accommodation to residential use. Those present highlighted the need for the District Council to rigorously assess planning applications for the change of use of premises to residential accommodation to ensure that the supply of retail floor space is not affected.
- A number of those present indicated the need for new modern retail and commercial units within the town centre which are available to rent. The old library site and the recent gateway project was highlighted as one example where additional space could be provided.
- The success of Stroud Farmers Market was highlighted and there was discussion over whether a smaller version of that Farmers Market could be provided within Painswick on a regular basis in order to attract more people to the town centre.
- Concern was raised over the signage within the town and the ability for local businesses within the town centre to capture flowing traffic. It was noted that discussions have been held with the County Council in order to try and improve signage and the general marketing of the town.
- The need for a longer allowance for parking within the town was also raised as a potential improvement.
- The lack of public transport to Painswick was also highlighted as a potential negative factor with more direct services to Gloucester and limited services elsewhere.
- The potential to provide money back vouchers for parking tickets was also raised as a potential improvement to the attractiveness of the centre.
- There was discussion over the constraints which listed buildings had over the expansion of retail units and the detrimental impact that this could have over the efficient operation of businesses. Those present expressed the need for the District Council to look

Minutes of Meeting

sympathetically upon applications for alterations and expansion of listed buildings along with a robust policy within future planning policy documents prepared by the District Council in relation to changes of use which resulted in the loss of retail and business accommodation in the town centre.

Appendix P
Note of Minchinhampton Meeting

Minutes of Meeting

Title: Minchinhampton Meeting

Date: 18th November 2009

Held at: Parish Council offices (7.30pm)

The Minchinhampton meeting was held on 18th November 2009. The meeting was attended by local traders and a representative of the Parish Council.

The following issues and topics were raised and discussed at the meeting:

- The issues of parking provision within the centre was raised. In particular, parking spaces within the centre are at a premium and this leads to a number of visitors to the town centre parking on street. There is a lack of enforcement action taken in such instances and this encourages further on street parking.
- Those present at the meeting indicated that there was a lack of a dedicated parking facility which, if provided, would go some way to solving the existing parking problem. Lemon Field was highlighted as a potential location for parking provision, following the relocation of the doctors surgery. Also, the youth centre car park was highlighted as a potential parking location for traders. However, the planning system was perceived by some present at the meeting as stopping the provision of parking through the use of maximum car parking standards.
- The issue of signage to the town centre was also raised. At present, limited signage from the Common is provided which may not properly advertise the location of the town centre to those visitors who do not know where the town centre is.
- With regard to the catchment area of the centre, the majority of those present considered Minchinhampton to have a localised catchment.
- The main concern over the health of the centre was the lack of a generalised retail offer, with the town lacking incentives for people to visit. For example, the centre is lacking a newsagent, although some of the other businesses in the centre are picking up parts of the former newsagent's business. The 'I value Minch' campaign was highlighted as a potential way of encouraging local people to use local shops and services.
- The town also suffers from the provision of bus services, such as those to Nailsworth and Stroud, which take local people to the main supermarkets in these towns. The cost of goods when compared with Stroud and Nailsworth was also highlighted as a factors for leakage of shopping trips.

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- The perception of safety in the town centre was also highlighted as a negative factor, including people hanging around the Market House. The centre has CCTV provision, although concerns were raised over its effectiveness. Some of those present indicated the need to find another use for the Market House which could solve existing concerns.

Appendix Q
Note of Stroud Meeting

Minutes of Meeting

Title: Stroud Meeting
Date 10^h December 2009
Held at: Mill's Café, The Shambles, Stroud

A meeting with local traders and businesses in Stroud town centre took place at Mills Café on 10 December 2009 at 5.30pm.

The following issues were raised and discussed by those present:-

- There was general debate over the accessibility of the town centre from both vehicles and pedestrians with the general perception of poor gateways into the town centre. Concerns were raised over the limited access routes into and out of the town centre which may discourage visitors.
- The canal area adjacent to the main town centre area was raised as a important regeneration project and its ability to act as a new gateway to the town centre.
- There was lengthy debate over the need for (and effectiveness of) a dedicated town centre manager for Stroud town centre. A number of those present considers that a town centre manager would be effective in talking to all businesses and traders within the town centre, understanding their needs, organising businesses to provide a collective voice when speaking with the District Council and providing effective marketing to the town centre.
- Concerns were raised over the commitment of the District Council to investing in Stroud and its town centre, in contrast to support given to other towns in the District.
- The evening and night time economy within Stroud town centre was also a topic for discussion including the low level of facilities within the centre to attract visitors during the evening. Concerns were raised that the centre lacked universal attractiveness for visits in the evening to all sections of the community which was a negative aspect of the town centres health.
- Car parking within the town centre (including signage to existing facilities) was also discussed. A key topic was the need to protect the existing parking facilities as redevelopment was seen as damaging to town centre health where the lack of parking would stop people from visiting the town centre.

Appendix R
Note of Cam/Dursley Meeting

Minutes of Meeting

Title: Cam & Dursley Meeting
Date: 1st December 2009
Held at: Kingshill House, Dursley (7pm)

The meeting with local businesses, traders and representatives of Cam and Dursley Parish Councils was held at 7pm on 1st December 2009 at Kingshill House in Dursley.

The following issues were raised and discussed at the meeting:

- Questions were raised over the timing of the consultation during the course of the retail study and concerns were raised over the accountability of the recommendations in the report. It was noted that the report was part of the evidence base for the Stroud LDF and were the views of GVA and the Council had the option to accept (or not) the recommendations in the report. In any event, the LDF would be subject to formal public consultation.
- With regards to parking provision, those present expressed concern over the lack of easy parking provision in Dursley town centre. Queries were raised over whether Gloucestershire County Council are going to sell the Parsonage Street car park, as traders wanted this to remain as a public parking facility. The Lions site was also raised as a potential addition to parking provision.
- It was suggested that 17,000 cars a day pass through Dursley town centre and there was a missed opportunity in attracting some of these trips to stop in the town. If more people could be persuaded to stop in the town, the health of the centre would improve.
- It was also suggested that there has been a drop in trade of around one third during the redevelopment of the Rackfield car park for the new Sainsbury's store. Queries were raised over the management of the Sainsbury's car park following opening of the store e.g. whether the car park would be full of Sainsbury's shoppers and other visitors to the town centre would not be able to park. It was confirmed that part of the car park would be for visitors to the town centre.
- Queries were raised over whether there was adequate signage for the town centre and its parking facilities. Those present also raised the quality of the public realm along Parsonage Street.
- There was a discussion over the appearance of premises within the town centre, some of which were considered to detract from the appearance of the centre.

Minutes of Meeting

- Concern was raised over the restrictive nature of the conservation area in the town centre and the impact that this has on the appearance of buildings. In addition, concern was raised over the general maintenance of above ground floor levels of buildings and their appearance.
- There was general agreement that employment within the town boosts expenditure within the town centre which should be protected.
- Recommendations were made regarding the need to improve gateways to the town centre, including Silver Street and the need to make the road system within the town centre feel like it is part of the centre with vehicles slowing down to make the area feel safer for pedestrians.
- Within Cam there was discussion surrounding the type of shops and services which are required to meet the needs of the local population including additional population should the town expand in the future. The potential for improved/expanded facilities in the area adjacent to the existing Tesco store and district centre was discussed and highlighted as a potential development area. There was also discussion over the impact on Cam from the new Sainsbury's store in Dursley.

Appendix S
Note of Wotton-Under-Edge Meeting

Minutes of Meeting

Title: Wotton-under-Edge Meeting
Date: 24th November 2009
Held at: Wotton-under-Edge Civic Centre

A stakeholder meeting with representatives from Wotton Chamber of Trade, the Regeneration Partnership and local traders was held at Wotton-under-Edge Civic Centre on the 24th November 2009.

The following issues were raised and discussed by those present:

- The town centre has a good range of vibrant and specialist shops which are enhanced by its landscape setting and historic character.
- Parking is a recognised constraint for the town centre. There is a perceived shortage of available parking at key times throughout the day. Parking surveys have been carried out and there would appear to be limited availability of short term parking spaces. Stakeholders at the meeting identified the importance of retaining a high turnover for parking and to displace long term parking in order to encourage trips to the town centre.
- There is the view that public transport serving the town is limited and therefore there is a heavy reliance on the private car. With regards to buses specifically, the Wotton Hopper Service which provides connections to local villages is now run by Gloucestershire County Council. The service has since been reduced. Furthermore, bus services to Bristol have changed and are now routed through Dursley. There are also infrequent buses to Stroud and no buses available during the evening.
- A significant proportion of those visiting the town centre will do so on foot, but due to the topography and gradient of the town centre and its connections with the rest of the town, this does present certain sectors of the community being able to either walk or cycle into the town centre.
- Identified sites for redevelopment include the Old Town Renishaw site which is currently occupied by Renishaw. This site presents an opportunity for food retail and there is the opinion that this would be supported providing it was well connected to the town centre.
- There is a range of services available within the town including banks, building societies, dentists and opticians. However there is limited availability of childcare facilities, including after school and

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breakfast clubs, however it is recognised that the town centre might not be the optimum location for these types of services.

- Traffic congestion through the town and adjacent to the town centre is an identified constraint. The peak periods relate to the local secondary school and traffic associated with the main employer of the town, Renishaw. There is on street parking on both Hall Street and Old Town which does restrict the flow of traffic, however it does also prevent vehicles from speeding through the town.
- There is generally a good cross section of shops within the town centre. Identified opportunities for further retailing include bulky goods.
- There are a large number of charity shops within the town centre in relation to the total number of units. It is believed that this is reflective of no VAT or Business Rates for charity shop units. Whilst an element of this retail offer is welcomed within the town centre, it is believed that this prevents the opportunity for further paid employment and restricts the supply of retail units coming up within the town centre, therefore increasing rents.
- There is a shortage of facilities for young people within the town.
- It is believed that there is a higher perception of crime within the centre than actual figures suggest. CCTV operates on the main High Street and Long Street. Anti-social behaviour within the town is associated with the pubs within the town centre and their respective closing times.
- Tourism is very important to the town given its location on the Cotswold Way. It is believed that this offer could be further enhanced through the provision of sensitive signage and information available to tourists on the types of services available within the town.

Appendix T
Note of Nailsworth Meeting

Minutes of Meeting

Title: Nailsworth Meeting
Date: 10th December 2009
Held at: Nailsworth Town Hall

A meeting with representatives from Nailsworth Town Council took place at the Town Hall on 9 December 2009.

The following issues were raised and discussed by those present:-

- Nailsworth is viewed as a successful market town. It is a town with niche independent retailers set around an attractive environment surrounded by the Cotswold Area of Outstanding Natural Beauty.
- There are a range of good quality products available within the town centre which tends to attract like-for-like in terms of new independent retailers.
- In terms of food retailing, the town centre currently meets the needs of the community with a Morrisons supermarket, Co-op and Tesco within the town centre.
- The town centre has a large amount of free car parking. This is expressed as an element which needs to be retained in order to ensure the continued vitality of the town centre.
- The topography of the town centre restricts access on foot and bicycle. It is recognised that there needs to be frequent bus links serving the periphery of the town, namely Forest Green, and also providing links into Stroud town centre. Nailsworth town council are currently in the process of engaging with Stagecoach to see what options there are for further public transport links. In terms of the catchment area for shoppers to the town centre, this spans a wide area due to the niche independent shoppers offer.
- Vehicular access into the town centre is largely via the A46. This causes conflict in terms of pedestrians and vehicles. There are two pedestrian crossings in the town centre, however it is recognised that the congestion does slow traffic.
- Flooding is a recognised problem for the town centre with flooding in recent years resulting in two businesses that have had to close. The Farmers' Market at Nailsworth attracts visitors to the town. This is held on a monthly basis but has been impacted by the weekly farmers' markets at Stroud. As a result of this there has been a lack of demand from good quality foodstores.

Minutes of Meeting

- With regard to non-food retailing, there is an apparent shortage of shops which cater for those on lower incomes. There is also a recognised shortage of men's clothes in comparison to female clothes shops. This is further replicated by a lack of shops catering for children's clothes.
- With regards to the evening economy, there are a number of pubs within the town centre which have closed down and have been re-opened for retail use. There are a number of restaurants within the town but these are not attractive to all sectors of the community. There is a recognised shortage of venues for young people within the town.
- There is a perception of low crime in the town centre. The Town Council believes that restricting the type of evening economy will ensure that the perception of crime is not worsened within the town centre.
- Sites within the town centre identified for redevelopment include Days Mill and the wider Old Markets area. There is an identified opportunity for enhancing street frontage onto Old Market with the potential for expanding the food offer of Co-op and Tesco.
- The Old George Building on the corner of George Street and Fountain Street is a welcomed example of a site being redeveloped for retail with residential above. This suggests that Nailsworth can accommodate this type of development.
- It is the view of those attending the meeting that start up businesses should be encouraged into the town centre as opposed to new businesses moving into the area.
- A potential opportunity for the town is an arts complex which could be anchored by a new cinema. A successful example is the Railway Shed in Tetbury.
- A further opportunity is to enhance the green image of Nailsworth, focusing on green environmentally-driven goods which will enhance the existing fair trade.

Appendix U
Note of Stonehouse Meeting

Minutes of Meeting

Title: Stonehouse Meeting
Date 8th December 2009
Held at: Stonehouse Town Hall

A meeting with local traders and businesses in Stonehouse town centre was held on the 8th December 2009 at Stonehouse Town Council's offices.

A number of issues were raised and debated by those present, including:-

- Observations were made regarding the variety of businesses within the town centre including the high number of take away and food and drink uses which are popular with workers from the surrounding employment areas and local schools.
- Concern was raised over the need to improve shop fronts with a perception that some businesses were not adequately maintaining their premises. Enquiries were raised regarding the availability of grants to improve shop fronts and public realm.
- Comments were also made in relation to the character and appearance and usage of the main highway through the town centre including the speed of traffic and the possibility that this could become a shared surface area which would benefit pedestrian movement.
- Access to the town centre was also discussed including improvements to pedestrian routes to the town centre and also the need for better enforcement of car parking areas.
- There was discussion over the level of retail provision within the centre and the usage of existing facilities by local people.

Appendix V
Retailer Requirements for Stroud

Appendix V: Retailer Requirements Table

Operator	Sector	Requirement (sqft)
Marstons plc	Service	21,780 - 23,500
Caffe Nero	Service	800 -1,500 (TC) 1,750 - 3,000 (secondary locations considered)
The Bakers Oven	Service	
Poundland Ltd	Comparison	3,500 - 8,000
Pets at Home	Comparison	3,000 - 12,000
Profile Clothing Ltd	Comparison	1,000 - 6,000
Country Casuals	Comparison	800 - 1,200
Edinburgh Woolen Mill	Comparison	1,500 - 3,000
Gloucestershire		
Tesco Stores Ltd	Convenience	3,000 - 15,000 (scope for secondary)
Parsons Bakery	Service	500 - 1,000 2,000 - 4,000 (inc. neighbourhood centres)
Budgens	Convenience	
Lidl	Convenience	8,000 - 19,000

Appendix W
Pedestrian Flow Count Data

STROUD TOWN CENTRES & RETAILING STUDY

APPENDIX W - PEDESTRIAN FLOW COUNT DATA

Stroud	2009 Count			2009 Rank	2006 Rank
	AM	PM	Average		
Barclays Bank, King Street	129	139	134	1	2
Former Woolworths (now 99p store), King Street	123	125	124	2	1
Abbey National, Merrywalks	48	103	76	5	3
Three Cooks, Merrywalks	65	99	82	4	5
Robert Smith Solicitors, Lansdown	24	24	24	14	8
Superdrug, High Street	105	80	93	3	4
Antics, High Street	36	30	33	11	13
Riff's Music Shop, Threadneedle Street	49	35	42	8	12
Adams, Union Street	19	27	23	15	14
Hamptons, London Road	47	12	30	13	11
The Lord John, Russell Street	38	36	37	10	10
Halifax Bank, Kendrick Street	84	39	62	6	9
YMCA Shop, Kendrick Street	48	31	40	9	7
Sue Ryder Shop, George Street	52	50	51	7	6
Peter James Lighting, Gloucester Street	32	31	32	12	15
Tattoo Parlour, Nelson Street	16	22	19	16	16

Nailsworth	2009 Count			2009 Rank	2006 Rank
	AM	PM	Average		
Baileys Opticians, Old Market	50	46	48	2	1
Cotswold Kitchens, Market Street	21	22	22	5	5
Car Park entrance, junction of Butchers Hill / A46	17	6	12	7	7
RSPCA / Vets, Market Street	19	27	23	4	4
Edward Jones, Fountain Street	34	28	31	3	3
Leonard Walker, George Street	44	62	53	1	2
Spring Hill at junction with Old Market	19	15	17	6	6

Minchinhampton	2009 Count			2009 Rank	2006 Rank
	AM	PM	Average		
Market Square	20	13	17	2	
High Street (south)	29	13	21	1	
West End	9	10	10	3	

Painswick	2009 Count			2009 Rank	2006 Rank
	AM	PM	Average		
New Street, at junction with Victoria Street	17	6	12	1	
Friday Street	2	3	3	4	
St Mary's Street	14	3	9	3	
Victoria Street, at junction with St Mary's Street	14	9	12	1	

Stonehouse	2009 Count			2009 Rank	2006 Rank
	AM	PM	Average		
Lobby's Tackle Shop, High Street	19	20	20	3	3
Police Station, High Street	43	24	34	1	1
Post Office, High Street	41	24	33	2	2

Berkeley	2009 Count			2009 Rank	2006 Rank
	AM	PM	Average		
One Stop, Slater Street	18	23	21	2	3
Opposite Town Hall, Marybrook Street	14	14	14	3	1
Newsagents, Market Place	24	33	29	1	2
Hairdressers, High Street	4	7	6	5	5
Laundry, Canonbury Street	0	3	2	6	6
Opposite public toilets, Marybrook Street	4	20	12	4	4

Cam	2009 Count			2009 Rank	2006 Rank
	AM	PM	Average		
Town Hall, High Street	5	13	9	3	
Post Office	21	15	18	1	
Cam Pitch	5	1	3	4	
Florist, Chapel Street	12	11	12	2	

Dursley	2009 Count			2009 Rank	2006 Rank
	AM	PM	Average		
Cobblers, Parsonage Street	41	69	55	1	3
Side of Barclays Bank, Off Parsonage Street	60	45	53	2	1
Kings Head Inn, Parsonage Street	24	28	26	4	2
Bell Hotel, Long Street	29	19	24	6	6
Cotswold Carpets, Silver Street	34	26	30	3	5
Lions Club, May Lane	23	26	25	5	4

Wotton-Under-Edge	2009 Count			2009 Rank	2006 Rank
	AM	PM	Average		
Junction of High Street / Haw Street Bear	16	8	12	5	3
Swan Inn, Market Street	8	14	11	6	5
Rope Walk / Long Street junction	38	33	36	2	1
Orchard Street / Long Street junction	45	36	41	1	2
Clarence Road / Long Street junction	16	16	16	4	4
Church Street / School Road junction	7	26	17	3	6

Notes:

2009 counts undertaken by GVA Grimley.

Counts undertaken in AM and PM and data is based on a 5 minute count for all pedestrians in both directions
2006 rank is taken from 2006 Beacon Research/Colliers CRE data for Stroud District Council