

# Q1. Where did you LAST go to undertake your main food and grocery shopping?

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Zone 1	Bassetlaw	Base: All respondents (ex DK, varies, don't buy)		1503	100.0%	100	100.0%	100	100.0%
		Morrisons, Idle Valley Road, Retford		58	3.9%	44	44.0%	0	.0%
		Asda, Wharf Road, Retford		30	2.0%	25	25.0%	0	.0%
		Iceland, The Sherwood Centre, Retford		2	.1%	2	2.0%	0	.0%
		Co-op, Welbeck Road, Retford		1	.1%	0	.0%	0	.0%
		Co-op, Newcastle Street, Tuxford		1	.1%	1	1.0%	0	.0%
		Other Aldi, Carolgate, Retford		6	.4%	3	3.0%	0	.0%
		Co-op, Ryland Road, Welton		1	.1%	0	.0%	1	1.0%
		Co-op, High Street, Saxilby		4	.3%	0	.0%	3	3.0%
		Local stores, Saxilby		1	.1%	0	.0%	1	1.0%
Zone 2	West Lindsey	Other Co-op, Wragby Road, Nettleham		1	.1%	0	.0%	1	1.0%
		Co-op, The Green, Nettleham, Lincoln		1	.1%	0	.0%	1	1.0%
		Tesco, Watermill Road, Horncastle		37	2.5%	0	.0%	0	.0%
		Morrisons, East Gate, Louth		21	1.4%	0	.0%	0	.0%
		Co-op, Northgate, Louth		9	.6%	0	.0%	0	.0%
		Co-op, Conging Street, Horncastle		6	.4%	0	.0%	0	.0%
		Local stores, Louth		3	.2%	0	.0%	0	.0%
		Other Local stores, Horncastle		2	.1%	0	.0%	0	.0%
		Co-op, High Street, Horncastle		1	.1%	0	.0%	0	.0%
		Budgens, Tattershall Road, Woodhall Spa		15	1.0%	0	.0%	0	.0%
Zone 3	East Lindsey	Co-op, Clarence Road, Woodhall Spa, Lincoln		14	.9%	0	.0%	0	.0%
		Other Local stores, Woodhall Spa		2	.1%	0	.0%	0	.0%
		North Kesteven Other Co-op, High Street, Metherringham		1	.1%	0	.0%	0	.0%
		Newark and Sherwood Other Co-op, High Street, Collingham		1	.1%	0	.0%	0	.0%
		North Kesteven Asda, Newark Road, North Hykeham, Lincoln		75	5.0%	2	2.0%	0	.0%
Zone 4	North Kesteven								
Zone 5	North Kesteven								

(cont.)

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				Num	%	Num	%	Num	%
Zone 5	North Kesteven	Other	Local stores, North Hykeham	1	.1%	0	.0%	0	.0%
			Co-op, Lincoln Road, North Hykeham	1	.1%	0	.0%	0	.0%
Zone 6	North Kesteven	Other	Co-op, Station Road, Branston	2	.1%	0	.0%	0	.0%
			Local stores, Washingborough	1	.1%	0	.0%	0	.0%
	West Lindsey	Other	Co-op, Grantham Road, Bracebridge Heath, Lincoln	1	.1%	0	.0%	0	.0%
			Co-op, The Parade, Cherry Willingham, Lincoln	2	.1%	0	.0%	0	.0%
	Lincoln	Other	Farmfoods, Valentines Road, Lincoln	4	.3%	0	.0%	0	.0%
			Morrisons, Centaur Road, Lincoln	1	.1%	0	.0%	0	.0%
			Heron, Sincil Street, Lincoln	1	.1%	0	.0%	0	.0%
			Local stores, Bracebridge	1	.1%	0	.0%	0	.0%
Zone 7	North Kesteven	Other	Co-op, Moorland Centre, Moorland Way, Lincoln	1	.1%	0	.0%	0	.0%
			Morrisons, Tritton Road, Lincoln	96	6.4%	0	.0%	12	12.0%
			Sainsburys, Tritton Road, Lincoln	80	5.3%	1	1.0%	5	5.0%
			Co-op, High Street, Lincoln	17	1.1%	0	.0%	0	.0%
			Tesco Express, Newark Road, Lincoln	9	.6%	0	.0%	1	1.0%
			Lidl, St Mark Retail Park, Tritton Road, Lincoln	3	.2%	0	.0%	0	.0%
			Tesco Express, St Marks, High Street, Lincoln	1	.1%	0	.0%	0	.0%
			Iceland, High Street, Lincoln	1	.1%	0	.0%	0	.0%
			Co-op, Jasmin Road, Birchwood	1	.1%	0	.0%	0	.0%
			Asda, Nettleham Road, Lincoln	4	.3%	0	.0%	3	3.0%
Zone 8	Lincoln	Other	Lidl, Outer Circle Road, The Carlton Centre, Lincoln	4	.3%	0	.0%	4	4.0%
			Co-op, Burton Road, Lincoln	2	.1%	0	.0%	0	.0%
			Co-op, Queen Elizabeth Road, Lincoln	1	.1%	0	.0%	0	.0%
			Co-op, Monks Road, Lincoln	1	.1%	0	.0%	0	.0%

(cont.)

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			Zone					
			Base: All respondents (ex DK, varies, don't buy)					
					1		2	
			Num	%	Num	%	Num	%
Zone 8	North Kesteven	Tesco Extra, Wragby Road, Lincoln	90	6.0%	0	.0%	11	11.0%
		Waitrose, Searby Road, Nettleham Road, Lincoln	51	3.4%	0	.0%	20	20.0%
		Tesco Extra, Canwick Road Trading Estate, Lincoln	33	2.2%	0	.0%	0	.0%
		Marks & Spencer, High Street, Lincoln	5	.3%	0	.0%	0	.0%
		Iceland, Nettleham Road, Wolsley Way, Lincoln	2	.1%	0	.0%	1	1.0%
Zone 9	North Kesteven	Co-op, High Street, Ruskington	4	.3%	0	.0%	0	.0%
		Co-op, High Street, Heckington	3	.2%	0	.0%	0	.0%
	South Kesteven	Co-op, High Street, Billingborough	1	.1%	0	.0%	0	.0%
		Tesco, Northgate, Sleaford	73	4.9%	0	.0%	0	.0%
Zone 10	North Kesteven	Sainsburys, Southgate Centre, Sleaford	23	1.5%	0	.0%	0	.0%
		Lidl, Northgate Centre, Sleaford	10	.7%	0	.0%	0	.0%
		Iceland, Southgate, Sleaford	2	.1%	0	.0%	0	.0%
		Aldi, Mareham Lane, Sleaford	6	.4%	0	.0%	0	.0%
		Other	1	.1%	0	.0%	0	.0%
		Spar, Grantham Road, Sleaford	1	.1%	0	.0%	0	.0%
Zone 11	Bassetlaw	Co-op, Lincoln Road, Sleaford	1	.1%	0	.0%	0	.0%
		Co-op, High Street, Misterton	3	.2%	0	.0%	0	.0%
		Other	1	.1%	0	.0%	0	.0%
		Co-op, High Street, Bawtry	1	.1%	0	.0%	0	.0%
		Co-op, High Street, Messingham	1	.1%	0	.0%	0	.0%
Zone 12	West Lindsey	Morrisons, Heapham Road, Gainsborough	55	3.7%	0	.0%	18	18.0%
		Tesco, Beaumont Street, Gainsborough	31	2.1%	2	2.0%	8	8.0%
		Aldi, Lea Road, Gainsborough	7	.5%	0	.0%	4	4.0%
		Lidl, Ropery Road, Gainsborough	5	.3%	1	1.0%	0	.0%
		Marks & Spencer Simply Food, Marshalls Yard, Gainsborough	4	.3%	0	.0%	0	.0%
		Co-op, Market Place, Epworth	1	.1%	0	.0%	0	.0%

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				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Zone 12	West Lindsey	Other	Heron, Silver Street, Gainsborough	3	.2%	0	.0%	0	.0%
			Local stores, Gainsborough	1	.1%	0	.0%	0	.0%
			Co-op, Market Street, Gainsborough	1	.1%	0	.0%	0	.0%
Zone 13	West Lindsey	Other	Co-op, High street, Gainsborough	1	.1%	0	.0%	0	.0%
			Local stores, Grayingham	1	.1%	0	.0%	0	.0%
			Co-op, High Street, Waltham	3	.2%	0	.0%	0	.0%
Zone 14	West Lindsey	Other	Tesco, Linwood Road, Market Rasen	33	2.2%	0	.0%	2	2.0%
			Co-op, Market Place, Caistor, Market Rasen	5	.3%	0	.0%	0	.0%
			Co-op, John Street, Market Rasen	4	.3%	0	.0%	0	.0%
			Local stores, Market Rasen	1	.1%	0	.0%	0	.0%
			Co-op, High Street, Caistor	1	.1%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Tesco, Barnard Avenue, Brigg	61	4.1%	0	.0%	0	.0%
			Lidl, Springs Parade, Brigg	15	1.0%	0	.0%	0	.0%
			Co-op, Spruce Lane, Ulceby	2	.1%	0	.0%	0	.0%
			Co-op, High Street, Brigg	1	.1%	0	.0%	0	.0%
			Sainsburys, High Grounds Road, Worksop	2	.1%	2	2.0%	0	.0%
Outside Study Area	Bassetlaw	Other	Aldi, Gateford Road, Worksop	2	.1%	1	1.0%	0	.0%
			Sainsbury's, Gateford Road, Worksop	1	.1%	0	.0%	0	.0%
			Co-op, Scrooby Road, Harworth	1	.1%	0	.0%	0	.0%
			Tesco, New Hammond Beck Road, Boston	35	2.3%	0	.0%	0	.0%
			Asda, Sleaford Road, Boston	11	.7%	0	.0%	0	.0%
	Boston		Aldi, Queen Street, Boston	2	.1%	0	.0%	0	.0%
			Marks & Spencer, Market Place, Boston	1	.1%	0	.0%	0	.0%
			Co-op, Station Road, Kirton	1	.1%	0	.0%	0	.0%

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				Base: All respondents (ex DK, varies, don't buy)		1	2
				Num	%	Num	%
Outside Study Area	Doncaster	Asda, Dome Leisure Park, Bawtry Road, Doncaster		16	1.1%	0	.0%
		Sainsburys, Thorne Road, Edenthorpe, Doncaster		7	.5%	0	.0%
		Tesco, Thorne Road, Edenthorpe, Doncaster		3	.2%	0	.0%
		Tesco Extra, Woodfield Way, Woodfield Plantation Balby, Donc		3	.2%	0	.0%
		The Farm Shop, Barnby Dun, Doncaster		1	.1%	0	.0%
		Morrisons, Church Street, Armthorphe		1	.1%	0	.0%
		Other					
	East Lindsey	Marks & Spencer, Baxter Gate, Doncaster		1	.1%	0	.0%
		Co-op, Church Street, Armthorphe		1	.1%	0	.0%
	Leeds	Morrisons, Wainfleet Road, Skegness		1	.1%	0	.0%
		Other	Morrisons, Horsefair Centre, Wetherby	1	.1%	0	.0%
	Mansfield	Tesco Extra, Jubilee Way South, Oak Tree Lane, Mansfield		2	.1%	0	.0%
		Tesco Extra, Chesterfield Road, Mansfield		1	.1%	0	.0%
		Asda, Old Mill Lane, Forest Town, Mansfield		1	.1%	0	.0%
	Newark and Sherwood	Morrisons, Kings Road, Newark		11	.7%	7	7.0%
		Waitrose, Ossington Way, Newark		6	.4%	1	1.0%
		Tesco, Forest Road, New Ollerton, Newark		1	.1%	1	1.0%
		Aldi, Northgate, Newark		3	.2%	2	2.0%
		Other	Co-op, High Street, Sutton On Trent, Newark	1	.1%	1	1.0%

(cont.)

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				Base: All respondents (ex DK, varies, don't buy)		1	2
				Num	%	Num	%
Outside Study Area	North East Lincolnshire	Morrisons, Hilmore Road, Laceby, Grimsby		40	2.7%	0	.0%
		Sainsburys, Corporation Road, Grimsby		15	1.0%	0	.0%
		Tesco Extra, Victoria Street, Grimsby		12	.8%	0	.0%
		Tesco Extra, Hewitts Circus Retail Park, Cleethorpes		10	.7%	0	.0%
		Asda, Hollies Street, Grimsby		10	.7%	0	.0%
		Netto, Corporation Road, Grimsby		1	.1%	0	.0%
		Co-op, Osborne Street, Grimsby		1	.1%	0	.0%
		Tesco, Grimsby Road, Cleethorpes		3	.2%	0	.0%
		Other	Local stores, Grimsby	1	.1%	0	.0%
			Lidl, Ladysmith Road, Grimsby	1	.1%	0	.0%
	North Lincolnshire	Morrisons, Lakeside Parkway, Scunthorpe		45	3.0%	0	.0%
		Asda, Burringham Road, Scunthorpe		31	2.1%	0	.0%
		Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe		25	1.7%	0	.0%
		Sainsburys, Doncaster Road, Scunthorpe		14	.9%	0	.0%
		Aldi, Glebe Road, Scunthorpe		3	.2%	1	1.0%
			Tesco, Maltkiln Road, Barton-upon-Humber	4	.3%	0	.0%
		Other	Iceland, Ashby High Street, Scunthorpe	1	.1%	0	.0%
			Asda, Burringham Road, Scunthorpe	1	.1%	0	.0%
	Nottingham	Sainsburys, Castle Bridge Road, Nottingham		1	.1%	0	.0%
	Rotherham	Other	Morrisons, Stadium Way, Rotherham	1	.1%	0	.0%
			Local stores, Maltby, Rotherham	1	.1%	0	.0%

(cont.)

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				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Outside Study Area	Sheffield	Other	Meadowhall Centre, The Oasis, Sheffield	1	.1%	0	.0%	0	.0%
	South Holland	Tesco, Boston Road South, Holbeach, Spalding		4	.3%	0	.0%	0	.0%
		Morrisons, Wardentree Lane, Spalding		1	.1%	1	1.0%	0	.0%
	South Kesteven	Asda, Union Street, Grantham		13	.9%	0	.0%	0	.0%
		Morrisons, Isaac Newton Centre, Wharfe Road, Grantham		5	.3%	0	.0%	0	.0%
		Sainsburys, London Road, Grantham		4	.3%	0	.0%	0	.0%
	Other	Sainsbury's, Exeter Street, Bourne		2	.1%	0	.0%	0	.0%
		Tesco, North Street, Bourne		1	.1%	0	.0%	0	.0%
		Spar, Caythorpe, Grantham		1	.1%	0	.0%	0	.0%
		Co-op, The Burghley Centre, Bourne		1	.1%	0	.0%	0	.0%
Other	Internet / online			57	3.8%	2	2.0%	3	3.0%

(cont.)

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			Zone					
			3		4		5	
			Num	%	Num	%	Num	%
Base: All respondents (ex DK, varies, don't buy)			100	100.0%	100	100.0%	100	100.0%
Zone 1	Bassetlaw	Morrisons, Idle Valley Road, Retford	0	.0%	0	.0%	0	.0%
		Asda, Wharf Road, Retford	0	.0%	0	.0%	0	.0%
		Iceland, The Sherwood Centre, Retford	0	.0%	0	.0%	0	.0%
		Co-op, Welbeck Road, Retford	0	.0%	0	.0%	0	.0%
		Co-op, Newcastle Street, Tuxford	0	.0%	0	.0%	0	.0%
		Other Aldi, Carolgate, Retford	0	.0%	0	.0%	0	.0%
		Co-op, Ryland Road, Welton	0	.0%	0	.0%	0	.0%
Zone 2	West Lindsey	Co-op, High Street, Saxilby	0	.0%	0	.0%	0	.0%
		Local stores, Saxilby	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Co-op, Wragby Road, Nettleham	0	.0%	0	.0%	0	.0%
		Co-op, The Green, Nettleham, Lincoln	0	.0%	0	.0%	0	.0%
Zone 3	East Lindsey	Tesco, Watermill Road, Horncastle	19	19.0%	18	18.0%	0	.0%
		Morrisons, East Gate, Louth	19	19.0%	0	.0%	0	.0%
		Co-op, Northgate, Louth	8	8.0%	0	.0%	0	.0%
		Co-op, Conging Street, Horncastle	6	6.0%	0	.0%	0	.0%
		Local stores, Louth	3	3.0%	0	.0%	0	.0%
		Other	2	2.0%	0	.0%	0	.0%
		Co-op, High Street, Horncastle	1	1.0%	0	.0%	0	.0%
Zone 4	East Lindsey	Budgens, Tattershall Road, Woodhall Spa	0	.0%	15	15.0%	0	.0%
		Co-op, Clarence Road, Woodhall Spa, Lincoln	1	1.0%	13	13.0%	0	.0%
		Other	0	.0%	2	2.0%	0	.0%
Zone 5	North Kesteven	Other	0	.0%	0	.0%	0	.0%
	Newark and Sherwood	Other	0	.0%	0	.0%	1	1.0%
	North Kesteven	Asda, Newark Road, North Hykeham, Lincoln	1	1.0%	3	3.0%	38	38.0%

(cont.)



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				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Zone 5	North Kesteven	Other	Local stores, North Hykeham	0	.0%	0	.0%	1	1.0%
			Co-op, Lincoln Road, North Hykeham	0	.0%	0	.0%	1	1.0%
			Co-op, Station Road, Branston	0	.0%	0	.0%	0	.0%
Zone 6	North Kesteven	Other	Local stores, Washingborough	0	.0%	0	.0%	0	.0%
			Co-op, Grantham Road, Bracebridge Heath, Lincoln	0	.0%	0	.0%	0	.0%
	West Lindsey	Other	Co-op, The Parade, Cherry Willingham, Lincoln	0	.0%	0	.0%	0	.0%
			Farmfoods, Valentines Road, Lincoln	0	.0%	0	.0%	1	1.0%
			Morrisons, Centaur Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7	Lincoln	Other	Heron, Sincil Street, Lincoln	0	.0%	0	.0%	0	.0%
			Local stores, Bracebridge	0	.0%	0	.0%	0	.0%
			Co-op, Moorland Centre, Moorland Way, Lincoln	0	.0%	0	.0%	1	1.0%
			Morrisons, Tritton Road, Lincoln	4	4.0%	4	4.0%	15	15.0%
	North Kesteven	Other	Sainsburys, Tritton Road, Lincoln	1	1.0%	2	2.0%	21	21.0%
			Co-op, High Street, Lincoln	0	.0%	1	1.0%	5	5.0%
			Tesco Express, Newark Road, Lincoln	1	1.0%	2	2.0%	2	2.0%
			Lidl, St Mark Retail Park, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Tesco Express, St Marks, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Iceland, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Jasmin Road, Birchwood	0	.0%	0	.0%	0	.0%
			Asda, Nettleham Road, Lincoln	0	.0%	0	.0%	0	.0%
			Lidl, Outer Circle Road, The Carlton Centre, Lincoln	0	.0%	0	.0%	0	.0%
	Lincoln	Other	Co-op, Burton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Queen Elizabeth Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Monks Road, Lincoln	0	.0%	0	.0%	0	.0%

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			Zone					
			3		4		5	
			Num	%	Num	%	Num	%
Zone 8	North Kesteven	Tesco Extra, Wragby Road, Lincoln	5	5.0%	5	5.0%	0	.0%
		Waitrose, Searby Road, Nettleham Road, Lincoln	4	4.0%	1	1.0%	1	1.0%
		Tesco Extra, Canwick Road Trading Estate, Lincoln	0	.0%	2	2.0%	1	1.0%
		Marks & Spencer, High Street, Lincoln	0	.0%	1	1.0%	0	.0%
		Iceland, Nettleham Road, Wolsley Way, Lincoln	0	.0%	0	.0%	0	.0%
Zone 9	North Kesteven	Co-op, High Street, Ruskington	0	.0%	0	.0%	0	.0%
		Co-op, High Street, Heckington	0	.0%	0	.0%	0	.0%
	South Kesteven	Co-op, High Street, Billingborough	0	.0%	0	.0%	0	.0%
		Tesco, Northgate, Sleaford	1	1.0%	2	2.0%	0	.0%
Zone 10	North Kesteven	Sainsburys, Southgate Centre, Sleaford	0	.0%	0	.0%	0	.0%
		Lidl, Northgate Centre, Sleaford	0	.0%	0	.0%	0	.0%
		Iceland, Southgate, Sleaford	0	.0%	0	.0%	0	.0%
		Aldi, Mareham Lane, Sleaford	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
Zone 11	Bassetlaw	Spar, Grantham Road, Sleaford	0	.0%	0	.0%	0	.0%
		Co-op, Lincoln Road, Sleaford	0	.0%	0	.0%	0	.0%
		Co-op, High Street, Misterton	0	.0%	0	.0%	0	.0%
	Doncaster	Other	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Co-op, High Street, Bawtry	0	.0%	0	.0%	0	.0%
Zone 12	West Lindsey	Co-op, High Street, Messingham	0	.0%	0	.0%	0	.0%
		Morrisons, Heapham Road, Gainsborough	0	.0%	0	.0%	0	.0%
		Tesco, Beaumont Street, Gainsborough	0	.0%	0	.0%	0	.0%
		Aldi, Lea Road, Gainsborough	0	.0%	0	.0%	0	.0%
		Lidl, Ropery Road, Gainsborough	0	.0%	0	.0%	0	.0%
		Marks & Spencer Simply Food, Marshalls Yard, Gainsborough	0	.0%	0	.0%	0	.0%
		Co-op, Market Place, Epworth	0	.0%	0	.0%	0	.0%

(cont.)

**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Zone 12	West Lindsey	Other	Heron, Silver Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Local stores, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Market Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, High street, Gainsborough	0	.0%	0	.0%	0	.0%
Zone 13	West Lindsey	Other	Local stores, Grayingham	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Waltham	0	.0%	0	.0%	0	.0%
	North East Lincolnshire	Other	Tesco, Linwood Road, Market Rasen	4	4.0%	0	.0%	0	.0%
Zone 14	West Lindsey	Other	Co-op, Market Place, Caistor, Market Rasen	0	.0%	0	.0%	0	.0%
			Co-op, John Street, Market Rasen	0	.0%	0	.0%	0	.0%
			Local stores, Market Rasen	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Caistor	0	.0%	0	.0%	0	.0%
			Tesco, Barnard Avenue, Brigg	0	.0%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Lidl, Springs Parade, Brigg	0	.0%	0	.0%	0	.0%
			Co-op, Spruce Lane, Ulceby	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Brigg	0	.0%	0	.0%	0	.0%
	Bassetlaw	Other	Sainsburys, High Grounds Road, Worksop	0	.0%	0	.0%	0	.0%
			Aldi, Gateford Road, Worksop	0	.0%	0	.0%	0	.0%
			Sainsbury's, Gateford Road, Worksop	0	.0%	0	.0%	0	.0%
Outside Study Area	Boston	Other	Co-op, Scrooby Road, Harworth	0	.0%	0	.0%	0	.0%
			Tesco, New Hammond Beck Road, Boston	0	.0%	14	14.0%	0	.0%
			Asda, Sleaford Road, Boston	0	.0%	6	6.0%	0	.0%
			Aldi, Queen Street, Boston	0	.0%	0	.0%	0	.0%
			Marks & Spencer, Market Place, Boston	0	.0%	1	1.0%	0	.0%
			Co-op, Station Road, Kirton	0	.0%	0	.0%	0	.0%

(cont.)

**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

				Zone						
				3		4		5		
				Num	%	Num	%	Num	%	
Outside Study Area	Doncaster	Asda, Dome Leisure Park, Bawtry Road, Doncaster		0	.0%	0	.0%	0	.0%	
		Sainsburys, Thorne Road, Edenthorpe, Doncaster		0	.0%	0	.0%	0	.0%	
		Tesco, Thorne Road, Edenthorpe, Doncaster		0	.0%	0	.0%	0	.0%	
		Tesco Extra, Woodfield Way, Woodfield Plantation Balby, Donc		0	.0%	0	.0%	0	.0%	
		The Farm Shop, Barnby Dun, Doncaster		0	.0%	0	.0%	0	.0%	
		Other	Morrisons, Church Street, Armthorphe		0	.0%	0	.0%	0	.0%
			Marks & Spencer, Baxter Gate, Doncaster		0	.0%	0	.0%	0	.0%
			Co-op, Church Street, Armthorphe		0	.0%	0	.0%	0	.0%
	East Lindsey	Morrisons, Wainfleet Road, Skegness		0	.0%	0	.0%	0	.0%	
	Leeds	Other	Morrisons, Horsefair Centre, Wetherby		0	.0%	0	.0%	0	.0%
			Tesco Extra, Jubilee Way South, Oak Tree Lane, Mansfield		0	.0%	0	.0%	0	.0%
	Mansfield	Tesco Extra, Chesterfield Road, Mansfield		0	.0%	0	.0%	0	.0%	
		Asda, Old Mill Lane, Forest Town, Mansfield		0	.0%	0	.0%	0	.0%	
		Morrisons, Kings Road, Newark		0	.0%	0	.0%	3	3.0%	
	Newark and Sherwood	Waitrose, Ossington Way, Newark		0	.0%	0	.0%	4	4.0%	
		Tesco, Forest Road, New Ollerton, Newark		0	.0%	0	.0%	0	.0%	
		Aldi, Northgate, Newark		0	.0%	0	.0%	1	1.0%	
		Other	Co-op, High Street, Sutton On Trent, Newark		0	.0%	0	.0%	0	.0%

(cont.)

**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

			Zone					
			3		4		5	
			Num	%	Num	%	Num	%
Outside Study Area	North East Lincolnshire	Morrisons, Hilmore Road, Laceby, Grimsby	4	4.0%	0	.0%	0	.0%
		Sainsburys, Corporation Road, Grimsby	4	4.0%	0	.0%	0	.0%
		Tesco Extra, Victoria Street, Grimsby	3	3.0%	0	.0%	0	.0%
		Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	2	2.0%	0	.0%	0	.0%
		Asda, Hollies Street, Grimsby	4	4.0%	0	.0%	0	.0%
		Netto, Corporation Road, Grimsby	0	.0%	0	.0%	0	.0%
		Co-op, Osborne Street, Grimsby	0	.0%	0	.0%	0	.0%
		Tesco, Grimsby Road, Cleethorpes	1	1.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Lidl, Ladysmith Road, Grimsby	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Morrisons, Lakeside Parkway, Scunthorpe	0	.0%	0	.0%	0	.0%
		Asda, Burringham Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Sainsburys, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Aldi, Glebe Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Tesco, Maltkiln Road, Barton-upon-Humber	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Asda, Burringham Road, Scunthorpe	0	.0%	0	.0%	0	.0%
	Nottingham	Sainsburys, Castle Bridge Road, Nottingham	0	.0%	0	.0%	0	.0%
	Rotherham	Other	0	.0%	0	.0%	0	.0%
		Local stores, Maltby, Rotherham	0	.0%	0	.0%	0	.0%

(cont.)

**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

				Zone						
				3		4		5		
				Num	%	Num	%	Num	%	
Outside Study Area	Sheffield	Other	Meadowhall Centre, The Oasis, Sheffield	0	.0%	0	.0%	0	.0%	
	South Holland	Tesco, Boston Road South, Holbeach, Spalding		0	.0%	3	3.0%	0	.0%	
		Morrisons, Wardentree Lane, Spalding		0	.0%	0	.0%	0	.0%	
		Asda, Union Street, Grantham		0	.0%	0	.0%	1	1.0%	
	South Kesteven	Morrisons, Isaac Newton Centre, Wharfe Road, Grantham		0	.0%	0	.0%	0	.0%	
		Sainsburys, London Road, Grantham		0	.0%	0	.0%	1	1.0%	
		Other	Sainsbury's, Exeter Street, Bourne		0	.0%	0	.0%	0	.0%
			Tesco, North Street, Bourne		0	.0%	0	.0%	0	.0%
			Spar, Caythorpe, Grantham		0	.0%	0	.0%	0	.0%
	Co-op, The Burghley Centre, Bourne		0	.0%	0	.0%	0	.0%		
Other	Internet / online		2	2.0%	5	5.0%	2	2.0%		

(cont.)

**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

			Zone					
			6		7		8	
			Num	%	Num	%	Num	%
Base: All respondents (ex DK, varies, don't buy)			100	100.0%	100	100.0%	101	100.0%
Zone 1	Bassetlaw	Morrisons, Idle Valley Road, Retford	0	.0%	0	.0%	0	.0%
		Asda, Wharf Road, Retford	0	.0%	0	.0%	0	.0%
		Iceland, The Sherwood Centre, Retford	0	.0%	0	.0%	0	.0%
		Co-op, Welbeck Road, Retford	0	.0%	0	.0%	0	.0%
		Co-op, Newcastle Street, Tuxford	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Aldi, Carolgate, Retford	0	.0%	0	.0%	0	.0%
Zone 2	West Lindsey	Co-op, Ryland Road, Welton	0	.0%	0	.0%	0	.0%
		Co-op, High Street, Saxilby	0	.0%	0	.0%	1	1.0%
		Local stores, Saxilby	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Co-op, Wragby Road, Nettleham	0	.0%	0	.0%	0	.0%
		Co-op, The Green, Nettleham, Lincoln	0	.0%	0	.0%	0	.0%
		Tesco, Watermill Road, Horncastle	0	.0%	0	.0%	0	.0%
Zone 3	East Lindsey	Morrisons, East Gate, Louth	0	.0%	0	.0%	0	.0%
		Co-op, Northgate, Louth	0	.0%	0	.0%	0	.0%
		Co-op, Conging Street, Horncastle	0	.0%	0	.0%	0	.0%
		Local stores, Louth	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Local stores, Horncastle	0	.0%	0	.0%	0	.0%
		Co-op, High Street, Horncastle	0	.0%	0	.0%	0	.0%
Zone 4	East Lindsey	Budgens, Tattershall Road, Woodhall Spa	0	.0%	0	.0%	0	.0%
		Co-op, Clarence Road, Woodhall Spa, Lincoln	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
Zone 5	North Kesteven	Other	1	1.0%	0	.0%	0	.0%
	Newark and Sherwood	Other	0	.0%	0	.0%	0	.0%
	North Kesteven	Asda, Newark Road, North Hykeham, Lincoln	2	2.0%	22	22.0%	6	5.9%

(cont.)

**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Zone 5	North Kesteven	Other	Local stores, North Hykeham	0	.0%	0	.0%	0	.0%
			Co-op, Lincoln Road, North Hykeham	0	.0%	0	.0%	0	.0%
			Co-op, Station Road, Branston	2	2.0%	0	.0%	0	.0%
Zone 6	North Kesteven	Other	Local stores, Washingborough	1	1.0%	0	.0%	0	.0%
			Co-op, Grantham Road, Bracebridge Heath, Lincoln	1	1.0%	0	.0%	0	.0%
	West Lindsey	Other	Co-op, The Parade, Cherry Willingham, Lincoln	2	2.0%	0	.0%	0	.0%
			Farmfoods, Valentines Road, Lincoln	1	1.0%	2	2.0%	0	.0%
			Morrisons, Centaur Road, Lincoln	1	1.0%	0	.0%	0	.0%
	Lincoln	Other	Heron, Sincil Street, Lincoln	0	.0%	0	.0%	0	.0%
			Local stores, Bracebridge	1	1.0%	0	.0%	0	.0%
Zone 7	North Kesteven	Other	Co-op, Moorland Centre, Moorland Way, Lincoln	0	.0%	0	.0%	0	.0%
			Morrisons, Tritton Road, Lincoln	17	17.0%	24	24.0%	13	12.9%
			Sainsburys, Tritton Road, Lincoln	11	11.0%	32	32.0%	6	5.9%
			Co-op, High Street, Lincoln	1	1.0%	4	4.0%	4	4.0%
			Tesco Express, Newark Road, Lincoln	1	1.0%	0	.0%	2	2.0%
			Lidl, St Mark Retail Park, Tritton Road, Lincoln	2	2.0%	1	1.0%	0	.0%
			Tesco Express, St Marks, High Street, Lincoln	0	.0%	0	.0%	1	1.0%
			Iceland, High Street, Lincoln	1	1.0%	0	.0%	0	.0%
			Co-op, Jasmin Road, Birchwood	0	.0%	1	1.0%	0	.0%
			Asda, Nettleham Road, Lincoln	1	1.0%	0	.0%	0	.0%
			Lidl, Outer Circle Road, The Carlton Centre, Lincoln	0	.0%	0	.0%	0	.0%
Zone 8	Lincoln	Other	Co-op, Burton Road, Lincoln	0	.0%	0	.0%	2	2.0%
			Co-op, Queen Elizabeth Road, Lincoln	0	.0%	0	.0%	1	1.0%
			Co-op, Monks Road, Lincoln	0	.0%	1	1.0%	0	.0%

(cont.)



# Q1. Where did you LAST go to undertake your main food and grocery shopping?

			Zone					
			6		7		8	
			Num	%	Num	%	Num	%
Zone 8	North Kesteven	Tesco Extra, Wragby Road, Lincoln	22	22.0%	4	4.0%	42	41.6%
		Waitrose, Searby Road, Nettleham Road, Lincoln	4	4.0%	0	.0%	12	11.9%
		Tesco Extra, Canwick Road Trading Estate, Lincoln	21	21.0%	3	3.0%	3	3.0%
		Marks & Spencer, High Street, Lincoln	1	1.0%	0	.0%	2	2.0%
		Iceland, Nettleham Road, Wolsley Way, Lincoln	0	.0%	0	.0%	1	1.0%
Zone 9	North Kesteven	Co-op, High Street, Ruskington	0	.0%	0	.0%	0	.0%
		Co-op, High Street, Heckington	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
	South Kesteven	Co-op, High Street, Billingborough	0	.0%	0	.0%	0	.0%
		Tesco, Northgate, Sleaford	0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Sainsburys, Southgate Centre, Sleaford	0	.0%	0	.0%	0	.0%
		Lidl, Northgate Centre, Sleaford	0	.0%	0	.0%	0	.0%
		Iceland, Southgate, Sleaford	0	.0%	0	.0%	0	.0%
		Aldi, Mareham Lane, Sleaford	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
Zone 11	Bassetlaw	Spar, Grantham Road, Sleaford	0	.0%	0	.0%	0	.0%
		Co-op, Lincoln Road, Sleaford	0	.0%	0	.0%	0	.0%
		Co-op, High Street, Misterton	0	.0%	0	.0%	0	.0%
	Doncaster	Other	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Co-op, High Street, Bawtry	0	.0%	0	.0%	0	.0%
Zone 12	West Lindsey	Co-op, High Street, Messingham	0	.0%	0	.0%	0	.0%
		Morrisons, Heapham Road, Gainsborough	0	.0%	0	.0%	0	.0%
		Tesco, Beaumont Street, Gainsborough	0	.0%	0	.0%	0	.0%
		Aldi, Lea Road, Gainsborough	0	.0%	0	.0%	0	.0%
		Lidl, Ropery Road, Gainsborough	0	.0%	0	.0%	0	.0%
		Marks & Spencer Simply Food, Marshalls Yard, Gainsborough	0	.0%	0	.0%	0	.0%
		Co-op, Market Place, Epworth	0	.0%	0	.0%	0	.0%

(cont.)

**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Zone 12	West Lindsey	Other	Heron, Silver Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Local stores, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Market Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, High street, Gainsborough	0	.0%	0	.0%	0	.0%
Zone 13	West Lindsey	Other	Local stores, Grayingham	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Waltham	0	.0%	0	.0%	0	.0%
	North East Lincolnshire	Other	Tesco, Linwood Road, Market Rasen	1	1.0%	0	.0%	0	.0%
Zone 14	West Lindsey	Other	Co-op, Market Place, Caistor, Market Rasen	0	.0%	0	.0%	0	.0%
			Co-op, John Street, Market Rasen	0	.0%	0	.0%	0	.0%
			Local stores, Market Rasen	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Caistor	0	.0%	0	.0%	0	.0%
			Tesco, Barnard Avenue, Brigg	0	.0%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Lidl, Springs Parade, Brigg	0	.0%	0	.0%	0	.0%
			Co-op, Spruce Lane, Ulceby	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Brigg	0	.0%	0	.0%	0	.0%
	Bassetlaw	Other	Sainsburys, High Grounds Road, Worksop	0	.0%	0	.0%	0	.0%
			Aldi, Gateford Road, Worksop	0	.0%	0	.0%	0	.0%
			Sainsbury's, Gateford Road, Worksop	0	.0%	0	.0%	0	.0%
Outside Study Area	Boston	Other	Co-op, Scrooby Road, Harworth	0	.0%	0	.0%	0	.0%
			Tesco, New Hammond Beck Road, Boston	0	.0%	0	.0%	0	.0%
			Asda, Sleaford Road, Boston	0	.0%	0	.0%	0	.0%
			Aldi, Queen Street, Boston	0	.0%	0	.0%	0	.0%
			Marks & Spencer, Market Place, Boston	0	.0%	0	.0%	0	.0%
			Co-op, Station Road, Kirton	0	.0%	0	.0%	0	.0%

(cont.)

**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Outside Study Area	Doncaster	Asda, Dome Leisure Park, Bawtry Road, Doncaster		0	.0%	0	.0%	0	.0%
		Sainsburys, Thorne Road, Edenthorpe, Doncaster		0	.0%	0	.0%	0	.0%
		Tesco, Thorne Road, Edenthorpe, Doncaster		0	.0%	0	.0%	0	.0%
		Tesco Extra, Woodfield Way, Woodfield Plantation Balby, Donc		0	.0%	0	.0%	1	1.0%
		The Farm Shop, Barnby Dun, Doncaster		0	.0%	0	.0%	0	.0%
		Other	Morrisons, Church Street, Armthorphe	0	.0%	0	.0%	0	.0%
			Marks & Spencer, Baxter Gate, Doncaster	0	.0%	0	.0%	0	.0%
			Co-op, Church Street, Armthorphe	0	.0%	0	.0%	0	.0%
	East Lindsey	Morrisons, Wainfleet Road, Skegness		0	.0%	0	.0%	0	.0%
	Leeds	Other	Morrisons, Horsefair Centre, Wetherby	0	.0%	0	.0%	0	.0%
	Mansfield	Tesco Extra, Jubilee Way South, Oak Tree Lane, Mansfield		0	.0%	0	.0%	0	.0%
		Tesco Extra, Chesterfield Road, Mansfield		0	.0%	0	.0%	0	.0%
		Asda, Old Mill Lane, Forest Town, Mansfield		0	.0%	0	.0%	0	.0%
	Newark and Sherwood	Morrisons, Kings Road, Newark		0	.0%	0	.0%	0	.0%
		Waitrose, Ossington Way, Newark		0	.0%	0	.0%	0	.0%
		Tesco, Forest Road, New Ollerton, Newark		0	.0%	0	.0%	0	.0%
		Aldi, Northgate, Newark		0	.0%	0	.0%	0	.0%
		Other	Co-op, High Street, Sutton On Trent, Newark	0	.0%	0	.0%	0	.0%

(cont.)

**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

			Zone					
			6		7		8	
			Num	%	Num	%	Num	%
Outside Study Area	North East Lincolnshire	Morrisons, Hilmore Road, Laceby, Grimsby	0	.0%	0	.0%	0	.0%
		Sainsburys, Corporation Road, Grimsby	0	.0%	0	.0%	0	.0%
		Tesco Extra, Victoria Street, Grimsby	0	.0%	0	.0%	0	.0%
		Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	0	.0%	0	.0%	0	.0%
		Asda, Hollies Street, Grimsby	0	.0%	0	.0%	0	.0%
		Netto, Corporation Road, Grimsby	0	.0%	0	.0%	0	.0%
		Co-op, Osborne Street, Grimsby	0	.0%	0	.0%	0	.0%
		Tesco, Grimsby Road, Cleethorpes	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Lidl, Ladysmith Road, Grimsby	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Morrisons, Lakeside Parkway, Scunthorpe	0	.0%	0	.0%	0	.0%
		Asda, Burringham Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Sainsburys, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Aldi, Glebe Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Tesco, Maltkiln Road, Barton-upon-Humber	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Asda, Burringham Road, Scunthorpe	0	.0%	0	.0%	0	.0%
	Nottingham	Sainsburys, Castle Bridge Road, Nottingham	0	.0%	0	.0%	0	.0%
	Rotherham	Morrisons, Stadium Way, Rotherham	0	.0%	0	.0%	0	.0%
		Local stores, Maltby, Rotherham	0	.0%	0	.0%	0	.0%

(cont.)

**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

				Zone						
				6		7		8		
				Num	%	Num	%	Num	%	
Outside Study Area	Sheffield	Other	Meadowhall Centre, The Oasis, Sheffield	0	.0%	1	1.0%	0	.0%	
	South Holland	Tesco, Boston Road South, Holbeach, Spalding		0	.0%	0	.0%	0	.0%	
		Morrisons, Wardentree Lane, Spalding		0	.0%	0	.0%	0	.0%	
		Asda, Union Street, Grantham		0	.0%	0	.0%	0	.0%	
	South Kesteven	Morrisons, Isaac Newton Centre, Wharfe Road, Grantham		0	.0%	0	.0%	0	.0%	
		Sainsburys, London Road, Grantham		0	.0%	0	.0%	0	.0%	
		Other	Sainsbury's, Exeter Street, Bourne		0	.0%	0	.0%	0	.0%
			Tesco, North Street, Bourne		0	.0%	0	.0%	0	.0%
			Spar, Caythorpe, Grantham		0	.0%	0	.0%	0	.0%
	Co-op, The Burghley Centre, Bourne		0	.0%	0	.0%	0	.0%		
Other	Internet / online		5	5.0%	5	5.0%	4	4.0%		

(cont.)

**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

			Zone					
			9		10		11	
			Num	%	Num	%	Num	%
Zone 1	Bassetlaw	Base: All respondents (ex DK, varies, don't buy)	100	100.0%	100	100.0%	100	100.0%
		Morrisons, Idle Valley Road, Retford	0	.0%	0	.0%	14	14.0%
		Asda, Wharf Road, Retford	0	.0%	0	.0%	5	5.0%
		Iceland, The Sherwood Centre, Retford	0	.0%	0	.0%	0	.0%
		Co-op, Welbeck Road, Retford	1	1.0%	0	.0%	0	.0%
		Co-op, Newcastle Street, Tuxford	0	.0%	0	.0%	0	.0%
		Other Aldi, Carolgate, Retford	0	.0%	0	.0%	2	2.0%
		Co-op, Ryland Road, Welton	0	.0%	0	.0%	0	.0%
		Co-op, High Street, Saxilby	0	.0%	0	.0%	0	.0%
		Local stores, Saxilby	0	.0%	0	.0%	0	.0%
Zone 2	West Lindsey	Other Co-op, Wragby Road, Nettleham	0	.0%	0	.0%	0	.0%
		Co-op, The Green, Nettleham, Lincoln	0	.0%	0	.0%	0	.0%
		Tesco, Watermill Road, Horncastle	0	.0%	0	.0%	0	.0%
		Morrisons, East Gate, Louth	0	.0%	0	.0%	0	.0%
		Co-op, Northgate, Louth	0	.0%	0	.0%	0	.0%
Zone 3	East Lindsey	Co-op, Conging Street, Horncastle	0	.0%	0	.0%	0	.0%
		Local stores, Louth	0	.0%	0	.0%	0	.0%
		Other Local stores, Horncastle	0	.0%	0	.0%	0	.0%
		Co-op, High Street, Horncastle	0	.0%	0	.0%	0	.0%
		Budgens, Tattershall Road, Woodhall Spa	0	.0%	0	.0%	0	.0%
Zone 4	East Lindsey	Co-op, Clarence Road, Woodhall Spa, Lincoln	0	.0%	0	.0%	0	.0%
		Other Local stores, Woodhall Spa	0	.0%	0	.0%	0	.0%
		Other Co-op, High Street, Metherringham	0	.0%	0	.0%	0	.0%
Zone 5	North Kesteven	Other Co-op, High Street, Collingham	0	.0%	0	.0%	0	.0%
		Asda, Newark Road, North Hykeham, Lincoln	0	.0%	1	1.0%	0	.0%

(cont.)

**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Zone 5	North Kesteven	Other	Local stores, North Hykeham	0	.0%	0	.0%	0	.0%
			Co-op, Lincoln Road, North Hykeham	0	.0%	0	.0%	0	.0%
			Co-op, Station Road, Branston	0	.0%	0	.0%	0	.0%
Zone 6	North Kesteven	Other	Local stores, Washingborough	0	.0%	0	.0%	0	.0%
			Co-op, Grantham Road, Bracebridge Heath, Lincoln	0	.0%	0	.0%	0	.0%
	West Lindsey	Other	Co-op, The Parade, Cherry Willingham, Lincoln	0	.0%	0	.0%	0	.0%
			Farmfoods, Valentines Road, Lincoln	0	.0%	0	.0%	0	.0%
	Lincoln	Other	Morrisons, Centaur Road, Lincoln	0	.0%	0	.0%	0	.0%
			Heron, Sincil Street, Lincoln	0	.0%	0	.0%	1	1.0%
Zone 7	North Kesteven	Other	Local stores, Bracebridge	0	.0%	0	.0%	0	.0%
			Co-op, Moorland Centre, Moorland Way, Lincoln	0	.0%	0	.0%	0	.0%
			Morrisons, Tritton Road, Lincoln	2	2.0%	3	3.0%	0	.0%
			Sainsburys, Tritton Road, Lincoln	1	1.0%	0	.0%	0	.0%
			Co-op, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Tesco Express, Newark Road, Lincoln	0	.0%	0	.0%	0	.0%
			Lidl, St Mark Retail Park, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Tesco Express, St Marks, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Iceland, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Jasmin Road, Birchwood	0	.0%	0	.0%	0	.0%
			Asda, Nettleham Road, Lincoln	0	.0%	0	.0%	0	.0%
			Lidl, Outer Circle Road, The Carlton Centre, Lincoln	0	.0%	0	.0%	0	.0%
Zone 8	Lincoln	Other	Co-op, Burton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Queen Elizabeth Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Monks Road, Lincoln	0	.0%	0	.0%	0	.0%

(cont.)

**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

			Zone					
			9		10		11	
			Num	%	Num	%	Num	%
Zone 8	North Kesteven	Tesco Extra, Wragby Road, Lincoln	0	.0%	1	1.0%	0	.0%
		Waitrose, Searby Road, Nettleham Road, Lincoln	1	1.0%	1	1.0%	0	.0%
		Tesco Extra, Canwick Road Trading Estate, Lincoln	0	.0%	1	1.0%	0	.0%
		Marks & Spencer, High Street, Lincoln	0	.0%	0	.0%	1	1.0%
		Iceland, Nettleham Road, Wolsley Way, Lincoln	0	.0%	0	.0%	0	.0%
Zone 9	North Kesteven	Co-op, High Street, Ruskington	4	4.0%	0	.0%	0	.0%
		Co-op, High Street, Heckington	3	3.0%	0	.0%	0	.0%
	South Kesteven	Co-op, High Street, Billingborough	0	.0%	0	.0%	0	.0%
		Tesco, Northgate, Sleaford	29	29.0%	40	40.0%	0	.0%
Zone 10	North Kesteven	Sainsburys, Southgate Centre, Sleaford	9	9.0%	14	14.0%	0	.0%
		Lidl, Northgate Centre, Sleaford	5	5.0%	5	5.0%	0	.0%
		Iceland, Southgate, Sleaford	1	1.0%	1	1.0%	0	.0%
		Aldi, Mareham Lane, Sleaford	3	3.0%	3	3.0%	0	.0%
		Other	0	.0%	1	1.0%	0	.0%
Zone 11	Bassetlaw	Co-op, Lincoln Road, Sleaford	0	.0%	1	1.0%	0	.0%
		Co-op, High Street, Misterton	0	.0%	0	.0%	3	3.0%
	Doncaster	Other	0	.0%	0	.0%	1	1.0%
		Co-op, High Street, Bawtry	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Other	0	.0%	0	.0%	0	.0%
Zone 12	West Lindsey	Co-op, High Street, Messingham	0	.0%	0	.0%	0	.0%
		Morrisons, Heapham Road, Gainsborough	0	.0%	0	.0%	14	14.0%
		Tesco, Beaumont Street, Gainsborough	0	.0%	0	.0%	7	7.0%
		Aldi, Lea Road, Gainsborough	0	.0%	0	.0%	0	.0%
		Lidl, Ropery Road, Gainsborough	0	.0%	0	.0%	0	.0%
		Marks & Spencer Simply Food, Marshalls Yard, Gainsborough	0	.0%	0	.0%	1	1.0%
		Co-op, Market Place, Epworth	0	.0%	0	.0%	0	.0%

(cont.)



**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Zone 12	West Lindsey	Other	Heron, Silver Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Local stores, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Market Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, High street, Gainsborough	0	.0%	0	.0%	0	.0%
Zone 13	West Lindsey	Other	Local stores, Grayingham	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Waltham	0	.0%	0	.0%	0	.0%
	North East Lincolnshire	Other	Tesco, Linwood Road, Market Rasen	0	.0%	0	.0%	0	.0%
Zone 14	West Lindsey	Other	Co-op, Market Place, Caistor, Market Rasen	0	.0%	0	.0%	0	.0%
			Co-op, John Street, Market Rasen	0	.0%	0	.0%	0	.0%
			Local stores, Market Rasen	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Caistor	0	.0%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Tesco, Barnard Avenue, Brigg	0	.0%	0	.0%	0	.0%
			Lidl, Springs Parade, Brigg	0	.0%	0	.0%	0	.0%
			Co-op, Spruce Lane, Ulceby	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Brigg	0	.0%	0	.0%	0	.0%
			Sainsburys, High Grounds Road, Worksop	0	.0%	0	.0%	0	.0%
			Aldi, Gateford Road, Worksop	0	.0%	1	1.0%	0	.0%
Outside Study Area	Bassetlaw	Other	Sainsbury's, Gateford Road, Worksop	0	.0%	0	.0%	1	1.0%
			Co-op, Scrooby Road, Harworth	0	.0%	0	.0%	1	1.0%
			Tesco, New Hammond Beck Road, Boston	21	21.0%	0	.0%	0	.0%
	Boston		Asda, Sleaford Road, Boston	4	4.0%	1	1.0%	0	.0%
			Aldi, Queen Street, Boston	2	2.0%	0	.0%	0	.0%
			Marks & Spencer, Market Place, Boston	0	.0%	0	.0%	0	.0%
			Co-op, Station Road, Kirton	0	.0%	0	.0%	0	.0%

(cont.)

**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Outside Study Area	Doncaster	Asda, Dome Leisure Park, Bawtry Road, Doncaster		0	.0%	0	.0%	16	16.0%
		Sainsburys, Thorne Road, Edenthorpe, Doncaster		0	.0%	0	.0%	6	6.0%
		Tesco, Thorne Road, Edenthorpe, Doncaster		0	.0%	0	.0%	3	3.0%
		Tesco Extra, Woodfield Way, Woodfield Plantation Balby, Donc		0	.0%	0	.0%	2	2.0%
		The Farm Shop, Barnby Dun, Doncaster		0	.0%	0	.0%	1	1.0%
		Other	Morrisons, Church Street, Armthorphe	0	.0%	0	.0%	1	1.0%
			Marks & Spencer, Baxter Gate, Doncaster	0	.0%	0	.0%	0	.0%
			Co-op, Church Street, Armthorphe	0	.0%	0	.0%	1	1.0%
	East Lindsey	Morrisons, Wainfleet Road, Skegness		0	.0%	0	.0%	0	.0%
	Leeds	Other	Morrisons, Horsefair Centre, Wetherby	0	.0%	0	.0%	0	.0%
	Mansfield	Tesco Extra, Jubilee Way South, Oak Tree Lane, Mansfield		1	1.0%	1	1.0%	0	.0%
		Tesco Extra, Chesterfield Road, Mansfield		0	.0%	1	1.0%	0	.0%
		Asda, Old Mill Lane, Forest Town, Mansfield		0	.0%	1	1.0%	0	.0%
	Newark and Sherwood	Morrisons, Kings Road, Newark		0	.0%	1	1.0%	0	.0%
		Waitrose, Ossington Way, Newark		0	.0%	1	1.0%	0	.0%
		Tesco, Forest Road, New Ollerton, Newark		0	.0%	0	.0%	0	.0%
		Other	Aldi, Northgate, Newark	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Sutton On Trent, Newark	0	.0%	0	.0%	0	.0%

(cont.)

**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

			Zone					
			9		10		11	
			Num	%	Num	%	Num	%
Outside Study Area	North East Lincolnshire	Morrisons, Hilmore Road, Laceby, Grimsby	0	.0%	0	.0%	0	.0%
		Sainsburys, Corporation Road, Grimsby	0	.0%	0	.0%	0	.0%
		Tesco Extra, Victoria Street, Grimsby	0	.0%	0	.0%	0	.0%
		Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	0	.0%	0	.0%	0	.0%
		Asda, Hollies Street, Grimsby	0	.0%	0	.0%	0	.0%
		Netto, Corporation Road, Grimsby	0	.0%	0	.0%	0	.0%
		Co-op, Osborne Street, Grimsby	0	.0%	0	.0%	0	.0%
		Tesco, Grimsby Road, Cleethorpes	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Lidl, Ladysmith Road, Grimsby	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Morrisons, Lakeside Parkway, Scunthorpe	0	.0%	0	.0%	2	2.0%
		Asda, Burringham Road, Scunthorpe	0	.0%	0	.0%	1	1.0%
		Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	0	.0%	0	.0%	7	7.0%
		Sainsburys, Doncaster Road, Scunthorpe	0	.0%	0	.0%	2	2.0%
		Aldi, Glebe Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Tesco, Maltkiln Road, Barton-upon-Humber	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Asda, Burringham Road, Scunthorpe	0	.0%	0	.0%	1	1.0%
	Nottingham	Sainsburys, Castle Bridge Road, Nottingham	1	1.0%	0	.0%	0	.0%
	Rotherham	Other	0	.0%	0	.0%	1	1.0%
		Local stores, Maltby, Rotherham	0	.0%	0	.0%	0	.0%

(cont.)

**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

				Zone						
				9		10		11		
				Num	%	Num	%	Num	%	
Outside Study Area	Sheffield	Other	Meadowhall Centre, The Oasis, Sheffield	0	.0%	0	.0%	0	.0%	
	South Holland	Tesco, Boston Road South, Holbeach, Spalding		1	1.0%	0	.0%	0	.0%	
		Morrisons, Wardentree Lane, Spalding		0	.0%	0	.0%	0	.0%	
		Asda, Union Street, Grantham		2	2.0%	10	10.0%	0	.0%	
	South Kesteven	Morrisons, Isaac Newton Centre, Wharfe Road, Grantham		2	2.0%	2	2.0%	0	.0%	
		Sainsburys, London Road, Grantham		1	1.0%	2	2.0%	0	.0%	
		Other	Sainsbury's, Exeter Street, Bourne		2	2.0%	0	.0%	0	.0%
			Tesco, North Street, Bourne		1	1.0%	0	.0%	0	.0%
	Other		Spar, Caythorpe, Grantham		0	.0%	1	1.0%	0	.0%
			Co-op, The Burghley Centre, Bourne		1	1.0%	0	.0%	0	.0%
Other	Internet / online		2	2.0%	6	6.0%	5	5.0%		

(cont.)

**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Base: All respondents (ex DK, varies, don't buy)				100	100.0%	101	100.0%	101	100.0%
Zone 1	Bassetlaw	Morrisons, Idle Valley Road, Retford		0	.0%	0	.0%	0	.0%
		Asda, Wharf Road, Retford		0	.0%	0	.0%	0	.0%
		Iceland, The Sherwood Centre, Retford		0	.0%	0	.0%	0	.0%
		Co-op, Welbeck Road, Retford		0	.0%	0	.0%	0	.0%
		Co-op, Newcastle Street, Tuxford		0	.0%	0	.0%	0	.0%
		Other	Aldi, Carolgate, Retford	1	1.0%	0	.0%	0	.0%
		Co-op, Ryland Road, Welton		0	.0%	0	.0%	0	.0%
Zone 2	West Lindsey	Co-op, High Street, Saxilby		0	.0%	0	.0%	0	.0%
		Local stores, Saxilby		0	.0%	0	.0%	0	.0%
		Other	Co-op, Wragby Road, Nettleham	0	.0%	0	.0%	0	.0%
		Co-op, The Green, Nettleham, Lincoln		0	.0%	0	.0%	0	.0%
		Tesco, Watermill Road, Horncastle		0	.0%	0	.0%	0	.0%
Zone 3	East Lindsey	Morrisons, East Gate, Louth		1	1.0%	0	.0%	1	1.0%
		Co-op, Northgate, Louth		0	.0%	0	.0%	1	1.0%
		Co-op, Conging Street, Horncastle		0	.0%	0	.0%	0	.0%
		Local stores, Louth		0	.0%	0	.0%	0	.0%
		Other	Local stores, Horncastle	0	.0%	0	.0%	0	.0%
		Co-op, High Street, Horncastle		0	.0%	0	.0%	0	.0%
Zone 4	East Lindsey	Budgens, Tattershall Road, Woodhall Spa		0	.0%	0	.0%	0	.0%
		Co-op, Clarence Road, Woodhall Spa, Lincoln		0	.0%	0	.0%	0	.0%
		Other	Local stores, Woodhall Spa	0	.0%	0	.0%	0	.0%
Zone 5	North Kesteven	Other	Co-op, High Street, Metherringham	0	.0%	0	.0%	0	.0%
	Newark and Sherwood	Other	Co-op, High Street, Collingham	0	.0%	0	.0%	0	.0%
	North Kesteven	Asda, Newark Road, North Hykeham, Lincoln		0	.0%	0	.0%	0	.0%

(cont.)

**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Zone 5	North Kesteven	Other	Local stores, North Hykeham	0	.0%	0	.0%	0	.0%
			Co-op, Lincoln Road, North Hykeham	0	.0%	0	.0%	0	.0%
			Co-op, Station Road, Branston	0	.0%	0	.0%	0	.0%
Zone 6	North Kesteven	Other	Local stores, Washingborough	0	.0%	0	.0%	0	.0%
			Co-op, Grantham Road, Bracebridge Heath, Lincoln	0	.0%	0	.0%	0	.0%
	West Lindsey	Other	Co-op, The Parade, Cherry Willingham, Lincoln	0	.0%	0	.0%	0	.0%
			Farmfoods, Valentines Road, Lincoln	0	.0%	0	.0%	0	.0%
			Morrisons, Centaur Road, Lincoln	0	.0%	0	.0%	0	.0%
	Lincoln	Other	Heron, Sincil Street, Lincoln	0	.0%	0	.0%	0	.0%
			Local stores, Bracebridge	0	.0%	0	.0%	0	.0%
Zone 7	North Kesteven	Other	Co-op, Moorland Centre, Moorland Way, Lincoln	0	.0%	0	.0%	0	.0%
			Morrisons, Tritton Road, Lincoln	0	.0%	1	1.0%	1	1.0%
			Sainsburys, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Lincoln	1	1.0%	0	.0%	1	1.0%
			Tesco Express, Newark Road, Lincoln	0	.0%	0	.0%	0	.0%
			Lidl, St Mark Retail Park, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Tesco Express, St Marks, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Iceland, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Jasmin Road, Birchwood	0	.0%	0	.0%	0	.0%
			Asda, Nettleham Road, Lincoln	0	.0%	0	.0%	0	.0%
			Lidl, Outer Circle Road, The Carlton Centre, Lincoln	0	.0%	0	.0%	0	.0%
Zone 8	Lincoln	Other	Co-op, Burton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Queen Elizabeth Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Monks Road, Lincoln	0	.0%	0	.0%	0	.0%

(cont.)

**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

			Zone					
			12		13		14	
			Num	%	Num	%	Num	%
Zone 8	North Kesteven	Tesco Extra, Wragby Road, Lincoln	0	.0%	0	.0%	0	.0%
		Waitrose, Searby Road, Nettleham Road, Lincoln	0	.0%	3	3.0%	3	3.0%
		Tesco Extra, Canwick Road Trading Estate, Lincoln	1	1.0%	0	.0%	0	.0%
		Marks & Spencer, High Street, Lincoln	0	.0%	0	.0%	0	.0%
		Iceland, Nettleham Road, Wolsley Way, Lincoln	0	.0%	0	.0%	0	.0%
Zone 9	North Kesteven	Co-op, High Street, Ruskington	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Co-op, High Street, Heckington	0	.0%	0	.0%	0	.0%
	South Kesteven	Co-op, High Street, Billingborough	0	.0%	0	.0%	1	1.0%
		Tesco, Northgate, Sleaford	0	.0%	0	.0%	1	1.0%
Zone 10	North Kesteven	Sainsburys, Southgate Centre, Sleaford	0	.0%	0	.0%	0	.0%
		Lidl, Northgate Centre, Sleaford	0	.0%	0	.0%	0	.0%
		Iceland, Southgate, Sleaford	0	.0%	0	.0%	0	.0%
		Aldi, Mareham Lane, Sleaford	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Spar, Grantham Road, Sleaford	0	.0%	0	.0%	0	.0%
		Co-op, Lincoln Road, Sleaford	0	.0%	0	.0%	0	.0%
Zone 11	Bassetlaw	Co-op, High Street, Misterton	0	.0%	0	.0%	0	.0%
	Doncaster	Other	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Co-op, High Street, Bawtry	0	.0%	0	.0%	0	.0%
		Other	1	1.0%	0	.0%	0	.0%
Zone 12	West Lindsey	Morrisons, Heapham Road, Gainsborough	20	20.0%	3	3.0%	0	.0%
		Tesco, Beaumont Street, Gainsborough	13	13.0%	1	1.0%	0	.0%
		Aldi, Lea Road, Gainsborough	3	3.0%	0	.0%	0	.0%
		Lidl, Ropery Road, Gainsborough	4	4.0%	0	.0%	0	.0%
		Marks & Spencer Simply Food, Marshalls Yard, Gainsborough	1	1.0%	2	2.0%	0	.0%
		Co-op, Market Place, Epworth	1	1.0%	0	.0%	0	.0%

(cont.)

**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Zone 12	West Lindsey	Other	Heron, Silver Street, Gainsborough	3	3.0%	0	.0%	0	.0%
			Local stores, Gainsborough	1	1.0%	0	.0%	0	.0%
			Co-op, Market Street, Gainsborough	1	1.0%	0	.0%	0	.0%
			Co-op, High street, Gainsborough	0	.0%	1	1.0%	0	.0%
Zone 13	West Lindsey	Other	Local stores, Grayingham	0	.0%	1	1.0%	0	.0%
			Co-op, High Street, Waltham	0	.0%	0	.0%	3	3.0%
	North East Lincolnshire	Other	Tesco, Linwood Road, Market Rasen	0	.0%	0	.0%	26	25.7%
Zone 14	West Lindsey	Other	Co-op, Market Place, Caistor, Market Rasen	0	.0%	0	.0%	5	5.0%
			Co-op, John Street, Market Rasen	0	.0%	0	.0%	4	4.0%
			Local stores, Market Rasen	0	.0%	0	.0%	1	1.0%
			Co-op, High Street, Caistor	0	.0%	0	.0%	1	1.0%
			Tesco, Barnard Avenue, Brigg	0	.0%	20	19.8%	4	4.0%
Zone 15	North Lincolnshire	Other	Lidl, Springs Parade, Brigg	0	.0%	9	8.9%	1	1.0%
			Co-op, Spruce Lane, Ulceby	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Brigg	0	.0%	1	1.0%	0	.0%
			Sainsburys, High Grounds Road, Worksop	0	.0%	0	.0%	0	.0%
			Aldi, Gateford Road, Worksop	0	.0%	0	.0%	0	.0%
Outside Study Area	Bassetlaw	Other	Sainsbury's, Gateford Road, Worksop	0	.0%	0	.0%	0	.0%
			Co-op, Scrooby Road, Harworth	0	.0%	0	.0%	0	.0%
			Tesco, New Hammond Beck Road, Boston	0	.0%	0	.0%	0	.0%
			Asda, Sleaford Road, Boston	0	.0%	0	.0%	0	.0%
	Boston		Aldi, Queen Street, Boston	0	.0%	0	.0%	0	.0%
			Marks & Spencer, Market Place, Boston	0	.0%	0	.0%	0	.0%
			Co-op, Station Road, Kirton	0	.0%	1	1.0%	0	.0%

(cont.)



**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

			Zone						
			12		13		14		
			Num	%	Num	%	Num	%	
Outside Study Area	Doncaster	Asda, Dome Leisure Park, Bawtry Road, Doncaster	0	.0%	0	.0%	0	.0%	
		Sainsburys, Thorne Road, Edenthorpe, Doncaster	1	1.0%	0	.0%	0	.0%	
		Tesco, Thorne Road, Edenthorpe, Doncaster	0	.0%	0	.0%	0	.0%	
		Tesco Extra, Woodfield Way, Woodfield Plantation Balby, Donc	0	.0%	0	.0%	0	.0%	
			The Farm Shop, Barnby Dun, Doncaster	0	.0%	0	.0%	0	.0%
		Other	Morrisons, Church Street, Armthorphe	0	.0%	0	.0%	0	.0%
			Marks & Spencer, Baxter Gate, Doncaster	1	1.0%	0	.0%	0	.0%
			Co-op, Church Street, Armthorpe	0	.0%	0	.0%	0	.0%
	East Lindsey	Morrisons, Wainfleet Road, Skegness	0	.0%	0	.0%	1	1.0%	
	Leeds	Other	Morrisons, Horsefair Centre, Wetherby	1	1.0%	0	.0%	0	.0%
	Mansfield	Tesco Extra, Jubilee Way South, Oak Tree Lane, Mansfield	0	.0%	0	.0%	0	.0%	
		Tesco Extra, Chesterfield Road, Mansfield	0	.0%	0	.0%	0	.0%	
		Asda, Old Mill Lane, Forest Town, Mansfield	0	.0%	0	.0%	0	.0%	
	Newark and Sherwood	Morrisons, Kings Road, Newark	0	.0%	0	.0%	0	.0%	
		Waitrose, Ossington Way, Newark	0	.0%	0	.0%	0	.0%	
		Tesco, Forest Road, New Ollerton, Newark	0	.0%	0	.0%	0	.0%	
			Aldi, Northgate, Newark	0	.0%	0	.0%	0	.0%
		Other	Co-op, High Street, Sutton On Trent, Newark	0	.0%	0	.0%	0	.0%

(cont.)

**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

			Zone					
			12		13		14	
			Num	%	Num	%	Num	%
Outside Study Area	North East Lincolnshire	Morrisons, Hilmore Road, Laceby, Grimsby	0	.0%	0	.0%	17	16.8%
		Sainsburys, Corporation Road, Grimsby	0	.0%	0	.0%	4	4.0%
		Tesco Extra, Victoria Street, Grimsby	0	.0%	0	.0%	3	3.0%
		Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	0	.0%	0	.0%	7	6.9%
		Asda, Hollies Street, Grimsby	0	.0%	0	.0%	3	3.0%
		Netto, Corporation Road, Grimsby	0	.0%	0	.0%	1	1.0%
		Co-op, Osborne Street, Grimsby	0	.0%	0	.0%	1	1.0%
		Tesco, Grimsby Road, Cleethorpes	0	.0%	0	.0%	2	2.0%
		Other	0	.0%	0	.0%	0	.0%
		Lidl, Ladysmith Road, Grimsby	0	.0%	0	.0%	1	1.0%
	North Lincolnshire	Morrisons, Lakeside Parkway, Scunthorpe	5	5.0%	24	23.8%	3	3.0%
		Asda, Burringham Road, Scunthorpe	20	20.0%	10	9.9%	0	.0%
		Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	12	12.0%	6	5.9%	0	.0%
		Sainsburys, Doncaster Road, Scunthorpe	2	2.0%	10	9.9%	0	.0%
		Aldi, Glebe Road, Scunthorpe	1	1.0%	1	1.0%	0	.0%
		Tesco, Maltkiln Road, Barton-upon-Humber	0	.0%	1	1.0%	0	.0%
		Other	0	.0%	1	1.0%	0	.0%
		Asda, Burringham Road, Scunthorpe	0	.0%	0	.0%	0	.0%
	Nottingham	Sainsburys, Castle Bridge Road, Nottingham	0	.0%	0	.0%	0	.0%
	Rotherham	Other	0	.0%	0	.0%	0	.0%
		Local stores, Maltby, Rotherham	1	1.0%	0	.0%	0	.0%

(cont.)

**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

				Zone						
				12		13		14		
				Num	%	Num	%	Num	%	
Outside Study Area	Sheffield	Other	Meadowhall Centre, The Oasis, Sheffield	0	.0%	0	.0%	0	.0%	
	South Holland	Tesco, Boston Road South, Holbeach, Spalding		0	.0%	0	.0%	0	.0%	
		Morrisons, Wardentree Lane, Spalding		0	.0%	0	.0%	0	.0%	
		Asda, Union Street, Grantham		0	.0%	0	.0%	0	.0%	
	South Kesteven	Morrisons, Isaac Newton Centre, Wharfe Road, Grantham		0	.0%	1	1.0%	0	.0%	
		Sainsburys, London Road, Grantham		0	.0%	0	.0%	0	.0%	
		Other	Sainsbury's, Exeter Street, Bourne		0	.0%	0	.0%	0	.0%
			Tesco, North Street, Bourne		0	.0%	0	.0%	0	.0%
	Spar, Caythorpe, Grantham		0	.0%	0	.0%	0	.0%		
	Other	Co-op, The Burghley Centre, Bourne		0	.0%	0	.0%	0	.0%	
		Internet / online		4	4.0%	4	4.0%	4	4.0%	

(cont.)

**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

			Zone	
			15	
			Num	%
Base: All respondents (ex DK, varies, don't buy)			100	100.0%
Zone 1	Bassetlaw	Morrisons, Idle Valley Road, Retford	0	.0%
		Asda, Wharf Road, Retford	0	.0%
		Iceland, The Sherwood Centre, Retford	0	.0%
		Co-op, Welbeck Road, Retford	0	.0%
		Co-op, Newcastle Street, Tuxford	0	.0%
		Other Aldi, Carolgate, Retford	0	.0%
		Co-op, Ryland Road, Welton	0	.0%
Zone 2	West Lindsey	Co-op, High Street, Saxilby	0	.0%
		Local stores, Saxilby	0	.0%
		Other Co-op, Wragby Road, Nettleham	0	.0%
		Co-op, The Green, Nettleham, Lincoln	0	.0%
		Tesco, Watermill Road, Horncastle	0	.0%
Zone 3	East Lindsey	Morrisons, East Gate, Louth	0	.0%
		Co-op, Northgate, Louth	0	.0%
		Co-op, Conging Street, Horncastle	0	.0%
		Local stores, Louth	0	.0%
		Other Local stores, Horncastle	0	.0%
Zone 4	East Lindsey	Co-op, High Street, Horncastle	0	.0%
		Budgens, Tattershall Road, Woodhall Spa	0	.0%
		Co-op, Clarence Road, Woodhall Spa, Lincoln	0	.0%
		Other Local stores, Woodhall Spa	0	.0%
		North Kesteven Other Co-op, High Street, Metherringham	0	.0%
Zone 5	Newark and Sherwood	Other Co-op, High Street, Collingham	0	.0%
	North Kesteven	Asda, Newark Road, North Hykeham, Lincoln	0	.0%

(cont.)

Q1. Where did you LAST go to undertake your main food and grocery shopping?

				Zone	
				15	
				Num	%
Zone 5	North Kesteven	Other	Local stores, North Hykeham	0	.0%
			Co-op, Lincoln Road, North Hykeham	0	.0%
			Co-op, Station Road, Branston	0	.0%
Zone 6	North Kesteven	Other	Local stores, Washingborough	0	.0%
			Co-op, Grantham Road, Bracebridge Heath, Lincoln	0	.0%
			Co-op, The Parade, Cherry Willingham, Lincoln	0	.0%
Zone 7	West Lindsey	Other	Farmfoods, Valentines Road, Lincoln	0	.0%
			Morrisons, Centaur Road, Lincoln	0	.0%
			Heron, Sincil Street, Lincoln	0	.0%
	Lincoln	Other	Local stores, Bracebridge	0	.0%
			Co-op, Moorland Centre, Moorland Way, Lincoln	0	.0%
			Morrisons, Tritton Road, Lincoln	0	.0%
	North Kesteven	Other	Sainsburys, Tritton Road, Lincoln	0	.0%
			Co-op, High Street, Lincoln	0	.0%
			Tesco Express, Newark Road, Lincoln	0	.0%
			Lidl, St Mark Retail Park, Tritton Road, Lincoln	0	.0%
			Tesco Express, St Marks, High Street, Lincoln	0	.0%
			Iceland, High Street, Lincoln	0	.0%
Zone 8	Lincoln	Other	Co-op, Jasmin Road, Birchwood	0	.0%
			Asda, Nettleham Road, Lincoln	0	.0%
			Lidl, Outer Circle Road, The Carlton Centre, Lincoln	0	.0%
			Co-op, Burton Road, Lincoln	0	.0%
			Co-op, Queen Elizabeth Road, Lincoln	0	.0%
			Co-op, Monks Road, Lincoln	0	.0%

(cont.)

**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

			Zone	
			15	
			Num	%
Zone 8	North Kesteven	Tesco Extra, Wragby Road, Lincoln	0	.0%
		Waitrose, Searby Road, Nettleham Road, Lincoln	1	1.0%
		Tesco Extra, Canwick Road Trading Estate, Lincoln	1	1.0%
		Marks & Spencer, High Street, Lincoln	0	.0%
		Iceland, Nettleham Road, Wolsley Way, Lincoln	0	.0%
Zone 9	North Kesteven	Other	0	.0%
		Co-op, High Street, Ruskington	0	.0%
	South Kesteven	Co-op, High Street, Heckington	0	.0%
		Co-op, High Street, Billingborough	0	.0%
		Tesco, Northgate, Sleaford	0	.0%
Zone 10	North Kesteven	Sainsburys, Southgate Centre, Sleaford	0	.0%
		Lidl, Northgate Centre, Sleaford	0	.0%
		Iceland, Southgate, Sleaford	0	.0%
		Aldi, Mareham Lane, Sleaford	0	.0%
		Other	0	.0%
Zone 11	Bassetlaw	Spar, Grantham Road, Sleaford	0	.0%
		Co-op, Lincoln Road, Sleaford	0	.0%
		Co-op, High Street, Misterton	0	.0%
	Doncaster	Other	0	.0%
	North Lincolnshire	Co-op, High Street, Bawtry	0	.0%
Zone 12	West Lindsey	Co-op, High Street, Messingham	0	.0%
		Morrisons, Heapham Road, Gainsborough	0	.0%
		Tesco, Beaumont Street, Gainsborough	0	.0%
		Aldi, Lea Road, Gainsborough	0	.0%
		Lidl, Ropery Road, Gainsborough	0	.0%
		Marks & Spencer Simply Food, Marshalls Yard, Gainsborough	0	.0%
		Co-op, Market Place, Epworth	0	.0%

(cont.)

Q1. Where did you LAST go to undertake your main food and grocery shopping?

				Zone	
				15	
				Num	%
Zone 12	West Lindsey	Other	Heron, Silver Street, Gainsborough	0	.0%
			Local stores, Gainsborough	0	.0%
			Co-op, Market Street, Gainsborough	0	.0%
			Co-op, High street, Gainsborough	0	.0%
Zone 13	West Lindsey	Other	Local stores, Grayingham	0	.0%
			Co-op, High Street, Waltham	0	.0%
	North East Lincolnshire	Other	Tesco, Linwood Road, Market Rasen	0	.0%
Zone 14	West Lindsey	Other	Co-op, Market Place, Caistor, Market Rasen	0	.0%
			Co-op, John Street, Market Rasen	0	.0%
			Local stores, Market Rasen	0	.0%
			Co-op, High Street, Caistor	0	.0%
			Tesco, Barnard Avenue, Brigg	37	37.0%
Zone 15	North Lincolnshire	Other	Lidl, Springs Parade, Brigg	5	5.0%
			Co-op, Spruce Lane, Ulceby	2	2.0%
			Co-op, High Street, Brigg	0	.0%
	Bassetlaw	Other	Sainsburys, High Grounds Road, Worksop	0	.0%
			Aldi, Gateford Road, Worksop	0	.0%
			Sainsbury's, Gateford Road, Worksop	0	.0%
Outside Study Area	Boston	Other	Co-op, Scrooby Road, Harworth	0	.0%
			Tesco, New Hammond Beck Road, Boston	0	.0%
			Asda, Sleaford Road, Boston	0	.0%
			Aldi, Queen Street, Boston	0	.0%
			Marks & Spencer, Market Place, Boston	0	.0%
			Co-op, Station Road, Kirton	0	.0%

(cont.)

**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

			Zone		
			15		
			Num	%	
Outside Study Area	Doncaster	Asda, Dome Leisure Park, Bawtry Road, Doncaster	0	.0%	
		Sainsburys, Thorne Road, Edenthorpe, Doncaster	0	.0%	
		Tesco, Thorne Road, Edenthorpe, Doncaster	0	.0%	
		Tesco Extra, Woodfield Way, Woodfield Plantation Balby, Donc	0	.0%	
			The Farm Shop, Barnby Dun, Doncaster	0	.0%
		Other	Morrisons, Church Street, Armthorphe	0	.0%
			Marks & Spencer, Baxter Gate, Doncaster	0	.0%
		Co-op, Church Street, Armthorphe	0	.0%	
	East Lindsey	Morrisons, Wainfleet Road, Skegness	0	.0%	
		Leeds	Other	Morrisons, Horsefair Centre, Wetherby	0
	Mansfield		Tesco Extra, Jubilee Way South, Oak Tree Lane, Mansfield	0	.0%
		Tesco Extra, Chesterfield Road, Mansfield	0	.0%	
		Asda, Old Mill Lane, Forest Town, Mansfield	0	.0%	
	Newark and Sherwood	Morrisons, Kings Road, Newark	0	.0%	
		Waitrose, Ossington Way, Newark	0	.0%	
Tesco, Forest Road, New Ollerton, Newark		0	.0%		
		Aldi, Northgate, Newark	0	.0%	
Other		Co-op, High Street, Sutton On Trent, Newark	0	.0%	

(cont.)



**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

			Zone	
			15	
			Num	%
Outside Study Area	North East Lincolnshire	Morrisons, Hilmore Road, Laceby, Grimsby	19	19.0%
		Sainsburys, Corporation Road, Grimsby	7	7.0%
		Tesco Extra, Victoria Street, Grimsby	6	6.0%
		Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	1	1.0%
		Asda, Hollies Street, Grimsby	3	3.0%
		Netto, Corporation Road, Grimsby	0	.0%
		Co-op, Osborne Street, Grimsby	0	.0%
		Tesco, Grimsby Road, Cleethorpes	0	.0%
		Other		
		Local stores, Grimsby	1	1.0%
		Lidl, Ladysmith Road, Grimsby	0	.0%
	North Lincolnshire	Morrisons, Lakeside Parkway, Scunthorpe	10	10.0%
		Asda, Burringham Road, Scunthorpe	0	.0%
		Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	0	.0%
		Sainsburys, Doncaster Road, Scunthorpe	0	.0%
		Aldi, Glebe Road, Scunthorpe	0	.0%
		Tesco, Maltkiln Road, Barton-upon-Humber	3	3.0%
		Other		
		Iceland, Ashby High Street, Scunthorpe	0	.0%
		Asda, Burringham Road, Scunthorpe	0	.0%
	Nottingham	Sainsburys, Castle Bridge Road, Nottingham	0	.0%
Rotherham	Other	Morrisons, Stadium Way, Rotherham	0	.0%
		Local stores, Maltby, Rotherham	0	.0%

(cont.)

**Q1. Where did you LAST go to undertake your main food and grocery shopping?**

				Zone	
				15	
				Num	%
Outside Study Area	Sheffield	Other	Meadowhall Centre, The Oasis, Sheffield	0	.0%
	South Holland	Tesco, Boston Road South, Holbeach, Spalding		0	.0%
		Morrisons, Wardentree Lane, Spalding		0	.0%
		Asda, Union Street, Grantham		0	.0%
	South Kesteven	Morrisons, Isaac Newton Centre, Wharfe Road, Grantham		0	.0%
		Sainsburys, London Road, Grantham		0	.0%
		Other	Sainsbury's, Exeter Street, Bourne		0
	Tesco, North Street, Bourne		0	.0%	
	Other		Spar, Caythorpe, Grantham	0	.0%
			Co-op, The Burghley Centre, Bourne	0	.0%
Other	Internet / online		4	4.0%	

**Q9. Where do you do this linked trip?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Base: All respondents (ex DK, varies, don't buy)				599	100.0%	50	100.0%	46	100.0%
Zone 1	Bassetlaw	Other	Retford	38	6.3%	31	62.0%	0	.0%
			Tuxford	1	.2%	1	2.0%	0	.0%
			Morrisons, Idle Valley Road, Retford	1	.2%	1	2.0%	0	.0%
			Asda, Wharf Road, Retford	1	.2%	0	.0%	0	.0%
			Sutton-on-Trent	1	.2%	1	2.0%	0	.0%
Zone 2	West Lindsey	Other	Saxilby	1	.2%	0	.0%	1	2.2%
			Louth	19	3.2%	0	.0%	0	.0%
Zone 3	East Lindsey	Other	Horncastle	18	3.0%	0	.0%	0	.0%
			Meridian Centre	1	.2%	0	.0%	0	.0%
Zone 4	East Lindsey	Other	Woodhall Spa	15	2.5%	0	.0%	0	.0%
			Collingham	1	.2%	0	.0%	0	.0%
Zone 5	North Kesteven	Other	North Hykeham	11	1.8%	0	.0%	0	.0%
			The Forum, Malton Road, North Hykeham	1	.2%	0	.0%	0	.0%
			Asda, Newark Road, North Hykeham, Lincoln	1	.2%	0	.0%	0	.0%
Zone 6	North Kesteven	Other	Bracebridge Heath	1	.2%	0	.0%	0	.0%
			St Mark Retail Park, Lincoln	4	.7%	0	.0%	1	2.2%
			Sainsbury's, Tritton Road, Lincoln	2	.3%	0	.0%	1	2.2%
Zone 7	Lincoln	Other	Morrisons, Tritton Road, Lincoln	2	.3%	0	.0%	0	.0%
			Birchwood	2	.3%	0	.0%	0	.0%
			Co-op, High Street, Lincoln	1	.2%	0	.0%	0	.0%
			Tritton Retail Park, Lincoln	7	1.2%	0	.0%	1	2.2%
Zone 7/8	North Kesteven	Other	Lincoln West Retail Park, Lincoln	2	.3%	0	.0%	0	.0%
			Lincoln City Centre	128	21.4%	2	4.0%	21	45.7%
			Carlton Centre, Lincoln	6	1.0%	0	.0%	2	4.3%
Zone 8	Lincoln	Other	Bailgate, Lincoln	2	.3%	0	.0%	2	4.3%
			Post Office, Wragby Road, Lincoln	1	.2%	0	.0%	0	.0%

(cont.)

**Q9. Where do you do this linked trip?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Zone 9	North Kesteven	Other	Ruskington	2	.3%	0	.0%	0	.0%
Zone 10	North Kesteven	Sleaford		49	8.2%	0	.0%	1	2.2%
	North Lincolnshire	Other	Owston Ferry	1	.2%	0	.0%	0	.0%
			Messingham	1	.2%	0	.0%	0	.0%
Zone 12		Gainsborough		40	6.7%	3	6.0%	13	28.3%
	West Lindsey	Other	Marshall's Yard, Gainsborough	3	.5%	1	2.0%	0	.0%
			Scotter	1	.2%	0	.0%	0	.0%
	North East Lincolnshire	Other	Waltham	1	.2%	0	.0%	0	.0%
		Market Rasen		16	2.7%	0	.0%	1	2.2%
Zone 14	West Lindsey	Caistor		2	.3%	0	.0%	0	.0%
		Other	Tesco, Linwood Road, Market Rasen	1	.2%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Brigg	39	6.5%	0	.0%	0	.0%
	Bassetlaw	Worksop		2	.3%	1	2.0%	0	.0%
		Other	Harworth	1	.2%	0	.0%	0	.0%
	Boston	Boston		26	4.3%	0	.0%	0	.0%
		Other	Kirton Lindsey	3	.5%	0	.0%	0	.0%
	Derby	Other	Tesco, New Hammond Beck Road, Boston	1	.2%	0	.0%	0	.0%
	Derbyshire Dales	Other	Eastgate	1	.2%	0	.0%	0	.0%
Outside Study Area	Doncaster	Other	Bakewell	1	.2%	1	2.0%	0	.0%
		Doncaster		7	1.2%	0	.0%	0	.0%
	East Lindsey	Other	Barnby Dun	2	.3%	0	.0%	0	.0%
	London	Skegness		2	.3%	0	.0%	0	.0%
		Other	London	1	.2%	0	.0%	0	.0%
		Newark		13	2.2%	7	14.0%	0	.0%
	Newark and Sherwood	Other	The Centurion, Newark Road, North Hykeham	1	.2%	0	.0%	0	.0%
			Pennells, Newark Road, Lincoln	1	.2%	0	.0%	0	.0%
	North East Lincolnshire	Grimsby		25	4.2%	0	.0%	0	.0%

(cont.)

Q9. Where do you do this linked trip?

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Outside Study Area	North East Lincolnshire	Other	Cleethorpes	6	1.0%	0	.0%	0	.0%
			The Precinct, Freshney Place, Grimsby	1	.2%	0	.0%	0	.0%
			Morrisons, Hilmore Road, Laceby	1	.2%	0	.0%	0	.0%
			Immingham	1	.2%	0	.0%	0	.0%
	North Lincolnshire	Other	Scunthorpe	48	8.0%	0	.0%	1	2.2%
			Ashby	2	.3%	0	.0%	0	.0%
			Elsham	1	.2%	0	.0%	0	.0%
			Doncaster Road Retail Park, Scunthorpe	1	.2%	0	.0%	0	.0%
	Nottingham	Nottingham		1	.2%	0	.0%	0	.0%
				1	.2%	0	.0%	0	.0%
			South Yorkshire	1	.2%	0	.0%	0	.0%
			Rotherham	1	.2%	0	.0%	0	.0%
	South Kesteven	Other	Grantham	13	2.2%	0	.0%	0	.0%
			Bourne	3	.5%	1	2.0%	0	.0%
			Carlton Scroop, Grantham	1	.2%	0	.0%	0	.0%
			Lincoln area/ outskirts	6	1.0%	0	.0%	1	2.2%
Other	North Kesteven	Other	North Kesteven	1	.2%	0	.0%	0	.0%

(cont.)

**Q9. Where do you do this linked trip?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Zone 1	Base: All respondents (ex DK, varies, don't buy)			61	100.0%	43	100.0%	37	100.0%
	Bassetlaw	Retford		0	.0%	0	.0%	0	.0%
			Tuxford	0	.0%	0	.0%	0	.0%
		Other	Morrisons, Idle Valley Road, Retford	0	.0%	0	.0%	0	.0%
			Asda, Wharf Road, Retford	0	.0%	0	.0%	0	.0%
Zone 2	Newark and Sherwood	Other	Sutton-on-Trent	0	.0%	0	.0%	0	.0%
	West Lindsey	Other	Saxilby	0	.0%	0	.0%	0	.0%
Zone 3	East Lindsey	Other	Louth	16	26.2%	0	.0%	0	.0%
			Horncastle	14	23.0%	4	9.3%	0	.0%
Zone 4	East Lindsey	Other	Meridian Centre	1	1.6%	0	.0%	0	.0%
			Woodhall Spa	1	1.6%	14	32.6%	0	.0%
Zone 5	Newark and Sherwood	Other	Collingham	0	.0%	0	.0%	1	2.7%
			North Hykeham	0	.0%	0	.0%	7	18.9%
	North Kesteven		The Forum, Malton Road, North Hykeham	0	.0%	0	.0%	1	2.7%
		Other							
	Zone 6	North Kesteven		Asda, Newark Road, North Hykeham, Lincoln	0	.0%	0	.0%	0
Other			Bracebridge Heath	0	.0%	0	.0%	0	.0%
Zone 7	Lincoln	Other	St Mark Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Sainsbury's, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Morrisons, Tritton Road, Lincoln	0	.0%	0	.0%	1	2.7%
			Birchwood	0	.0%	0	.0%	1	2.7%
	North Kesteven		Co-op, High Street, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7/8	North Kesteven		Tritton Retail Park, Lincoln	0	.0%	0	.0%	3	8.1%
			Lincoln West Retail Park, Lincoln	1	1.6%	0	.0%	0	.0%
			Lincoln City Centre	10	16.4%	9	20.9%	17	45.9%
			Carlton Centre, Lincoln	0	.0%	0	.0%	0	.0%
Zone 8	Lincoln		Bailgate, Lincoln	0	.0%	0	.0%	0	.0%
		Other	Post Office, Wragby Road, Lincoln	0	.0%	0	.0%	0	.0%

(cont.)

**Q9. Where do you do this linked trip?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Zone 9	North Kesteven	Other	Ruskington	0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Sleaford		0	.0%	2	4.7%	0	.0%
	North Lincolnshire	Other	Owston Ferry	0	.0%	0	.0%	0	.0%
			Messingham	0	.0%	0	.0%	0	.0%
Zone 12		Gainsborough		0	.0%	0	.0%	0	.0%
	West Lindsey	Other	Marshall's Yard, Gainsborough	0	.0%	0	.0%	0	.0%
			Scotter	0	.0%	0	.0%	0	.0%
	North East Lincolnshire	Other	Waltham	1	1.6%	0	.0%	0	.0%
			Market Rasen	2	3.3%	0	.0%	0	.0%
Zone 14	West Lindsey	Caistor		0	.0%	0	.0%	0	.0%
		Other	Tesco, Linwood Road, Market Rasen	0	.0%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Brigg	0	.0%	0	.0%	0	.0%
	Bassetlaw	Worksop		0	.0%	0	.0%	0	.0%
		Other	Harworth	0	.0%	0	.0%	0	.0%
		Boston		1	1.6%	12	27.9%	0	.0%
	Boston	Other	Kirton Lindsey	1	1.6%	0	.0%	0	.0%
			Tesco, New Hammond Beck Road, Boston	0	.0%	1	2.3%	0	.0%
	Derby	Other	Eastgate	0	.0%	0	.0%	0	.0%
Outside Study Area	Derbyshire Dales	Other	Bakewell	0	.0%	0	.0%	0	.0%
	Doncaster	Doncaster		0	.0%	0	.0%	0	.0%
		Other	Barnby Dun	0	.0%	0	.0%	0	.0%
	East Lindsey	Skegness		1	1.6%	0	.0%	0	.0%
	London	Other	London	0	.0%	0	.0%	0	.0%
		Newark		0	.0%	0	.0%	4	10.8%
	Newark and Sherwood	Other	The Centurion, Newark Road, North Hykeham	0	.0%	0	.0%	1	2.7%
			Pennells, Newark Road, Lincoln	0	.0%	0	.0%	0	.0%
	North East Lincolnshire	Grimsby		6	9.8%	1	2.3%	0	.0%

(cont.)

Q9. Where do you do this linked trip?

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Outside Study Area	North East Lincolnshire	Other	Cleethorpes	3	4.9%	0	.0%	0	.0%
			The Precinct, Freshney Place, Grimsby	1	1.6%	0	.0%	0	.0%
			Morrisons, Hilmore Road, Laceby	0	.0%	0	.0%	0	.0%
			Immingham	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Other	Scunthorpe	0	.0%	0	.0%	0	.0%
			Ashby	0	.0%	0	.0%	0	.0%
			Elsham	0	.0%	0	.0%	0	.0%
			Doncaster Road Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
	Nottingham	Nottingham		0	.0%	0	.0%	0	.0%
	Other	Other	South Yorkshire	1	1.6%	0	.0%	0	.0%
	Rotherham	Other	Rotherham	0	.0%	0	.0%	0	.0%
	South Kesteven	Other	Grantham	0	.0%	0	.0%	0	.0%
			Bourne	0	.0%	0	.0%	0	.0%
			Carlton Scroop, Grantham	0	.0%	0	.0%	0	.0%
			Lincoln area/ outskirts	1	1.6%	0	.0%	1	2.7%
Other	North Kesteven	Other	North Kesteven	0	.0%	0	.0%	0	.0%

(cont.)



**Q9. Where do you do this linked trip?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
	Base: All respondents (ex DK, varies, don't buy)			36	100.0%	26	100.0%	23	100.0%
Zone 1	Bassetlaw	Retford		0	.0%	0	.0%	0	.0%
			Tuxford	0	.0%	0	.0%	0	.0%
		Other	Morrisons, Idle Valley Road, Retford	0	.0%	0	.0%	0	.0%
			Asda, Wharf Road, Retford	0	.0%	0	.0%	0	.0%
			Sutton-on-Trent	0	.0%	0	.0%	0	.0%
Zone 2	West Lindsey	Other	Saxilby	0	.0%	0	.0%	0	.0%
			Louth	0	.0%	0	.0%	0	.0%
Zone 3	East Lindsey	Other	Horncastle	0	.0%	0	.0%	0	.0%
			Meridian Centre	0	.0%	0	.0%	0	.0%
Zone 4	East Lindsey	Other	Woodhall Spa	0	.0%	0	.0%	0	.0%
		Other	Collingham	0	.0%	0	.0%	0	.0%
Zone 5	North Kesteven		North Hykeham	0	.0%	4	15.4%	0	.0%
			The Forum, Malton Road, North Hykeham	0	.0%	0	.0%	0	.0%
		Other	Asda, Newark Road, North Hykeham, Lincoln	0	.0%	1	3.8%	0	.0%
Zone 6	North Kesteven	Other	Bracebridge Heath	1	2.8%	0	.0%	0	.0%
			St Mark Retail Park, Lincoln	0	.0%	2	7.7%	0	.0%
			Sainsbury's, Tritton Road, Lincoln	0	.0%	1	3.8%	0	.0%
Zone 7	Lincoln	Other	Morrisons, Tritton Road, Lincoln	0	.0%	1	3.8%	0	.0%
			Birchwood	0	.0%	0	.0%	1	4.3%
			Co-op, High Street, Lincoln	1	2.8%	0	.0%	0	.0%
			Tritton Retail Park, Lincoln	0	.0%	2	7.7%	0	.0%
Zone 7/8	North Kesteven		Lincoln West Retail Park, Lincoln	1	2.8%	0	.0%	0	.0%
			Lincoln City Centre	27	75.0%	15	57.7%	16	69.6%
			Carlton Centre, Lincoln	2	5.6%	0	.0%	2	8.7%
Zone 8	Lincoln	Other	Bailgate, Lincoln	0	.0%	0	.0%	0	.0%
			Post Office, Wragby Road, Lincoln	0	.0%	0	.0%	1	4.3%

(cont.)

**Q9. Where do you do this linked trip?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Zone 9	North Kesteven	Other	Ruskington	0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Sleaford		0	.0%	0	.0%	0	.0%
	North Lincolnshire	Other	Owston Ferry	0	.0%	0	.0%	0	.0%
			Messingham	0	.0%	0	.0%	0	.0%
Zone 12		Gainsborough		0	.0%	0	.0%	0	.0%
	West Lindsey	Other	Marshall's Yard, Gainsborough	0	.0%	0	.0%	0	.0%
			Scotter	0	.0%	0	.0%	0	.0%
	North East Lincolnshire	Other	Waltham	0	.0%	0	.0%	0	.0%
			Market Rasen	1	2.8%	0	.0%	0	.0%
Zone 14	West Lindsey	Caistor		0	.0%	0	.0%	0	.0%
		Other	Tesco, Linwood Road, Market Rasen	0	.0%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Brigg	0	.0%	0	.0%	0	.0%
	Bassetlaw	Worksop		0	.0%	0	.0%	0	.0%
		Other	Harworth	0	.0%	0	.0%	0	.0%
		Boston		1	2.8%	0	.0%	0	.0%
	Boston	Other	Kirton Lindsey	0	.0%	0	.0%	0	.0%
			Tesco, New Hammond Beck Road, Boston	0	.0%	0	.0%	0	.0%
	Derby	Other	Eastgate	0	.0%	0	.0%	0	.0%
Outside Study Area	Derbyshire Dales	Other	Bakewell	0	.0%	0	.0%	0	.0%
	Doncaster	Doncaster		0	.0%	0	.0%	0	.0%
		Other	Barnby Dun	0	.0%	0	.0%	0	.0%
	East Lindsey	Skegness		0	.0%	0	.0%	0	.0%
	London	Other	London	0	.0%	0	.0%	0	.0%
		Newark		0	.0%	0	.0%	0	.0%
	Newark and Sherwood	Other	The Centurion, Newark Road, North Hykeham	0	.0%	0	.0%	0	.0%
			Pennells, Newark Road, Lincoln	1	2.8%	0	.0%	0	.0%
	North East Lincolnshire	Grimsby		0	.0%	0	.0%	0	.0%

(cont.)

Q9. Where do you do this linked trip?

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Outside Study Area	North East Lincolnshire	Other	Cleethorpes	0	.0%	0	.0%	0	.0%
			The Precinct, Freshney Place, Grimsby	0	.0%	0	.0%	0	.0%
			Morrisons, Hilmore Road, Laceby	0	.0%	0	.0%	0	.0%
			Immingham	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Other	Scunthorpe	0	.0%	0	.0%	0	.0%
			Ashby	0	.0%	0	.0%	0	.0%
			Elsham	0	.0%	0	.0%	0	.0%
			Doncaster Road Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
	Nottingham	Nottingham		0	.0%	0	.0%	1	4.3%
	Other	Other	South Yorkshire	0	.0%	0	.0%	0	.0%
	Rotherham	Other	Rotherham	0	.0%	0	.0%	0	.0%
	South Kesteven	Other	Grantham	0	.0%	0	.0%	0	.0%
			Bourne	0	.0%	0	.0%	0	.0%
			Carlton Scroop, Grantham	0	.0%	0	.0%	0	.0%
			Lincoln area/ outskirts	1	2.8%	0	.0%	2	8.7%
Other	North Kesteven	Other	North Kesteven	0	.0%	0	.0%	0	.0%

(cont.)

**Q9. Where do you do this linked trip?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Base: All respondents (ex DK, varies, don't buy)				47	100.0%	40	100.0%	40	100.0%
Zone 1	Bassetlaw	Other	Retford	0	.0%	0	.0%	7	17.5%
			Tuxford	0	.0%	0	.0%	0	.0%
			Morrisons, Idle Valley Road, Retford	0	.0%	0	.0%	0	.0%
			Asda, Wharf Road, Retford	0	.0%	0	.0%	1	2.5%
			Sutton-on-Trent	0	.0%	0	.0%	0	.0%
Zone 2	West Lindsey	Other	Saxilby	0	.0%	0	.0%	0	.0%
			Louth	0	.0%	0	.0%	1	2.5%
Zone 3	East Lindsey	Other	Horncastle	0	.0%	0	.0%	0	.0%
			Meridian Centre	0	.0%	0	.0%	0	.0%
Zone 4	East Lindsey	Other	Woodhall Spa	0	.0%	0	.0%	0	.0%
			Collingham	0	.0%	0	.0%	0	.0%
			North Hykeham	0	.0%	0	.0%	0	.0%
Zone 5	North Kesteven	Other	The Forum, Malton Road, North Hykeham	0	.0%	0	.0%	0	.0%
			Asda, Newark Road, North Hykeham, Lincoln	0	.0%	0	.0%	0	.0%
Zone 6	North Kesteven	Other	Bracebridge Heath	0	.0%	0	.0%	0	.0%
			St Mark Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Sainsbury's, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7	Lincoln	Other	Morrisons, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Birchwood	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7/8	North Kesteven	Other	Tritton Retail Park, Lincoln	0	.0%	1	2.5%	0	.0%
			Lincoln West Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Lincoln City Centre	6	12.8%	2	5.0%	1	2.5%
Zone 8	Lincoln	Other	Carlton Centre, Lincoln	0	.0%	0	.0%	0	.0%
			Bailgate, Lincoln	0	.0%	0	.0%	0	.0%
			Post Office, Wragby Road, Lincoln	0	.0%	0	.0%	0	.0%

(cont.)

**Q9. Where do you do this linked trip?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Zone 9	North Kesteven	Other	Ruskington	2	4.3%	0	.0%	0	.0%
Zone 10	North Kesteven	Sleaford		24	51.1%	22	55.0%	0	.0%
	North Lincolnshire	Other	Owston Ferry	0	.0%	0	.0%	1	2.5%
			Messingham	0	.0%	0	.0%	0	.0%
Zone 12		Gainsborough		0	.0%	0	.0%	11	27.5%
	West Lindsey	Other	Marshall's Yard, Gainsborough	0	.0%	0	.0%	0	.0%
			Scotter	0	.0%	0	.0%	0	.0%
	North East Lincolnshire	Other	Waltham	0	.0%	0	.0%	0	.0%
			Market Rasen	0	.0%	0	.0%	0	.0%
Zone 14	West Lindsey	Caistor		0	.0%	0	.0%	0	.0%
		Other	Tesco, Linwood Road, Market Rasen	0	.0%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Brigg	0	.0%	0	.0%	0	.0%
	Bassetlaw	Worksop		0	.0%	0	.0%	1	2.5%
		Other	Harworth	0	.0%	0	.0%	1	2.5%
		Boston		10	21.3%	0	.0%	1	2.5%
	Boston	Other	Kirton Lindsey	0	.0%	0	.0%	0	.0%
			Tesco, New Hammond Beck Road, Boston	0	.0%	0	.0%	0	.0%
	Derby	Other	Eastgate	0	.0%	1	2.5%	0	.0%
Outside Study Area	Derbyshire Dales	Other	Bakewell	0	.0%	0	.0%	0	.0%
	Doncaster	Doncaster		0	.0%	0	.0%	7	17.5%
		Other	Barnby Dun	0	.0%	0	.0%	1	2.5%
	East Lindsey	Skegness		0	.0%	0	.0%	0	.0%
	London	Other	London	0	.0%	0	.0%	0	.0%
		Newark		0	.0%	2	5.0%	0	.0%
	Newark and Sherwood	Other	The Centurion, Newark Road, North Hykeham	0	.0%	0	.0%	0	.0%
			Pennells, Newark Road, Lincoln	0	.0%	0	.0%	0	.0%
	North East Lincolnshire	Grimsby		0	.0%	0	.0%	0	.0%

(cont.)

Q9. Where do you do this linked trip?

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Outside Study Area	North East Lincolnshire	Other	Cleethorpes	0	.0%	0	.0%	0	.0%
			The Precinct, Freshney Place, Grimsby	0	.0%	0	.0%	0	.0%
			Morrisons, Hilmore Road, Laceby	0	.0%	0	.0%	0	.0%
			Immingham	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Scunthorpe	0	.0%	0	.0%	6	15.0%	
		Other	Ashby	0	.0%	0	.0%	0	.0%
			Elsham	0	.0%	0	.0%	0	.0%
			Doncaster Road Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
	Nottingham	Nottingham	0	.0%	0	.0%	0	.0%	
	Other	Other	South Yorkshire	0	.0%	0	.0%	0	.0%
	Rotherham	Other	Rotherham	0	.0%	0	.0%	1	2.5%
	South Kesteven	Grantham	3	6.4%	10	25.0%	0	.0%	
		Other	Bourne	2	4.3%	0	.0%	0	.0%
			Carlton Scroop, Grantham	0	.0%	1	2.5%	0	.0%
	Other	Other	Lincoln area/ outskirts	0	.0%	0	.0%	0	.0%
		North Kesteven	Other	North Kesteven	0	.0%	1	2.5%	0

(cont.)

**Q9. Where do you do this linked trip?**

				Zone	
				12	
				Num	%
Base: All respondents (ex DK, varies, don't buy)				30	100.0%
Zone 1	Bassetlaw	Other	Retford	0	.0%
			Tuxford	0	.0%
			Morrisons, Idle Valley Road, Retford	0	.0%
			Asda, Wharf Road, Retford	0	.0%
			Sutton-on-Trent	0	.0%
Zone 2	West Lindsey	Other	Saxilby	0	.0%
			Louth	0	.0%
Zone 3	East Lindsey	Other	Horncastle	0	.0%
			Meridian Centre	0	.0%
Zone 4	East Lindsey	Other	Woodhall Spa	0	.0%
			Collingham	0	.0%
			North Hykeham	0	.0%
Zone 5	North Kesteven	Other	The Forum, Malton Road, North Hykeham	0	.0%
			Asda, Newark Road, North Hykeham, Lincoln	0	.0%
Zone 6	North Kesteven	Other	Bracebridge Heath	0	.0%
			St Mark Retail Park, Lincoln	0	.0%
			Sainsbury's, Tritton Road, Lincoln	0	.0%
Zone 7	Lincoln	Other	Morrisons, Tritton Road, Lincoln	0	.0%
			Birchwood	0	.0%
			Co-op, High Street, Lincoln	0	.0%
			Tritton Retail Park, Lincoln	0	.0%
Zone 7/8	North Kesteven	Other	Lincoln West Retail Park, Lincoln	0	.0%
			Lincoln City Centre	0	.0%
			Carlton Centre, Lincoln	0	.0%
			Bailgate, Lincoln	0	.0%
Zone 8	Lincoln	Other	Post Office, Wragby Road, Lincoln	0	.0%

(cont.)

**Q9. Where do you do this linked trip?**

				Zone	
				12	
				Num	%
Zone 9	North Kesteven	Other	Ruskington	0	.0%
Zone 10	North Kesteven	Sleaford		0	.0%
	North Lincolnshire	Other	Owston Ferry	0	.0%
			Messingham	1	3.3%
Zone 12		Gainsborough		9	30.0%
	West Lindsey	Other	Marshall's Yard, Gainsborough	2	6.7%
			Scotter	0	.0%
	North East Lincolnshire	Other	Waltham	0	.0%
			Market Rasen	0	.0%
Zone 14	West Lindsey	Caistor		0	.0%
		Other	Tesco, Linwood Road, Market Rasen	0	.0%
Zone 15	North Lincolnshire	Other	Brigg	0	.0%
	Bassetlaw	Worksop		0	.0%
		Other	Harworth	0	.0%
		Boston		0	.0%
	Boston		Kirton Lindsey	2	6.7%
		Other	Tesco, New Hammond Beck Road, Boston	0	.0%
	Derby	Other	Eastgate	0	.0%
Outside Study Area	Derbyshire Dales	Other	Bakewell	0	.0%
	Doncaster	Doncaster		0	.0%
		Other	Barnby Dun	0	.0%
	East Lindsey	Skegness		0	.0%
	London	Other	London	0	.0%
		Newark		0	.0%
	Newark and Sherwood		The Centurion, Newark Road, North Hykeham	0	.0%
		Other			
			Pennells, Newark Road, Lincoln	0	.0%
	North East Lincolnshire	Grimsby		0	.0%

(cont.)



Q9. Where do you do this linked trip?

				Zone	
				12	
				Num	%
Outside Study Area	North East Lincolnshire	Other	Cleethorpes	0	.0%
			The Precinct, Freshney Place, Grimbsy	0	.0%
			Morrisons, Hilmore Road, Laceby	0	.0%
			Immingham	0	.0%
	North Lincolnshire	Scunthorpe		14	46.7%
		Other	Ashby	2	6.7%
			Elsham	0	.0%
			Doncaster Road Retail Park, Scunthorpe	0	.0%
	Nottingham	Nottingham		0	.0%
	Other	Other	South Yorkshire	0	.0%
	Rotherham	Other	Rotherham	0	.0%
	South Kesteven	Grantham		0	.0%
		Other	Bourne	0	.0%
			Carlton Scroop, Grantham	0	.0%
			Lincoln area/ outskirts	0	.0%
Other	North Kesteven	Other	North Kesteven	0	.0%

(cont.)

**Q9. Where do you do this linked trip?**

				Zone					
				13		14		15	
				Num	%	Num	%	Num	%
	Base: All respondents (ex DK, varies, don't buy)			49	100.0%	31	100.0%	40	100.0%
Zone 1	Bassetlaw	Retford		0	.0%	0	.0%	0	.0%
			Tuxford	0	.0%	0	.0%	0	.0%
		Other	Morrisons, Idle Valley Road, Retford	0	.0%	0	.0%	0	.0%
			Asda, Wharf Road, Retford	0	.0%	0	.0%	0	.0%
			Sutton-on-Trent	0	.0%	0	.0%	0	.0%
Zone 2	West Lindsey	Other	Saxilby	0	.0%	0	.0%	0	.0%
			Louth	1	2.0%	1	3.2%	0	.0%
Zone 3	East Lindsey	Other	Horncastle	0	.0%	0	.0%	0	.0%
			Meridian Centre	0	.0%	0	.0%	0	.0%
Zone 4	East Lindsey	Other	Woodhall Spa	0	.0%	0	.0%	0	.0%
		Other	Collingham	0	.0%	0	.0%	0	.0%
Zone 5	North Kesteven		North Hykeham	0	.0%	0	.0%	0	.0%
		Other	The Forum, Malton Road, North Hykeham	0	.0%	0	.0%	0	.0%
			Asda, Newark Road, North Hykeham, Lincoln	0	.0%	0	.0%	0	.0%
Zone 6	North Kesteven	Other	Bracebridge Heath	0	.0%	0	.0%	0	.0%
			St Mark Retail Park, Lincoln	0	.0%	1	3.2%	0	.0%
			Sainsbury's, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7	Lincoln	Other	Morrisons, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Birchwood	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Tritton Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7/8	North Kesteven		Lincoln West Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Lincoln City Centre	1	2.0%	1	3.2%	0	.0%
			Carlton Centre, Lincoln	0	.0%	0	.0%	0	.0%
Zone 8	Lincoln	Other	Bailgate, Lincoln	0	.0%	0	.0%	0	.0%
			Post Office, Wragby Road, Lincoln	0	.0%	0	.0%	0	.0%

(cont.)

**Q9. Where do you do this linked trip?**

				Zone					
				13		14		15	
				Num	%	Num	%	Num	%
Zone 9	North Kesteven	Other	Ruskington	0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Sleaford		0	.0%	0	.0%	0	.0%
	North Lincolnshire	Other	Owston Ferry	0	.0%	0	.0%	0	.0%
			Messingham	0	.0%	0	.0%	0	.0%
Zone 12		Gainsborough		4	8.2%	0	.0%	0	.0%
	West Lindsey	Other	Marshall's Yard, Gainsborough	0	.0%	0	.0%	0	.0%
			Scotter	1	2.0%	0	.0%	0	.0%
	North East Lincolnshire	Other	Waltham	0	.0%	0	.0%	0	.0%
			Market Rasen	1	2.0%	11	35.5%	0	.0%
Zone 14	West Lindsey	Caistor		0	.0%	2	6.5%	0	.0%
		Other	Tesco, Linwood Road, Market Rasen	0	.0%	1	3.2%	0	.0%
Zone 15	North Lincolnshire	Other	Brigg	18	36.7%	2	6.5%	19	47.5%
	Bassetlaw	Worksop		0	.0%	0	.0%	0	.0%
		Other	Harworth	0	.0%	0	.0%	0	.0%
	Boston			0	.0%	1	3.2%	0	.0%
			Kirton Lindsey	0	.0%	0	.0%	0	.0%
		Other	Tesco, New Hammond Beck Road, Boston	0	.0%	0	.0%	0	.0%
	Derby	Other	Eastgate	0	.0%	0	.0%	0	.0%
Outside Study Area	Derbyshire Dales	Other	Bakewell	0	.0%	0	.0%	0	.0%
	Doncaster	Doncaster		0	.0%	0	.0%	0	.0%
		Other	Barnby Dun	0	.0%	0	.0%	1	2.5%
	East Lindsey	Skegness		0	.0%	0	.0%	1	2.5%
	London	Other	London	0	.0%	1	3.2%	0	.0%
		Newark		0	.0%	0	.0%	0	.0%
	Newark and Sherwood		The Centurion, Newark Road, North Hykeham	0	.0%	0	.0%	0	.0%
		Other	Pennells, Newark Road, Lincoln	0	.0%	0	.0%	0	.0%
	North East Lincolnshire	Grimsby		0	.0%	8	25.8%	10	25.0%

(cont.)

Q9. Where do you do this linked trip?

				Zone					
				13		14		15	
				Num	%	Num	%	Num	%
Outside Study Area	North East Lincolnshire	Other	Cleethorpes	0	.0%	1	3.2%	2	5.0%
			The Precinct, Freshney Place, Grimsby	0	.0%	0	.0%	0	.0%
			Morrisons, Hilmore Road, Laceby	0	.0%	0	.0%	1	2.5%
			Immingham	0	.0%	0	.0%	1	2.5%
	North Lincolnshire	Scunthorpe		21	42.9%	1	3.2%	5	12.5%
		Other	Ashby	0	.0%	0	.0%	0	.0%
			Elsham	1	2.0%	0	.0%	0	.0%
			Doncaster Road Retail Park, Scunthorpe	1	2.0%	0	.0%	0	.0%
	Nottingham	Nottingham		0	.0%	0	.0%	0	.0%
	Other	Other	South Yorkshire	0	.0%	0	.0%	0	.0%
	Rotherham	Other	Rotherham	0	.0%	0	.0%	0	.0%
	South Kesteven	Grantham		0	.0%	0	.0%	0	.0%
		Other	Bourne	0	.0%	0	.0%	0	.0%
		Other	Carlton Scroop, Grantham	0	.0%	0	.0%	0	.0%
Other	North Kesteven	Other	Lincoln area/ outskirts	0	.0%	0	.0%	0	.0%
		Other	North Kesteven	0	.0%	0	.0%	0	.0%

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone							
				Base: All respondents (ex DK, varies, don't buy)		1	2				
				Num	%	Num	%	Num	%		
Zone 1	Bassetlaw	Base: All respondents (ex DK, varies, don't buy)		1104	100.0%	71	100.0%	67	100.0%		
		Morrisons, Idle Valley Road, Retford	15	1.4%	13	18.3%	0	.0%			
		Asda, Wharf Road, Retford	14	1.3%	11	15.5%	0	.0%			
		Co-op, Welbeck Road, Retford	3	.3%	3	4.2%	0	.0%			
		Co-op, North Road, Retford	3	.3%	3	4.2%	0	.0%			
		Co-op, Newcastle Street, Tuxford	2	.2%	1	1.4%	0	.0%			
		Iceland, The Sherwood Centre, Retford	1	.1%	1	1.4%	0	.0%			
		Local stores, Retford	10	.9%	8	11.3%	0	.0%			
		Ugo, Bridgegate, Retford	3	.3%	2	2.8%	0	.0%			
		Bacon & Co, Carolgate, Retford	3	.3%	2	2.8%	0	.0%			
		Morrisons Garage, Moorgate, Retford	2	.2%	2	2.8%	0	.0%			
		Other	Aldi, Carolgate, Retford	2	.2%	2	2.8%	0	.0%		
		Local stores, North Leverton	1	.1%	1	1.4%	0	.0%			
		Local stores, Tuxford	1	.1%	1	1.4%	0	.0%			
		Iceland, Spa Lane, Retford	1	.1%	1	1.4%	0	.0%			
		Co-op, Wellbeck Road, Ordsall, Retford	1	.1%	1	1.4%	0	.0%			
		Co-op, Ryland Road, Welton	8	.7%	0	.0%	8	11.9%			
		Co-op, High Street, Saxilby	7	.6%	0	.0%	5	7.5%			
		Co-op, The Green, Nettleham, Lincoln	6	.5%	0	.0%	6	9.0%			
		Local stores, Nettleham	3	.3%	0	.0%	2	3.0%			
		Co-op, Woodhall Drive, Lincoln	3	.3%	0	.0%	1	1.5%			
		Zone 2	West Lindsey	Other	Local stores, Saxilby	2	.2%	0	.0%	2	3.0%
					Spar, Lincoln Road, Dunholme	1	.1%	0	.0%	1	1.5%
					Local stores, Welton	1	.1%	0	.0%	1	1.5%
					Local stores, North Carlton	1	.1%	0	.0%	1	1.5%
					Local stores, Marton	1	.1%	0	.0%	1	1.5%
					Local stores, Dunholme	1	.1%	0	.0%	1	1.5%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone			
				Base: All respondents (ex DK, varies, don't buy)		1	2
				Num	%	Num	%
Zone 3	East Lindsey	Morrisons, East Gate, Louth		11	1.0%	0	.0%
		Co-op, Northgate, Louth		10	.9%	0	.0%
		Tesco, Watermill Road, Horncastle		8	.7%	0	.0%
		Co-op, Conging Street, Horncastle		6	.5%	0	.0%
		Co-op, Market Place, Wragby		10	.9%	0	.0%
		Local stores, Horncastle		9	.8%	0	.0%
		Local stores, Louth		6	.5%	0	.0%
		Other					
		Heron, Eastgate, Louth		3	.3%	0	.0%
		Spar, Market Place, Louth		1	.1%	0	.0%
		Myers Bakery, Bull Ring, Horncastle		1	.1%	0	.0%
		Co-op, High Street, Horncastle		1	.1%	0	.0%
Zone 4	East Lindsey	Co-op, Clarence Road, Woodhall Spa, Lincoln		26	2.4%	0	.0%
		Budgens, Tattershall Road, Woodhall Spa		25	2.3%	0	.0%
		Local stores, Woodhall Spa		18	1.6%	0	.0%
		Other					
		The Bakery & Delicatessen, Broadway, Woodhall Spa		1	.1%	0	.0%
		Budgens, Barr Lane, Waddington, Lincoln		4	.4%	0	.0%
Zone 5	North Kesteven	Co-op, High Street, Metherringham		2	.2%	0	.0%
		Other					
		Farmshop, Leadenham		1	.1%	0	.0%
	Newark and Sherwood	Co-op, High Street, Collingham		6	.5%	0	.0%
		Local stores, Collingham, Newark		3	.3%	0	.0%
		One Stop, High Street, Collingham		1	.1%	0	.0%
		Local stores, Harby		1	.1%	0	.0%
	North Kesteven	Asda, Newark Road, North Hykeham, Lincoln		21	1.9%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Zone 5	North Kesteven	Other	Co-op, Lincoln Road, North Hykeham	6	.5%	0	.0%	0	.0%
			Tesco, The Forum, North Hykeham	4	.4%	0	.0%	0	.0%
			Co-op, Jerusalem Road, Skellingthorpe	4	.4%	0	.0%	0	.0%
			Spar, Hykeham Road, Lincoln	1	.1%	0	.0%	0	.0%
			Local stores, North Hykeham	1	.1%	0	.0%	0	.0%
			Co-op, Station Road, Lincoln	1	.1%	0	.0%	0	.0%
			Local stores, Washingborough	9	.8%	0	.0%	0	.0%
			Co-op, Station Road, Branston	6	.5%	0	.0%	0	.0%
			Spar, Park Lane, Washingborough	5	.5%	0	.0%	0	.0%
			Spar, High Street, Heighington	3	.3%	0	.0%	0	.0%
Zone 6	North Kesteven	Other	Co-op, Grantham Road, Bracebridge Heath, Lincoln	3	.3%	1	1.4%	0	.0%
			Local Stores, Heighington	2	.2%	0	.0%	0	.0%
			Local stores, Heighington	1	.1%	0	.0%	0	.0%
			Local stores, Branston	1	.1%	0	.0%	0	.0%
			Co-op, The Parade, Cherry Willingham, Lincoln	10	.9%	0	.0%	0	.0%
			Local stores, Fiskerton	1	.1%	0	.0%	0	.0%
	West Lindsey	Other							

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone					
			Base: All respondents (ex DK, varies, don't buy)					
					1	2		
			Num	%	Num	%	Num	%
Zone 7	Lincoln	Local stores, Lincoln	15	1.4%	0	.0%	1	1.5%
		Co-op, Skellingthorpe Road, Lincoln	6	.5%	0	.0%	0	.0%
		Local stores, Bracebridge	3	.3%	0	.0%	0	.0%
		Co-op, Brant Road, Lincoln	3	.3%	0	.0%	0	.0%
		Co-op, Boultham Park Road, Boultham	2	.2%	0	.0%	0	.0%
		Spar, Woodville Avenue, Birchwood	1	.1%	0	.0%	0	.0%
		Oakwood Stores, Oakwood Avenue, Lincoln	1	.1%	0	.0%	0	.0%
		McColls, Turner Avenue, Lincoln	1	.1%	0	.0%	0	.0%
		Lincoln Market, Market Place, Lincoln	1	.1%	0	.0%	0	.0%
		Farmfoods, Valentines Road, Lincoln	1	.1%	0	.0%	0	.0%
	Other	Co-op, Moorland Centre, Moorland Way, Lincoln	1	.1%	0	.0%	0	.0%
		Boyes, Sincil Street, Lincoln	1	.1%	0	.0%	0	.0%
		Sainsburys, Tritton Road, Lincoln	25	2.3%	0	.0%	1	1.5%
		Co-op, High Street, Lincoln	24	2.2%	0	.0%	4	6.0%
		Morrisons, Tritton Road, Lincoln	14	1.3%	0	.0%	1	1.5%
		Co-op, Jasmin Road, Birchwood	14	1.3%	0	.0%	0	.0%
		Lidl, St Mark Retail Park, Tritton Road, Lincoln	4	.4%	0	.0%	0	.0%
		Tesco Express, Newark Road, Lincoln	3	.3%	0	.0%	1	1.5%
		Iceland, High Street, Lincoln	3	.3%	0	.0%	0	.0%
		Tesco Express, St Marks, High Street, Lincoln	1	.1%	0	.0%	0	.0%
Zone 8	Lincoln	Asda, Nettleham Road, Lincoln	5	.5%	0	.0%	1	1.5%

(cont.)



**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Zone 8	Lincoln	Other	Local stores, Lincoln	15	1.4%	0	.0%	1	1.5%
			Co-op, Burton Road, Lincoln	9	.8%	0	.0%	0	.0%
			Lidl, The Carlton Centre, Outer Circle Road, Lincoln	5	.5%	0	.0%	0	.0%
			Co-op, Monks Road, Lincoln	2	.2%	0	.0%	0	.0%
			The Carlton Centre, Lincoln	1	.1%	0	.0%	0	.0%
			Local stores, Conningsby	1	.1%	0	.0%	0	.0%
			Greggs, Bailgate, Lincoln	1	.1%	0	.0%	0	.0%
			Co-op, Trelawney Crescent, Lincoln	1	.1%	0	.0%	0	.0%
			Co-op, Queen Elizabeth Road, Lincoln	1	.1%	0	.0%	0	.0%
			Co-op, Carholme Road, Lincoln	1	.1%	0	.0%	0	.0%
			Co-op, Bailgate, Lincoln	1	.1%	0	.0%	0	.0%
			Bargain Booze, Monks Road, Lincoln	1	.1%	0	.0%	0	.0%
	North Kesteven		Tesco Extra, Wragby Road, Lincoln	18	1.6%	0	.0%	6	9.0%
			Marks & Spencer, High Street, Lincoln	16	1.4%	0	.0%	0	.0%
			Waitrose, Searby Road, Nettleham Road, Lincoln	13	1.2%	0	.0%	6	9.0%
			Tesco Extra, Canwick Road Trading Estate, Lincoln	6	.5%	0	.0%	0	.0%
Zone 9	Boston	Other	Iceland, Nettleham Road, Wolsley Way, Lincoln	5	.5%	0	.0%	2	3.0%
			Local stores, Swineshead	2	.2%	0	.0%	0	.0%
			Co-op, High Street, Ruskington	11	1.0%	0	.0%	0	.0%
			Co-op, High Street, Heckington	11	1.0%	0	.0%	0	.0%
	North Kesteven	Other	Local stores, Ruskington	4	.4%	0	.0%	0	.0%
			Local stores, Heckington	4	.4%	0	.0%	0	.0%
			Local stores, Helpringham	1	.1%	0	.0%	0	.0%
			Local stores, Anwick	1	.1%	0	.0%	0	.0%
	South Kesteven	Other	Co-op, High Street, Billingborough	8	.7%	0	.0%	0	.0%
			Local stores, Billingborough	1	.1%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Zone 10	North Kesteven	Tesco, Northgate, Sleaford		27	2.4%	1	1.4%	0	.0%
			Sainsburys, Southgate Centre, Sleaford	15	1.4%	0	.0%	0	.0%
			Lidl, Northgate Centre, Sleaford	10	.9%	0	.0%	0	.0%
			Iceland, Southgate, Sleaford	6	.5%	0	.0%	0	.0%
		Other	Local stores, Sleaford	6	.5%	0	.0%	0	.0%
			Local stores, Cranwell Village	4	.4%	0	.0%	0	.0%
			Co-op, Lincoln Road, Sleaford	4	.4%	0	.0%	0	.0%
			Spar, Grantham Road, Sleaford	2	.2%	0	.0%	0	.0%
			Local stores, Leasingham	2	.2%	0	.0%	0	.0%
			Aldi, Mareham Lane, Sleaford	2	.2%	0	.0%	0	.0%
Zone 11	South Kesteven	Other	Four Seasons Farm Shop, London Road, Sleaford	1	.1%	0	.0%	0	.0%
			Co-op, High Street, Sleaford	1	.1%	0	.0%	0	.0%
			Local stores, Caythorpe	3	.3%	0	.0%	0	.0%
			Spar, High Street, Caythorpe	2	.2%	0	.0%	0	.0%
			Spar, High Street, Caythorpe	1	.1%	0	.0%	0	.0%
	Bassetlaw	Co-op, High Street, Misterton		5	.5%	0	.0%	0	.0%
			Co-op, High Street, Bawtry	5	.5%	0	.0%	0	.0%
			Local stores, Bawtry	4	.4%	0	.0%	0	.0%
	Doncaster	Other	Local stores, Finningley	3	.3%	0	.0%	0	.0%
			Spar, Ellers Lane, Auckley	2	.2%	0	.0%	0	.0%
Zone 12	North Lincolnshire	Other	Local stores, Auckley	2	.2%	0	.0%	0	.0%
			Local stores, Haxey	6	.5%	0	.0%	0	.0%
			Local stores, Westwoodside	4	.4%	0	.0%	0	.0%
			Local stores, Epworth	9	.8%	0	.0%	0	.0%
			Local stores, Messingham	6	.5%	0	.0%	0	.0%
	North Lincolnshire	Other	Local stores, Epworth	4	.4%	0	.0%	0	.0%
			Co-op, High Street, Messingham	2	.2%	0	.0%	0	.0%
			One Stop, Station Road, Epworth	1	.1%	0	.0%	0	.0%
			Local stores, Owston Ferry	1	.1%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Zone 12	West Lindsey		Morrisons, Heapham Road, Gainsborough	11	1.0%	0	.0%	4	6.0%
			Tesco, Beaumont Street, Gainsborough	10	.9%	0	.0%	0	.0%
			Aldi, Lea Road, Gainsborough	9	.8%	0	.0%	4	6.0%
			Co-op, Market Place, Epworth	7	.6%	0	.0%	0	.0%
			Marks & Spencer Simply Food, Marshalls Yard, Gainsborough	6	.5%	2	2.8%	0	.0%
			Co-op, Front Street, Gainsborough	6	.5%	0	.0%	0	.0%
			Lidl, Ropery Road, Gainsborough	5	.5%	0	.0%	0	.0%
			Co-op, Queensway, Gainsborough	3	.3%	0	.0%	1	1.5%
			Local stores, Gainsborough	6	.5%	0	.0%	0	.0%
			Local stores, Scotter	5	.5%	0	.0%	0	.0%
Zone 13	North Lincolnshire	Other	Heron, Silver Street, Gainsborough	4	.4%	0	.0%	0	.0%
			Uncle Henry's Farm Shop, Grayingham, Gainsborough	1	.1%	0	.0%	0	.0%
			Gainsborough Marketplace	1	.1%	0	.0%	0	.0%
			Local stores, Scawby	4	.4%	0	.0%	0	.0%
			Local stores, Hibaldstow	2	.2%	0	.0%	0	.0%
	West Lindsey	Other	Local stores, Waddingham	2	.2%	0	.0%	0	.0%
			Local stores, Waltham	8	.7%	0	.0%	1	1.5%
	North East Lincolnshire	Other	Spar, Kirkgate, Waltham	1	.1%	0	.0%	0	.0%
			Co-op, High Street, Waltham	1	.1%	0	.0%	0	.0%
	Zone 14	West Lindsey	Tesco, Linwood Road, Market Rasen	12	1.1%	0	.0%	1	1.5%
			Local stores, Market Rasen	7	.6%	0	.0%	0	.0%
			Co-op, John Street, Market Rasen	7	.6%	0	.0%	0	.0%
			Co-op, Market Place, Caistor, Market Rasen	6	.5%	0	.0%	0	.0%
			Other	3	.3%	0	.0%	0	.0%
			Local stores, Caistor	3	.3%	0	.0%	0	.0%
			Co-op, Market Place, Caistor, Market Rasen	2	.2%	0	.0%	0	.0%
			Spar, Horsemarket, Market Rasen	1	.1%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone			
				Base: All respondents (ex DK, varies, don't buy)		1	2
				Num	%	Num	%
Zone 15	North Lincolnshire	Tesco, Barnard Avenue, Brigg		36	3.3%	0	.0%
		Lidl, Springs Parade, Brigg		13	1.2%	0	.0%
		Local stores, Brigg		10	.9%	0	.0%
		Co-op, Spruce Lane, Ulceby		4	.4%	0	.0%
		Local stores, Ulceby		3	.3%	0	.0%
	Other	Wilkinsons, Cary Lane, Brigg		2	.2%	0	.0%
		Spar, Atkinson Avenue, Brigg		2	.2%	0	.0%
		Teesdales Bakers, Wrawby Street, Brigg		1	.1%	0	.0%
		One Stop, Victoria Road, Barnetby		1	.1%	0	.0%
		Spar, St Martins Place, Keelby		4	.4%	0	.0%
Outside Study Area	West Lindsey	Local stores, Keelby		3	.3%	0	.0%
		Sainsburys, High Grounds Road, Worksop		2	.2%	0	.0%
	Bassetlaw	Tesco, Gatesford Road, Worksop		1	.1%	0	.0%
		Aldi, Gateford Road, Worksop		1	.1%	0	.0%
		Other	Netto, Victoria Retail Park, Worksop	1	.1%	1	1.4%
		Co-op, Station Road, Kirton		7	.6%	0	.0%
		Asda, Sleaford Road, Boston		4	.4%	0	.0%
	Boston	Marks & Spencer, Market Place, Boston		2	.2%	0	.0%
		Tesco, New Hammond Beck Road, Boston		1	.1%	0	.0%
		Morrisons, Horncastle Road, Boston		1	.1%	0	.0%
		Co-op, West Street, Boston		1	.1%	0	.0%
		Co-op, Argyle Street, Boston		1	.1%	0	.0%
Bury	Other	Co-op, High Street, Kirton Lindsey		7	.6%	0	.0%
		Local stores, Boston		4	.4%	0	.0%
		Local stores, Kirton Lindsey		3	.3%	0	.0%
		Co-op, Vernon Road, Bury		1	.1%	0	.0%
		Other					
	City of Kingston upon Hull	Tesco, Boothferry Road, Hull		1	.1%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone			
				Base: All respondents (ex DK, varies, don't buy)		1	2
				Num	%	Num	%
Outside Study Area	Doncaster	Asda, Dome Leisure Park, Bawtry Road, Doncaster		2	.2%	0	.0%
		Sainsburys, Thorne Road, Edenthorpe, Doncaster		1	.1%	0	.0%
		Marks & Spencer, Baxter Gate, Doncaster		4	.4%	0	.0%
		Co-op, Scrooby Road, Doncaster		2	.2%	0	.0%
		Co-op, Crossland Way, Doncaster		2	.2%	0	.0%
		Other	Spar, Station Road, Doncaster	1	.1%	0	.0%
			Spar, Ellers lane, Doncaster	1	.1%	0	.0%
			Nisa, Hayfield Lane, Doncaster	1	.1%	0	.0%
			Local stores, Doncaster Centre	1	.1%	0	.0%
			Local stores, Misson, Doncaster	1	.1%	0	.0%
	East Lindsey	Tesco, Richmond Drive, Skegness		1	.1%	0	.0%
		Iceland, Wainfleet Road, Skegness		1	.1%	0	.0%
			Spar, High Street, North Thoresby	1	.1%	0	.0%
		Other	Local stores, Thoresby	1	.1%	0	.0%
			Local stores, Sutton	1	.1%	0	.0%
	East Staffordshire	Other	Co-op, Station Road, Burton-upon-Trent	1	.1%	1	1.4%
	Harrogate	Other	Harrogate	1	.1%	0	.0%
	Mansfield	Sainsburys, Nottingham Road, Mansfield		1	.1%	0	.0%
	Newark and Sherwood	Morrisons, Kings Road, Newark		3	.3%	3	4.2%
		Waitrose, Ossington Way, Newark		1	.1%	1	1.4%
		Tesco, Forest Road, New Ollerton, Newark		1	.1%	1	1.4%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone						
			Base: All respondents (ex DK, varies, don't buy)		1		2		
			Num	%	Num	%	Num	%	
Outside Study Area	Newark and Sherwood	Other	Co-op, Newark Road, North Hykeham	4	.4%	0	.0%	0	.0%
			Co-op, High Street, Sutton on Trent, Newark	3	.3%	3	4.2%	0	.0%
			Co-op, High Street, Newark	2	.2%	0	.0%	0	.0%
			Spar, Main Street, Newark	1	.1%	1	1.4%	0	.0%
			Local stores, New Ollerton	1	.1%	1	1.4%	0	.0%
			Mellors, Main Street, Newark	1	.1%	1	1.4%	0	.0%
			Local stores, Newark	1	.1%	1	1.4%	0	.0%
			Co-op, Barnby Gate, Newark	1	.1%	1	1.4%	0	.0%
	North East Lincolnshire	Other	Morrisons, Hilmore Road, Laceby, Grimsby	6	.5%	0	.0%	0	.0%
			Tesco Extra, Victoria Street, Grimsby	3	.3%	0	.0%	0	.0%
			Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	2	.2%	0	.0%	0	.0%
			Sainsburys, Corporation Road, Grimsby	2	.2%	0	.0%	0	.0%
			Asda, Hollies Street, Grimsby	2	.2%	0	.0%	0	.0%
			Netto, Corporation Road, Grimsby	1	.1%	0	.0%	0	.0%
			Local stores, Grimsby	4	.4%	0	.0%	0	.0%
			Marks & Spencer, Victoria Street, Grimsby	2	.2%	0	.0%	0	.0%
			Lidl, Ladysmith Road, Grimsby	2	.2%	0	.0%	0	.0%
			Farmfoods, Washdyke Lane, Immingham	2	.2%	0	.0%	0	.0%
			Iceland, South St Marys Gate, Grimsby	1	.1%	0	.0%	0	.0%
			Co-op, Washdyke Lane, Immingham	1	.1%	0	.0%	0	.0%
			Aldi, Cleethorpes Road, Grimsby	1	.1%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone					
			Base: All respondents (ex DK, varies, don't buy)		1		2	
			Num	%	Num	%	Num	%
Outside Study Area	North Lincolnshire	Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	6	.5%	0	.0%	0	.0%
		Asda, Burringham Road, Scunthorpe	6	.5%	0	.0%	1	1.5%
		Morrisons, Lakeside Parkway, Scunthorpe	5	.5%	0	.0%	0	.0%
		Sainsburys, Doncaster Road, Scunthorpe	1	.1%	0	.0%	0	.0%
		Local stores, Scunthorpe	3	.3%	0	.0%	0	.0%
		Tesco, Maltkiln Road, Barton-Upon-Humber	1	.1%	0	.0%	0	.0%
		Other						
		Farmfoods, Glebe Road, Scunthorpe	1	.1%	0	.0%	0	.0%
		Co-op, Collum Lane, Scunthorpe	1	.1%	0	.0%	0	.0%
		Aldi, Ashby High Street, Scunthorpe	1	.1%	0	.0%	0	.0%
	Nottingham	Co-op Superstore, Strelley Road, Bilborough, Nottingham	1	.1%	0	.0%	0	.0%
		Other						
		Tesco, Portholme Road, Selby	1	.1%	0	.0%	0	.0%
	South Holland	Co-op, Winsover Centre, Spalding	1	.1%	0	.0%	0	.0%
		Co-op, Market Place, Donington	1	.1%	0	.0%	0	.0%
		Aldi, St Thomas Road, Spalding	1	.1%	0	.0%	0	.0%
		Aldi, South Parade, Grantham	4	.4%	0	.0%	0	.0%
		Sainsburys, London Road, Grantham	3	.3%	0	.0%	0	.0%
	South Kesteven	Co-op, Princess Drive, Grantham	1	.1%	0	.0%	0	.0%
		Asda, Union Street, Grantham	1	.1%	0	.0%	0	.0%
		Londis, High Street, Belton	2	.2%	0	.0%	0	.0%
		Local stores, Bourne	1	.1%	0	.0%	0	.0%
		Other						
		Local stores, Belton	1	.1%	0	.0%	0	.0%
		Local stores, Grantham Centre	1	.1%	0	.0%	0	.0%
	Other	Internet/ Home Delivery	3	.3%	0	.0%	1	1.5%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone						
				3		4		5		
				Num	%	Num	%	Num	%	
Base: All respondents (ex DK, varies, don't buy)				67	100.0%	88	100.0%	79	100.0%	
Zone 1	Bassetlaw		Morrisons, Idle Valley Road, Retford	0	.0%	0	.0%	0	.0%	
			Asda, Wharf Road, Retford	0	.0%	0	.0%	0	.0%	
			Co-op, Welbeck Road, Retford	0	.0%	0	.0%	0	.0%	
			Co-op, North Road, Retford	0	.0%	0	.0%	0	.0%	
			Co-op, Newcastle Street, Tuxford	0	.0%	0	.0%	0	.0%	
			Iceland, The Sherwood Centre, Retford	0	.0%	0	.0%	0	.0%	
			Local stores, Retford	0	.0%	0	.0%	0	.0%	
		Ugo, Bridgegate, Retford	0	.0%	0	.0%	0	.0%		
		Bacon & Co, Carolgate, Retford	0	.0%	0	.0%	1	1.3%		
		Morrisons Garage, Moorgate, Retford	0	.0%	0	.0%	0	.0%		
		Other	Aldi, Carolgate, Retford	0	.0%	0	.0%	0	.0%	
			Local stores, North Leverton	0	.0%	0	.0%	0	.0%	
			Local stores, Tuxford	0	.0%	0	.0%	0	.0%	
			Iceland, Spa Lane, Retford	0	.0%	0	.0%	0	.0%	
			Co-op, Wellbeck Road, Ordsall, Retford	0	.0%	0	.0%	0	.0%	
		Co-op, Ryland Road, Welton	0	.0%	0	.0%	0	.0%		
		Co-op, High Street, Saxilby	0	.0%	0	.0%	1	1.3%		
		Co-op, The Green, Nettleham, Lincoln	0	.0%	0	.0%	0	.0%		
		Local stores, Nettleham	0	.0%	0	.0%	0	.0%		
	Co-op, Woodhall Drive, Lincoln	0	.0%	2	2.3%	0	.0%			
	Zone 2	West Lindsey	Other	Local stores, Saxilby	0	.0%	0	.0%	0	.0%
				Spar, Lincoln Road, Dunholme	0	.0%	0	.0%	0	.0%
				Local stores, Welton	0	.0%	0	.0%	0	.0%
				Local stores, North Carlton	0	.0%	0	.0%	0	.0%
				Local stores, Marton	0	.0%	0	.0%	0	.0%
				Local stores, Dunholme	0	.0%	0	.0%	0	.0%

(cont.)



**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Zone 3	East Lindsey	Morrisons, East Gate, Louth		10	14.9%	0	.0%	0	.0%
		Co-op, Northgate, Louth		10	14.9%	0	.0%	0	.0%
		Tesco, Watermill Road, Horncastle		4	6.0%	4	4.5%	0	.0%
		Co-op, Conging Street, Horncastle		5	7.5%	1	1.1%	0	.0%
		Co-op, Market Place, Wragby		7	10.4%	0	.0%	0	.0%
		Local stores, Horncastle		6	9.0%	3	3.4%	0	.0%
		Local stores, Louth		4	6.0%	1	1.1%	0	.0%
		Other							
		Heron, Eastgate, Louth		3	4.5%	0	.0%	0	.0%
		Spar, Market Place, Louth		1	1.5%	0	.0%	0	.0%
		Myers Bakery, Bull Ring, Horncastle		1	1.5%	0	.0%	0	.0%
		Co-op, High Street, Horncastle		1	1.5%	0	.0%	0	.0%
Zone 4	East Lindsey	Co-op, Clarence Road, Woodhall Spa, Lincoln		1	1.5%	25	28.4%	0	.0%
		Budgens, Tattershall Road, Woodhall Spa		0	.0%	24	27.3%	0	.0%
		Local stores, Woodhall Spa		1	1.5%	17	19.3%	0	.0%
		Other							
		The Bakery & Delicatessen, Broadway, Woodhall Spa		0	.0%	1	1.1%	0	.0%
		Budgens, Barr Lane, Waddington, Lincoln		0	.0%	3	3.4%	0	.0%
Zone 5	North Kesteven	Co-op, High Street, Metherringham		0	.0%	0	.0%	0	.0%
		Other							
		Farmshop, Leadenham		0	.0%	0	.0%	0	.0%
		Co-op, High Street, Collingham		0	.0%	0	.0%	6	7.6%
	Newark and Sherwood	Local stores, Collingham, Newark		0	.0%	0	.0%	3	3.8%
		One Stop, High Street, Collingham		0	.0%	0	.0%	1	1.3%
		Local stores, Harby		0	.0%	0	.0%	1	1.3%
	North Kesteven	Asda, Newark Road, North Hykeham, Lincoln		0	.0%	0	.0%	15	19.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone								
			3		4		5				
			Num	%	Num	%	Num	%			
Zone 5	North Kesteven	Other	Co-op, Lincoln Road, North Hykeham			0	.0%	0	.0%	6	7.6%
			Tesco, The Forum, North Hykeham			0	.0%	0	.0%	3	3.8%
			Co-op, Jerusalem Road, Skellingthorpe			0	.0%	0	.0%	2	2.5%
			Spar, Hykeham Road, Lincoln			0	.0%	0	.0%	1	1.3%
			Local stores, North Hykeham			0	.0%	0	.0%	1	1.3%
			Co-op, Station Road, Lincoln			0	.0%	0	.0%	0	.0%
			Local stores, Washingborough			0	.0%	0	.0%	0	.0%
			Co-op, Station Road, Branston			0	.0%	0	.0%	0	.0%
			Spar, Park Lane, Washingborough			0	.0%	0	.0%	0	.0%
			Spar, High Street, Heighington			0	.0%	0	.0%	0	.0%
Zone 6	North Kesteven	Other	Co-op, Grantham Road, Bracebridge Heath, Lincoln			0	.0%	0	.0%	0	.0%
			Local Stores, Heighington			0	.0%	0	.0%	0	.0%
			Local stores, Heighington			0	.0%	0	.0%	0	.0%
			Local stores, Branston			0	.0%	0	.0%	0	.0%
			Co-op, The Parade, Cherry Willingham, Lincoln			1	1.5%	0	.0%	0	.0%
			Local stores, Fiskerton			0	.0%	0	.0%	0	.0%
	West Lindsey	Other									

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone					
			3		4		5	
			Num	%	Num	%	Num	%
Zone 7	Lincoln	Local stores, Lincoln	0	.0%	0	.0%	5	6.3%
		Co-op, Skellingthorpe Road, Lincoln	0	.0%	0	.0%	0	.0%
		Local stores, Bracebridge	0	.0%	0	.0%	0	.0%
		Co-op, Brant Road, Lincoln	0	.0%	0	.0%	0	.0%
		Co-op, Boultham Park Road, Boultham	0	.0%	0	.0%	0	.0%
		Spar, Woodville Avenue, Birchwood	0	.0%	0	.0%	0	.0%
		Oakwood Stores, Oakwood Avenue, Lincoln	0	.0%	0	.0%	0	.0%
		McColls, Turner Avenue, Lincoln	0	.0%	0	.0%	0	.0%
		Lincoln Market, Market Place, Lincoln	0	.0%	0	.0%	0	.0%
		Farmfoods, Valentines Road, Lincoln	0	.0%	0	.0%	0	.0%
	Other	Co-op, Moorland Centre, Moorland Way, Lincoln	0	.0%	0	.0%	1	1.3%
		Boyes, Sincil Street, Lincoln	0	.0%	0	.0%	0	.0%
		Sainsburys, Tritton Road, Lincoln	1	1.5%	0	.0%	6	7.6%
		Co-op, High Street, Lincoln	0	.0%	1	1.1%	4	5.1%
		Morrisons, Tritton Road, Lincoln	0	.0%	0	.0%	4	5.1%
		Co-op, Jasmin Road, Birchwood	0	.0%	0	.0%	3	3.8%
	North Kesteven	Lidl, St Mark Retail Park, Tritton Road, Lincoln	1	1.5%	0	.0%	1	1.3%
		Tesco Express, Newark Road, Lincoln	0	.0%	0	.0%	0	.0%
		Iceland, High Street, Lincoln	0	.0%	0	.0%	0	.0%
		Tesco Express, St Marks, High Street, Lincoln	0	.0%	0	.0%	0	.0%
Zone 8	Lincoln	Asda, Nettleham Road, Lincoln	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Zone 8	Lincoln	Other	Local stores, Lincoln	0	.0%	0	.0%	2	2.5%
			Co-op, Burton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Lidl, The Carlton Centre, Outer Circle Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Monks Road, Lincoln	0	.0%	0	.0%	0	.0%
			The Carlton Centre, Lincoln	0	.0%	0	.0%	0	.0%
			Local stores, Conningsby	0	.0%	1	1.1%	0	.0%
			Greggs, Bailgate, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Trelawney Crescent, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Queen Elizabeth Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Carholme Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Bailgate, Lincoln	0	.0%	0	.0%	0	.0%
			Bargain Booze, Monks Road, Lincoln	0	.0%	0	.0%	0	.0%
	North Kesteven		Tesco Extra, Wragby Road, Lincoln	1	1.5%	0	.0%	0	.0%
			Marks & Spencer, High Street, Lincoln	0	.0%	1	1.1%	0	.0%
			Waitrose, Searby Road, Nettleham Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 9	Boston	Other	Tesco Extra, Canwick Road Trading Estate, Lincoln	0	.0%	0	.0%	2	2.5%
			Iceland, Nettleham Road, Wolsley Way, Lincoln	0	.0%	0	.0%	0	.0%
			Local stores, Swineshead	0	.0%	0	.0%	0	.0%
	North Kesteven	Other	Co-op, High Street, Ruskington	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Heckington	0	.0%	0	.0%	0	.0%
			Local stores, Ruskington	0	.0%	0	.0%	0	.0%
			Local stores, Heckington	0	.0%	0	.0%	0	.0%
			Local stores, Helpringham	0	.0%	0	.0%	0	.0%
	South Kesteven		Local stores, Anwick	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Billingborough	0	.0%	0	.0%	0	.0%
			Local stores, Billingborough	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Zone 10	North Kesteven	Tesco, Northgate, Sleaford	0	.0%	0	.0%	0	.0%	
		Sainsburys, Southgate Centre, Sleaford	0	.0%	0	.0%	0	.0%	
		Lidl, Northgate Centre, Sleaford	0	.0%	0	.0%	0	.0%	
		Iceland, Southgate, Sleaford	0	.0%	0	.0%	0	.0%	
		Local stores, Sleaford	0	.0%	0	.0%	0	.0%	
		Local stores, Cranwell Village	0	.0%	0	.0%	0	.0%	
		Co-op, Lincoln Road, Sleaford	0	.0%	0	.0%	0	.0%	
		Spar, Grantham Road, Sleaford	0	.0%	0	.0%	0	.0%	
	Other	Local stores, Leasingham	0	.0%	0	.0%	0	.0%	
		Aldi, Mareham Lane, Sleaford	0	.0%	0	.0%	0	.0%	
		Four Seasons Farm Shop, London Road, Sleaford	0	.0%	0	.0%	0	.0%	
		Co-op, High Street, Sleaford	0	.0%	0	.0%	0	.0%	
		Local stores, Caythorpe	0	.0%	0	.0%	0	.0%	
		South Kesteven	Other	Spar, High Street, Caythorpe	0	.0%	0	.0%	
		Spar, High Street, Caythorpe	0	.0%	0	.0%	0	.0%	
		Bassetlaw	Co-op, High Street, Misterton	0	.0%	0	.0%	0	.0%
Zone 11	Doncaster	Co-op, High Street, Bawtry	0	.0%	0	.0%	1	1.3%	
		Local stores, Bawtry	0	.0%	0	.0%	0	.0%	
		Other	Local stores, Finningley	0	.0%	0	.0%	0	.0%
		Spar, Ellers Lane, Auckley	0	.0%	0	.0%	0	.0%	
	North Lincolnshire	Local stores, Auckley	0	.0%	0	.0%	0	.0%	
		Other	Local stores, Haxey	0	.0%	0	.0%	0	.0%
		Local stores, Westwoodside	0	.0%	0	.0%	0	.0%	
		Local stores, Epworth	0	.0%	0	.0%	0	.0%	
		Local stores, Messingham	0	.0%	0	.0%	0	.0%	
		Local stores, Epworth	0	.0%	0	.0%	0	.0%	
Zone 12	North Lincolnshire	Other	Co-op, High Street, Messingham	0	.0%	0	.0%		
		One Stop, Station Road, Epworth	0	.0%	0	.0%	0	.0%	
		Local stores, Owston Ferry	0	.0%	0	.0%	0	.0%	

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Zone 12	West Lindsey		Morrisons, Heapham Road, Gainsborough	0	.0%	0	.0%	0	.0%
			Tesco, Beaumont Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Aldi, Lea Road, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Market Place, Epworth	0	.0%	0	.0%	0	.0%
			Marks & Spencer Simply Food, Marshalls Yard, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Front Street, Gainsborough	0	.0%	0	.0%	1	1.3%
			Lidl, Ropery Road, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Queensway, Gainsborough	0	.0%	0	.0%	0	.0%
			Local stores, Gainsborough	0	.0%	0	.0%	0	.0%
			Local stores, Scotter	0	.0%	0	.0%	0	.0%
Zone 13	North Lincolnshire	Other	Heron, Silver Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Uncle Henry's Farm Shop, Grayingham, Gainsborough	0	.0%	0	.0%	0	.0%
			Gainsborough Marketplace	0	.0%	0	.0%	0	.0%
			Local stores, Scawby	0	.0%	0	.0%	0	.0%
			Local stores, Hibaldstow	0	.0%	0	.0%	0	.0%
	West Lindsey	Other	Local stores, Waddingham	0	.0%	0	.0%	0	.0%
			Local stores, Waltham	0	.0%	0	.0%	0	.0%
	North East Lincolnshire	Other	Spar, Kirkgate, Waltham	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Waltham	0	.0%	0	.0%	0	.0%
			Tesco, Linwood Road, Market Rasen	1	1.5%	0	.0%	0	.0%
Zone 14	West Lindsey	Other	Local stores, Market Rasen	0	.0%	0	.0%	0	.0%
			Co-op, John Street, Market Rasen	0	.0%	0	.0%	0	.0%
			Co-op, Market Place, Caistor, Market Rasen	0	.0%	0	.0%	0	.0%
			Local stores, Caistor	0	.0%	0	.0%	0	.0%
			Co-op, Market Place, Caistor, Market Rasen	0	.0%	0	.0%	0	.0%
			Spar, Horsemarket, Market Rasen	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Zone 15	North Lincolnshire	Tesco, Barnard Avenue, Brigg		0	.0%	0	.0%	0	.0%
		Lidl, Springs Parade, Brigg		0	.0%	0	.0%	0	.0%
		Local stores, Brigg		0	.0%	0	.0%	0	.0%
		Co-op, Spruce Lane, Ulceby		0	.0%	0	.0%	0	.0%
		Local stores, Ulceby		0	.0%	0	.0%	0	.0%
	Other	Wilkinsons, Cary Lane, Brigg		0	.0%	0	.0%	0	.0%
		Spar, Atkinson Avenue, Brigg		0	.0%	0	.0%	0	.0%
		Teesdales Bakers, Wrawby Street, Brigg		0	.0%	0	.0%	0	.0%
		One Stop, Victoria Road, Barnetby		0	.0%	0	.0%	0	.0%
		Spar, St Martins Place, Keelby		0	.0%	0	.0%	0	.0%
Outside Study Area	West Lindsey	Local stores, Keelby		0	.0%	0	.0%	0	.0%
		Sainsburys, High Grounds Road, Worksop		0	.0%	0	.0%	0	.0%
	Bassetlaw	Tesco, Gatesford Road, Worksop		0	.0%	0	.0%	0	.0%
		Aldi, Gateford Road, Worksop		0	.0%	0	.0%	0	.0%
		Other Netto, Victoria Retail Park, Worksop		0	.0%	0	.0%	0	.0%
		Co-op, Station Road, Kirton		0	.0%	0	.0%	0	.0%
		Asda, Sleaford Road, Boston		0	.0%	1	1.1%	0	.0%
	Boston	Marks & Spencer, Market Place, Boston		0	.0%	1	1.1%	0	.0%
		Tesco, New Hammond Beck Road, Boston		0	.0%	0	.0%	0	.0%
		Morrisons, Horncastle Road, Boston		0	.0%	1	1.1%	0	.0%
		Co-op, West Street, Boston		0	.0%	0	.0%	0	.0%
		Co-op, Argyle Street, Boston		0	.0%	0	.0%	0	.0%
		Co-op, High Street, Kirton Lindsey		0	.0%	0	.0%	0	.0%
		Other Local stores, Boston		0	.0%	1	1.1%	0	.0%
City of Kingston upon Hull	Bury	Local stores, Kirton Lindsey		0	.0%	0	.0%	0	.0%
		Co-op, Vernon Road, Bury		0	.0%	0	.0%	0	.0%
	Other	Tesco, Boothferry Road, Hull		0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone					
			3		4		5	
			Num	%	Num	%	Num	%
Outside Study Area	Doncaster	Asda, Dome Leisure Park, Bawtry Road, Doncaster	0	.0%	0	.0%	0	.0%
		Sainsburys, Thorne Road, Edenthorpe, Doncaster	0	.0%	0	.0%	0	.0%
		Marks & Spencer, Baxter Gate, Doncaster	0	.0%	0	.0%	0	.0%
		Co-op, Scrooby Road, Doncaster	0	.0%	0	.0%	0	.0%
		Co-op, Crossland Way, Doncaster	0	.0%	0	.0%	0	.0%
		Other						
		Spar, Station Road, Doncaster	0	.0%	0	.0%	0	.0%
		Spar, Ellers lane, Doncaster	0	.0%	0	.0%	0	.0%
		Nisa, Hayfield Lane, Doncaster	0	.0%	0	.0%	0	.0%
		Local stores, Doncaster Centre	0	.0%	0	.0%	0	.0%
		Local stores, Misson, Doncaster	0	.0%	0	.0%	0	.0%
	East Lindsey	Tesco, Richmond Drive, Skegness	1	1.5%	0	.0%	0	.0%
		Iceland, Wainfleet Road, Skegness	0	.0%	0	.0%	0	.0%
		Spar, High Street, North Thoresby	1	1.5%	0	.0%	0	.0%
	East Staffordshire	Other						
		Local stores, Thoresby	1	1.5%	0	.0%	0	.0%
		Local stores, Sutton	0	.0%	0	.0%	0	.0%
	Harrogate	Other						
		Co-op, Station Road, Burton-upon-Trent	0	.0%	0	.0%	0	.0%
	Newark and Sherwood	Harrogate	0	.0%	0	.0%	0	.0%
		Mansfield						
		Sainsburys, Nottingham Road, Mansfield	0	.0%	0	.0%	0	.0%
		Morrisons, Kings Road, Newark	0	.0%	0	.0%	0	.0%
	Newark and Sherwood	Waitrose, Ossington Way, Newark	0	.0%	0	.0%	0	.0%
		Tesco, Forest Road, New Ollerton, Newark	0	.0%	0	.0%	0	.0%

(cont.)



**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone						
			3		4		5		
			Num	%	Num	%	Num	%	
Outside Study Area	Newark and Sherwood	Other	Co-op, Newark Road, North Hykeham	0	.0%	0	.0%	4	5.1%
			Co-op, High Street, Sutton on Trent, Newark	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Newark	0	.0%	0	.0%	2	2.5%
			Spar, Main Street, Newark	0	.0%	0	.0%	0	.0%
			Local stores, New Ollerton	0	.0%	0	.0%	0	.0%
			Mellors, Main Street, Newark	0	.0%	0	.0%	0	.0%
			Local stores, Newark	0	.0%	0	.0%	0	.0%
			Co-op, Barnby Gate, Newark	0	.0%	0	.0%	0	.0%
	North East Lincolnshire	Other	Morrisons, Hilmore Road, Laceby, Grimsby	0	.0%	0	.0%	0	.0%
			Tesco Extra, Victoria Street, Grimsby	0	.0%	0	.0%	0	.0%
			Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	1	1.5%	0	.0%	0	.0%
			Sainsburys, Corporation Road, Grimsby	1	1.5%	0	.0%	0	.0%
			Asda, Hollies Street, Grimsby	0	.0%	0	.0%	1	1.3%
			Netto, Corporation Road, Grimsby	0	.0%	0	.0%	0	.0%
			Local stores, Grimsby	1	1.5%	0	.0%	0	.0%
			Marks & Spencer, Victoria Street, Grimsby	0	.0%	0	.0%	0	.0%
			Lidl, Ladysmith Road, Grimsby	0	.0%	0	.0%	0	.0%
			Farmfoods, Washdyke Lane, Immingham	0	.0%	0	.0%	0	.0%
			Iceland, South St Marys Gate, Grimsby	0	.0%	0	.0%	0	.0%
			Co-op, Washdyke Lane, Immingham	0	.0%	0	.0%	0	.0%
			Aldi, Cleethorpes Road, Grimsby	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone					
			3		4		5	
			Num	%	Num	%	Num	%
Outside Study Area	North Lincolnshire	Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Asda, Burringham Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Morrisons, Lakeside Parkway, Scunthorpe	0	.0%	0	.0%	0	.0%
		Sainsburys, Doncaster Road, Scunthorpe	0	.0%	0	.0%	1	1.3%
		Local stores, Scunthorpe	0	.0%	0	.0%	0	.0%
		Tesco, Maltkiln Road, Barton-Upon-Humber	0	.0%	0	.0%	0	.0%
		Other						
		Farmfoods, Glebe Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Co-op, Collum Lane, Scunthorpe	0	.0%	0	.0%	0	.0%
		Aldi, Ashby High Street, Scunthorpe	0	.0%	0	.0%	0	.0%
	Nottingham	Co-op Superstore, Strelley Road, Bilborough, Nottingham	0	.0%	0	.0%	0	.0%
	Selby	Other						
		Tesco, Portholme Road, Selby	0	.0%	0	.0%	0	.0%
	South Holland	Co-op, Winsover Centre, Spalding	0	.0%	0	.0%	0	.0%
		Co-op, Market Place, Donington	0	.0%	0	.0%	0	.0%
		Aldi, St Thomas Road, Spalding	0	.0%	0	.0%	0	.0%
		Aldi, South Parade, Grantham	0	.0%	0	.0%	0	.0%
		Sainsburys, London Road, Grantham	0	.0%	0	.0%	0	.0%
	South Kesteven	Co-op, Princess Drive, Grantham	0	.0%	0	.0%	0	.0%
		Asda, Union Street, Grantham	0	.0%	0	.0%	0	.0%
		Londis, High Street, Belton	0	.0%	0	.0%	0	.0%
		Local stores, Bourne	0	.0%	0	.0%	0	.0%
		Other						
		Local stores, Belton	0	.0%	0	.0%	0	.0%
		Local stores, Grantham Centre	0	.0%	0	.0%	0	.0%
	Other	Internet/ Home Delivery	2	3.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Base: All respondents (ex DK, varies, don't buy)				76	100.0%	69	100.0%	77	100.0%
Zone 1	Bassetlaw		Morrisons, Idle Valley Road, Retford	0	.0%	0	.0%	0	.0%
			Asda, Wharf Road, Retford	0	.0%	0	.0%	0	.0%
			Co-op, Welbeck Road, Retford	0	.0%	0	.0%	0	.0%
			Co-op, North Road, Retford	0	.0%	0	.0%	0	.0%
			Co-op, Newcastle Street, Tuxford	1	1.3%	0	.0%	0	.0%
			Iceland, The Sherwood Centre, Retford	0	.0%	0	.0%	0	.0%
		Other	Local stores, Retford	0	.0%	0	.0%	0	.0%
			Ugo, Bridgegate, Retford	0	.0%	0	.0%	0	.0%
			Bacon & Co, Carolgate, Retford	0	.0%	0	.0%	0	.0%
			Morrisons Garage, Moorgate, Retford	0	.0%	0	.0%	0	.0%
	West Lindsey	Other	Aldi, Carolgate, Retford	0	.0%	0	.0%	0	.0%
			Local stores, North Leventon	0	.0%	0	.0%	0	.0%
			Local stores, Tuxford	0	.0%	0	.0%	0	.0%
			Iceland, Spa Lane, Retford	0	.0%	0	.0%	0	.0%
			Co-op, Wellbeck Road, Ordsall, Retford	0	.0%	0	.0%	0	.0%
			Co-op, Ryland Road, Welton	0	.0%	0	.0%	0	.0%
		Other	Co-op, High Street, Saxilby	1	1.3%	0	.0%	0	.0%
			Co-op, The Green, Nettleham, Lincoln	0	.0%	0	.0%	0	.0%
			Local stores, Nettleham	1	1.3%	0	.0%	0	.0%
			Co-op, Woodhall Drive, Lincoln	0	.0%	0	.0%	0	.0%
Zone 2	West Lindsey	Other	Local stores, Saxilby	0	.0%	0	.0%	0	.0%
			Spar, Lincoln Road, Dunholme	0	.0%	0	.0%	0	.0%
			Local stores, Welton	0	.0%	0	.0%	0	.0%
			Local stores, North Carlton	0	.0%	0	.0%	0	.0%
			Local stores, Marton	0	.0%	0	.0%	0	.0%
			Local stores, Dunholme	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Zone 3	East Lindsey	Morrisons, East Gate, Louth		0	.0%	0	.0%	0	.0%
		Co-op, Northgate, Louth		0	.0%	0	.0%	0	.0%
		Tesco, Watermill Road, Horncastle		0	.0%	0	.0%	0	.0%
		Co-op, Conging Street, Horncastle		0	.0%	0	.0%	0	.0%
		Co-op, Market Place, Wragby		0	.0%	0	.0%	0	.0%
		Local stores, Horncastle		0	.0%	0	.0%	0	.0%
		Local stores, Louth		0	.0%	0	.0%	0	.0%
		Other	Heron, Eastgate, Louth	0	.0%	0	.0%	0	.0%
			Spar, Market Place, Louth	0	.0%	0	.0%	0	.0%
			Myers Bakery, Bull Ring, Horncastle	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Horncastle	0	.0%	0	.0%	0	.0%
		Co-op, Clarence Road, Woodhall Spa, Lincoln		0	.0%	0	.0%	0	.0%
Zone 4	East Lindsey	Budgens, Tattershall Road, Woodhall Spa		1	1.3%	0	.0%	0	.0%
		Local stores, Woodhall Spa		0	.0%	0	.0%	0	.0%
		Other	The Bakery & Delicatessen, Broadway, Woodhall Spa	0	.0%	0	.0%	0	.0%
	North Kesteven	Budgens, Barr Lane, Waddington, Lincoln		0	.0%	0	.0%	1	1.3%
		Other	Co-op, High Street, Metherringham	2	2.6%	0	.0%	0	.0%
Zone 5	Newark and Sherwood		Farmshop, Leadenham	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Collingham	0	.0%	0	.0%	0	.0%
		Other	Local stores, Collingham, Newark	0	.0%	0	.0%	0	.0%
			One Stop, High Street, Collingham	0	.0%	0	.0%	0	.0%
			Local stores, Harby	0	.0%	0	.0%	0	.0%
	North Kesteven	Asda, Newark Road, North Hykeham, Lincoln		0	.0%	3	4.3%	3	3.9%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone						
			6		7		8		
			Num	%	Num	%	Num	%	
Zone 5	North Kesteven	Other	Co-op, Lincoln Road, North Hykeham	0	.0%	0	.0%	0	.0%
			Tesco, The Forum, North Hykeham	0	.0%	0	.0%	0	.0%
			Co-op, Jerusalem Road, Skellingthorpe	0	.0%	1	1.4%	1	1.3%
			Spar, Hykeham Road, Lincoln	0	.0%	0	.0%	0	.0%
			Local stores, North Hykeham	0	.0%	0	.0%	0	.0%
			Co-op, Station Road, Lincoln	1	1.3%	0	.0%	0	.0%
			Local stores, Washingborough	8	10.5%	0	.0%	0	.0%
			Co-op, Station Road, Branston	6	7.9%	0	.0%	0	.0%
			Spar, Park Lane, Washingborough	5	6.6%	0	.0%	0	.0%
			Spar, High Street, Heighington	3	3.9%	0	.0%	0	.0%
Zone 6	North Kesteven	Other	Co-op, Grantham Road, Bracebridge Heath, Lincoln	2	2.6%	0	.0%	0	.0%
			Local Stores, Heighington	2	2.6%	0	.0%	0	.0%
			Local stores, Heighington	1	1.3%	0	.0%	0	.0%
			Local stores, Branston	1	1.3%	0	.0%	0	.0%
			Co-op, The Parade, Cherry Willingham, Lincoln	9	11.8%	0	.0%	0	.0%
			Local stores, Fiskerton	1	1.3%	0	.0%	0	.0%
			West Lindsey	Other					

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone					
			6		7		8	
			Num	%	Num	%	Num	%
Zone 7	Lincoln	Local stores, Lincoln	1	1.3%	0	.0%	8	10.4%
		Co-op, Skellingthorpe Road, Lincoln	0	.0%	6	8.7%	0	.0%
		Local stores, Bracebridge	0	.0%	3	4.3%	0	.0%
		Co-op, Brant Road, Lincoln	0	.0%	3	4.3%	0	.0%
		Co-op, Boultham Park Road, Boultham	1	1.3%	1	1.4%	0	.0%
		Spar, Woodville Avenue, Birchwood	0	.0%	1	1.4%	0	.0%
		Oakwood Stores, Oakwood Avenue, Lincoln	0	.0%	1	1.4%	0	.0%
		McColls, Turner Avenue, Lincoln	0	.0%	1	1.4%	0	.0%
		Lincoln Market, Market Place, Lincoln	1	1.3%	0	.0%	0	.0%
		Farmfoods, Valentines Road, Lincoln	0	.0%	0	.0%	1	1.3%
	North Kesteven	Co-op, Moorland Centre, Moorland Way, Lincoln	0	.0%	0	.0%	0	.0%
		Boyes, Sincil Street, Lincoln	1	1.3%	0	.0%	0	.0%
		Sainsburys, Tritton Road, Lincoln	1	1.3%	13	18.8%	3	3.9%
		Co-op, High Street, Lincoln	4	5.3%	5	7.2%	3	3.9%
		Morrisons, Tritton Road, Lincoln	1	1.3%	4	5.8%	4	5.2%
		Co-op, Jasmin Road, Birchwood	0	.0%	9	13.0%	0	.0%
		Lidl, St Mark Retail Park, Tritton Road, Lincoln	0	.0%	1	1.4%	1	1.3%
		Tesco Express, Newark Road, Lincoln	1	1.3%	1	1.4%	0	.0%
		Iceland, High Street, Lincoln	0	.0%	2	2.9%	1	1.3%
		Tesco Express, St Marks, High Street, Lincoln	1	1.3%	0	.0%	0	.0%
Zone 8	Lincoln	Asda, Nettleham Road, Lincoln	0	.0%	0	.0%	4	5.2%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Zone 8	Lincoln	Other	Local stores, Lincoln	2	2.6%	5	7.2%	5	6.5%
			Co-op, Burton Road, Lincoln	0	.0%	1	1.4%	8	10.4%
			Lidl, The Carlton Centre, Outer Circle Road, Lincoln	3	3.9%	0	.0%	2	2.6%
			Co-op, Monks Road, Lincoln	0	.0%	0	.0%	2	2.6%
			The Carlton Centre, Lincoln	0	.0%	0	.0%	1	1.3%
			Local stores, Conningsby	0	.0%	0	.0%	0	.0%
			Greggs, Bailgate, Lincoln	0	.0%	0	.0%	1	1.3%
			Co-op, Trelawney Crescent, Lincoln	0	.0%	0	.0%	1	1.3%
			Co-op, Queen Elizabeth Road, Lincoln	0	.0%	0	.0%	1	1.3%
			Co-op, Carholme Road, Lincoln	0	.0%	0	.0%	1	1.3%
			Co-op, Bailgate, Lincoln	0	.0%	0	.0%	1	1.3%
			Bargain Booze, Monks Road, Lincoln	0	.0%	0	.0%	1	1.3%
	North Kesteven		Tesco Extra, Wragby Road, Lincoln	3	3.9%	0	.0%	8	10.4%
			Marks & Spencer, High Street, Lincoln	4	5.3%	4	5.8%	4	5.2%
			Waitrose, Searby Road, Nettleham Road, Lincoln	0	.0%	0	.0%	4	5.2%
Zone 9	Boston	Other	Tesco Extra, Canwick Road Trading Estate, Lincoln	4	5.3%	0	.0%	0	.0%
			Iceland, Nettleham Road, Wolsley Way, Lincoln	0	.0%	0	.0%	3	3.9%
			Local stores, Swineshead	0	.0%	0	.0%	0	.0%
	North Kesteven	Other	Co-op, High Street, Ruskington	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Heckington	0	.0%	0	.0%	0	.0%
			Local stores, Ruskington	0	.0%	0	.0%	0	.0%
			Local stores, Heckington	0	.0%	0	.0%	0	.0%
			Local stores, Helpringham	0	.0%	0	.0%	0	.0%
	South Kesteven		Local stores, Anwick	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Billingborough	0	.0%	0	.0%	0	.0%
			Local stores, Billingborough	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Zone 10	North Kesteven	Tesco, Northgate, Sleaford	Sainsburys, Southgate Centre, Sleaford	Lidl, Northgate Centre, Sleaford	Iceland, Southgate, Sleaford	Local stores, Sleaford	Local stores, Cranwell Village	Co-op, Lincoln Road, Sleaford	Spar, Grantham Road, Sleaford
	Other	Local stores, Leasingham	Aldi, Mareham Lane, Sleaford	Four Seasons Farm Shop, London Road, Sleaford	Co-op, High Street, Sleaford	Local stores, Caythorpe	Spar, High Street, Caythorpe	Spar, High Street, Caythorpe	
	South Kesteven	Other							
	Bassetlaw	Co-op, High Street, Misterton							
Zone 11	Doncaster	Other							
	North Lincolnshire	Other							
Zone 12	North Lincolnshire	Other							

(cont.)



**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Zone 12	West Lindsey		Morrisons, Heapham Road, Gainsborough	0	.0%	0	.0%	0	.0%
			Tesco, Beaumont Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Aldi, Lea Road, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Market Place, Epworth	0	.0%	0	.0%	0	.0%
			Marks & Spencer Simply Food, Marshalls Yard, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Front Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Lidl, Ropery Road, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Queensway, Gainsborough	0	.0%	0	.0%	0	.0%
			Local stores, Gainsborough	0	.0%	0	.0%	0	.0%
			Local stores, Scotter	0	.0%	0	.0%	0	.0%
Zone 13	North Lincolnshire	Other	Heron, Silver Street, Gainsborough	0	.0%	0	.0%	1	1.3%
			Uncle Henry's Farm Shop, Grayingham, Gainsborough	0	.0%	0	.0%	0	.0%
			Gainsborough Marketplace	0	.0%	0	.0%	0	.0%
			Local stores, Scawby	0	.0%	0	.0%	0	.0%
			Local stores, Hibaldstow	0	.0%	0	.0%	0	.0%
	West Lindsey	Other	Local stores, Waddingham	0	.0%	1	1.4%	0	.0%
			Local stores, Waltham	0	.0%	0	.0%	0	.0%
	North East Lincolnshire	Other	Spar, Kirkgate, Waltham	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Waltham	0	.0%	0	.0%	0	.0%
			Tesco, Linwood Road, Market Rasen	0	.0%	0	.0%	0	.0%
Zone 14	West Lindsey	Other	Local stores, Market Rasen	0	.0%	0	.0%	0	.0%
			Co-op, John Street, Market Rasen	0	.0%	0	.0%	0	.0%
			Co-op, Market Place, Caistor, Market Rasen	0	.0%	0	.0%	0	.0%
			Local stores, Caistor	0	.0%	0	.0%	0	.0%
			Co-op, Market Place, Caistor, Market Rasen	0	.0%	0	.0%	0	.0%
			Spar, Horsemarket, Market Rasen	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone						
				6		7		8		
				Num	%	Num	%	Num	%	
Zone 15	North Lincolnshire	Tesco, Barnard Avenue, Brigg		0	.0%	0	.0%	0	.0%	
		Lidl, Springs Parade, Brigg		0	.0%	0	.0%	0	.0%	
		Local stores, Brigg		0	.0%	0	.0%	0	.0%	
		Co-op, Spruce Lane, Ulceby		0	.0%	0	.0%	0	.0%	
		Local stores, Ulceby		0	.0%	0	.0%	0	.0%	
	Other	Wilkinsons, Cary Lane, Brigg		0	.0%	0	.0%	0	.0%	
		Spar, Atkinson Avenue, Brigg		0	.0%	0	.0%	0	.0%	
		Teesdales Bakers, Wrawby Street, Brigg		0	.0%	0	.0%	0	.0%	
		One Stop, Victoria Road, Barnetby		0	.0%	0	.0%	0	.0%	
		West Lindsey	Other	Spar, St Martins Place, Keelby		0	.0%	0	.0%	0
Local stores, Keelby				0	.0%	0	.0%	0	.0%	
Bassetlaw	Sainsburys, High Grounds Road, Worksop		0	.0%	1	1.4%	0	.0%		
	Tesco, Gatesford Road, Worksop		0	.0%	0	.0%	0	.0%		
	Aldi, Gateford Road, Worksop		0	.0%	0	.0%	0	.0%		
	Other	Netto, Victoria Retail Park, Worksop		0	.0%	0	.0%	0	.0%	
	Co-op, Station Road, Kirton		0	.0%	0	.0%	0	.0%		
	Asda, Sleaford Road, Boston		0	.0%	0	.0%	0	.0%		
	Marks & Spencer, Market Place, Boston		0	.0%	0	.0%	0	.0%		
Outside Study Area	Boston	Tesco, New Hammond Beck Road, Boston		0	.0%	0	.0%	0	.0%	
		Morrisons, Horncastle Road, Boston		0	.0%	0	.0%	0	.0%	
		Co-op, West Street, Boston		0	.0%	0	.0%	0	.0%	
		Co-op, Argyle Street, Boston		0	.0%	0	.0%	0	.0%	
		Co-op, High Street, Kirton Lindsey		0	.0%	0	.0%	0	.0%	
	Other	Local stores, Boston		0	.0%	0	.0%	0	.0%	
		Local stores, Kirton Lindsey		0	.0%	0	.0%	0	.0%	
		Other	Co-op, Vernon Road, Bury		0	.0%	0	.0%	1	1.3%
	Bury	Other	Co-op, Vernon Road, Bury		0	.0%	0	.0%	1	1.3%
	City of Kingston upon Hull	Other	Tesco, Boothferry Road, Hull		0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone					
			6		7		8	
			Num	%	Num	%	Num	%
Outside Study Area	Doncaster	Asda, Dome Leisure Park, Bawtry Road, Doncaster	0	.0%	0	.0%	0	.0%
		Sainsburys, Thorne Road, Edenthorpe, Doncaster	0	.0%	0	.0%	0	.0%
		Marks & Spencer, Baxter Gate, Doncaster	2	2.6%	0	.0%	0	.0%
		Co-op, Scrooby Road, Doncaster	0	.0%	0	.0%	0	.0%
		Co-op, Crossland Way, Doncaster	1	1.3%	0	.0%	0	.0%
		Other						
		Spar, Station Road, Doncaster	0	.0%	0	.0%	0	.0%
		Spar, Ellers lane, Doncaster	0	.0%	0	.0%	0	.0%
		Nisa, Hayfield Lane, Doncaster	0	.0%	0	.0%	0	.0%
		Local stores, Doncaster Centre	0	.0%	0	.0%	0	.0%
		Local stores, Misson, Doncaster	0	.0%	0	.0%	0	.0%
	East Lindsey	Tesco, Richmond Drive, Skegness	0	.0%	0	.0%	0	.0%
		Iceland, Wainfleet Road, Skegness	0	.0%	0	.0%	1	1.3%
		Spar, High Street, North Thoresby	0	.0%	0	.0%	0	.0%
	East Staffordshire	Other						
		Local stores, Thoresby	0	.0%	0	.0%	0	.0%
		Local stores, Sutton	0	.0%	0	.0%	0	.0%
	Harrogate	Other						
		Co-op, Station Road, Burton-upon-Trent	0	.0%	0	.0%	0	.0%
	Newark and Sherwood	Harrogate	0	.0%	0	.0%	0	.0%
		Mansfield						
		Sainsburys, Nottingham Road, Mansfield	0	.0%	0	.0%	0	.0%
		Morrisons, Kings Road, Newark	0	.0%	0	.0%	0	.0%
	Newark and Sherwood	Waitrose, Ossington Way, Newark	0	.0%	0	.0%	0	.0%
		Tesco, Forest Road, New Ollerton, Newark	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone						
			6		7		8		
			Num	%	Num	%	Num	%	
Outside Study Area	Newark and Sherwood	Other	Co-op, Newark Road, North Hykeham	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Sutton on Trent, Newark	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Newark	0	.0%	0	.0%	0	.0%
			Spar, Main Street, Newark	0	.0%	0	.0%	0	.0%
			Local stores, New Ollerton	0	.0%	0	.0%	0	.0%
			Mellors, Main Street, Newark	0	.0%	0	.0%	0	.0%
			Local stores, Newark	0	.0%	0	.0%	0	.0%
			Co-op, Barnby Gate, Newark	0	.0%	0	.0%	0	.0%
	North East Lincolnshire	Other	Morrisons, Hilmore Road, Laceby, Grimsby	0	.0%	0	.0%	0	.0%
			Tesco Extra, Victoria Street, Grimsby	0	.0%	0	.0%	0	.0%
			Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	0	.0%	0	.0%	0	.0%
		Sainsburys, Corporation Road, Grimsby	0	.0%	0	.0%	0	.0%	
		Asda, Hollies Street, Grimsby	0	.0%	0	.0%	0	.0%	
		Netto, Corporation Road, Grimsby	0	.0%	0	.0%	0	.0%	
		Other	Local stores, Grimsby	0	.0%	0	.0%	0	.0%
			Marks & Spencer, Victoria Street, Grimsby	0	.0%	0	.0%	0	.0%
			Lidl, Ladysmith Road, Grimsby	0	.0%	0	.0%	0	.0%
			Farmfoods, Washdyke Lane, Immingham	0	.0%	0	.0%	0	.0%
			Iceland, South St Marys Gate, Grimsby	0	.0%	0	.0%	0	.0%
			Co-op, Washdyke Lane, Immingham	0	.0%	0	.0%	0	.0%
			Aldi, Cleethorpes Road, Grimsby	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone					
			6		7		8	
			Num	%	Num	%	Num	%
North Lincolnshire		Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Asda, Burringham Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Morrisons, Lakeside Parkway, Scunthorpe	0	.0%	0	.0%	0	.0%
		Sainsburys, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Local stores, Scunthorpe	0	.0%	0	.0%	0	.0%
		Tesco, Maltkiln Road, Barton-Upon-Humber	0	.0%	0	.0%	0	.0%
		Other						
		Farmfoods, Glebe Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Co-op, Collum Lane, Scunthorpe	0	.0%	0	.0%	0	.0%
		Aldi, Ashby High Street, Scunthorpe	0	.0%	0	.0%	0	.0%
Outside Study Area	Nottingham	Co-op Superstore, Strelley Road, Bilborough, Nottingham	0	.0%	1	1.4%	0	.0%
	Selby	Other						
		Tesco, Portholme Road, Selby	0	.0%	0	.0%	0	.0%
		Co-op, Winsover Centre, Spalding	0	.0%	0	.0%	0	.0%
	South Holland	Co-op, Market Place, Donington	0	.0%	0	.0%	1	1.3%
		Aldi, St Thomas Road, Spalding	0	.0%	0	.0%	0	.0%
		Aldi, South Parade, Grantham	0	.0%	0	.0%	0	.0%
		Sainsburys, London Road, Grantham	0	.0%	0	.0%	0	.0%
		Co-op, Princess Drive, Grantham	0	.0%	0	.0%	0	.0%
	South Kesteven	Asda, Union Street, Grantham	0	.0%	0	.0%	0	.0%
		Londis, High Street, Belton	0	.0%	0	.0%	0	.0%
		Local stores, Bourne	0	.0%	0	.0%	0	.0%
		Other						
		Local stores, Belton	0	.0%	0	.0%	0	.0%
		Local stores, Grantham Centre	0	.0%	0	.0%	0	.0%
Other		Internet/ Home Delivery	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Base: All respondents (ex DK, varies, don't buy)				77	100.0%	78	100.0%	74	100.0%
Zone 1	Bassetlaw		Morrisons, Idle Valley Road, Retford	0	.0%	0	.0%	2	2.7%
			Asda, Wharf Road, Retford	0	.0%	0	.0%	3	4.1%
			Co-op, Welbeck Road, Retford	0	.0%	0	.0%	0	.0%
			Co-op, North Road, Retford	0	.0%	0	.0%	0	.0%
			Co-op, Newcastle Street, Tuxford	0	.0%	0	.0%	0	.0%
			Iceland, The Sherwood Centre, Retford	0	.0%	0	.0%	0	.0%
			Local stores, Retford	0	.0%	0	.0%	2	2.7%
			Ugo, Bridgegate, Retford	0	.0%	0	.0%	1	1.4%
			Bacon & Co, Carolgate, Retford	0	.0%	0	.0%	0	.0%
			Morrisons Garage, Moorgate, Retford	0	.0%	0	.0%	0	.0%
		Other	Aldi, Carolgate, Retford	0	.0%	0	.0%	0	.0%
			Local stores, North Leventon	0	.0%	0	.0%	0	.0%
			Local stores, Tuxford	0	.0%	0	.0%	0	.0%
			Iceland, Spa Lane, Retford	0	.0%	0	.0%	0	.0%
			Co-op, Wellbeck Road, Ordsall, Retford	0	.0%	0	.0%	0	.0%
		Co-op, Ryland Road, Welton		0	.0%	0	.0%	0	.0%
			Co-op, High Street, Saxilby	0	.0%	0	.0%	0	.0%
			Co-op, The Green, Nettleham, Lincoln	0	.0%	0	.0%	0	.0%
			Local stores, Nettleham	0	.0%	0	.0%	0	.0%
			Co-op, Woodhall Drive, Lincoln	0	.0%	0	.0%	0	.0%
	West Lindsey	Other	Local stores, Saxilby	0	.0%	0	.0%	0	.0%
			Spar, Lincoln Road, Dunholme	0	.0%	0	.0%	0	.0%
			Local stores, Welton	0	.0%	0	.0%	0	.0%
			Local stores, North Carlton	0	.0%	0	.0%	0	.0%
			Local stores, Marton	0	.0%	0	.0%	0	.0%
			Local stores, Dunholme	0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone					
			9		10		11	
			Num	%	Num	%	Num	%
Zone 3	East Lindsey	Morrisons, East Gate, Louth	0	.0%	0	.0%	0	.0%
		Co-op, Northgate, Louth	0	.0%	0	.0%	0	.0%
		Tesco, Watermill Road, Horncastle	0	.0%	0	.0%	0	.0%
		Co-op, Conging Street, Horncastle	0	.0%	0	.0%	0	.0%
		Co-op, Market Place, Wragby	0	.0%	0	.0%	0	.0%
		Local stores, Horncastle	0	.0%	0	.0%	0	.0%
		Local stores, Louth	0	.0%	1	1.3%	0	.0%
		Other						
		Heron, Eastgate, Louth	0	.0%	0	.0%	0	.0%
		Spar, Market Place, Louth	0	.0%	0	.0%	0	.0%
		Myers Bakery, Bull Ring, Horncastle	0	.0%	0	.0%	0	.0%
		Co-op, High Street, Horncastle	0	.0%	0	.0%	0	.0%
		Co-op, Clarence Road, Woodhall Spa, Lincoln	0	.0%	0	.0%	0	.0%
Zone 4	East Lindsey	Budgens, Tattershall Road, Woodhall Spa	0	.0%	0	.0%	0	.0%
		Local stores, Woodhall Spa	0	.0%	0	.0%	0	.0%
		Other						
	North Kesteven	The Bakery & Delicatessen, Broadway, Woodhall Spa	0	.0%	0	.0%	0	.0%
		Budgens, Barr Lane, Waddington, Lincoln	0	.0%	0	.0%	0	.0%
Zone 5	Newark and Sherwood	Co-op, High Street, Metherringham	0	.0%	0	.0%	0	.0%
		Other						
		Farmshop, Leadenham	0	.0%	1	1.3%	0	.0%
	North Kesteven	Co-op, High Street, Collingham	0	.0%	0	.0%	0	.0%
		Local stores, Collingham, Newark	0	.0%	0	.0%	0	.0%
		One Stop, High Street, Collingham	0	.0%	0	.0%	0	.0%
		Local stores, Harby	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone							
			9		10		11			
			Num	%	Num	%	Num	%		
Zone 5	North Kesteven	Other	Co-op, Lincoln Road, North Hykeham	0	.0%	0	.0%	0	.0%	
		Tesco, The Forum, North Hykeham	0	.0%	1	1.3%	0	.0%		
		Co-op, Jerusalem Road, Skellingthorpe	0	.0%	0	.0%	0	.0%		
		Spar, Hykeham Road, Lincoln	0	.0%	0	.0%	0	.0%		
		Local stores, North Hykeham	0	.0%	0	.0%	0	.0%		
		Co-op, Station Road, Lincoln	0	.0%	0	.0%	0	.0%		
		Local stores, Washingborough	1	1.3%	0	.0%	0	.0%		
		Co-op, Station Road, Branston	0	.0%	0	.0%	0	.0%		
		Spar, Park Lane, Washingborough	0	.0%	0	.0%	0	.0%		
		Spar, High Street, Heighington	0	.0%	0	.0%	0	.0%		
Zone 6	North Kesteven	Other	Co-op, Grantham Road, Bracebridge Heath, Lincoln	0	.0%	0	.0%	0	.0%	
		Local Stores, Heighington	0	.0%	0	.0%	0	.0%		
		Local stores, Heighington	0	.0%	0	.0%	0	.0%		
		Local stores, Branston	0	.0%	0	.0%	0	.0%		
		West Lindsey	Other	Co-op, The Parade, Cherry Willingham, Lincoln	0	.0%	0	.0%	0	.0%
			Local stores, Fiskerton	0	.0%	0	.0%	0	.0%	

(cont.)



**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone					
			9		10		11	
			Num	%	Num	%	Num	%
Zone 7	Lincoln	Local stores, Lincoln	0	.0%	0	.0%	0	.0%
		Co-op, Skellingthorpe Road, Lincoln	0	.0%	0	.0%	0	.0%
		Local stores, Bracebridge	0	.0%	0	.0%	0	.0%
		Co-op, Brant Road, Lincoln	0	.0%	0	.0%	0	.0%
		Co-op, Boultham Park Road, Boultham	0	.0%	0	.0%	0	.0%
		Spar, Woodville Avenue, Birchwood	0	.0%	0	.0%	0	.0%
		Oakwood Stores, Oakwood Avenue, Lincoln	0	.0%	0	.0%	0	.0%
		McColls, Turner Avenue, Lincoln	0	.0%	0	.0%	0	.0%
		Lincoln Market, Market Place, Lincoln	0	.0%	0	.0%	0	.0%
		Farmfoods, Valentines Road, Lincoln	0	.0%	0	.0%	0	.0%
	Other	Co-op, Moorland Centre, Moorland Way, Lincoln	0	.0%	0	.0%	0	.0%
		Boyes, Sincil Street, Lincoln	0	.0%	0	.0%	0	.0%
		Sainsburys, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
		Co-op, High Street, Lincoln	0	.0%	0	.0%	0	.0%
		Morrisons, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
		Co-op, Jasmin Road, Birchwood	0	.0%	0	.0%	2	2.7%
	North Kesteven	Lidl, St Mark Retail Park, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
		Tesco Express, Newark Road, Lincoln	0	.0%	0	.0%	0	.0%
		Iceland, High Street, Lincoln	0	.0%	0	.0%	0	.0%
		Tesco Express, St Marks, High Street, Lincoln	0	.0%	0	.0%	0	.0%
Zone 8	Lincoln	Asda, Nettleham Road, Lincoln	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Zone 8	Lincoln	Other	Local stores, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Burton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Lidl, The Carlton Centre, Outer Circle Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Monks Road, Lincoln	0	.0%	0	.0%	0	.0%
			The Carlton Centre, Lincoln	0	.0%	0	.0%	0	.0%
			Local stores, Conningsby	0	.0%	0	.0%	0	.0%
			Greggs, Bailgate, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Trelawney Crescent, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Queen Elizabeth Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Carholme Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Bailgate, Lincoln	0	.0%	0	.0%	0	.0%
			Bargain Booze, Monks Road, Lincoln	0	.0%	0	.0%	0	.0%
	North Kesteven	Other	Tesco Extra, Wragby Road, Lincoln	0	.0%	0	.0%	0	.0%
			Marks & Spencer, High Street, Lincoln	0	.0%	0	.0%	1	1.4%
			Waitrose, Searby Road, Nettleham Road, Lincoln	0	.0%	0	.0%	0	.0%
			Tesco Extra, Canwick Road Trading Estate, Lincoln	0	.0%	0	.0%	0	.0%
Zone 9	Boston	Other	Iceland, Nettleham Road, Wolsley Way, Lincoln	0	.0%	0	.0%	0	.0%
			Local stores, Swineshead	2	2.6%	0	.0%	0	.0%
			Co-op, High Street, Ruskington	9	11.7%	2	2.6%	0	.0%
			Co-op, High Street, Heckington	11	14.3%	0	.0%	0	.0%
	North Kesteven	Other	Local stores, Ruskington	4	5.2%	0	.0%	0	.0%
			Local stores, Heckington	4	5.2%	0	.0%	0	.0%
			Local stores, Helpringham	1	1.3%	0	.0%	0	.0%
			Local stores, Anwick	1	1.3%	0	.0%	0	.0%
	South Kesteven	Other	Co-op, High Street, Billingborough	7	9.1%	0	.0%	0	.0%
			Local stores, Billingborough	1	1.3%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone					
			9		10		11	
			Num	%	Num	%	Num	%
Zone 10	North Kesteven	Tesco, Northgate, Sleaford	6	7.8%	20	25.6%	0	.0%
		Sainsburys, Southgate Centre, Sleaford	5	6.5%	10	12.8%	0	.0%
		Lidl, Northgate Centre, Sleaford	1	1.3%	8	10.3%	0	.0%
		Iceland, Southgate, Sleaford	1	1.3%	5	6.4%	0	.0%
		Local stores, Sleaford	5	6.5%	1	1.3%	0	.0%
		Local stores, Cranwell Village	0	.0%	4	5.1%	0	.0%
		Co-op, Lincoln Road, Sleaford	2	2.6%	2	2.6%	0	.0%
		Spar, Grantham Road, Sleaford	0	.0%	2	2.6%	0	.0%
		Other						
		Local stores, Leasingham	0	.0%	2	2.6%	0	.0%
		Aldi, Mareham Lane, Sleaford	1	1.3%	1	1.3%	0	.0%
		Four Seasons Farm Shop, London Road, Sleaford	0	.0%	1	1.3%	0	.0%
		Co-op, High Street, Sleaford	1	1.3%	0	.0%	0	.0%
		Local stores, Caythorpe	0	.0%	3	3.8%	0	.0%
		Other						
		Spar, High Street, Caythorpe	0	.0%	2	2.6%	0	.0%
Zone 11	South Kesteven	Spar, High Street, Caythorpe	0	.0%	1	1.3%	0	.0%
		Bassetlaw						
		Co-op, High Street, Misterton	0	.0%	0	.0%	4	5.4%
		Co-op, High Street, Bawtry	0	.0%	0	.0%	3	4.1%
		Local stores, Bawtry	0	.0%	0	.0%	4	5.4%
		Doncaster						
		Other						
		Local stores, Finningley	0	.0%	0	.0%	3	4.1%
		Spar, Ellers Lane, Auckley	0	.0%	0	.0%	2	2.7%
		Local stores, Auckley	0	.0%	0	.0%	2	2.7%
		Local stores, Haxey	0	.0%	0	.0%	6	8.1%
		North Lincolnshire						
		Other						
		Local stores, Westwoodside	0	.0%	0	.0%	4	5.4%
		Local stores, Epworth	0	.0%	0	.0%	3	4.1%
		Local stores, Messingham	0	.0%	0	.0%	0	.0%
Zone 12	North Lincolnshire	Other						
		Local stores, Epworth	0	.0%	0	.0%	3	4.1%
		Co-op, High Street, Messingham	0	.0%	0	.0%	0	.0%
		One Stop, Station Road, Epworth	0	.0%	0	.0%	1	1.4%
		Local stores, Owston Ferry	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Zone 12	West Lindsey		Morrisons, Heapham Road, Gainsborough	0	.0%	0	.0%	1	1.4%
			Tesco, Beaumont Street, Gainsborough	0	.0%	0	.0%	5	6.8%
			Aldi, Lea Road, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Market Place, Epworth	0	.0%	0	.0%	3	4.1%
			Marks & Spencer Simply Food, Marshalls Yard, Gainsborough	0	.0%	0	.0%	1	1.4%
			Co-op, Front Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Lidl, Ropery Road, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Queensway, Gainsborough	0	.0%	0	.0%	1	1.4%
			Local stores, Gainsborough	0	.0%	0	.0%	0	.0%
			Local stores, Scotter	0	.0%	0	.0%	0	.0%
Zone 13	North Lincolnshire	Other	Heron, Silver Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Uncle Henry's Farm Shop, Grayingham, Gainsborough	0	.0%	0	.0%	0	.0%
			Gainsborough Marketplace	0	.0%	0	.0%	0	.0%
			Local stores, Scawby	0	.0%	0	.0%	0	.0%
			Local stores, Hibaldstow	0	.0%	0	.0%	0	.0%
	West Lindsey	Other	Local stores, Waddingham	0	.0%	0	.0%	0	.0%
			Local stores, Waltham	0	.0%	0	.0%	0	.0%
	North East Lincolnshire	Other	Spar, Kirkgate, Waltham	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Waltham	0	.0%	0	.0%	0	.0%
			Tesco, Linwood Road, Market Rasen	0	.0%	0	.0%	0	.0%
Zone 14	West Lindsey	Other	Local stores, Market Rasen	0	.0%	0	.0%	0	.0%
			Co-op, John Street, Market Rasen	1	1.3%	0	.0%	0	.0%
			Co-op, Market Place, Caistor, Market Rasen	0	.0%	0	.0%	0	.0%
			Local stores, Caistor	0	.0%	0	.0%	0	.0%
			Co-op, Market Place, Caistor, Market Rasen	0	.0%	0	.0%	0	.0%
			Spar, Horsemarket, Market Rasen	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Zone 15	North Lincolnshire	Tesco, Barnard Avenue, Brigg		0	.0%	0	.0%	0	.0%
		Lidl, Springs Parade, Brigg		0	.0%	0	.0%	0	.0%
		Local stores, Brigg		0	.0%	0	.0%	0	.0%
		Co-op, Spruce Lane, Ulceby		0	.0%	0	.0%	0	.0%
		Local stores, Ulceby		0	.0%	0	.0%	0	.0%
	Other	Wilkinsons, Cary Lane, Brigg		0	.0%	0	.0%	0	.0%
		Spar, Atkinson Avenue, Brigg		0	.0%	0	.0%	0	.0%
		Teesdales Bakers, Wrawby Street, Brigg		0	.0%	0	.0%	0	.0%
		One Stop, Victoria Road, Barnetby		0	.0%	0	.0%	0	.0%
		Spar, St Martins Place, Keelby		0	.0%	0	.0%	0	.0%
Outside Study Area	West Lindsey	Local stores, Keelby		0	.0%	0	.0%	0	.0%
	Bassetlaw	Sainsburys, High Grounds Road, Worksop		0	.0%	0	.0%	1	1.4%
		Tesco, Gatesford Road, Worksop		0	.0%	0	.0%	1	1.4%
		Aldi, Gateford Road, Worksop		0	.0%	1	1.3%	0	.0%
		Other Netto, Victoria Retail Park, Worksop		0	.0%	0	.0%	0	.0%
		Co-op, Station Road, Kirton		1	1.3%	0	.0%	0	.0%
	Boston	Asda, Sleaford Road, Boston		3	3.9%	0	.0%	0	.0%
		Marks & Spencer, Market Place, Boston		1	1.3%	0	.0%	0	.0%
		Tesco, New Hammond Beck Road, Boston		1	1.3%	0	.0%	0	.0%
		Morrisons, Horncastle Road, Boston		0	.0%	0	.0%	0	.0%
		Co-op, West Street, Boston		0	.0%	0	.0%	0	.0%
City of Kingston upon Hull	Bury	Co-op, Argyle Street, Boston		1	1.3%	0	.0%	0	.0%
		Co-op, High Street, Kirton Lindsey		0	.0%	0	.0%	0	.0%
		Other Local stores, Boston		2	2.6%	0	.0%	0	.0%
		Local stores, Kirton Lindsey		0	.0%	0	.0%	0	.0%
		Co-op, Vernon Road, Bury		0	.0%	0	.0%	0	.0%
	Other	Tesco, Boothferry Road, Hull		0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone					
			9		10		11	
			Num	%	Num	%	Num	%
Outside Study Area	Doncaster	Asda, Dome Leisure Park, Bawtry Road, Doncaster	0	.0%	0	.0%	2	2.7%
		Sainsburys, Thorne Road, Edenthorpe, Doncaster	0	.0%	0	.0%	1	1.4%
		Marks & Spencer, Baxter Gate, Doncaster	0	.0%	1	1.3%	1	1.4%
		Co-op, Scrooby Road, Doncaster	0	.0%	0	.0%	2	2.7%
		Co-op, Crossland Way, Doncaster	0	.0%	0	.0%	1	1.4%
		Other						
		Spar, Station Road, Doncaster	0	.0%	0	.0%	1	1.4%
		Spar, Ellers lane, Doncaster	0	.0%	0	.0%	1	1.4%
		Nisa, Hayfield Lane, Doncaster	0	.0%	0	.0%	1	1.4%
		Local stores, Doncaster Centre	0	.0%	0	.0%	1	1.4%
		Local stores, Misson, Doncaster	0	.0%	0	.0%	1	1.4%
	East Lindsey	Tesco, Richmond Drive, Skegness	0	.0%	0	.0%	0	.0%
		Iceland, Wainfleet Road, Skegness	0	.0%	0	.0%	0	.0%
		Spar, High Street, North Thoresby	0	.0%	0	.0%	0	.0%
	Other	Local stores, Thoresby	0	.0%	0	.0%	0	.0%
		Local stores, Sutton	0	.0%	0	.0%	1	1.4%
	East Staffordshire	Other						
		Co-op, Station Road, Burton-upon-Trent	0	.0%	0	.0%	0	.0%
	Harrogate	Other						
		Harrogate	0	.0%	0	.0%	0	.0%
	Mansfield	Sainsburys, Nottingham Road, Mansfield	0	.0%	1	1.3%	0	.0%
	Newark and Sherwood	Morrisons, Kings Road, Newark	0	.0%	0	.0%	0	.0%
		Waitrose, Ossington Way, Newark	0	.0%	0	.0%	0	.0%
		Tesco, Forest Road, New Ollerton, Newark	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone						
			9		10		11		
			Num	%	Num	%	Num	%	
Outside Study Area	Newark and Sherwood	Other	Co-op, Newark Road, North Hykeham	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Sutton on Trent, Newark	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Newark	0	.0%	0	.0%	0	.0%
			Spar, Main Street, Newark	0	.0%	0	.0%	0	.0%
			Local stores, New Ollerton	0	.0%	0	.0%	0	.0%
			Mellors, Main Street, Newark	0	.0%	0	.0%	0	.0%
			Local stores, Newark	0	.0%	0	.0%	0	.0%
			Co-op, Barnby Gate, Newark	0	.0%	0	.0%	0	.0%
	North East Lincolnshire	Other	Morrisons, Hilmore Road, Laceby, Grimsby	0	.0%	0	.0%	0	.0%
			Tesco Extra, Victoria Street, Grimsby	0	.0%	0	.0%	0	.0%
			Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	0	.0%	0	.0%	0	.0%
			Sainsburys, Corporation Road, Grimsby	0	.0%	0	.0%	0	.0%
			Asda, Hollies Street, Grimsby	0	.0%	0	.0%	0	.0%
			Netto, Corporation Road, Grimsby	0	.0%	0	.0%	0	.0%
			Local stores, Grimsby	0	.0%	0	.0%	0	.0%
			Marks & Spencer, Victoria Street, Grimsby	0	.0%	0	.0%	0	.0%
			Lidl, Ladysmith Road, Grimsby	0	.0%	0	.0%	0	.0%
			Farmfoods, Washdyke Lane, Immingham	0	.0%	0	.0%	0	.0%
			Iceland, South St Marys Gate, Grimsby	0	.0%	0	.0%	0	.0%
			Co-op, Washdyke Lane, Immingham	0	.0%	0	.0%	0	.0%
			Aldi, Cleethorpes Road, Grimsby	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone					
			9		10		11	
			Num	%	Num	%	Num	%
North Lincolnshire		Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	0	.0%	0	.0%	1	1.4%
		Asda, Burringham Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Morrisons, Lakeside Parkway, Scunthorpe	0	.0%	0	.0%	0	.0%
		Sainsburys, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Local stores, Scunthorpe	0	.0%	0	.0%	0	.0%
		Tesco, Maltkiln Road, Barton-Upon-Humber	0	.0%	0	.0%	0	.0%
		Other						
		Farmfoods, Glebe Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Co-op, Collum Lane, Scunthorpe	0	.0%	0	.0%	0	.0%
		Aldi, Ashby High Street, Scunthorpe	0	.0%	0	.0%	0	.0%
Outside Study Area	Nottingham	Co-op Superstore, Strelley Road, Bilborough, Nottingham	0	.0%	0	.0%	0	.0%
	Selby	Other						
		Tesco, Portholme Road, Selby	0	.0%	0	.0%	1	1.4%
		Co-op, Winsover Centre, Spalding	0	.0%	0	.0%	0	.0%
	South Holland	Co-op, Market Place, Donington	0	.0%	0	.0%	0	.0%
		Aldi, St Thomas Road, Spalding	1	1.3%	0	.0%	0	.0%
		Aldi, South Parade, Grantham	0	.0%	4	5.1%	0	.0%
		Sainsburys, London Road, Grantham	1	1.3%	2	2.6%	0	.0%
		Co-op, Princess Drive, Grantham	1	1.3%	0	.0%	0	.0%
	South Kesteven	Asda, Union Street, Grantham	0	.0%	1	1.3%	0	.0%
		Londis, High Street, Belton	0	.0%	0	.0%	0	.0%
		Local stores, Bourne	1	1.3%	0	.0%	0	.0%
		Other						
		Local stores, Belton	0	.0%	0	.0%	0	.0%
		Local stores, Grantham Centre	0	.0%	1	1.3%	0	.0%
		Internet/ Home Delivery	0	.0%	0	.0%	0	.0%

(cont.)



**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Zone 1	Bassetlaw	Base: All respondents (ex DK, varies, don't buy)		68	100.0%	71	100.0%	71	100.0%
		Morrisons, Idle Valley Road, Retford		0	.0%	0	.0%	0	.0%
		Asda, Wharf Road, Retford		0	.0%	0	.0%	0	.0%
		Co-op, Welbeck Road, Retford		0	.0%	0	.0%	0	.0%
		Co-op, North Road, Retford		0	.0%	0	.0%	0	.0%
		Co-op, Newcastle Street, Tuxford		0	.0%	0	.0%	0	.0%
		Iceland, The Sherwood Centre, Retford		0	.0%	0	.0%	0	.0%
		Local stores, Retford		0	.0%	0	.0%	0	.0%
		Ugo, Bridgegate, Retford		0	.0%	0	.0%	0	.0%
		Bacon & Co, Carolgate, Retford		0	.0%	0	.0%	0	.0%
		Morrisons Garage, Moorgate, Retford		0	.0%	0	.0%	0	.0%
		Other							
		Aldi, Carolgate, Retford		0	.0%	0	.0%	0	.0%
		Local stores, North Leventon		0	.0%	0	.0%	0	.0%
		Local stores, Tuxford		0	.0%	0	.0%	0	.0%
		Iceland, Spa Lane, Retford		0	.0%	0	.0%	0	.0%
		Co-op, Wellbeck Road, Ordsall, Retford		0	.0%	0	.0%	0	.0%
		Co-op, Ryland Road, Welton		0	.0%	0	.0%	0	.0%
		Co-op, High Street, Saxilby		0	.0%	0	.0%	0	.0%
		Co-op, The Green, Nettleham, Lincoln		0	.0%	0	.0%	0	.0%
		Local stores, Nettleham		0	.0%	0	.0%	0	.0%
		Co-op, Woodhall Drive, Lincoln		0	.0%	0	.0%	0	.0%
	West Lindsey	Other							
		Local stores, Saxilby		0	.0%	0	.0%	0	.0%
		Spar, Lincoln Road, Dunholme		0	.0%	0	.0%	0	.0%
		Local stores, Welton		0	.0%	0	.0%	0	.0%
		Local stores, North Carlton		0	.0%	0	.0%	0	.0%
		Local stores, Marton		0	.0%	0	.0%	0	.0%
		Local stores, Dunholme		0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Zone 3	East Lindsey	Morrisons, East Gate, Louth		0	.0%	0	.0%	1	1.4%
		Co-op, Northgate, Louth		0	.0%	0	.0%	0	.0%
		Tesco, Watermill Road, Horncastle		0	.0%	0	.0%	0	.0%
		Co-op, Conging Street, Horncastle		0	.0%	0	.0%	0	.0%
		Co-op, Market Place, Wragby		0	.0%	0	.0%	3	4.2%
		Local stores, Horncastle		0	.0%	0	.0%	0	.0%
		Local stores, Louth		0	.0%	0	.0%	0	.0%
		Other	Heron, Eastgate, Louth	0	.0%	0	.0%	0	.0%
			Spar, Market Place, Louth	0	.0%	0	.0%	0	.0%
			Myers Bakery, Bull Ring, Horncastle	0	.0%	0	.0%	0	.0%
Zone 4	East Lindsey		Co-op, High Street, Horncastle	0	.0%	0	.0%	0	.0%
			Co-op, Clarence Road, Woodhall Spa, Lincoln	0	.0%	0	.0%	0	.0%
			Budgens, Tattershall Road, Woodhall Spa	0	.0%	0	.0%	0	.0%
			Local stores, Woodhall Spa	0	.0%	0	.0%	0	.0%
		Other	The Bakery & Delicatessen, Broadway, Woodhall Spa	0	.0%	0	.0%	0	.0%
			Budgens, Barr Lane, Waddington, Lincoln	0	.0%	0	.0%	0	.0%
		North Kesteven	Co-op, High Street, Metherringham	0	.0%	0	.0%	0	.0%
			Other						
			Farmshop, Leadenham	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Collingham	0	.0%	0	.0%	0	.0%
Zone 5	Newark and Sherwood	Other	Local stores, Collingham, Newark	0	.0%	0	.0%	0	.0%
			One Stop, High Street, Collingham	0	.0%	0	.0%	0	.0%
			Local stores, Harby	0	.0%	0	.0%	0	.0%
		North Kesteven	Asda, Newark Road, North Hykeham, Lincoln	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone						
			12		13		14		
			Num	%	Num	%	Num	%	
Zone 5	North Kesteven	Other	Co-op, Lincoln Road, North Hykeham	0	.0%	0	.0%	0	.0%
			Tesco, The Forum, North Hykeham	0	.0%	0	.0%	0	.0%
			Co-op, Jerusalem Road, Skellingthorpe	0	.0%	0	.0%	0	.0%
			Spar, Hykeham Road, Lincoln	0	.0%	0	.0%	0	.0%
			Local stores, North Hykeham	0	.0%	0	.0%	0	.0%
			Co-op, Station Road, Lincoln	0	.0%	0	.0%	0	.0%
			Local stores, Washingborough	0	.0%	0	.0%	0	.0%
			Co-op, Station Road, Branston	0	.0%	0	.0%	0	.0%
			Spar, Park Lane, Washingborough	0	.0%	0	.0%	0	.0%
			Spar, High Street, Heighington	0	.0%	0	.0%	0	.0%
Zone 6	North Kesteven	Other	Co-op, Grantham Road, Bracebridge Heath, Lincoln	0	.0%	0	.0%	0	.0%
			Local Stores, Heighington	0	.0%	0	.0%	0	.0%
			Local stores, Heighington	0	.0%	0	.0%	0	.0%
			Local stores, Branston	0	.0%	0	.0%	0	.0%
			Co-op, The Parade, Cherry Willingham, Lincoln	0	.0%	0	.0%	0	.0%
			Local stores, Fiskerton	0	.0%	0	.0%	0	.0%
	West Lindsey	Other							

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone					
			12		13		14	
			Num	%	Num	%	Num	%
Zone 7	Lincoln	Local stores, Lincoln	0	.0%	0	.0%	0	.0%
		Co-op, Skellingthorpe Road, Lincoln	0	.0%	0	.0%	0	.0%
		Local stores, Bracebridge	0	.0%	0	.0%	0	.0%
		Co-op, Brant Road, Lincoln	0	.0%	0	.0%	0	.0%
		Co-op, Boultham Park Road, Boultham	0	.0%	0	.0%	0	.0%
		Spar, Woodville Avenue, Birchwood	0	.0%	0	.0%	0	.0%
		Oakwood Stores, Oakwood Avenue, Lincoln	0	.0%	0	.0%	0	.0%
		McColls, Turner Avenue, Lincoln	0	.0%	0	.0%	0	.0%
		Lincoln Market, Market Place, Lincoln	0	.0%	0	.0%	0	.0%
		Farmfoods, Valentines Road, Lincoln	0	.0%	0	.0%	0	.0%
	Other	Co-op, Moorland Centre, Moorland Way, Lincoln	0	.0%	0	.0%	0	.0%
		Boyes, Sincil Street, Lincoln	0	.0%	0	.0%	0	.0%
		Sainsburys, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
		Co-op, High Street, Lincoln	0	.0%	1	1.4%	2	2.8%
		Morrisons, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
		Co-op, Jasmin Road, Birchwood	0	.0%	0	.0%	0	.0%
		Lidl, St Mark Retail Park, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
		Tesco Express, Newark Road, Lincoln	0	.0%	0	.0%	0	.0%
		Iceland, High Street, Lincoln	0	.0%	0	.0%	0	.0%
		Tesco Express, St Marks, High Street, Lincoln	0	.0%	0	.0%	0	.0%
Zone 8	Lincoln	Asda, Nettleham Road, Lincoln	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Zone 8	Lincoln	Other	Local stores, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Burton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Lidl, The Carlton Centre, Outer Circle Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Monks Road, Lincoln	0	.0%	0	.0%	0	.0%
			The Carlton Centre, Lincoln	0	.0%	0	.0%	0	.0%
			Local stores, Conningsby	0	.0%	0	.0%	0	.0%
			Greggs, Bailgate, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Trelawney Crescent, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Queen Elizabeth Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Carholme Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Bailgate, Lincoln	0	.0%	0	.0%	0	.0%
			Bargain Booze, Monks Road, Lincoln	0	.0%	0	.0%	0	.0%
	North Kesteven	Other	Tesco Extra, Wragby Road, Lincoln	0	.0%	0	.0%	0	.0%
			Marks & Spencer, High Street, Lincoln	0	.0%	0	.0%	2	2.8%
			Waitrose, Searby Road, Nettleham Road, Lincoln	0	.0%	2	2.8%	1	1.4%
			Tesco Extra, Canwick Road Trading Estate, Lincoln	0	.0%	0	.0%	0	.0%
Zone 9	Boston	Other	Iceland, Nettleham Road, Wolsley Way, Lincoln	0	.0%	0	.0%	0	.0%
			Local stores, Swineshead	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Ruskington	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Heckington	0	.0%	0	.0%	0	.0%
	North Kesteven	Other	Local stores, Ruskington	0	.0%	0	.0%	0	.0%
			Local stores, Heckington	0	.0%	0	.0%	0	.0%
			Local stores, Helpringham	0	.0%	0	.0%	0	.0%
			Local stores, Anwick	0	.0%	0	.0%	0	.0%
	South Kesteven	Other	Co-op, High Street, Billingborough	0	.0%	0	.0%	0	.0%
			Local stores, Billingborough	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone					
			12		13		14	
			Num	%	Num	%	Num	%
Zone 10	North Kesteven	Tesco, Northgate, Sleaford	0	.0%	0	.0%	0	.0%
		Sainsburys, Southgate Centre, Sleaford	0	.0%	0	.0%	0	.0%
		Lidl, Northgate Centre, Sleaford	0	.0%	0	.0%	0	.0%
		Iceland, Southgate, Sleaford	0	.0%	0	.0%	0	.0%
		Local stores, Sleaford	0	.0%	0	.0%	0	.0%
		Local stores, Cranwell Village	0	.0%	0	.0%	0	.0%
		Co-op, Lincoln Road, Sleaford	0	.0%	0	.0%	0	.0%
		Spar, Grantham Road, Sleaford	0	.0%	0	.0%	0	.0%
	Other	Local stores, Leasingham	0	.0%	0	.0%	0	.0%
		Aldi, Mareham Lane, Sleaford	0	.0%	0	.0%	0	.0%
		Four Seasons Farm Shop, London Road, Sleaford	0	.0%	0	.0%	0	.0%
		Co-op, High Street, Sleaford	0	.0%	0	.0%	0	.0%
	South Kesteven	Local stores, Caythorpe	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Spar, High Street, Caythorpe	0	.0%	0	.0%	0	.0%
	Bassetlaw	Spar, High Street, Caythorpe	0	.0%	0	.0%	0	.0%
		Co-op, High Street, Misterton	1	1.5%	0	.0%	0	.0%
Zone 11	Doncaster	Co-op, High Street, Bawtry	1	1.5%	0	.0%	0	.0%
		Local stores, Bawtry	0	.0%	0	.0%	0	.0%
		Local stores, Finningley	0	.0%	0	.0%	0	.0%
		Spar, Ellers Lane, Auckley	0	.0%	0	.0%	0	.0%
		Local stores, Auckley	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Local stores, Haxey	0	.0%	0	.0%	0	.0%
		Local stores, Westwoodside	0	.0%	0	.0%	0	.0%
		Local stores, Epworth	5	7.4%	0	.0%	1	1.4%
		Local stores, Messingham	6	8.8%	0	.0%	0	.0%
		Local stores, Epworth	1	1.5%	0	.0%	0	.0%
Zone 12	North Lincolnshire	Other	2	2.9%	0	.0%	0	.0%
		Co-op, High Street, Messingham	0	.0%	0	.0%	0	.0%
		One Stop, Station Road, Epworth	0	.0%	0	.0%	0	.0%
		Local stores, Owston Ferry	1	1.5%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Zone 12	West Lindsey		Morrisons, Heapham Road, Gainsborough	6	8.8%	0	.0%	0	.0%
			Tesco, Beaumont Street, Gainsborough	5	7.4%	0	.0%	0	.0%
			Aldi, Lea Road, Gainsborough	4	5.9%	1	1.4%	0	.0%
			Co-op, Market Place, Epworth	4	5.9%	0	.0%	0	.0%
			Marks & Spencer Simply Food, Marshalls Yard, Gainsborough	2	2.9%	1	1.4%	0	.0%
			Co-op, Front Street, Gainsborough	3	4.4%	2	2.8%	0	.0%
			Lidl, Ropery Road, Gainsborough	5	7.4%	0	.0%	0	.0%
			Co-op, Queensway, Gainsborough	0	.0%	0	.0%	1	1.4%
			Local stores, Gainsborough	5	7.4%	1	1.4%	0	.0%
			Local stores, Scotter	4	5.9%	1	1.4%	0	.0%
Zone 13	North Lincolnshire	Other	Heron, Silver Street, Gainsborough	3	4.4%	0	.0%	0	.0%
			Uncle Henry's Farm Shop, Grayingham, Gainsborough	0	.0%	1	1.4%	0	.0%
			Gainsborough Marketplace	1	1.5%	0	.0%	0	.0%
			Local stores, Scawby	0	.0%	4	5.6%	0	.0%
			Local stores, Hibaldstow	0	.0%	2	2.8%	0	.0%
	West Lindsey	Other	Local stores, Waddingham	0	.0%	1	1.4%	0	.0%
			Local stores, Waltham	0	.0%	0	.0%	7	9.9%
	North East Lincolnshire	Other	Spar, Kirkgate, Waltham	0	.0%	0	.0%	1	1.4%
			Co-op, High Street, Waltham	0	.0%	0	.0%	1	1.4%
			Tesco, Linwood Road, Market Rasen	0	.0%	0	.0%	10	14.1%
Zone 14	West Lindsey	Other	Local stores, Market Rasen	0	.0%	0	.0%	7	9.9%
			Co-op, John Street, Market Rasen	0	.0%	0	.0%	6	8.5%
			Co-op, Market Place, Caistor, Market Rasen	0	.0%	0	.0%	6	8.5%
			Local stores, Caistor	0	.0%	0	.0%	3	4.2%
			Co-op, Market Place, Caistor, Market Rasen	0	.0%	0	.0%	2	2.8%
			Spar, Horsemarket, Market Rasen	0	.0%	0	.0%	1	1.4%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Zone 15	North Lincolnshire	Tesco, Barnard Avenue, Brigg		0	.0%	15	21.1%	2	2.8%
		Lidl, Springs Parade, Brigg		0	.0%	7	9.9%	0	.0%
		Local stores, Brigg		0	.0%	7	9.9%	0	.0%
		Co-op, Spruce Lane, Ulceby		0	.0%	0	.0%	0	.0%
		Local stores, Ulceby		0	.0%	0	.0%	0	.0%
	Other	Wilkinsons, Cary Lane, Brigg		0	.0%	0	.0%	0	.0%
		Spar, Atkinson Avenue, Brigg		0	.0%	1	1.4%	0	.0%
		Teesdales Bakers, Wrawby Street, Brigg		0	.0%	1	1.4%	0	.0%
		One Stop, Victoria Road, Barnetby		0	.0%	0	.0%	0	.0%
		Spar, St Martins Place, Keelby		0	.0%	0	.0%	1	1.4%
West Lindsey	Local stores, Keelby		0	.0%	0	.0%	0	.0%	
	Sainsburys, High Grounds Road, Worksop		0	.0%	0	.0%	0	.0%	
Outside Study Area	Bassetlaw	Tesco, Gatesford Road, Worksop		0	.0%	0	.0%	0	.0%
		Aldi, Gateford Road, Worksop		0	.0%	0	.0%	0	.0%
		Other	Netto, Victoria Retail Park, Worksop	0	.0%	0	.0%	0	.0%
	Co-op, Station Road, Kirton		0	.0%	5	7.0%	1	1.4%	
	Asda, Sleaford Road, Boston		0	.0%	0	.0%	0	.0%	
	Marks & Spencer, Market Place, Boston		0	.0%	0	.0%	0	.0%	
	Boston	Tesco, New Hammond Beck Road, Boston		0	.0%	0	.0%	0	.0%
		Morrisons, Horncastle Road, Boston		0	.0%	0	.0%	0	.0%
		Co-op, West Street, Boston		0	.0%	0	.0%	0	.0%
		Co-op, Argyle Street, Boston		0	.0%	0	.0%	0	.0%
Co-op, High Street, Kirton Lindsey		0	.0%	6	8.5%	0	.0%		
Other	Local stores, Boston		0	.0%	0	.0%	0	.0%	
	Local stores, Kirton Lindsey		0	.0%	3	4.2%	0	.0%	
	Co-op, Vernon Road, Bury		0	.0%	0	.0%	0	.0%	
Bury	Other	Tesco, Boothferry Road, Hull		0	.0%	0	.0%	0	.0%
City of Kingston upon Hull		Other							

(cont.)



**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone					
			12		13		14	
			Num	%	Num	%	Num	%
Outside Study Area	Doncaster	Asda, Dome Leisure Park, Bawtry Road, Doncaster	0	.0%	0	.0%	0	.0%
		Sainsburys, Thorne Road, Edenthorpe, Doncaster	0	.0%	0	.0%	0	.0%
		Marks & Spencer, Baxter Gate, Doncaster	0	.0%	0	.0%	0	.0%
		Co-op, Scrooby Road, Doncaster	0	.0%	0	.0%	0	.0%
		Co-op, Crossland Way, Doncaster	0	.0%	0	.0%	0	.0%
		Other						
		Spar, Station Road, Doncaster	0	.0%	0	.0%	0	.0%
		Spar, Ellers lane, Doncaster	0	.0%	0	.0%	0	.0%
		Nisa, Hayfield Lane, Doncaster	0	.0%	0	.0%	0	.0%
		Local stores, Doncaster Centre	0	.0%	0	.0%	0	.0%
		Local stores, Misson, Doncaster	0	.0%	0	.0%	0	.0%
	East Lindsey	Tesco, Richmond Drive, Skegness	0	.0%	0	.0%	0	.0%
		Iceland, Wainfleet Road, Skegness	0	.0%	0	.0%	0	.0%
		Spar, High Street, North Thoresby	0	.0%	0	.0%	0	.0%
	Other	Local stores, Thoresby	0	.0%	0	.0%	0	.0%
		Local stores, Sutton	0	.0%	0	.0%	0	.0%
	East Staffordshire	Other						
		Co-op, Station Road, Burton-upon-Trent	0	.0%	0	.0%	0	.0%
	Harrogate	Other						
		Harrogate	0	.0%	0	.0%	0	.0%
	Mansfield	Sainsburys, Nottingham Road, Mansfield	0	.0%	0	.0%	0	.0%
	Newark and Sherwood	Morrisons, Kings Road, Newark	0	.0%	0	.0%	0	.0%
		Waitrose, Ossington Way, Newark	0	.0%	0	.0%	0	.0%
		Tesco, Forest Road, New Ollerton, Newark	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone						
			12		13		14		
			Num	%	Num	%	Num	%	
Outside Study Area	Newark and Sherwood	Other	Co-op, Newark Road, North Hykeham	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Sutton on Trent, Newark	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Newark	0	.0%	0	.0%	0	.0%
			Spar, Main Street, Newark	0	.0%	0	.0%	0	.0%
			Local stores, New Ollerton	0	.0%	0	.0%	0	.0%
			Mellors, Main Street, Newark	0	.0%	0	.0%	0	.0%
			Local stores, Newark	0	.0%	0	.0%	0	.0%
			Co-op, Barnby Gate, Newark	0	.0%	0	.0%	0	.0%
	North East Lincolnshire	Other	Morrisons, Hilmore Road, Laceby, Grimsby	0	.0%	0	.0%	2	2.8%
			Tesco Extra, Victoria Street, Grimsby	0	.0%	0	.0%	1	1.4%
			Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	0	.0%	0	.0%	1	1.4%
			Sainsburys, Corporation Road, Grimsby	0	.0%	0	.0%	1	1.4%
			Asda, Hollies Street, Grimsby	0	.0%	0	.0%	1	1.4%
			Netto, Corporation Road, Grimsby	0	.0%	0	.0%	0	.0%
			Local stores, Grimsby	0	.0%	0	.0%	1	1.4%
			Marks & Spencer, Victoria Street, Grimsby	0	.0%	0	.0%	1	1.4%
			Lidl, Ladysmith Road, Grimsby	0	.0%	0	.0%	2	2.8%
			Farmfoods, Washdyke Lane, Immingham	0	.0%	0	.0%	0	.0%
			Iceland, South St Marys Gate, Grimsby	0	.0%	0	.0%	0	.0%
			Co-op, Washdyke Lane, Immingham	0	.0%	0	.0%	0	.0%
			Aldi, Cleethorpes Road, Grimsby	0	.0%	0	.0%	1	1.4%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone					
			12		13		14	
			Num	%	Num	%	Num	%
North Lincolnshire		Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	1	1.5%	1	1.4%	0	.0%
		Asda, Burringham Road, Scunthorpe	3	4.4%	1	1.4%	0	.0%
		Morrisons, Lakeside Parkway, Scunthorpe	0	.0%	4	5.6%	0	.0%
		Sainsburys, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Local stores, Scunthorpe	0	.0%	2	2.8%	0	.0%
		Tesco, Maltkiln Road, Barton-Upon-Humber	0	.0%	0	.0%	0	.0%
		Other						
		Farmfoods, Glebe Road, Scunthorpe	1	1.5%	0	.0%	0	.0%
		Co-op, Collum Lane, Scunthorpe	1	1.5%	0	.0%	0	.0%
		Aldi, Ashby High Street, Scunthorpe	0	.0%	1	1.4%	0	.0%
Outside Study Area	Nottingham	Co-op Superstore, Strelley Road, Bilborough, Nottingham	0	.0%	0	.0%	0	.0%
	Selby	Other						
		Tesco, Portholme Road, Selby	0	.0%	0	.0%	0	.0%
		Co-op, Winsover Centre, Spalding	0	.0%	0	.0%	1	1.4%
	South Holland	Co-op, Market Place, Donington	0	.0%	0	.0%	0	.0%
		Aldi, St Thomas Road, Spalding	0	.0%	0	.0%	0	.0%
		Aldi, South Parade, Grantham	0	.0%	0	.0%	0	.0%
		Sainsburys, London Road, Grantham	0	.0%	0	.0%	0	.0%
		Co-op, Princess Drive, Grantham	0	.0%	0	.0%	0	.0%
	South Kesteven	Asda, Union Street, Grantham	0	.0%	0	.0%	0	.0%
		Londis, High Street, Belton	2	2.9%	0	.0%	0	.0%
		Local stores, Bourne	0	.0%	0	.0%	0	.0%
		Other						
		Local stores, Belton	1	1.5%	0	.0%	0	.0%
		Local stores, Grantham Centre	0	.0%	0	.0%	0	.0%
Other		Internet/ Home Delivery	0	.0%	0	.0%	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone	
				15	
				Num	%
Base: All respondents (ex DK, varies, don't buy)				71	100.0%
Zone 1	Bassetlaw		Morrisons, Idle Valley Road, Retford	0	.0%
			Asda, Wharf Road, Retford	0	.0%
			Co-op, Welbeck Road, Retford	0	.0%
			Co-op, North Road, Retford	0	.0%
			Co-op, Newcastle Street, Tuxford	0	.0%
			Iceland, The Sherwood Centre, Retford	0	.0%
			Local stores, Retford	0	.0%
			Ugo, Bridgegate, Retford	0	.0%
			Bacon & Co, Carolgate, Retford	0	.0%
			Morrisons Garage, Moorgate, Retford	0	.0%
		Other	Aldi, Carolgate, Retford	0	.0%
			Local stores, North Leventon	0	.0%
			Local stores, Tuxford	0	.0%
			Iceland, Spa Lane, Retford	0	.0%
			Co-op, Wellbeck Road, Ordsall, Retford	0	.0%
			Co-op, Ryland Road, Welton	0	.0%
			Co-op, High Street, Saxilby	0	.0%
			Co-op, The Green, Nettleham, Lincoln	0	.0%
			Local stores, Nettleham	0	.0%
			Co-op, Woodhall Drive, Lincoln	0	.0%
Zone 2	West Lindsey	Other	Local stores, Saxilby	0	.0%
			Spar, Lincoln Road, Dunholme	0	.0%
			Local stores, Welton	0	.0%
			Local stores, North Carlton	0	.0%
			Local stores, Marton	0	.0%
			Local stores, Dunholme	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone	
			15	
			Num	%
Zone 3	East Lindsey	Morrisons, East Gate, Louth	0	.0%
		Co-op, Northgate, Louth	0	.0%
		Tesco, Watermill Road, Horncastle	0	.0%
		Co-op, Conging Street, Horncastle	0	.0%
		Co-op, Market Place, Wragby	0	.0%
		Local stores, Horncastle	0	.0%
		Local stores, Louth	0	.0%
		Other		
		Heron, Eastgate, Louth	0	.0%
		Spar, Market Place, Louth	0	.0%
		Myers Bakery, Bull Ring, Horncastle	0	.0%
		Co-op, High Street, Horncastle	0	.0%
		Co-op, Clarence Road, Woodhall Spa, Lincoln	0	.0%
		Budgens, Tattershall Road, Woodhall Spa	0	.0%
Zone 4	East Lindsey	Local stores, Woodhall Spa	0	.0%
		Other		
		The Bakery & Delicatessen, Broadway, Woodhall Spa	0	.0%
	North Kesteven	Budgens, Barr Lane, Waddington, Lincoln	0	.0%
		Other		
		Co-op, High Street, Metherringham	0	.0%
Zone 5	Newark and Sherwood	Farmshop, Leadenham	0	.0%
		Co-op, High Street, Collingham	0	.0%
		Local stores, Collingham, Newark	0	.0%
	North Kesteven	One Stop, High Street, Collingham	0	.0%
		Local stores, Harby	0	.0%
		Asda, Newark Road, North Hykeham, Lincoln	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone				
			15				
			Num	%			
Zone 5	North Kesteven	Other	Co-op, Lincoln Road, North Hykeham	0	.0%		
			Tesco, The Forum, North Hykeham	0	.0%		
			Co-op, Jerusalem Road, Skellingthorpe	0	.0%		
			Spar, Hykeham Road, Lincoln	0	.0%		
			Local stores, North Hykeham	0	.0%		
			Co-op, Station Road, Lincoln	0	.0%		
			Local stores, Washingborough	0	.0%		
			Co-op, Station Road, Branston	0	.0%		
			Spar, Park Lane, Washingborough	0	.0%		
			Spar, High Street, Heighington	0	.0%		
Zone 6	North Kesteven	Other	Co-op, Grantham Road, Bracebridge Heath, Lincoln	0	.0%		
			Local Stores, Heighington	0	.0%		
			Local stores, Heighington	0	.0%		
			Local stores, Branston	0	.0%		
			Co-op, The Parade, Cherry Willingham, Lincoln	0	.0%		
			West Lindsey	Other	Local stores, Fiskerton	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone	
			15	
			Num	%
Zone 7	Lincoln	Other	Local stores, Lincoln	0 .0%
			Co-op, Skellingthorpe Road, Lincoln	0 .0%
			Local stores, Bracebridge	0 .0%
			Co-op, Brant Road, Lincoln	0 .0%
			Co-op, Boultham Park Road, Boultham	0 .0%
			Spar, Woodville Avenue, Birchwood	0 .0%
			Oakwood Stores, Oakwood Avenue, Lincoln	0 .0%
			McColls, Turner Avenue, Lincoln	0 .0%
			Lincoln Market, Market Place, Lincoln	0 .0%
			Farmfoods, Valentines Road, Lincoln	0 .0%
	North Kesteven		Co-op, Moorland Centre, Moorland Way, Lincoln	0 .0%
			Boyes, Sincil Street, Lincoln	0 .0%
			Sainsburys, Tritton Road, Lincoln	0 .0%
			Co-op, High Street, Lincoln	0 .0%
			Morrisons, Tritton Road, Lincoln	0 .0%
			Co-op, Jasmin Road, Birchwood	0 .0%
			Lidl, St Mark Retail Park, Tritton Road, Lincoln	0 .0%
			Tesco Express, Newark Road, Lincoln	0 .0%
			Iceland, High Street, Lincoln	0 .0%
			Tesco Express, St Marks, High Street, Lincoln	0 .0%
Zone 8	Lincoln		Asda, Nettleham Road, Lincoln	0 .0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone	
			15	
			Num	%
Zone 8	Lincoln	Other	Local stores, Lincoln	0 .0%
			Co-op, Burton Road, Lincoln	0 .0%
			Lidl, The Carlton Centre, Outer Circle Road, Lincoln	0 .0%
			Co-op, Monks Road, Lincoln	0 .0%
			The Carlton Centre, Lincoln	0 .0%
			Local stores, Conningsby	0 .0%
			Greggs, Bailgate, Lincoln	0 .0%
			Co-op, Trelawney Crescent, Lincoln	0 .0%
			Co-op, Queen Elizabeth Road, Lincoln	0 .0%
			Co-op, Carholme Road, Lincoln	0 .0%
			Co-op, Bailgate, Lincoln	0 .0%
			Bargain Booze, Monks Road, Lincoln	0 .0%
	North Kesteven	Other	Tesco Extra, Wragby Road, Lincoln	0 .0%
			Marks & Spencer, High Street, Lincoln	0 .0%
			Waitrose, Searby Road, Nettleham Road, Lincoln	0 .0%
			Tesco Extra, Canwick Road Trading Estate, Lincoln	0 .0%
Zone 9	Boston	Other	Iceland, Nettleham Road, Wolsley Way, Lincoln	0 .0%
			Local stores, Swineshead	0 .0%
			Co-op, High Street, Ruskington	0 .0%
			Co-op, High Street, Heckington	0 .0%
	North Kesteven	Other	Local stores, Ruskington	0 .0%
			Local stores, Heckington	0 .0%
			Local stores, Helpringham	0 .0%
			Local stores, Anwick	0 .0%
	South Kesteven	Other	Co-op, High Street, Billingborough	1 1.4%
			Local stores, Billingborough	0 .0%

(cont.)



**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone	
				15	
				Num	%
Zone 10	North Kesteven	Other	Tesco, Northgate, Sleaford	0	.0%
			Sainsburys, Southgate Centre, Sleaford	0	.0%
			Lidl, Northgate Centre, Sleaford	0	.0%
			Iceland, Southgate, Sleaford	0	.0%
			Local stores, Sleaford	0	.0%
			Local stores, Cranwell Village	0	.0%
			Co-op, Lincoln Road, Sleaford	0	.0%
			Spar, Grantham Road, Sleaford	0	.0%
			Local stores, Leasingham	0	.0%
			Aldi, Mareham Lane, Sleaford	0	.0%
			Four Seasons Farm Shop, London Road, Sleaford	0	.0%
			Co-op, High Street, Sleaford	0	.0%
			Local stores, Caythorpe	0	.0%
			Spar, High Street, Caythorpe	0	.0%
			Spar, High Street, Caythorpe	0	.0%
Zone 11	Doncaster	Other	Bassetlaw Co-op, High Street, Misterton	0	.0%
			Co-op, High Street, Bawtry	0	.0%
			Local stores, Bawtry	0	.0%
			Local stores, Finningley	0	.0%
			Spar, Ellers Lane, Auckley	0	.0%
			Local stores, Auckley	0	.0%
	North Lincolnshire	Other	Local stores, Haxey	0	.0%
			Local stores, Westwoodside	0	.0%
			Local stores, Epworth	0	.0%
			Local stores, Messingham	0	.0%
Zone 12	North Lincolnshire	Other	Local stores, Epworth	0	.0%
			Co-op, High Street, Messingham	0	.0%
			One Stop, Station Road, Epworth	0	.0%
			Local stores, Owston Ferry	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone	
				15	
				Num	%
Zone 12	West Lindsey		Morrisons, Heapham Road, Gainsborough	0	.0%
			Tesco, Beaumont Street, Gainsborough	0	.0%
			Aldi, Lea Road, Gainsborough	0	.0%
			Co-op, Market Place, Epworth	0	.0%
			Marks & Spencer Simply Food, Marshalls Yard, Gainsborough	0	.0%
			Co-op, Front Street, Gainsborough	0	.0%
			Lidl, Ropery Road, Gainsborough	0	.0%
			Co-op, Queensway, Gainsborough	0	.0%
			Local stores, Gainsborough	0	.0%
			Local stores, Scotter	0	.0%
Zone 13	North Lincolnshire	Other	Heron, Silver Street, Gainsborough	0	.0%
			Uncle Henry's Farm Shop, Grayingham, Gainsborough	0	.0%
			Gainsborough Marketplace	0	.0%
			Local stores, Scawby	0	.0%
			Local stores, Hibaldstow	0	.0%
	West Lindsey	Other	Local stores, Waddingham	0	.0%
			Local stores, Waltham	0	.0%
	North East Lincolnshire	Other	Spar, Kirkgate, Waltham	0	.0%
			Co-op, High Street, Waltham	0	.0%
			Tesco, Linwood Road, Market Rasen	0	.0%
Zone 14	West Lindsey	Other	Local stores, Market Rasen	0	.0%
			Co-op, John Street, Market Rasen	0	.0%
			Co-op, Market Place, Caistor, Market Rasen	0	.0%
			Local stores, Caistor	0	.0%
			Co-op, Market Place, Caistor, Market Rasen	0	.0%
			Spar, Horsemarket, Market Rasen	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

				Zone	
				15	
				Num	%
Zone 15	North Lincolnshire	Other	Tesco, Barnard Avenue, Brigg	19	26.8%
			Lidl, Springs Parade, Brigg	6	8.5%
			Local stores, Brigg	3	4.2%
			Co-op, Spruce Lane, Ulceby	4	5.6%
			Local stores, Ulceby	3	4.2%
			Wilkinsons, Cary Lane, Brigg	2	2.8%
			Spar, Atkinson Avenue, Brigg	1	1.4%
			Teesdales Bakers, Wrawby Street, Brigg	0	.0%
			One Stop, Victoria Road, Barnetby	1	1.4%
			Spar, St Martins Place, Keelby	3	4.2%
Outside Study Area	West Lindsey	Other	Local stores, Keelby	3	4.2%
			Sainsburys, High Grounds Road, Worksop	0	.0%
			Tesco, Gatesford Road, Worksop	0	.0%
			Aldi, Gateford Road, Worksop	0	.0%
			Other Netto, Victoria Retail Park, Worksop	0	.0%
			Co-op, Station Road, Kirton	0	.0%
			Asda, Sleaford Road, Boston	0	.0%
			Marks & Spencer, Market Place, Boston	0	.0%
			Tesco, New Hammond Beck Road, Boston	0	.0%
			Morrisons, Horncastle Road, Boston	0	.0%
Outside Study Area	Boston	Other	Co-op, West Street, Boston	1	1.4%
			Co-op, Argyle Street, Boston	0	.0%
			Co-op, High Street, Kirton Lindsey	0	.0%
			Local stores, Boston	1	1.4%
			Local stores, Kirton Lindsey	0	.0%
			Co-op, Vernon Road, Bury	0	.0%
			Tesco, Boothferry Road, Hull	1	1.4%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone	
			15	
			Num	%
Outside Study Area	Doncaster	Asda, Dome Leisure Park, Bawtry Road, Doncaster	0	.0%
		Sainsburys, Thorne Road, Edenthorpe, Doncaster	0	.0%
		Marks & Spencer, Baxter Gate, Doncaster	0	.0%
		Co-op, Scrooby Road, Doncaster	0	.0%
		Co-op, Crossland Way, Doncaster	0	.0%
		Other		
		Spar, Station Road, Doncaster	0	.0%
		Spar, Ellers lane, Doncaster	0	.0%
		Nisa, Hayfield Lane, Doncaster	0	.0%
		Local stores, Doncaster Centre	0	.0%
		Local stores, Misson, Doncaster	0	.0%
	East Lindsey	Tesco, Richmond Drive, Skegness	0	.0%
		Iceland, Wainfleet Road, Skegness	0	.0%
		Spar, High Street, North Thoresby	0	.0%
	Other	Local stores, Thoresby	0	.0%
		Local stores, Sutton	0	.0%
	East Staffordshire	Other		
		Co-op, Station Road, Burton-upon-Trent	0	.0%
	Harrogate	Other		
		Harrogate	1	1.4%
	Mansfield	Sainsburys, Nottingham Road, Mansfield	0	.0%
	Newark and Sherwood	Morrisons, Kings Road, Newark	0	.0%
		Waitrose, Ossington Way, Newark	0	.0%
		Tesco, Forest Road, New Ollerton, Newark	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone		
			15		
			Num	%	
Outside Study Area	Newark and Sherwood	Other	Co-op, Newark Road, North Hykeham	0	.0%
			Co-op, High Street, Sutton on Trent, Newark	0	.0%
			Co-op, High Street, Newark	0	.0%
			Spar, Main Street, Newark	0	.0%
			Local stores, New Ollerton	0	.0%
			Mellors, Main Street, Newark	0	.0%
			Local stores, Newark	0	.0%
			Co-op, Barnby Gate, Newark	0	.0%
		Morrisons, Hilmore Road, Laceby, Grimsby	4	5.6%	
		Tesco Extra, Victoria Street, Grimsby	2	2.8%	
		Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	0	.0%	
		Sainsburys, Corporation Road, Grimsby	0	.0%	
		Asda, Hollies Street, Grimsby	0	.0%	
	North East Lincolnshire	Other	Netto, Corporation Road, Grimsby	1	1.4%
			Local stores, Grimsby	2	2.8%
			Marks & Spencer, Victoria Street, Grimbsy	1	1.4%
			Lidl, Ladysmith Road, Grimsby	0	.0%
			Farmfoods, Washdyke Lane, Immingham	2	2.8%
			Iceland, South St Marys Gate, Grimsby	1	1.4%
			Co-op, Washdyke Lane, Immingham	1	1.4%
			Aldi, Cleethorpes Road, Grimsby	0	.0%

(cont.)

**Q11. Where did you last go to undertake this 'top-up' shopping?**

			Zone	
			15	
			Num	%
Outside Study Area	North Lincolnshire	Tesco Extra, Gallagher Park, Doncaster Road, Scunthorpe	3	4.2%
		Asda, Burringham Road, Scunthorpe	1	1.4%
		Morrisons, Lakeside Parkway, Scunthorpe	1	1.4%
		Sainsburys, Doncaster Road, Scunthorpe	0	.0%
		Local stores, Scunthorpe	1	1.4%
		Tesco, Maltkiln Road, Barton-Upon-Humber	1	1.4%
		Other		
		Farmfoods, Glebe Road, Scunthorpe	0	.0%
		Co-op, Collum Lane, Scunthorpe	0	.0%
		Aldi, Ashby High Street, Scunthorpe	0	.0%
	Nottingham	Co-op Superstore, Strelley Road, Bilborough, Nottingham	0	.0%
	Selby	Other		
		Tesco, Portholme Road, Selby	0	.0%
	South Holland	Co-op, Winsover Centre, Spalding	0	.0%
		Co-op, Market Place, Donington	0	.0%
		Aldi, St Thomas Road, Spalding	0	.0%
		Aldi, South Parade, Grantham	0	.0%
		Sainsburys, London Road, Grantham	0	.0%
	South Kesteven	Co-op, Princess Drive, Grantham	0	.0%
		Asda, Union Street, Grantham	0	.0%
		Londis, High Street, Belton	0	.0%
		Local stores, Bourne	0	.0%
		Other		
		Local stores, Belton	0	.0%
		Local stores, Grantham Centre	0	.0%
Other		Internet/ Home Delivery	0	.0%

**Q15. Where did you last go to buy clothing or footwear goods?**

				Zone			
				Base: All respondents (ex DK, varies, don't buy)		1	2
				Num	%	Num	%
Base: All respondents (ex DK, varies, don't buy)				1437	100.0%	98	100.0%
Zone 1	Bassetlaw	Retford		35	2.4%	28	28.6%
		Bawtry		3	.2%	2	2.0%
		Other	Edinburgh Woollen Mill, Carolgate, Retford	2	.1%	2	2.0%
			Asda, Wharf Road, Retford	1	.1%	1	1.0%
Zone 3	East Lindsey	Louth		22	1.5%	0	.0%
		Other	Horncastle	4	.3%	0	.0%
Zone 4	East Lindsey	Other	Woodhall spa	4	.3%	0	.0%
			Asda, Newark Road, North Hykeham, Lincoln	8	.6%	1	1.0%
Zone 5	North Kesteven	Other	North Hykeham	4	.3%	0	.0%
			Ilkeston	1	.1%	0	.0%
			Matalan, Lindis Retail Park	8	.6%	0	.0%
			Sainsbury's, Tritton Road, Lincoln	4	.3%	0	.0%
Zone 7	Lincoln		Matalan, Tritton Road, Lincoln	2	.1%	0	.0%
			Birchwood	2	.1%	0	.0%
		Other	Lincoln Market	1	.1%	0	.0%
			Debenhams, St Mark Street, Lincoln	1	.1%	0	.0%
			Co-op, Tritton Road, Lincoln	1	.1%	0	.0%
			Asda Living, Tritton Road, Lincoln	1	.1%	0	.0%
			Other, Valentine Retail Park, Tritton Road, Lincoln	8	.6%	0	.0%
			Next, Valentine Retail Park, Lincoln	7	.5%	0	.0%
			Asda Living, Valentine Retail Park, Lincoln	6	.4%	0	.0%
			TK Maxx, Valentine Retail Park, Lincoln	2	.1%	0	.0%
Zone 7/8	North Kesteven		Lincoln City Centre	563	39.2%	16	16.3%

(cont.)

**Q15. Where did you last go to buy clothing or footwear goods?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Zone 8	Lincoln	Other	Marks & Spencer, High Street, Lincoln	14	1.0%	0	.0%	2	2.2%
			Tesco, Wragby Road, Lincoln	3	.2%	0	.0%	0	.0%
			Carlton Centre, Lincoln	2	.1%	0	.0%	1	1.1%
			Primark, High Street, Lincoln	1	.1%	0	.0%	0	.0%
			Burton, High Street, Lincoln	1	.1%	0	.0%	0	.0%
			Bailgate, Lincoln	1	.1%	0	.0%	1	1.1%
Zone 9	North Kesteven	Other	Ruskington	1	.1%	0	.0%	0	.0%
			Sleaford	20	1.4%	0	.0%	0	.0%
Zone 10	North Kesteven	Other	Mackays, Market Place, Sleaford	1	.1%	0	.0%	0	.0%
			Greenwoods, Sleaford	1	.1%	0	.0%	0	.0%
	North Lincolnshire	Other	Epworth	3	.2%	0	.0%	0	.0%
			Gainsborough	45	3.1%	3	3.1%	9	9.7%
Zone 12	West Lindsey	Other	Bon Marche, Market Street, Gainsborough	2	.1%	0	.0%	0	.0%
			Tesco, Beaumont Street, Gainsborough	1	.1%	0	.0%	0	.0%
			Marshall's Yard, Gainsborough	1	.1%	0	.0%	0	.0%
			Lidl, Ropery Road, Gainsborough	1	.1%	0	.0%	0	.0%
			Co-op, Market Street, Gainsborough	1	.1%	0	.0%	0	.0%
Zone 14	West Lindsey	Market Rasen		3	.2%	0	.0%	0	.0%
		Caistor		2	.1%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Brigg	8	.6%	0	.0%	0	.0%
			Wilkinsons, Cary Lane, Brigg	1	.1%	0	.0%	0	.0%
Outside Study Area	Bassetlaw	Worksop		2	.1%	2	2.0%	0	.0%
		Other	Tesco, Gateford Road, Worksop	1	.1%	0	.0%	0	.0%
	Blackpool	Other	Blackpool	1	.1%	0	.0%	1	1.1%
	Bolsover	Other	Barlborough Retail Park, Barlborough	1	.1%	1	1.0%	0	.0%
	Boston	Boston		35	2.4%	0	.0%	0	.0%
		Other	Asda, Sleaford Road, Boston	2	.1%	0	.0%	0	.0%

(cont.)



**Q15. Where did you last go to buy clothing or footwear goods?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Outside Study Area	Bristol	Other	Bristol	1	.1%	0	.0%	0	.0%
	Chesterfield	Other	Chesterfield	3	.2%	2	2.0%	0	.0%
	City of Kingston upon Hull	Other	Hull	3	.2%	0	.0%	0	.0%
	Darlington	Other	Darlington	1	.1%	0	.0%	1	1.1%
	Derby	Other	Derby	1	.1%	0	.0%	0	.0%
	Derbyshire	Other	Derbyshire	2	.1%	0	.0%	0	.0%
		Doncaster		65	4.5%	8	8.2%	0	.0%
			Lakeside Shopping Centre, White Rose Way, Doncaster	6	.4%	2	2.0%	0	.0%
	Doncaster	Other	Asda, Bawtry Road, Doncaster	2	.1%	0	.0%	0	.0%
			Co-operative, High Street, Doncaster	1	.1%	0	.0%	0	.0%
		Skegness		3	.2%	0	.0%	0	.0%
	East Lindsey	Other	Spilsby	2	.1%	0	.0%	0	.0%
	East Riding of Yorkshire	Other	Beverley	2	.1%	1	1.0%	0	.0%
	Greater Manchester	Other	Manchester	1	.1%	0	.0%	0	.0%
	Guernsey	Other	Guernsey	1	.1%	0	.0%	0	.0%
	Harrogate	Other	Harrogate	1	.1%	0	.0%	0	.0%
	Kent	Other	Kent	1	.1%	0	.0%	0	.0%
	Kettering	Other	Kettering	1	.1%	0	.0%	0	.0%
	Kings Lynn	Other	Kings Lynn	1	.1%	0	.0%	0	.0%
	Leeds	Other	Springfield Commercial Centre, West Yorkshire	1	.1%	0	.0%	0	.0%
			London	7	.5%	0	.0%	0	.0%
	London	Other	Stratford	1	.1%	0	.0%	0	.0%
	Mansfield	Mansfield		5	.3%	2	2.0%	0	.0%
	Milton Keynes	Other	Milton Keynes	1	.1%	0	.0%	0	.0%
		Newark		24	1.7%	12	12.2%	0	.0%
	Newark and Sherwood		Pennells, Newark Road, South Hykeham	1	.1%	0	.0%	0	.0%
	Norfolk	Other	Norfolk	1	.1%	0	.0%	0	.0%

(cont.)

**Q15. Where did you last go to buy clothing or footwear goods?**

			Zone					
			Base: All respondents (ex DK, varies, don't buy)		1		2	
			Num	%	Num	%	Num	%
Outside Study Area	North East Lincolnshire	Grimsby	104	7.2%	0	.0%	0	.0%
		Cleethorpes	5	.3%	0	.0%	1	1.1%
		Marks & Spencer, Victoria Street, Grimsby	3	.2%	0	.0%	0	.0%
		Victoria Retail Park, Grimsby	2	.1%	0	.0%	0	.0%
		Immingham	2	.1%	0	.0%	0	.0%
		Other						
		Freshney Place, Frederick Ward Way, Grimsby	2	.1%	0	.0%	0	.0%
		Asda, Holles Street, Grimsby	2	.1%	0	.0%	0	.0%
		Tesco, Hewitts Circus Retail Park, Cleethorpes	1	.1%	0	.0%	0	.0%
		Matalan, Alexandra Dock Retail Park, Grimsby	1	.1%	0	.0%	0	.0%
	Scunthorpe		88	6.1%	0	.0%	3	3.2%
		Sainsbury's, Doncaster Road, Scunthorpe	2	.1%	0	.0%	0	.0%
		Primark, High Street, Scunthorpe	2	.1%	0	.0%	0	.0%
		Next, Gallagher Retail Park, Scunthorpe	2	.1%	0	.0%	0	.0%
		Matalan, Dudley Road, Scunthorpe	2	.1%	0	.0%	0	.0%
	North Lincolnshire	Other						
		Barton-Upon-Humber	2	.1%	0	.0%	0	.0%
		Asda, Burringham Road, Scunthorpe	2	.1%	0	.0%	0	.0%
		Gallagher Retail Park, Scunthorpe	1	.1%	0	.0%	0	.0%
		Clarks Shoes, Jubilee Way, The Parishes, Scunthorpe	1	.1%	0	.0%	0	.0%
		Bonmarche, Scunthorpe	1	.1%	0	.0%	0	.0%
		BHS, Jubilee Way, Scunthorpe	1	.1%	0	.0%	0	.0%
		Norwich	2	.1%	0	.0%	0	.0%
	Norwich	Other						
	Nottingham	Nottingham	10	.7%	0	.0%	0	.0%
	Other	Other						
		South Yorkshire	1	.1%	0	.0%	0	.0%
	Oxfordshire	Other	1	.1%	0	.0%	0	.0%
	Peterborough	Peterborough	1	.1%	0	.0%	0	.0%

(cont.)

**Q15. Where did you last go to buy clothing or footwear goods?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
	Rotherham	Other	Rotherham	1	.1%	0	.0%	0	.0%
	Scotland	Other	Perthshire	1	.1%	0	.0%	0	.0%
		Meadowhall, Sheffield		23	1.6%	6	6.1%	2	2.2%
	Sheffield	Sheffield		15	1.0%	3	3.1%	0	.0%
		Other	Meadowhall Centre, The Oasis, Sheffield	3	.2%	0	.0%	0	.0%
	Shrewsbury	Other	Shrewsbury	1	.1%	0	.0%	0	.0%
	Solihull	Other	Solihull	1	.1%	0	.0%	0	.0%
	South Holland	Spalding		12	.8%	0	.0%	0	.0%
		Grantham		31	2.2%	1	1.0%	0	.0%
Outside Study Area		Downtown/Boundary Mills, Gonerby Moor, Grantham		7	.5%	0	.0%	0	.0%
	South Kesteven		Asda, Union Street, Grantham	3	.2%	0	.0%	0	.0%
		Other	Bourne	1	.1%	0	.0%	0	.0%
			Boundary Mill, Grantham	1	.1%	0	.0%	0	.0%
	Stafford	Other	Stafford	1	.1%	1	1.0%	0	.0%
	Swansea	Other	Swansea	1	.1%	0	.0%	0	.0%
	Torbay	Other	Torquay	1	.1%	0	.0%	0	.0%
	Wakefield	Other	Pontefract Shopping Centre, Pontefract	1	.1%	0	.0%	0	.0%
			Asda, Leeds Road, Castleford	1	.1%	0	.0%	0	.0%
	Warwick	Other	Leamington Spa	1	.1%	0	.0%	1	1.1%
	York	Other	York	5	.3%	0	.0%	0	.0%
		Internet/ Home Delivery		83	5.8%	4	4.1%	7	7.5%
Other			Catalogue/ mail order	11	.8%	0	.0%	2	2.2%
		Other	Abroad	7	.5%	0	.0%	0	.0%

(cont.)

**Q15. Where did you last go to buy clothing or footwear goods?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
	Base: All respondents (ex DK, varies, don't buy)			97	100.0%	95	100.0%	98	100.0%
Zone 1	Bassetlaw	Retford		0	.0%	0	.0%	0	.0%
		Bawtry		0	.0%	0	.0%	0	.0%
		Other	Edinburgh Woollen Mill, Carolgate, Retford	0	.0%	0	.0%	0	.0%
			Asda, Wharf Road, Retford	0	.0%	0	.0%	0	.0%
Zone 3	East Lindsey	Louth		17	17.5%	2	2.1%	0	.0%
		Other	Horncastle	2	2.1%	1	1.1%	0	.0%
Zone 4	East Lindsey	Other	Woodhall spa	0	.0%	4	4.2%	0	.0%
			Asda, Newark Road, North Hykeham, Lincoln	0	.0%	1	1.1%	2	2.0%
Zone 5	North Kesteven	Other	North Hykeham	0	.0%	0	.0%	3	3.1%
			Ilkeston	0	.0%	1	1.1%	0	.0%
			Matalan, Lindis Retail Park	0	.0%	0	.0%	2	2.0%
			Sainsbury's, Tritton Road, Lincoln	0	.0%	0	.0%	1	1.0%
Zone 7	Lincoln		Matalan, Tritton Road, Lincoln	0	.0%	1	1.1%	0	.0%
			Birchwood	0	.0%	0	.0%	2	2.0%
		Other	Lincoln Market	0	.0%	0	.0%	0	.0%
			Debenhams, St Mark Street, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Asda Living, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Other, Valentine Retail Park, Tritton Road, Lincoln	0	.0%	0	.0%	1	1.0%
			Next, Valentine Retail Park, Lincoln	0	.0%	0	.0%	2	2.0%
			Asda Living, Valentine Retail Park, Lincoln	1	1.0%	0	.0%	0	.0%
			TK Maxx, Valentine Retail Park, Lincoln	0	.0%	0	.0%	1	1.0%
Zone 7/8	North Kesteven		Lincoln City Centre	27	27.8%	54	56.8%	56	57.1%

(cont.)

**Q15. Where did you last go to buy clothing or footwear goods?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Zone 8	Lincoln	Other	Marks & Spencer, High Street, Lincoln	1	1.0%	0	.0%	3	3.1%
			Tesco, Wragby Road, Lincoln	1	1.0%	0	.0%	0	.0%
			Carlton Centre, Lincoln	0	.0%	0	.0%	0	.0%
			Primark, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Burton, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Bailgate, Lincoln	0	.0%	0	.0%	0	.0%
Zone 9	North Kesteven	Other	Ruskington	0	.0%	0	.0%	0	.0%
			Sleaford	0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Other	Mackays, Market Place, Sleaford	0	.0%	0	.0%	0	.0%
			Greenwoods, Sleaford	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Other	Epworth	0	.0%	0	.0%	0	.0%
			Gainsborough	0	.0%	0	.0%	0	.0%
Zone 12	West Lindsey	Other	Bon Marche, Market Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Tesco, Beaumont Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Marshall's Yard, Gainsborough	0	.0%	0	.0%	0	.0%
			Lidl, Ropery Road, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Market Street, Gainsborough	0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%
Zone 14	West Lindsey	Market Rasen		0	.0%	0	.0%	0	.0%
		Caistor		0	.0%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Brigg	0	.0%	0	.0%	0	.0%
			Wilkinsons, Cary Lane, Brigg	0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%
Outside Study Area	Bassetlaw	Worksop		0	.0%	0	.0%	0	.0%
		Other	Tesco, Gateford Road, Worksop	0	.0%	0	.0%	0	.0%
	Blackpool	Other	Blackpool	0	.0%	0	.0%	0	.0%
	Bolsover	Other	Barlborough Retail Park, Barlborough	0	.0%	0	.0%	0	.0%
	Boston	Boston		4	4.1%	11	11.6%	0	.0%
		Other	Asda, Sleaford Road, Boston	0	.0%	0	.0%	0	.0%

(cont.)

**Q15. Where did you last go to buy clothing or footwear goods?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Outside Study Area	Bristol	Other	Bristol	0	.0%	0	.0%	1	1.0%
	Chesterfield	Other	Chesterfield	0	.0%	0	.0%	0	.0%
	City of Kingston upon Hull	Other	Hull	0	.0%	0	.0%	0	.0%
	Darlington	Other	Darlington	0	.0%	0	.0%	0	.0%
	Derby	Other	Derby	0	.0%	0	.0%	0	.0%
	Derbyshire	Other	Derbyshire	0	.0%	0	.0%	0	.0%
		Doncaster		0	.0%	0	.0%	1	1.0%
			Lakeside Shopping Centre, White Rose Way, Doncaster	0	.0%	0	.0%	0	.0%
	Doncaster	Other	Asda, Bawtry Road, Doncaster	0	.0%	0	.0%	0	.0%
			Co-operative, High Street, Doncaster	0	.0%	0	.0%	0	.0%
	East Lindsey	Skegness		1	1.0%	2	2.1%	0	.0%
		Other	Spilsby	1	1.0%	1	1.1%	0	.0%
	East Riding of Yorkshire	Other	Beverley	0	.0%	0	.0%	0	.0%
	Greater Manchester	Other	Manchester	0	.0%	0	.0%	1	1.0%
	Guernsey	Other	Guernsey	0	.0%	1	1.1%	0	.0%
	Harrogate	Other	Harrogate	0	.0%	0	.0%	0	.0%
	Kent	Other	Kent	0	.0%	0	.0%	0	.0%
	Kettering	Other	Kettering	1	1.0%	0	.0%	0	.0%
	Kings Lynn	Other	Kings Lynn	0	.0%	0	.0%	0	.0%
	Leeds	Other	Springfield Commercial Centre, West Yorkshire	0	.0%	1	1.1%	0	.0%
	London	Other	London	1	1.0%	0	.0%	1	1.0%
			Stratford	0	.0%	0	.0%	0	.0%
	Mansfield	Mansfield		0	.0%	0	.0%	1	1.0%
	Milton Keynes	Other	Milton Keynes	0	.0%	0	.0%	0	.0%
		Newark		0	.0%	0	.0%	5	5.1%
	Newark and Sherwood		Pennells, Newark Road, South Hykeham	0	.0%	0	.0%	1	1.0%
	Norfolk	Other	Norfolk	0	.0%	0	.0%	0	.0%

(cont.)

**Q15. Where did you last go to buy clothing or footwear goods?**

			Zone					
			3		4		5	
			Num	%	Num	%	Num	%
Outside Study Area	North East Lincolnshire	Grimsby	22	22.7%	1	1.1%	0	.0%
		Cleethorpes	0	.0%	0	.0%	0	.0%
		Marks & Spencer, Victoria Street, Grimsby	0	.0%	0	.0%	0	.0%
		Victoria Retail Park, Grimsby	0	.0%	0	.0%	0	.0%
		Immingham	0	.0%	0	.0%	0	.0%
	Other	Freshney Place, Frederick Ward Way, Grimsby	1	1.0%	0	.0%	0	.0%
		Asda, Holles Street, Grimsby	0	.0%	0	.0%	0	.0%
		Tesco, Hewitts Circus Retail Park, Cleethorpes	1	1.0%	0	.0%	0	.0%
		Matalan, Alexandra Dock Retail Park, Grimsby	1	1.0%	0	.0%	0	.0%
		Scunthorpe	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Sainsbury's, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Primark, High Street, Scunthorpe	0	.0%	0	.0%	0	.0%
		Next, Gallagher Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
		Matalan, Dudley Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Barton-Upon-Humber	0	.0%	0	.0%	0	.0%
		Asda, Burringham Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Gallagher Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
		Clarks Shoes, Jubilee Way, The Parishes, Scunthorpe	0	.0%	0	.0%	0	.0%
		Bonmarche, Scunthorpe	0	.0%	0	.0%	0	.0%
		BHS, Jubilee Way, Scunthorpe	0	.0%	0	.0%	0	.0%
	Norwich	Other	0	.0%	0	.0%	0	.0%
	Nottingham	Nottingham	0	.0%	0	.0%	4	4.1%
	Other	Other	1	1.0%	0	.0%	0	.0%
	Oxfordshire	Other	0	.0%	0	.0%	0	.0%
	Peterborough	Peterborough	0	.0%	0	.0%	0	.0%

(cont.)

**Q15. Where did you last go to buy clothing or footwear goods?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
	Rotherham	Other	Rotherham	0	.0%	0	.0%	0	.0%
	Scotland	Other	Perthshire	0	.0%	0	.0%	0	.0%
		Meadowhall, Sheffield		0	.0%	0	.0%	0	.0%
	Sheffield	Sheffield		1	1.0%	1	1.1%	0	.0%
		Other	Meadowhall Centre, The Oasis, Sheffield	0	.0%	0	.0%	0	.0%
	Shrewsbury	Other	Shrewsbury	0	.0%	0	.0%	0	.0%
	Solihull	Other	Solihull	0	.0%	0	.0%	1	1.0%
	South Holland	Spalding		1	1.0%	1	1.1%	0	.0%
		Grantham		1	1.0%	2	2.1%	0	.0%
Outside Study Area		Downtown/Boundary Mills, Gonerby Moor, Grantham		0	.0%	1	1.1%	0	.0%
	South Kesteven		Asda, Union Street, Grantham	0	.0%	0	.0%	0	.0%
		Other	Bourne	0	.0%	0	.0%	0	.0%
			Boundary Mill, Grantham	0	.0%	0	.0%	0	.0%
	Stafford	Other	Stafford	0	.0%	0	.0%	0	.0%
	Swansea	Other	Swansea	0	.0%	0	.0%	0	.0%
	Torbay	Other	Torquay	0	.0%	0	.0%	0	.0%
	Wakefield	Other	Pontefract Shopping Centre, Pontefract	0	.0%	0	.0%	0	.0%
			Asda, Leeds Road, Castleford	0	.0%	0	.0%	0	.0%
	Warwick	Other	Leamington Spa	0	.0%	0	.0%	0	.0%
	York	Other	York	0	.0%	1	1.1%	0	.0%
		Internet/ Home Delivery		11	11.3%	6	6.3%	5	5.1%
Other			Catalogue/ mail order	0	.0%	1	1.1%	3	3.1%
		Other	Abroad	0	.0%	1	1.1%	1	1.0%

(cont.)



**Q15. Where did you last go to buy clothing or footwear goods?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Base: All respondents (ex DK, varies, don't buy)				93	100.0%	96	100.0%	98	100.0%
Zone 1	Bassetlaw	Retford		0	.0%	0	.0%	0	.0%
		Bawtry		0	.0%	0	.0%	0	.0%
		Other	Edinburgh Woollen Mill, Carolgate, Retford	0	.0%	0	.0%	0	.0%
			Asda, Wharf Road, Retford	0	.0%	0	.0%	0	.0%
Zone 3	East Lindsey	Louth		1	1.1%	0	.0%	0	.0%
		Other	Horncastle	0	.0%	0	.0%	0	.0%
Zone 4	East Lindsey	Other	Woodhall spa	0	.0%	0	.0%	0	.0%
			Asda, Newark Road, North Hykeham, Lincoln	1	1.1%	3	3.1%	0	.0%
Zone 5	North Kesteven	Other	North Hykeham	0	.0%	1	1.0%	0	.0%
			Ilkeston	0	.0%	0	.0%	0	.0%
			Matalan, Lindis Retail Park	1	1.1%	1	1.0%	0	.0%
			Sainsbury's, Tritton Road, Lincoln	0	.0%	1	1.0%	0	.0%
Zone 7	Lincoln		Matalan, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Birchwood	0	.0%	0	.0%	0	.0%
		Other	Lincoln Market	0	.0%	0	.0%	1	1.0%
			Debenhams, St Mark Street, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Tritton Road, Lincoln	0	.0%	1	1.0%	0	.0%
			Asda Living, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Other, Valentine Retail Park, Tritton Road, Lincoln	3	3.2%	2	2.1%	0	.0%
			Next, Valentine Retail Park, Lincoln	1	1.1%	1	1.0%	1	1.0%
			Asda Living, Valentine Retail Park, Lincoln	1	1.1%	3	3.1%	0	.0%
			TK Maxx, Valentine Retail Park, Lincoln	1	1.1%	0	.0%	0	.0%
Zone 7/8	North Kesteven		Lincoln City Centre	75	80.6%	70	72.9%	74	75.5%

(cont.)

**Q15. Where did you last go to buy clothing or footwear goods?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Zone 8	Lincoln	Other	Marks & Spencer, High Street, Lincoln	3	3.2%	1	1.0%	0	.0%
			Tesco, Wragby Road, Lincoln	0	.0%	0	.0%	2	2.0%
			Carlton Centre, Lincoln	0	.0%	0	.0%	1	1.0%
			Primark, High Street, Lincoln	0	.0%	0	.0%	1	1.0%
			Burton, High Street, Lincoln	0	.0%	0	.0%	1	1.0%
			Bailgate, Lincoln	0	.0%	0	.0%	0	.0%
Zone 9	North Kesteven	Other	Ruskington	0	.0%	0	.0%	0	.0%
			Sleaford	0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Other	Mackays, Market Place, Sleaford	0	.0%	0	.0%	0	.0%
			Greenwoods, Sleaford	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Other	Epworth	0	.0%	0	.0%	0	.0%
			Gainsborough	0	.0%	1	1.0%	0	.0%
Zone 12	West Lindsey	Other	Bon Marche, Market Street, Gainsborough	0	.0%	0	.0%	1	1.0%
			Tesco, Beaumont Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Marshall's Yard, Gainsborough	0	.0%	0	.0%	0	.0%
			Lidl, Ropery Road, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Market Street, Gainsborough	0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%
Zone 14	West Lindsey	Market Rasen		0	.0%	0	.0%	0	.0%
		Caistor		0	.0%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Brigg	0	.0%	0	.0%	0	.0%
			Wilkinsons, Cary Lane, Brigg	0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%
Outside Study Area	Bassetlaw	Worksop		0	.0%	0	.0%	0	.0%
		Other	Tesco, Gateford Road, Worksop	0	.0%	0	.0%	0	.0%
	Blackpool	Other	Blackpool	0	.0%	0	.0%	0	.0%
	Bolsover	Other	Barlborough Retail Park, Barlborough	0	.0%	0	.0%	0	.0%
	Boston	Boston		1	1.1%	0	.0%	0	.0%
		Other	Asda, Sleaford Road, Boston	0	.0%	0	.0%	0	.0%

(cont.)

**Q15. Where did you last go to buy clothing or footwear goods?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Outside Study Area	Bristol	Other	Bristol	0	.0%	0	.0%	0	.0%
	Chesterfield	Other	Chesterfield	0	.0%	0	.0%	0	.0%
	City of Kingston upon Hull	Other	Hull	0	.0%	0	.0%	0	.0%
	Darlington	Other	Darlington	0	.0%	0	.0%	0	.0%
	Derby	Other	Derby	0	.0%	0	.0%	0	.0%
	Derbyshire	Other	Derbyshire	1	1.1%	0	.0%	0	.0%
		Doncaster		0	.0%	0	.0%	0	.0%
			Lakeside Shopping Centre, White Rose Way, Doncaster	0	.0%	0	.0%	0	.0%
	Doncaster	Other	Asda, Bawtry Road, Doncaster	0	.0%	0	.0%	0	.0%
			Co-operative, High Street, Doncaster	0	.0%	0	.0%	0	.0%
		Skegness		0	.0%	0	.0%	0	.0%
	East Lindsey	Other	Spilsby	0	.0%	0	.0%	0	.0%
	East Riding of Yorkshire	Other	Beverley	0	.0%	0	.0%	0	.0%
	Greater Manchester	Other	Manchester	0	.0%	0	.0%	0	.0%
	Guernsey	Other	Guernsey	0	.0%	0	.0%	0	.0%
	Harrogate	Other	Harrogate	0	.0%	0	.0%	0	.0%
	Kent	Other	Kent	0	.0%	0	.0%	0	.0%
	Kettering	Other	Kettering	0	.0%	0	.0%	0	.0%
	Kings Lynn	Other	Kings Lynn	0	.0%	0	.0%	0	.0%
	Leeds	Other	Springfield Commercial Centre, West Yorkshire	0	.0%	0	.0%	0	.0%
			London	0	.0%	0	.0%	1	1.0%
	London	Other	Stratford	0	.0%	0	.0%	1	1.0%
	Mansfield	Mansfield		0	.0%	0	.0%	0	.0%
	Milton Keynes	Other	Milton Keynes	0	.0%	0	.0%	0	.0%
		Newark		0	.0%	1	1.0%	2	2.0%
	Newark and Sherwood		Pennells, Newark Road, South Hykeham	0	.0%	0	.0%	0	.0%
	Norfolk	Other	Norfolk	0	.0%	0	.0%	0	.0%

(cont.)

**Q15. Where did you last go to buy clothing or footwear goods?**

			Zone					
			6		7		8	
			Num	%	Num	%	Num	%
Outside Study Area	North East Lincolnshire	Grimsby	0	.0%	0	.0%	0	.0%
		Cleethorpes	0	.0%	0	.0%	1	1.0%
		Marks & Spencer, Victoria Street, Grimsby	0	.0%	0	.0%	0	.0%
		Victoria Retail Park, Grimsby	0	.0%	0	.0%	0	.0%
		Immingham	0	.0%	0	.0%	0	.0%
	Other	Freshney Place, Frederick Ward Way, Grimsby	0	.0%	0	.0%	0	.0%
		Asda, Holles Street, Grimsby	0	.0%	0	.0%	0	.0%
		Tesco, Hewitts Circus Retail Park, Cleethorpes	0	.0%	0	.0%	0	.0%
		Matalan, Alexandra Dock Retail Park, Grimsby	0	.0%	0	.0%	0	.0%
		Scunthorpe	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Sainsbury's, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Primark, High Street, Scunthorpe	0	.0%	0	.0%	0	.0%
		Next, Gallagher Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
		Matalan, Dudley Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Barton-Upon-Humber	0	.0%	0	.0%	0	.0%
		Asda, Burringham Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Gallagher Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
		Clarks Shoes, Jubilee Way, The Parishes, Scunthorpe	0	.0%	0	.0%	0	.0%
		Bonmarche, Scunthorpe	0	.0%	0	.0%	0	.0%
		BHS, Jubilee Way, Scunthorpe	0	.0%	0	.0%	0	.0%
	Norwich	Other	1	1.1%	0	.0%	0	.0%
	Nottingham	Nottingham	0	.0%	1	1.0%	0	.0%
	Other	Other	0	.0%	0	.0%	0	.0%
	Oxfordshire	Other	0	.0%	0	.0%	0	.0%
	Peterborough	Peterborough	0	.0%	0	.0%	0	.0%

(cont.)

**Q15. Where did you last go to buy clothing or footwear goods?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
	Rotherham	Other	Rotherham	0	.0%	0	.0%	0	.0%
	Scotland	Other	Perthshire	0	.0%	0	.0%	0	.0%
		Meadowhall, Sheffield		0	.0%	0	.0%	0	.0%
	Sheffield	Sheffield		1	1.1%	0	.0%	1	1.0%
		Other	Meadowhall Centre, The Oasis, Sheffield	0	.0%	0	.0%	0	.0%
	Shrewsbury	Other	Shrewsbury	0	.0%	0	.0%	1	1.0%
	Solihull	Other	Solihull	0	.0%	0	.0%	0	.0%
	South Holland	Spalding		0	.0%	0	.0%	1	1.0%
		Grantham		0	.0%	0	.0%	1	1.0%
Outside Study Area		Downtown/Boundary Mills, Gonerby Moor, Grantham		0	.0%	1	1.0%	0	.0%
	South Kesteven		Asda, Union Street, Grantham	0	.0%	0	.0%	0	.0%
		Other	Bourne	0	.0%	0	.0%	0	.0%
			Boundary Mill, Grantham	0	.0%	0	.0%	0	.0%
	Stafford	Other	Stafford	0	.0%	0	.0%	0	.0%
	Swansea	Other	Swansea	0	.0%	0	.0%	0	.0%
	Torbay	Other	Torquay	0	.0%	0	.0%	0	.0%
	Wakefield	Other	Pontefract Shopping Centre, Pontefract	0	.0%	0	.0%	0	.0%
			Asda, Leeds Road, Castleford	0	.0%	0	.0%	0	.0%
	Warwick	Other	Leamington Spa	0	.0%	0	.0%	0	.0%
	York	Other	York	0	.0%	0	.0%	1	1.0%
		Internet/ Home Delivery		0	.0%	8	8.3%	5	5.1%
Other			Catalogue/ mail order	1	1.1%	0	.0%	0	.0%
		Other	Abroad	1	1.1%	0	.0%	1	1.0%

(cont.)

**Q15. Where did you last go to buy clothing or footwear goods?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Base: All respondents (ex DK, varies, don't buy)				95	100.0%	97	100.0%	94	100.0%
Zone 1	Bassetlaw	Retford		0	.0%	0	.0%	7	7.4%
		Bawtry		0	.0%	0	.0%	1	1.1%
		Other	Edinburgh Woollen Mill, Carolgate, Retford	0	.0%	0	.0%	0	.0%
			Asda, Wharf Road, Retford	0	.0%	0	.0%	0	.0%
Zone 3	East Lindsey	Louth		0	.0%	0	.0%	0	.0%
		Other	Horncastle	0	.0%	0	.0%	0	.0%
Zone 4	East Lindsey	Other	Woodhall spa	0	.0%	0	.0%	0	.0%
			Asda, Newark Road, North Hykeham, Lincoln	0	.0%	0	.0%	0	.0%
Zone 5	North Kesteven	Other	North Hykeham	0	.0%	0	.0%	0	.0%
			Ilkeston	0	.0%	0	.0%	0	.0%
			Matalan, Lindis Retail Park	0	.0%	0	.0%	0	.0%
			Sainsbury's, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7	Lincoln		Matalan, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Birchwood	0	.0%	0	.0%	0	.0%
		Other	Lincoln Market	0	.0%	0	.0%	0	.0%
			Debenhams, St Mark Street, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Asda Living, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Other, Valentine Retail Park, Tritton Road, Lincoln	0	.0%	1	1.0%	0	.0%
			Next, Valentine Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Asda Living, Valentine Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			TK Maxx, Valentine Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7/8	North Kesteven		Lincoln City Centre	30	31.6%	38	39.2%	5	5.3%

(cont.)

**Q15. Where did you last go to buy clothing or footwear goods?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Zone 8	Lincoln	Other	Marks & Spencer, High Street, Lincoln	0	.0%	2	2.1%	1	1.1%
			Tesco, Wragby Road, Lincoln	0	.0%	0	.0%	0	.0%
			Carlton Centre, Lincoln	0	.0%	0	.0%	0	.0%
			Primark, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Burton, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Bailgate, Lincoln	0	.0%	0	.0%	0	.0%
Zone 9	North Kesteven	Other	Ruskington	1	1.1%	0	.0%	0	.0%
			Sleaford	7	7.4%	13	13.4%	0	.0%
Zone 10	North Kesteven	Other	Mackays, Market Place, Sleaford	0	.0%	1	1.0%	0	.0%
			Greenwoods, Sleaford	0	.0%	1	1.0%	0	.0%
	North Lincolnshire	Other	Epworth	0	.0%	0	.0%	0	.0%
			Gainsborough	0	.0%	0	.0%	7	7.4%
Zone 12	West Lindsey	Other	Bon Marche, Market Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Tesco, Beaumont Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Marshall's Yard, Gainsborough	0	.0%	0	.0%	1	1.1%
			Lidl, Ropery Road, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Market Street, Gainsborough	0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%
Zone 14	West Lindsey	Market Rasen		0	.0%	0	.0%	0	.0%
		Caistor		0	.0%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Brigg	0	.0%	0	.0%	0	.0%
			Wilkinsons, Cary Lane, Brigg	0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%
Outside Study Area	Bassetlaw	Worksop		0	.0%	0	.0%	0	.0%
		Other	Tesco, Gateford Road, Worksop	0	.0%	0	.0%	1	1.1%
	Blackpool	Other	Blackpool	0	.0%	0	.0%	0	.0%
	Bolsover	Other	Barlborough Retail Park, Barlborough	0	.0%	0	.0%	0	.0%
	Boston	Boston		19	20.0%	0	.0%	0	.0%
		Other	Asda, Sleaford Road, Boston	2	2.1%	0	.0%	0	.0%

(cont.)

**Q15. Where did you last go to buy clothing or footwear goods?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Outside Study Area	Bristol	Other	Bristol	0	.0%	0	.0%	0	.0%
	Chesterfield	Other	Chesterfield	0	.0%	1	1.0%	0	.0%
	City of Kingston upon Hull	Other	Hull	0	.0%	0	.0%	1	1.1%
	Darlington	Other	Darlington	0	.0%	0	.0%	0	.0%
	Derby	Other	Derby	1	1.1%	0	.0%	0	.0%
	Derbyshire	Other	Derbyshire	0	.0%	0	.0%	1	1.1%
		Doncaster		0	.0%	0	.0%	42	44.7%
			Lakeside Shopping Centre, White Rose Way, Doncaster	0	.0%	0	.0%	3	3.2%
	Doncaster	Other	Asda, Bawtry Road, Doncaster	0	.0%	0	.0%	2	2.1%
			Co-operative, High Street, Doncaster	0	.0%	0	.0%	1	1.1%
		Skegness		0	.0%	0	.0%	0	.0%
	East Lindsey	Other	Spilsby	0	.0%	0	.0%	0	.0%
	East Riding of Yorkshire	Other	Beverley	0	.0%	0	.0%	0	.0%
	Greater Manchester	Other	Manchester	0	.0%	0	.0%	0	.0%
	Guernsey	Other	Guernsey	0	.0%	0	.0%	0	.0%
	Harrogate	Other	Harrogate	0	.0%	0	.0%	0	.0%
	Kent	Other	Kent	0	.0%	1	1.0%	0	.0%
	Kettering	Other	Kettering	0	.0%	0	.0%	0	.0%
	Kings Lynn	Other	Kings Lynn	1	1.1%	0	.0%	0	.0%
	Leeds	Other	Springfield Commercial Centre, West Yorkshire	0	.0%	0	.0%	0	.0%
			London	0	.0%	1	1.0%	1	1.1%
	London	Other	Stratford	0	.0%	0	.0%	0	.0%
	Mansfield	Mansfield		0	.0%	1	1.0%	0	.0%
	Milton Keynes	Other	Milton Keynes	0	.0%	0	.0%	0	.0%
		Newark		2	2.1%	2	2.1%	0	.0%
	Newark and Sherwood		Pennells, Newark Road, South Hykeham	0	.0%	0	.0%	0	.0%
	Norfolk	Other	Norfolk	0	.0%	0	.0%	0	.0%

(cont.)



**Q15. Where did you last go to buy clothing or footwear goods?**

			Zone					
			9		10		11	
			Num	%	Num	%	Num	%
Outside Study Area	North East Lincolnshire	Grimsby	0	.0%	0	.0%	0	.0%
		Cleethorpes	0	.0%	0	.0%	0	.0%
		Marks & Spencer, Victoria Street, Grimsby	0	.0%	0	.0%	0	.0%
		Victoria Retail Park, Grimsby	0	.0%	0	.0%	0	.0%
		Immingham	0	.0%	0	.0%	1	1.1%
		Other	0	.0%	0	.0%	0	.0%
		Freshney Place, Frederick Ward Way, Grimsby	0	.0%	0	.0%	0	.0%
		Asda, Holles Street, Grimsby	0	.0%	0	.0%	0	.0%
		Tesco, Hewitts Circus Retail Park, Cleethorpes	0	.0%	0	.0%	0	.0%
		Matalan, Alexandra Dock Retail Park, Grimsby	0	.0%	0	.0%	0	.0%
	Scunthorpe		0	.0%	0	.0%	1	1.1%
		Sainsbury's, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Primark, High Street, Scunthorpe	0	.0%	0	.0%	0	.0%
		Next, Gallagher Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
		Matalan, Dudley Road, Scunthorpe	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Other	0	.0%	0	.0%	0	.0%
		Barton-Upon-Humber	0	.0%	0	.0%	0	.0%
		Asda, Burringham Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Gallagher Retail Park, Scunthorpe	0	.0%	0	.0%	1	1.1%
		Clarks Shoes, Jubilee Way, The Parishes, Scunthorpe	0	.0%	0	.0%	0	.0%
	Norwich	Bonmarche, Scunthorpe	0	.0%	0	.0%	0	.0%
		BHS, Jubilee Way, Scunthorpe	0	.0%	0	.0%	0	.0%
		Norwich	0	.0%	0	.0%	0	.0%
	Nottingham	Nottingham	0	.0%	2	2.1%	1	1.1%
	Other	Other	0	.0%	0	.0%	0	.0%
	Oxfordshire	Other	0	.0%	0	.0%	0	.0%
	Peterborough	Peterborough	1	1.1%	0	.0%	0	.0%

(cont.)

Q15. Where did you last go to buy clothing or footwear goods?

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
	Rotherham	Other	Rotherham	0	.0%	0	.0%	1	1.1%
	Scotland	Other	Perthshire	0	.0%	1	1.0%	0	.0%
		Meadowhall, Sheffield		0	.0%	0	.0%	5	5.3%
	Sheffield	Sheffield		0	.0%	1	1.0%	4	4.3%
		Other	Meadowhall Centre, The Oasis, Sheffield	0	.0%	0	.0%	0	.0%
	Shrewsbury	Other	Shrewsbury	0	.0%	0	.0%	0	.0%
	Solihull	Other	Solihull	0	.0%	0	.0%	0	.0%
	South Holland	Spalding		8	8.4%	0	.0%	0	.0%
		Grantham		11	11.6%	14	14.4%	0	.0%
Outside Study Area		Downtown/Boundary Mills, Gonerby Moor, Grantham		2	2.1%	3	3.1%	0	.0%
	South Kesteven		Asda, Union Street, Grantham	1	1.1%	2	2.1%	0	.0%
		Other	Bourne	1	1.1%	0	.0%	0	.0%
			Boundary Mill, Grantham	0	.0%	1	1.0%	0	.0%
	Stafford	Other	Stafford	0	.0%	0	.0%	0	.0%
	Swansea	Other	Swansea	1	1.1%	0	.0%	0	.0%
	Torbay	Other	Torquay	0	.0%	1	1.0%	0	.0%
	Wakefield	Other	Pontefract Shopping Centre, Pontefract	0	.0%	0	.0%	1	1.1%
			Asda, Leeds Road, Castleford	0	.0%	0	.0%	1	1.1%
	Warwick	Other	Leamington Spa	0	.0%	0	.0%	0	.0%
	York	Other	York	0	.0%	1	1.0%	1	1.1%
		Internet/ Home Delivery		5	5.3%	8	8.2%	3	3.2%
Other			Catalogue/ mail order	1	1.1%	1	1.0%	0	.0%
		Other	Abroad	1	1.1%	0	.0%	0	.0%

(cont.)

**Q15. Where did you last go to buy clothing or footwear goods?**

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Base: All respondents (ex DK, varies, don't buy)				93	100.0%	98	100.0%	95	100.0%
Zone 1	Bassetlaw	Retford		0	.0%	0	.0%	0	.0%
		Bawtry		0	.0%	0	.0%	0	.0%
		Other	Edinburgh Woollen Mill, Carolgate, Retford	0	.0%	0	.0%	0	.0%
			Asda, Wharf Road, Retford	0	.0%	0	.0%	0	.0%
Zone 3	East Lindsey	Louth		0	.0%	0	.0%	1	1.1%
		Other	Horncastle	0	.0%	0	.0%	0	.0%
Zone 4	East Lindsey	Other	Woodhall spa	0	.0%	0	.0%	0	.0%
			Asda, Newark Road, North Hykeham, Lincoln	0	.0%	0	.0%	0	.0%
Zone 5	North Kesteven	Other	North Hykeham	0	.0%	0	.0%	0	.0%
			Ilkeston	0	.0%	0	.0%	0	.0%
			Matalan, Lindis Retail Park	1	1.1%	0	.0%	2	2.1%
			Sainsbury's, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7	Lincoln		Matalan, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Birchwood	0	.0%	0	.0%	0	.0%
		Other	Lincoln Market	0	.0%	0	.0%	0	.0%
			Debenhams, St Mark Street, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Asda Living, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Other, Valentine Retail Park, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Next, Valentine Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Asda Living, Valentine Retail Park, Lincoln	1	1.1%	0	.0%	0	.0%
			TK Maxx, Valentine Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7/8	North Kesteven		Lincoln City Centre	10	10.8%	23	23.5%	27	28.4%

(cont.)

**Q15. Where did you last go to buy clothing or footwear goods?**

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Zone 8	Lincoln	Other	Marks & Spencer, High Street, Lincoln	0	.0%	0	.0%	1	1.1%
			Tesco, Wragby Road, Lincoln	0	.0%	0	.0%	0	.0%
			Carlton Centre, Lincoln	0	.0%	0	.0%	0	.0%
			Primark, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Burton, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Bailgate, Lincoln	0	.0%	0	.0%	0	.0%
Zone 9	North Kesteven	Other	Ruskington	0	.0%	0	.0%	0	.0%
			Sleaford	0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Other	Mackays, Market Place, Sleaford	0	.0%	0	.0%	0	.0%
			Greenwoods, Sleaford	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Other	Epworth	3	3.2%	0	.0%	0	.0%
			Gainsborough	22	23.7%	2	2.0%	0	.0%
Zone 12	West Lindsey	Other	Bon Marche, Market Street, Gainsborough	1	1.1%	0	.0%	0	.0%
			Tesco, Beaumont Street, Gainsborough	1	1.1%	0	.0%	0	.0%
			Marshall's Yard, Gainsborough	0	.0%	0	.0%	0	.0%
			Lidl, Ropery Road, Gainsborough	1	1.1%	0	.0%	0	.0%
			Co-op, Market Street, Gainsborough	1	1.1%	0	.0%	0	.0%
Zone 14	West Lindsey	Market Rasen		0	.0%	1	1.0%	2	2.1%
		Caistor		0	.0%	0	.0%	1	1.1%
Zone 15	North Lincolnshire	Other	Brigg	0	.0%	4	4.1%	1	1.1%
			Wilkinsons, Cary Lane, Brigg	0	.0%	0	.0%	0	.0%
	Bassetlaw	Worksop		0	.0%	0	.0%	0	.0%
		Other	Tesco, Gateford Road, Worksop	0	.0%	0	.0%	0	.0%
Outside Study Area	Blackpool	Other	Blackpool	0	.0%	0	.0%	0	.0%
	Bolsover	Other	Barlborough Retail Park, Barlborough	0	.0%	0	.0%	0	.0%
	Boston	Boston		0	.0%	0	.0%	0	.0%
		Other	Asda, Sleaford Road, Boston	0	.0%	0	.0%	0	.0%

(cont.)

**Q15. Where did you last go to buy clothing or footwear goods?**

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Outside Study Area	Bristol	Other	Bristol	0	.0%	0	.0%	0	.0%
	Chesterfield	Other	Chesterfield	0	.0%	0	.0%	0	.0%
	City of Kingston upon Hull	Other	Hull	0	.0%	1	1.0%	0	.0%
	Darlington	Other	Darlington	0	.0%	0	.0%	0	.0%
	Derby	Other	Derby	0	.0%	0	.0%	0	.0%
	Derbyshire	Other	Derbyshire	0	.0%	0	.0%	0	.0%
		Doncaster		10	10.8%	2	2.0%	1	1.1%
	Doncaster		Lakeside Shopping Centre, White Rose Way, Doncaster	1	1.1%	0	.0%	0	.0%
		Other	Asda, Bawtry Road, Doncaster	0	.0%	0	.0%	0	.0%
			Co-operative, High Street, Doncaster	0	.0%	0	.0%	0	.0%
	East Lindsey	Skegness		0	.0%	0	.0%	0	.0%
		Other	Spilsby	0	.0%	0	.0%	0	.0%
	East Riding of Yorkshire	Other	Beverley	0	.0%	0	.0%	0	.0%
	Greater Manchester	Other	Manchester	0	.0%	0	.0%	0	.0%
	Guernsey	Other	Guernsey	0	.0%	0	.0%	0	.0%
	Harrogate	Other	Harrogate	1	1.1%	0	.0%	0	.0%
	Kent	Other	Kent	0	.0%	0	.0%	0	.0%
	Kettering	Other	Kettering	0	.0%	0	.0%	0	.0%
	Kings Lynn	Other	Kings Lynn	0	.0%	0	.0%	0	.0%
	Leeds	Other	Springfield Commercial Centre, West Yorkshire	0	.0%	0	.0%	0	.0%
	London	Other	London	0	.0%	0	.0%	1	1.1%
			Stratford	0	.0%	0	.0%	0	.0%
	Mansfield	Mansfield		0	.0%	1	1.0%	0	.0%
	Milton Keynes	Other	Milton Keynes	1	1.1%	0	.0%	0	.0%
		Newark		0	.0%	0	.0%	0	.0%
	Newark and Sherwood		Pennells, Newark Road, South Hykeham	0	.0%	0	.0%	0	.0%
	Norfolk	Other	Norfolk	0	.0%	0	.0%	1	1.1%

(cont.)

**Q15. Where did you last go to buy clothing or footwear goods?**

			Zone					
			12		13		14	
			Num	%	Num	%	Num	%
Outside Study Area	North East Lincolnshire	Grimsby	0	.0%	4	4.1%	41	43.2%
		Cleethorpes	0	.0%	0	.0%	2	2.1%
		Marks & Spencer, Victoria Street, Grimsby	0	.0%	0	.0%	1	1.1%
		Victoria Retail Park, Grimsby	0	.0%	0	.0%	2	2.1%
		Immingham	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Freshney Place, Frederick Ward Way, Grimsby	0	.0%	0	.0%	0	.0%
		Asda, Holles Street, Grimsby	0	.0%	0	.0%	1	1.1%
		Tesco, Hewitts Circus Retail Park, Cleethorpes	0	.0%	0	.0%	0	.0%
		Matalan, Alexandra Dock Retail Park, Grimsby	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Scunthorpe	24	25.8%	38	38.8%	2	2.1%
		Sainsbury's, Doncaster Road, Scunthorpe	0	.0%	2	2.0%	0	.0%
		Primark, High Street, Scunthorpe	1	1.1%	1	1.0%	0	.0%
		Next, Gallagher Retail Park, Scunthorpe	0	.0%	2	2.0%	0	.0%
		Matalan, Dudley Road, Scunthorpe	0	.0%	0	.0%	0	.0%
	Other	Barton-Upon-Humber	0	.0%	0	.0%	0	.0%
		Asda, Burringham Road, Scunthorpe	0	.0%	1	1.0%	0	.0%
		Gallagher Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
		Clarks Shoes, Jubilee Way, The Parishes, Scunthorpe	0	.0%	0	.0%	0	.0%
		Bonmarche, Scunthorpe	0	.0%	0	.0%	0	.0%
Norwich	Other	BHS, Jubilee Way, Scunthorpe	0	.0%	0	.0%	0	.0%
		Norwich	0	.0%	0	.0%	0	.0%
		Nottingham	1	1.1%	1	1.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		South Yorkshire	0	.0%	0	.0%	0	.0%
		Oxford	0	.0%	0	.0%	0	.0%
		Peterborough	0	.0%	0	.0%	0	.0%

(cont.)

**Q15. Where did you last go to buy clothing or footwear goods?**

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
	Rotherham	Other	Rotherham	0	.0%	0	.0%	0	.0%
	Scotland	Other	Perthshire	0	.0%	0	.0%	0	.0%
		Meadowhall, Sheffield		7	7.5%	2	2.0%	0	.0%
	Sheffield	Sheffield		0	.0%	1	1.0%	1	1.1%
		Other	Meadowhall Centre, The Oasis, Sheffield	1	1.1%	1	1.0%	1	1.1%
	Shrewsbury	Other	Shrewsbury	0	.0%	0	.0%	0	.0%
	Solihull	Other	Solihull	0	.0%	0	.0%	0	.0%
	South Holland	Spalding		0	.0%	1	1.0%	0	.0%
		Grantham		1	1.1%	0	.0%	0	.0%
Outside Study Area		Downtown/Boundary Mills, Gonerby Moor, Grantham		0	.0%	0	.0%	0	.0%
	South Kesteven		Asda, Union Street, Grantham	0	.0%	0	.0%	0	.0%
		Other	Bourne	0	.0%	0	.0%	0	.0%
			Boundary Mill, Grantham	0	.0%	0	.0%	0	.0%
	Stafford	Other	Stafford	0	.0%	0	.0%	0	.0%
	Swansea	Other	Swansea	0	.0%	0	.0%	0	.0%
	Torbay	Other	Torquay	0	.0%	0	.0%	0	.0%
	Wakefield	Other	Pontefract Shopping Centre, Pontefract	0	.0%	0	.0%	0	.0%
			Asda, Leeds Road, Castleford	0	.0%	0	.0%	0	.0%
	Warwick	Other	Leamington Spa	0	.0%	0	.0%	0	.0%
	York	Other	York	0	.0%	1	1.0%	0	.0%
		Internet/ Home Delivery		4	4.3%	8	8.2%	6	6.3%
Other			Catalogue/ mail order	0	.0%	1	1.0%	0	.0%
		Other	Abroad	0	.0%	0	.0%	0	.0%

(cont.)

**Q15. Where did you last go to buy clothing or footwear goods?**

				Zone	
				15	
				Num	%
		Base: All respondents (ex DK, varies, don't buy)		97	100.0%
		Retford		0	.0%
		Bawtry		0	.0%
Zone 1	Bassetlaw	Other	Edinburgh Woollen Mill, Carolgate, Retford	0	.0%
			Asda, Wharf Road, Retford	0	.0%
Zone 3	East Lindsey	Louth		1	1.0%
		Other	Horncastle	1	1.0%
Zone 4	East Lindsey	Other	Woodhall spa	0	.0%
			Asda, Newark Road, North Hykeham, Lincoln	0	.0%
Zone 5	North Kesteven	Other	North Hykeham	0	.0%
			Ilkeston	0	.0%
		Matalan, Lindis Retail Park		0	.0%
			Sainsbury's, Tritton Road, Lincoln	0	.0%
			Matalan, Tritton Road, Lincoln	0	.0%
			Birchwood	0	.0%
	Lincoln	Other	Lincoln Market	0	.0%
			Debenhams, St Mark Street, Lincoln	0	.0%
Zone 7			Co-op, Tritton Road, Lincoln	0	.0%
			Asda Living, Tritton Road, Lincoln	0	.0%
		Other, Valentine Retail Park, Tritton Road, Lincoln		0	.0%
		Next, Valentine Retail Park, Lincoln		0	.0%
	North Kesteven	Asda Living, Valentine Retail Park, Lincoln		0	.0%
		TK Maxx, Valentine Retail Park, Lincoln		0	.0%
Zone 7/8	North Kesteven	Lincoln City Centre		5	5.2%

(cont.)



**Q15. Where did you last go to buy clothing or footwear goods?**

				Zone	
				15	
				Num	%
Zone 8	Lincoln	Other	Marks & Spencer, High Street, Lincoln	0	.0%
			Tesco, Wragby Road, Lincoln	0	.0%
			Carlton Centre, Lincoln	0	.0%
			Primark, High Street, Lincoln	0	.0%
			Burton, High Street, Lincoln	0	.0%
			Bailgate, Lincoln	0	.0%
Zone 9	North Kesteven	Other	Ruskington	0	.0%
			Sleaford	0	.0%
Zone 10	North Kesteven	Other	Mackays, Market Place, Sleaford	0	.0%
			Greenwoods, Sleaford	0	.0%
	North Lincolnshire	Other	Epworth	0	.0%
			Gainsborough	1	1.0%
Zone 12	West Lindsey	Other	Bon Marche, Market Street, Gainsborough	0	.0%
			Tesco, Beaumont Street, Gainsborough	0	.0%
			Marshall's Yard, Gainsborough	0	.0%
			Lidl, Ropery Road, Gainsborough	0	.0%
			Co-op, Market Street, Gainsborough	0	.0%
				0	.0%
Zone 14	West Lindsey	Market Rasen		0	.0%
		Caistor		1	1.0%
Zone 15	North Lincolnshire	Other	Brigg	3	3.1%
			Wilkinsons, Cary Lane, Brigg	1	1.0%
	Bassetlaw	Worksop		0	.0%
		Other	Tesco, Gateford Road, Worksop	0	.0%
Outside Study Area	Blackpool	Other	Blackpool	0	.0%
	Bolsover	Other	Barlborough Retail Park, Barlborough	0	.0%
	Boston	Boston		0	.0%
		Other	Asda, Sleaford Road, Boston	0	.0%

(cont.)

Q15. Where did you last go to buy clothing or footwear goods?

				Zone	
				15	
				Num	%
Outside Study Area	Bristol	Other	Bristol	0	.0%
	Chesterfield	Other	Chesterfield	0	.0%
	City of Kingston upon Hull	Other	Hull	1	1.0%
	Darlington	Other	Darlington	0	.0%
	Derby	Other	Derby	0	.0%
	Derbyshire	Other	Derbyshire	0	.0%
		Doncaster		1	1.0%
	Doncaster		Lakeside Shopping Centre, White Rose Way, Doncaster	0	.0%
		Other	Asda, Bawtry Road, Doncaster	0	.0%
			Co-operative, High Street, Doncaster	0	.0%
	East Lindsey	Skegness		0	.0%
		Other	Spilsby	0	.0%
	East Riding of Yorkshire	Other	Beverley	1	1.0%
	Greater Manchester	Other	Manchester	0	.0%
	Guernsey	Other	Guernsey	0	.0%
	Harrogate	Other	Harrogate	0	.0%
	Kent	Other	Kent	0	.0%
	Kettering	Other	Kettering	0	.0%
	Kings Lynn	Other	Kings Lynn	0	.0%
	Leeds	Other	Springfield Commercial Centre, West Yorkshire	0	.0%
	London	Other	London	1	1.0%
			Stratford	0	.0%
	Mansfield	Mansfield		0	.0%
	Milton Keynes	Other	Milton Keynes	0	.0%
		Newark		0	.0%
	Newark and Sherwood		Pennells, Newark Road, South Hykeham	0	.0%
	Norfolk	Other	Norfolk	0	.0%

(cont.)

Q15. Where did you last go to buy clothing or footwear goods?

			Zone	
			15	
			Num	%
Outside Study Area	North East Lincolnshire	Grimsby	36	37.1%
		Cleethorpes	1	1.0%
		Marks & Spencer, Victoria Street, Grimsby	2	2.1%
		Victoria Retail Park, Grimsby	0	.0%
	Other	Immingham	1	1.0%
		Freshney Place, Frederick Ward Way, Grimsby	1	1.0%
		Asda, Holles Street, Grimsby	1	1.0%
		Tesco, Hewitts Circus Retail Park, Cleethorpes	0	.0%
		Matalan, Alexandra Dock Retail Park, Grimsby	0	.0%
	Scunthorpe		20	20.6%
		Sainsbury's, Doncaster Road, Scunthorpe	0	.0%
		Primark, High Street, Scunthorpe	0	.0%
		Next, Gallagher Retail Park, Scunthorpe	0	.0%
	North Lincolnshire	Matalan, Dudley Road, Scunthorpe	2	2.1%
		Barton-Upon-Humber	2	2.1%
		Asda, Burringham Road, Scunthorpe	1	1.0%
		Gallagher Retail Park, Scunthorpe	0	.0%
		Clarks Shoes, Jubilee Way, The Parishes, Scunthorpe	1	1.0%
		Bonmarche, Scunthorpe	1	1.0%
		BHS, Jubilee Way, Scunthorpe	1	1.0%
			1	1.0%
	Norwich	Other	1	1.0%
	Nottingham	Nottingham	0	.0%
	Other	Other	0	.0%
	Oxfordshire	Other	1	1.0%
	Peterborough	Peterborough	0	.0%

(cont.)

Q15. Where did you last go to buy clothing or footwear goods?

				Zone	
				15	
				Num	%
	Rotherham	Other	Rotherham	0	.0%
	Scotland	Other	Perthshire	0	.0%
		Meadowhall, Sheffield		1	1.0%
	Sheffield	Sheffield		1	1.0%
		Other	Meadowhall Centre, The Oasis, Sheffield	0	.0%
	Shrewsbury	Other	Shrewsbury	0	.0%
	Solihull	Other	Solihull	0	.0%
	South Holland	Spalding		0	.0%
		Grantham		0	.0%
Outside Study Area		Downtown/Boundary Mills, Gonerby Moor, Grantham		0	.0%
	South Kesteven		Asda, Union Street, Grantham	0	.0%
		Other	Bourne	0	.0%
			Boundary Mill, Grantham	0	.0%
	Stafford	Other	Stafford	0	.0%
	Swansea	Other	Swansea	0	.0%
	Torbay	Other	Torquay	0	.0%
	Wakefield	Other	Pontefract Shopping Centre, Pontefract	0	.0%
			Asda, Leeds Road, Castleford	0	.0%
	Warwick	Other	Leamington Spa	0	.0%
	York	Other	York	0	.0%
		Internet/ Home Delivery		3	3.1%
Other			Catalogue/ mail order	1	1.0%
		Other	Abroad	2	2.1%

**Q17. Where did you last go to buy Books, CDs, DVDs?**

				Zone							
				Base: All respondents (ex DK, varies, don't buy)		1		2			
						Num	%	Num	%	Num	%
Zone 1	Bassetlaw	Base: All respondents (ex DK, varies, don't buy)		1088	100.0%	73	100.0%	79	100.0%		
		Other	Retford	28	2.6%	21	28.8%	0	.0%		
			Asda, Wharf Road, Retford	7	.6%	2	2.7%	1	1.3%		
			Morrisons, Idle Valley Road, Retford	3	.3%	3	4.1%	0	.0%		
			Tuxford	1	.1%	1	1.4%	0	.0%		
			Bookworm, Spa Lane, Retford	1	.1%	1	1.4%	0	.0%		
Zone 2	West Lindsey	Other	Aldi, Carolgate, Retford	1	.1%	1	1.4%	0	.0%		
			Co-op, Ryland Road, Welton	2	.2%	0	.0%	1	1.3%		
			Louth	9	.8%	0	.0%	0	.0%		
Zone 3	East Lindsey	Other	Horncastle	4	.4%	0	.0%	0	.0%		
			Wragby, Lincoln	2	.2%	0	.0%	0	.0%		
			Tesco, Water Mill Road, Horncastle	1	.1%	0	.0%	0	.0%		
Zone 4	East Lindsey	Other	Woodhall Spa	9	.8%	0	.0%	0	.0%		
			North Kesteven	Other	Co-op, High Street, Metheringham	2	.2%	0	.0%	0	.0%
					Newark and Sherwood	Other	Collingham	2	.2%	0	.0%
Zone 5	North Kesteven	Other	Asda, Newark Road, North Hykeham, Lincoln	16	1.5%		0	.0%	1	1.3%	
			North Hykeham	2	.2%	0	.0%	0	.0%		
			Whisby	1	.1%	0	.0%	1	1.3%		
Zone 6	North Kesteven	Other	Branston	1	.1%	0	.0%	0	.0%		
			Lindis Retail Park	1	.1%	0	.0%	0	.0%		
			Waterstones, High Street, Lincoln	8	.7%	0	.0%	1	1.3%		
Zone 7	Lincoln	Other	Sainsbury's, Tritton Road, Lincoln	6	.6%	0	.0%	0	.0%		
			Morrisons, Tritton Road, Lincoln	5	.5%	0	.0%	0	.0%		
			Tesco, High street, Lincoln	1	.1%	0	.0%	0	.0%		
			Staples, Tritton Retail Park, Lincoln	1	.1%	0	.0%	1	1.3%		
			Boyes, Sincil Street, Lincoln	1	.1%	0	.0%	0	.0%		
			Asda Living, Tritton Road, Lincoln	1	.1%	0	.0%	1	1.3%		
			Zone 7/8	North Kesteven	Lincoln City Centre	274	25.2%	6	8.2%	40	50.6%

(cont.)

**Q17. Where did you last go to buy Books, CDs, DVDs?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Zone 8	Lincoln	Other	Tesco, Wragby Road, Lincoln	13	1.2%	0	.0%	4	5.1%
			HMV, High Street, Lincoln	3	.3%	0	.0%	0	.0%
			Ottakars, High Street, Lincoln	1	.1%	0	.0%	0	.0%
Zone 9	North Kesteven	Other	Marks & Spencer, High Street, Lincoln	1	.1%	0	.0%	0	.0%
			Ruskington	2	.2%	0	.0%	0	.0%
			Sleaford	25	2.3%	0	.0%	0	.0%
Zone 10	North Kesteven	Other	Tesco, Northgate, Sleaford	4	.4%	0	.0%	0	.0%
			Sainsbury's, Southgate, Sleaford	3	.3%	0	.0%	0	.0%
			Sense, Southgate, Sleaford	1	.1%	0	.0%	0	.0%
			Lidl, Northgate centre, Sleaford	1	.1%	0	.0%	0	.0%
			Epworth	1	.1%	0	.0%	0	.0%
Zone 12	North Lincolnshire	Other	Gainsborough	38	3.5%	2	2.7%	10	12.7%
			Morrisons, Heapham Road, Gainsborough	4	.4%	0	.0%	1	1.3%
			Tesco, Beaumont Street, Gainsborough	3	.3%	0	.0%	1	1.3%
			WH Smith, Silver Street, Gainsborough	1	.1%	0	.0%	0	.0%
			Market Rasen	8	.7%	0	.0%	0	.0%
Zone 14	West Lindsey	Other	Tesco, Linwood Road, Market Rasen	3	.3%	0	.0%	0	.0%
			Nettleton	1	.1%	0	.0%	0	.0%
			Brigg	13	1.2%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Tesco, Barnard Avenue, Brigg	10	.9%	0	.0%	0	.0%
			Lidl, Springs Parade, Brigg	1	.1%	0	.0%	0	.0%
			Worksop	1	.1%	1	1.4%	0	.0%
Outside Study Area	Bassetlaw	Other	Bedford	1	.1%	0	.0%	0	.0%
			Blackpool	1	.1%	0	.0%	0	.0%
			Boston	23	2.1%	0	.0%	0	.0%

(cont.)

**Q17. Where did you last go to buy Books, CDs, DVDs?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
						Num	%	Num	%
Outside Study Area	Boston	Other	Kirton Lindsey	2	.2%	0	.0%	0	.0%
			Asda, Sleaford Road, Boston	2	.2%	0	.0%	0	.0%
			WH Smith, Strait Bargate, Boston	1	.1%	0	.0%	0	.0%
			Tesco, Wyberton Fen, Boston	1	.1%	0	.0%	0	.0%
	Cambridgeshire	Other	Cambridge	3	.3%	0	.0%	0	.0%
	City of Kingston upon Hull	Other	Hull	2	.2%	0	.0%	0	.0%
	Coventry	Other	Coventry	1	.1%	0	.0%	0	.0%
	Darlington	Other	Darlington	1	.1%	0	.0%	1	1.3%
	Doncaster	Doncaster		25	2.3%	2	2.7%	0	.0%
	East Riding of Yorkshire	Other	Bridlington	1	.1%	0	.0%	0	.0%
	Mansfield	Mansfield		1	.1%	0	.0%	0	.0%
	Newark and Sherwood	Newark		11	1.0%	5	6.8%	0	.0%
		Grimsby		56	5.1%	0	.0%	0	.0%
	North East Lincolnshire	Other	WH Smith, Freshney Place, Grimsby	3	.3%	0	.0%	0	.0%
			Tesco, Hewitts Circus Retail Park, Cleethorpes	3	.3%	0	.0%	0	.0%
			Asda, Holles Street, Grimsby	3	.3%	0	.0%	0	.0%
			Tesco, Victoria Street, Grimsby	2	.2%	0	.0%	0	.0%
			Morrisons, Hilmore Road, Laceby	2	.2%	0	.0%	0	.0%
			Immingham	1	.1%	0	.0%	0	.0%
	North Lincolnshire	Scunthorpe	Cleethorpes	1	.1%	0	.0%	0	.0%
				38	3.5%	0	.0%	1	1.3%

(cont.)

**Q17. Where did you last go to buy Books, CDs, DVDs?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Outside Study Area	North Lincolnshire	Other	Tesco, Doncaster Road, Scunthorpe	5	.5%	0	.0%	0	.0%
			HMV, Jubilee Way, Scunthorpe	2	.2%	0	.0%	0	.0%
			Asda, Burringham Road, Scunthorpe	2	.2%	0	.0%	0	.0%
			WH Smith, High Street, Scunthorpe	1	.1%	0	.0%	0	.0%
			Tesco, Gallagher Retail Park, Scunthorpe	1	.1%	0	.0%	0	.0%
			Sainsbury's, Doncaster Road, Scunthorpe	1	.1%	0	.0%	0	.0%
			Morrisons, Lakeside Retail Park, Scunthorpe	1	.1%	0	.0%	0	.0%
	North West Leicestershire	Other	East Midlands Airport	1	.1%	0	.0%	0	.0%
	North Yorkshire	Other	Sainsbury's, Edgehill Road, Scarborough	1	.1%	0	.0%	0	.0%
	Norwich	Other	Norwich	2	.2%	0	.0%	0	.0%
	Oxfordshire	Other	Oxford	2	.2%	0	.0%	0	.0%
	Sheffield	Meadowhall, Sheffield		5	.5%	2	2.7%	0	.0%
		Sheffield		3	.3%	2	2.7%	0	.0%
	Shrewsbury	Other	Shrewsbury	1	.1%	0	.0%	0	.0%
		Grantham		7	.6%	0	.0%	0	.0%
	South Kesteven	Other	Sainbury's, Exeter Street, Bourne	1	.1%	0	.0%	0	.0%
			Asda, Union Street, Grantham	1	.1%	0	.0%	0	.0%
	York	Other	York	2	.2%	0	.0%	0	.0%
Other	Internet/ Home Delivery			333	30.6%	24	32.9%	14	17.7%
	Other		Catalogue/ mail order	3	.3%	0	.0%	0	.0%

(cont.)



**Q17. Where did you last go to buy Books, CDs, DVDs?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
			Base: All respondents (ex DK, varies, don't buy)	73	100.0%	76	100.0%	76	100.0%
			Retford	0	.0%	0	.0%	0	.0%
			Asda, Wharf Road, Retford	0	.0%	0	.0%	0	.0%
Zone 1	Bassetlaw		Morrisons, Idle Valley Road, Retford	0	.0%	0	.0%	0	.0%
		Other	Tuxford	0	.0%	0	.0%	0	.0%
			Bookworm, Spa Lane, Retford	0	.0%	0	.0%	0	.0%
			Aldi, Carolgate, Retford	0	.0%	0	.0%	0	.0%
Zone 2	West Lindsey	Other	Co-op, Ryland Road, Welton	0	.0%	0	.0%	0	.0%
		Louth		9	12.3%	0	.0%	0	.0%
Zone 3	East Lindsey		Horncastle	4	5.5%	0	.0%	0	.0%
		Other	Wragby, Lincoln	1	1.4%	0	.0%	0	.0%
			Tesco, Water Mill Road, Horncastle	0	.0%	1	1.3%	0	.0%
Zone 4	East Lindsey	Other	Woodhall Spa	0	.0%	9	11.8%	0	.0%
	North Kesteven	Other	Co-op, High Street, Metheringham	0	.0%	0	.0%	1	1.3%
	Newark and Sherwood	Other	Collingham	1	1.4%	0	.0%	1	1.3%
Zone 5			Asda, Newark Road, North Hykeham, Lincoln	2	2.7%	1	1.3%	8	10.5%
	North Kesteven	Other	North Hykeham	0	.0%	0	.0%	2	2.6%
			Whisby	0	.0%	0	.0%	0	.0%
Zone 6	North Kesteven	Other	Branston	0	.0%	0	.0%	0	.0%
		Lindis Retail Park		0	.0%	0	.0%	0	.0%
			Waterstones, High Street, Lincoln	0	.0%	0	.0%	1	1.3%
			Sainsbury's, Tritton Road, Lincoln	0	.0%	0	.0%	4	5.3%
Zone 7	Lincoln		Morrisons, Tritton Road, Lincoln	0	.0%	1	1.3%	1	1.3%
		Other	Tesco, High street, Lincoln	0	.0%	0	.0%	0	.0%
			Staples, Tritton Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Boyes, Sincil Street, Lincoln	0	.0%	0	.0%	0	.0%
			Asda Living, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7/8	North Kesteven		Lincoln City Centre	13	17.8%	22	28.9%	24	31.6%

(cont.)

**Q17. Where did you last go to buy Books, CDs, DVDs?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Zone 8	Lincoln	Other	Tesco, Wragby Road, Lincoln	1	1.4%	1	1.3%	0	.0%
			HMV, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Ottakars, High Street, Lincoln	0	.0%	0	.0%	0	.0%
Zone 9	North Kesteven	Other	Marks & Spencer, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Ruskington	0	.0%	0	.0%	0	.0%
			Sleaford	0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Other	Tesco, Northgate, Sleaford	0	.0%	0	.0%	0	.0%
			Sainsbury's, Southgate, Sleaford	0	.0%	0	.0%	0	.0%
			Sense, Southgate, Sleaford	0	.0%	0	.0%	0	.0%
Zone 12	North Lincolnshire	Other	Lidl, Northgate centre, Sleaford	0	.0%	0	.0%	0	.0%
			Epworth	0	.0%	0	.0%	0	.0%
			Gainsborough	0	.0%	0	.0%	0	.0%
Zone 14	West Lindsey	Other	Morrisons, Heapham Road, Gainsborough	0	.0%	0	.0%	0	.0%
			Tesco, Beaumont Street, Gainsborough	0	.0%	0	.0%	0	.0%
			WH Smith, Silver Street, Gainsborough	0	.0%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Market Rasen	0	.0%	0	.0%	0	.0%
			Tesco, Linwood Road, Market Rasen	1	1.4%	0	.0%	0	.0%
			Nettleton	0	.0%	0	.0%	0	.0%
Outside Study Area	Bassetlaw	Worksop	Brigg	0	.0%	0	.0%	0	.0%
			Tesco, Barnard Avenue, Brigg	0	.0%	0	.0%	0	.0%
			Lidl, Springs Parade, Brigg	0	.0%	0	.0%	0	.0%
Outside Study Area	Bedford	Other		0	.0%	0	.0%	0	.0%
			Bedford	0	.0%	1	1.3%	0	.0%
			Blackpool	0	.0%	0	.0%	0	.0%
Outside Study Area	Boston	Boston		0	.0%	12	15.8%	0	.0%

(cont.)

Q17. Where did you last go to buy Books, CDs, DVDs?

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Outside Study Area	Boston	Other	Kirton Lindsey	0	.0%	0	.0%	0	.0%
			Asda, Sleaford Road, Boston	0	.0%	2	2.6%	0	.0%
			WH Smith, Strait Bargate, Boston	0	.0%	1	1.3%	0	.0%
			Tesco, Wyberton Fen, Boston	0	.0%	0	.0%	0	.0%
	Cambridgeshire	Other	Cambridge	0	.0%	0	.0%	0	.0%
	City of Kingston upon Hull	Other	Hull	0	.0%	0	.0%	0	.0%
	Coventry	Other	Coventry	0	.0%	0	.0%	1	1.3%
	Darlington	Other	Darlington	0	.0%	0	.0%	0	.0%
	Doncaster	Doncaster		0	.0%	0	.0%	0	.0%
	East Riding of Yorkshire	Other	Bridlington	0	.0%	0	.0%	0	.0%
	Mansfield	Mansfield		0	.0%	0	.0%	0	.0%
	Newark and Sherwood	Newark		0	.0%	0	.0%	4	5.3%
		Grimsby		8	11.0%	0	.0%	0	.0%
	North East Lincolnshire	Other	WH Smith, Freshney Place, Grimsby	0	.0%	0	.0%	0	.0%
			Tesco, Hewitts Circus Retail Park, Cleethorpes	1	1.4%	0	.0%	0	.0%
			Asda, Holles Street, Grimsby	1	1.4%	0	.0%	0	.0%
			Tesco, Victoria Street, Grimsby	0	.0%	0	.0%	0	.0%
			Morrisons, Hilmore Road, Laceby	2	2.7%	0	.0%	0	.0%
			Immingham	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Scunthorpe	Cleethorpes	0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%

(cont.)

**Q17. Where did you last go to buy Books, CDs, DVDs?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Outside Study Area	North Lincolnshire	Other	Tesco, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			HMV, Jubilee Way, Scunthorpe	0	.0%	0	.0%	0	.0%
			Asda, Burringham Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			WH Smith, High Street, Scunthorpe	0	.0%	0	.0%	0	.0%
			Tesco, Gallagher Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
			Sainsbury's, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Morrisons, Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
	North West Leicestershire	Other	East Midlands Airport	0	.0%	0	.0%	0	.0%
	North Yorkshire	Other	Sainsbury's, Edgehill Road, Scarborough	0	.0%	0	.0%	0	.0%
	Norwich	Other	Norwich	0	.0%	0	.0%	0	.0%
	Oxfordshire	Other	Oxford	0	.0%	1	1.3%	0	.0%
	Sheffield	Meadowhall, Sheffield	0	.0%	0	.0%	0	.0%	
		Sheffield	0	.0%	0	.0%	0	.0%	
	Shrewsbury	Other	Shrewsbury	0	.0%	0	.0%	0	.0%
		Grantham	0	.0%	0	.0%	0	.0%	
	South Kesteven	Other	Sainbury's, Exeter Street, Bourne	0	.0%	0	.0%	0	.0%
			Asda, Union Street, Grantham	0	.0%	0	.0%	0	.0%
	York	Other	York	0	.0%	1	1.3%	0	.0%
Other	Internet/ Home Delivery		29	39.7%	22	28.9%	29	38.2%	
	Other		Catalogue/ mail order	0	.0%	1	1.3%	0	.0%

(cont.)

**Q17. Where did you last go to buy Books, CDs, DVDs?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
			Base: All respondents (ex DK, varies, don't buy)	73	100.0%	72	100.0%	73	100.0%
			Retford	0	.0%	0	.0%	0	.0%
			Asda, Wharf Road, Retford	0	.0%	0	.0%	0	.0%
Zone 1	Bassetlaw		Morrisons, Idle Valley Road, Retford	0	.0%	0	.0%	0	.0%
		Other	Tuxford	0	.0%	0	.0%	0	.0%
			Bookworm, Spa Lane, Retford	0	.0%	0	.0%	0	.0%
			Aldi, Carolgate, Retford	0	.0%	0	.0%	0	.0%
Zone 2	West Lindsey	Other	Co-op, Ryland Road, Welton	0	.0%	0	.0%	0	.0%
		Louth		0	.0%	0	.0%	0	.0%
Zone 3	East Lindsey		Horncastle	0	.0%	0	.0%	0	.0%
		Other	Wragby, Lincoln	0	.0%	1	1.4%	0	.0%
			Tesco, Water Mill Road, Horncastle	0	.0%	0	.0%	0	.0%
Zone 4	East Lindsey	Other	Woodhall Spa	0	.0%	0	.0%	0	.0%
	North Kesteven	Other	Co-op, High Street, Metheringham	1	1.4%	0	.0%	0	.0%
	Newark and Sherwood	Other	Collingham	0	.0%	0	.0%	0	.0%
Zone 5			Asda, Newark Road, North Hykeham, Lincoln	0	.0%	3	4.2%	0	.0%
	North Kesteven	Other	North Hykeham	0	.0%	0	.0%	0	.0%
			Whisby	0	.0%	0	.0%	0	.0%
Zone 6	North Kesteven	Other	Branston	1	1.4%	0	.0%	0	.0%
		Lindis Retail Park		0	.0%	1	1.4%	0	.0%
			Waterstones, High Street, Lincoln	2	2.7%	2	2.8%	1	1.4%
			Sainsbury's, Tritton Road, Lincoln	1	1.4%	1	1.4%	0	.0%
Zone 7	Lincoln		Morrisons, Tritton Road, Lincoln	0	.0%	1	1.4%	2	2.7%
		Other	Tesco, High street, Lincoln	0	.0%	0	.0%	1	1.4%
			Staples, Tritton Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Boyes, Sincil Street, Lincoln	1	1.4%	0	.0%	0	.0%
			Asda Living, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7/8	North Kesteven	Lincoln City Centre		45	61.6%	36	50.0%	37	50.7%

(cont.)

**Q17. Where did you last go to buy Books, CDs, DVDs?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Zone 8	Lincoln	Other	Tesco, Wragby Road, Lincoln	1	1.4%	0	.0%	6	8.2%
			HMV, High Street, Lincoln	0	.0%	3	4.2%	0	.0%
			Ottakars, High Street, Lincoln	0	.0%	0	.0%	1	1.4%
Zone 9	North Kesteven	Other	Marks & Spencer, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Ruskington	0	.0%	0	.0%	0	.0%
			Sleaford	0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Other	Tesco, Northgate, Sleaford	0	.0%	0	.0%	0	.0%
			Sainsbury's, Southgate, Sleaford	0	.0%	0	.0%	0	.0%
			Sense, Southgate, Sleaford	0	.0%	0	.0%	0	.0%
Zone 12	North Lincolnshire	Other	Lidl, Northgate centre, Sleaford	0	.0%	0	.0%	0	.0%
			Epworth	0	.0%	0	.0%	0	.0%
			Gainsborough	0	.0%	0	.0%	0	.0%
Zone 14	West Lindsey	Other	Morrisons, Heapham Road, Gainsborough	0	.0%	0	.0%	0	.0%
			Tesco, Beaumont Street, Gainsborough	0	.0%	0	.0%	0	.0%
			WH Smith, Silver Street, Gainsborough	0	.0%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Market Rasen	0	.0%	0	.0%	0	.0%
			Tesco, Linwood Road, Market Rasen	0	.0%	1	1.4%	0	.0%
			Nettleton	0	.0%	0	.0%	0	.0%
Outside Study Area	Boston	Boston	Brigg	0	.0%	0	.0%	0	.0%
			Tesco, Barnard Avenue, Brigg	0	.0%	0	.0%	0	.0%
			Lidl, Springs Parade, Brigg	0	.0%	0	.0%	0	.0%
Outside Study Area	Bassetlaw	Worksop		0	.0%	0	.0%	0	.0%
			Bedford	0	.0%	0	.0%	0	.0%
			Blackpool	0	.0%	0	.0%	0	.0%
Outside Study Area	Boston	Boston		0	.0%	0	.0%	0	.0%

(cont.)

Q17. Where did you last go to buy Books, CDs, DVDs?

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Outside Study Area	Boston	Other	Kirton Lindsey	0	.0%	0	.0%	0	.0%
			Asda, Sleaford Road, Boston	0	.0%	0	.0%	0	.0%
			WH Smith, Strait Bargate, Boston	0	.0%	0	.0%	0	.0%
			Tesco, Wyberton Fen, Boston	0	.0%	0	.0%	0	.0%
	Cambridgeshire	Other	Cambridge	0	.0%	0	.0%	1	1.4%
	City of Kingston upon Hull	Other	Hull	0	.0%	0	.0%	0	.0%
	Coventry	Other	Coventry	0	.0%	0	.0%	0	.0%
	Darlington	Other	Darlington	0	.0%	0	.0%	0	.0%
	Doncaster	Doncaster		0	.0%	0	.0%	0	.0%
	East Riding of Yorkshire	Other	Bridlington	0	.0%	0	.0%	0	.0%
	Mansfield	Mansfield		0	.0%	0	.0%	0	.0%
	Newark and Sherwood	Newark		0	.0%	0	.0%	0	.0%
		Grimsby		0	.0%	0	.0%	0	.0%
	North East Lincolnshire	Other	WH Smith, Freshney Place, Grimsby	0	.0%	0	.0%	0	.0%
			Tesco, Hewitts Circus Retail Park, Cleethorpes	0	.0%	0	.0%	0	.0%
			Asda, Holles Street, Grimsby	0	.0%	1	1.4%	0	.0%
			Tesco, Victoria Street, Grimsby	0	.0%	0	.0%	0	.0%
			Morrisons, Hilmore Road, Laceby	0	.0%	0	.0%	0	.0%
			Immingham	0	.0%	0	.0%	0	.0%
			Cleethorpes	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Scunthorpe		0	.0%	0	.0%	1	1.4%

(cont.)

**Q17. Where did you last go to buy Books, CDs, DVDs?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Outside Study Area	North Lincolnshire	Other	Tesco, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			HMV, Jubilee Way, Scunthorpe	0	.0%	0	.0%	0	.0%
			Asda, Burringham Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			WH Smith, High Street, Scunthorpe	0	.0%	0	.0%	0	.0%
			Tesco, Gallagher Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
			Sainsbury's, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
	North West Leicestershire	Other	Morrisons, Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
			East Midlands Airport	0	.0%	0	.0%	0	.0%
			Sainsbury's, Edgehill Road, Scarborough	0	.0%	0	.0%	1	1.4%
	Norwich	Other	Norwich	0	.0%	0	.0%	1	1.4%
	Oxfordshire	Other	Oxford	0	.0%	0	.0%	0	.0%
	Sheffield	Meadowhall, Sheffield		0	.0%	0	.0%	0	.0%
			Sheffield	0	.0%	0	.0%	0	.0%
	Shrewsbury	Other	Shrewsbury	0	.0%	0	.0%	1	1.4%
		Grantham		1	1.4%	0	.0%	0	.0%
	South Kesteven	Other	Sainbury's, Exeter Street, Bourne	0	.0%	0	.0%	0	.0%
			Asda, Union Street, Grantham	0	.0%	0	.0%	0	.0%
	York	Other	York	0	.0%	0	.0%	0	.0%
Other	Internet/ Home Delivery		20	27.4%	21	29.2%	20	27.4%	
	Other		Catalogue/ mail order	0	.0%	1	1.4%	0	.0%

(cont.)



**Q17. Where did you last go to buy Books, CDs, DVDs?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
			Base: All respondents (ex DK, varies, don't buy)	69	100.0%	73	100.0%	69	100.0%
			Retford	0	.0%	0	.0%	7	10.1%
			Asda, Wharf Road, Retford	0	.0%	0	.0%	4	5.8%
Zone 1	Bassetlaw		Morrisons, Idle Valley Road, Retford	0	.0%	0	.0%	0	.0%
		Other	Tuxford	0	.0%	0	.0%	0	.0%
			Bookworm, Spa Lane, Retford	0	.0%	0	.0%	0	.0%
			Aldi, Carolgate, Retford	0	.0%	0	.0%	0	.0%
Zone 2	West Lindsey	Other	Co-op, Ryland Road, Welton	0	.0%	0	.0%	0	.0%
		Louth		0	.0%	0	.0%	0	.0%
Zone 3	East Lindsey		Horncastle	0	.0%	0	.0%	0	.0%
		Other	Wragby, Lincoln	0	.0%	0	.0%	0	.0%
			Tesco, Water Mill Road, Horncastle	0	.0%	0	.0%	0	.0%
Zone 4	East Lindsey	Other	Woodhall Spa	0	.0%	0	.0%	0	.0%
	North Kesteven	Other	Co-op, High Street, Metheringham	0	.0%	0	.0%	0	.0%
	Newark and Sherwood	Other	Collingham	0	.0%	0	.0%	0	.0%
Zone 5			Asda, Newark Road, North Hykeham, Lincoln	0	.0%	0	.0%	0	.0%
	North Kesteven	Other	North Hykeham	0	.0%	0	.0%	0	.0%
			Whisby	0	.0%	0	.0%	0	.0%
Zone 6	North Kesteven	Other	Branston	0	.0%	0	.0%	0	.0%
		Lindis Retail Park		0	.0%	0	.0%	0	.0%
			Waterstones, High Street, Lincoln	1	1.4%	0	.0%	0	.0%
			Sainsbury's, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7	Lincoln		Morrisons, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
		Other	Tesco, High street, Lincoln	0	.0%	0	.0%	0	.0%
			Staples, Tritton Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Boyes, Sincil Street, Lincoln	0	.0%	0	.0%	0	.0%
			Asda Living, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7/8	North Kesteven	Lincoln City Centre		8	11.6%	17	23.3%	3	4.3%

(cont.)

**Q17. Where did you last go to buy Books, CDs, DVDs?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Zone 8	Lincoln	Other	Tesco, Wragby Road, Lincoln	0	.0%	0	.0%	0	.0%
			HMV, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Ottakars, High Street, Lincoln	0	.0%	0	.0%	0	.0%
Zone 9	North Kesteven	Other	Marks & Spencer, High Street, Lincoln	0	.0%	1	1.4%	0	.0%
			Ruskington	2	2.9%	0	.0%	0	.0%
			Sleaford	8	11.6%	17	23.3%	0	.0%
Zone 10	North Kesteven	Other	Tesco, Northgate, Sleaford	2	2.9%	2	2.7%	0	.0%
			Sainsbury's, Southgate, Sleaford	0	.0%	3	4.1%	0	.0%
			Sense, Southgate, Sleaford	1	1.4%	0	.0%	0	.0%
Zone 12	North Lincolnshire	Other	Lidl, Northgate centre, Sleaford	1	1.4%	0	.0%	0	.0%
			Epworth	0	.0%	0	.0%	0	.0%
			Gainsborough	0	.0%	0	.0%	5	7.2%
Zone 14	West Lindsey	Other	Morrisons, Heapham Road, Gainsborough	0	.0%	0	.0%	0	.0%
			Tesco, Beaumont Street, Gainsborough	0	.0%	0	.0%	0	.0%
			WH Smith, Silver Street, Gainsborough	0	.0%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Market Rasen	0	.0%	0	.0%	0	.0%
			Tesco, Linwood Road, Market Rasen	0	.0%	0	.0%	0	.0%
			Nettleton	0	.0%	0	.0%	0	.0%
Outside Study Area	Bassetlaw	Worksop	Brigg	0	.0%	0	.0%	0	.0%
			Tesco, Barnard Avenue, Brigg	0	.0%	0	.0%	0	.0%
			Lidl, Springs Parade, Brigg	0	.0%	0	.0%	0	.0%
Outside Study Area	Bedford	Other		0	.0%	0	.0%	0	.0%
			Bedford	0	.0%	0	.0%	0	.0%
			Blackpool	1	1.4%	0	.0%	0	.0%
Outside Study Area	Boston	Boston		11	15.9%	0	.0%	0	.0%

(cont.)

Q17. Where did you last go to buy Books, CDs, DVDs?

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Outside Study Area	Boston	Other	Kirton Lindsey	0	.0%	0	.0%	0	.0%
			Asda, Sleaford Road, Boston	0	.0%	0	.0%	0	.0%
			WH Smith, Strait Bargate, Boston	0	.0%	0	.0%	0	.0%
			Tesco, Wyberton Fen, Boston	0	.0%	1	1.4%	0	.0%
	Cambridgeshire	Other	Cambridge	1	1.4%	0	.0%	0	.0%
	City of Kingston upon Hull	Other	Hull	0	.0%	0	.0%	0	.0%
	Coventry	Other	Coventry	0	.0%	0	.0%	0	.0%
	Darlington	Other	Darlington	0	.0%	0	.0%	0	.0%
	Doncaster	Doncaster		0	.0%	0	.0%	20	29.0%
	East Riding of Yorkshire	Other	Bridlington	0	.0%	0	.0%	1	1.4%
	Mansfield	Mansfield		0	.0%	1	1.4%	0	.0%
	Newark and Sherwood	Newark		0	.0%	2	2.7%	0	.0%
		Grimsby		0	.0%	0	.0%	0	.0%
	North East Lincolnshire	Other	WH Smith, Freshney Place, Grimsby	0	.0%	0	.0%	0	.0%
			Tesco, Hewitts Circus Retail Park, Cleethorpes	0	.0%	0	.0%	0	.0%
			Asda, Holles Street, Grimsby	0	.0%	0	.0%	0	.0%
			Tesco, Victoria Street, Grimsby	0	.0%	0	.0%	0	.0%
			Morrisons, Hilmore Road, Laceby	0	.0%	0	.0%	0	.0%
			Immingham	0	.0%	0	.0%	0	.0%
			Cleethorpes	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Scunthorpe		0	.0%	0	.0%	2	2.9%

(cont.)

**Q17. Where did you last go to buy Books, CDs, DVDs?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Outside Study Area	North Lincolnshire	Other	Tesco, Doncaster Road, Scunthorpe	0	.0%	0	.0%	1	1.4%
			HMV, Jubilee Way, Scunthorpe	0	.0%	0	.0%	0	.0%
			Asda, Burringham Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			WH Smith, High Street, Scunthorpe	0	.0%	0	.0%	0	.0%
			Tesco, Gallagher Retail Park, Scunthorpe	0	.0%	0	.0%	1	1.4%
			Sainsbury's, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Morrisons, Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
	North West Leicestershire	Other	East Midlands Airport	0	.0%	1	1.4%	0	.0%
	North Yorkshire	Other	Sainsbury's, Edgehill Road, Scarborough	0	.0%	0	.0%	0	.0%
	Norwich	Other	Norwich	1	1.4%	0	.0%	0	.0%
	Oxfordshire	Other	Oxford	0	.0%	0	.0%	0	.0%
	Sheffield	Meadowhall, Sheffield		0	.0%	0	.0%	2	2.9%
		Sheffield		0	.0%	1	1.4%	0	.0%
	Shrewsbury	Other	Shrewsbury	0	.0%	0	.0%	0	.0%
		Grantham		3	4.3%	3	4.1%	0	.0%
	South Kesteven	Other	Sainbury's, Exeter Street, Bourne	1	1.4%	0	.0%	0	.0%
			Asda, Union Street, Grantham	0	.0%	1	1.4%	0	.0%
	York	Other	York	0	.0%	1	1.4%	0	.0%
Other	Internet/ Home Delivery			28	40.6%	21	28.8%	23	33.3%
	Other		Catalogue/ mail order	0	.0%	1	1.4%	0	.0%

(cont.)

**Q17. Where did you last go to buy Books, CDs, DVDs?**

				Zone	
				12	
				Num	%
	Base: All respondents (ex DK, varies, don't buy)			64	100.0%
		Retford		0	.0%
			Asda, Wharf Road, Retford	0	.0%
Zone 1	Bassetlaw		Morrisons, Idle Valley Road, Retford	0	.0%
		Other	Tuxford	0	.0%
			Bookworm, Spa Lane, Retford	0	.0%
			Aldi, Carolgate, Retford	0	.0%
Zone 2	West Lindsey	Other	Co-op, Ryland Road, Welton	1	1.6%
		Louth		0	.0%
Zone 3	East Lindsey		Horncastle	0	.0%
		Other	Wragby, Lincoln	0	.0%
			Tesco, Water Mill Road, Horncastle	0	.0%
Zone 4	East Lindsey	Other	Woodhall Spa	0	.0%
	North Kesteven	Other	Co-op, High Street, Metheringham	0	.0%
	Newark and Sherwood	Other	Collingham	0	.0%
Zone 5			Asda, Newark Road, North Hykeham, Lincoln	1	1.6%
	North Kesteven	Other	North Hykeham	0	.0%
			Whisby	0	.0%
Zone 6	North Kesteven	Other	Branston	0	.0%
		Lindis Retail Park		0	.0%
			Waterstones, High Street, Lincoln	0	.0%
			Sainsbury's, Tritton Road, Lincoln	0	.0%
Zone 7	Lincoln		Morrisons, Tritton Road, Lincoln	0	.0%
		Other	Tesco, High street, Lincoln	0	.0%
			Staples, Tritton Retail Park, Lincoln	0	.0%
			Boyes, Sincil Street, Lincoln	0	.0%
			Asda Living, Tritton Road, Lincoln	0	.0%
Zone 7/8	North Kesteven	Lincoln City Centre		0	.0%

(cont.)

**Q17. Where did you last go to buy Books, CDs, DVDs?**

				Zone	
				12	
				Num	%
Zone 8	Lincoln	Other	Tesco, Wragby Road, Lincoln	0	.0%
			HMV, High Street, Lincoln	0	.0%
			Ottakars, High Street, Lincoln	0	.0%
Zone 9	North Kesteven	Other	Marks & Spencer, High Street, Lincoln	0	.0%
			Ruskington	0	.0%
			Sleaford	0	.0%
Zone 10	North Kesteven	Other	Tesco, Northgate, Sleaford	0	.0%
			Sainsbury's, Southgate, Sleaford	0	.0%
			Sense, Southgate, Sleaford	0	.0%
			Lidl, Northgate centre, Sleaford	0	.0%
			Epworth	1	1.6%
Zone 12	North Lincolnshire	Other	Gainsborough	17	26.6%
			Morrisons, Heapham Road, Gainsborough	3	4.7%
			Tesco, Beaumont Street, Gainsborough	2	3.1%
			WH Smith, Silver Street, Gainsborough	1	1.6%
			Market Rasen	0	.0%
Zone 14	West Lindsey	Other	Tesco, Linwood Road, Market Rasen	0	.0%
			Nettleton	0	.0%
			Brigg	0	.0%
Zone 15	North Lincolnshire	Other	Tesco, Barnard Avenue, Brigg	0	.0%
			Lidl, Springs Parade, Brigg	0	.0%
			Bassetlaw	0	.0%
			Worksop	0	.0%
Outside Study Area	Bedford	Other	Bedford	0	.0%
	Blackpool	Other	Blackpool	0	.0%
	Boston	Boston		0	.0%

(cont.)

**Q17. Where did you last go to buy Books, CDs, DVDs?**

			Zone	
			12	
			Num	%
Outside Study Area	Boston	Other	Kirton Lindsey	0 .0%
			Asda, Sleaford Road, Boston	0 .0%
			WH Smith, Strait Bargate, Boston	0 .0%
			Tesco, Wyberton Fen, Boston	0 .0%
	Cambridgeshire	Other	Cambridge	0 .0%
	City of Kingston upon Hull	Other	Hull	0 .0%
	Coventry	Other	Coventry	0 .0%
	Darlington	Other	Darlington	0 .0%
	Doncaster	Doncaster		2 3.1%
	East Riding of Yorkshire	Other	Bridlington	0 .0%
	Mansfield	Mansfield		0 .0%
	Newark and Sherwood	Newark		0 .0%
		Grimsby		0 .0%
	North East Lincolnshire	Other	WH Smith, Freshney Place, Grimsby	0 .0%
			Tesco, Hewitts Circus Retail Park, Cleethorpes	0 .0%
			Asda, Holles Street, Grimsby	0 .0%
			Tesco, Victoria Street, Grimsby	0 .0%
			Morrisons, Hilmore Road, Laceby	0 .0%
			Immingham	0 .0%
			Cleethorpes	0 .0%
	North Lincolnshire	Scunthorpe		11 17.2%

(cont.)

**Q17. Where did you last go to buy Books, CDs, DVDs?**

				Zone	
				12	
				Num	%
Outside Study Area	North Lincolnshire	Other	Tesco, Doncaster Road, Scunthorpe	4	6.3%
			HMV, Jubilee Way, Scunthorpe	1	1.6%
			Asda, Burringham Road, Scunthorpe	0	.0%
			WH Smith, High Street, Scunthorpe	0	.0%
	North West Leicestershire	Other	Tesco, Gallagher Retail Park, Scunthorpe	0	.0%
			Sainsbury's, Doncaster Road, Scunthorpe	0	.0%
			Morrisons, Lakeside Retail Park, Scunthorpe	0	.0%
	North Yorkshire	Other	East Midlands Airport	0	.0%
			Sainsbury's, Edgehill Road, Scarborough	0	.0%
	Norwich	Other	Norwich	0	.0%
	Oxfordshire	Other	Oxford	0	.0%
	Sheffield	Meadowhall, Sheffield		1	1.6%
			Sheffield	0	.0%
	Shrewsbury	Other	Shrewsbury	0	.0%
		Grantham		0	.0%
	South Kesteven	Other	Sainbury's, Exeter Street, Bourne	0	.0%
			Asda, Union Street, Grantham	0	.0%
	York	Other	York	0	.0%
Other	Internet/ Home Delivery			19	29.7%
	Other		Catalogue/ mail order	0	.0%

(cont.)



**Q17. Where did you last go to buy Books, CDs, DVDs?**

				Zone					
				13		14		15	
				Num	%	Num	%	Num	%
Base: All respondents (ex DK, varies, don't buy)				73	100.0%	76	100.0%	69	100.0%
Zone 1	Bassetlaw	Other	Retford	0	.0%	0	.0%	0	.0%
			Asda, Wharf Road, Retford	0	.0%	0	.0%	0	.0%
			Morrisons, Idle Valley Road, Retford	0	.0%	0	.0%	0	.0%
			Tuxford	0	.0%	0	.0%	0	.0%
			Bookworm, Spa Lane, Retford	0	.0%	0	.0%	0	.0%
			Aldi, Carolgate, Retford	0	.0%	0	.0%	0	.0%
Zone 2	West Lindsey	Other	Co-op, Ryland Road, Welton	0	.0%	0	.0%	0	.0%
			Louth	0	.0%	0	.0%	0	.0%
Zone 3	East Lindsey	Other	Horncastle	0	.0%	0	.0%	0	.0%
			Wragby, Lincoln	0	.0%	0	.0%	0	.0%
			Tesco, Water Mill Road, Horncastle	0	.0%	0	.0%	0	.0%
Zone 4	East Lindsey	Other	Woodhall Spa	0	.0%	0	.0%	0	.0%
	North Kesteven	Other	Co-op, High Street, Metheringham	0	.0%	0	.0%	0	.0%
	Newark and Sherwood	Other	Collingham	0	.0%	0	.0%	0	.0%
Zone 5	North Kesteven	Other	Asda, Newark Road, North Hykeham, Lincoln	0	.0%	0	.0%	0	.0%
			North Hykeham	0	.0%	0	.0%	0	.0%
			Whisby	0	.0%	0	.0%	0	.0%
Zone 6	North Kesteven	Other	Branston	0	.0%	0	.0%	0	.0%
			Lindis Retail Park	0	.0%	0	.0%	0	.0%
			Waterstones, High Street, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7	Lincoln	Other	Sainsbury's, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Morrisons, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Tesco, High street, Lincoln	0	.0%	0	.0%	0	.0%
			Staples, Tritton Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Boyes, Sincil Street, Lincoln	0	.0%	0	.0%	0	.0%
			Asda Living, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7/8	North Kesteven	Lincoln City Centre		9	12.3%	11	14.5%	3	4.3%

(cont.)

**Q17. Where did you last go to buy Books, CDs, DVDs?**

				Zone					
				13		14		15	
				Num	%	Num	%	Num	%
Zone 8	Lincoln	Other	Tesco, Wragby Road, Lincoln	0	.0%	0	.0%	0	.0%
			HMV, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Ottakars, High Street, Lincoln	0	.0%	0	.0%	0	.0%
Zone 9	North Kesteven	Other	Marks & Spencer, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Ruskington	0	.0%	0	.0%	0	.0%
			Sleaford	0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Other	Tesco, Northgate, Sleaford	0	.0%	0	.0%	0	.0%
			Sainsbury's, Southgate, Sleaford	0	.0%	0	.0%	0	.0%
			Sense, Southgate, Sleaford	0	.0%	0	.0%	0	.0%
Zone 12	North Lincolnshire	Other	Lidl, Northgate centre, Sleaford	0	.0%	0	.0%	0	.0%
			Epworth	0	.0%	0	.0%	0	.0%
			Gainsborough	4	5.5%	0	.0%	0	.0%
Zone 14	West Lindsey	Other	Morrisons, Heapham Road, Gainsborough	0	.0%	0	.0%	0	.0%
			Tesco, Beaumont Street, Gainsborough	0	.0%	0	.0%	0	.0%
			WH Smith, Silver Street, Gainsborough	0	.0%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Market Rasen	0	.0%	8	10.5%	0	.0%
			Tesco, Linwood Road, Market Rasen	0	.0%	1	1.3%	0	.0%
			Nettleton	0	.0%	1	1.3%	0	.0%
Zone 15	North Lincolnshire	Other	Brigg	3	4.1%	2	2.6%	8	11.6%
			Tesco, Barnard Avenue, Brigg	6	8.2%	0	.0%	4	5.8%
			Lidl, Springs Parade, Brigg	1	1.4%	0	.0%	0	.0%
Outside Study Area	Bassetlaw	Worksop		0	.0%	0	.0%	0	.0%
			Bedford	0	.0%	0	.0%	0	.0%
			Blackpool	0	.0%	0	.0%	0	.0%
	Boston	Boston		0	.0%	0	.0%	0	.0%

(cont.)

Q17. Where did you last go to buy Books, CDs, DVDs?

				Zone					
				13		14		15	
				Num	%	Num	%	Num	%
Outside Study Area	Boston	Other	Kirton Lindsey	2	2.7%	0	.0%	0	.0%
			Asda, Sleaford Road, Boston	0	.0%	0	.0%	0	.0%
			WH Smith, Strait Bargate, Boston	0	.0%	0	.0%	0	.0%
			Tesco, Wyberton Fen, Boston	0	.0%	0	.0%	0	.0%
	Cambridgeshire	Other	Cambridge	1	1.4%	0	.0%	0	.0%
	City of Kingston upon Hull	Other	Hull	0	.0%	0	.0%	2	2.9%
	Coventry	Other	Coventry	0	.0%	0	.0%	0	.0%
	Darlington	Other	Darlington	0	.0%	0	.0%	0	.0%
	Doncaster	Doncaster		1	1.4%	0	.0%	0	.0%
	East Riding of Yorkshire	Other	Bridlington	0	.0%	0	.0%	0	.0%
	Mansfield	Mansfield		0	.0%	0	.0%	0	.0%
	Newark and Sherwood	Newark		0	.0%	0	.0%	0	.0%
		Grimsby		3	4.1%	28	36.8%	17	24.6%
	North East Lincolnshire	Other	WH Smith, Freshney Place, Grimsby	0	.0%	0	.0%	3	4.3%
			Tesco, Hewitts Circus Retail Park, Cleethorpes	0	.0%	2	2.6%	0	.0%
			Asda, Holles Street, Grimsby	0	.0%	1	1.3%	0	.0%
			Tesco, Victoria Street, Grimsby	0	.0%	1	1.3%	1	1.4%
			Morrisons, Hilmore Road, Laceby	0	.0%	0	.0%	0	.0%
			Immingham	0	.0%	0	.0%	1	1.4%
			Cleethorpes	0	.0%	1	1.3%	0	.0%
	North Lincolnshire	Scunthorpe		15	20.5%	0	.0%	8	11.6%

(cont.)

**Q17. Where did you last go to buy Books, CDs, DVDs?**

				Zone					
				13		14		15	
				Num	%	Num	%	Num	%
Outside Study Area	North Lincolnshire	Other	Tesco, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			HMV, Jubilee Way, Scunthorpe	1	1.4%	0	.0%	0	.0%
			Asda, Burringham Road, Scunthorpe	1	1.4%	0	.0%	1	1.4%
			WH Smith, High Street, Scunthorpe	0	.0%	0	.0%	1	1.4%
			Tesco, Gallagher Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
			Sainsbury's, Doncaster Road, Scunthorpe	1	1.4%	0	.0%	0	.0%
			Morrisons, Lakeside Retail Park, Scunthorpe	1	1.4%	0	.0%	0	.0%
	North West Leicestershire	Other	East Midlands Airport	0	.0%	0	.0%	0	.0%
			Sainsbury's, Edgehill Road, Scarborough	0	.0%	0	.0%	0	.0%
	Norwich	Other	Norwich	0	.0%	0	.0%	0	.0%
	Oxfordshire	Other	Oxford	0	.0%	0	.0%	1	1.4%
	Sheffield	Meadowhall, Sheffield		0	.0%	0	.0%	0	.0%
			Sheffield	0	.0%	0	.0%	0	.0%
	Shrewsbury	Other	Shrewsbury	0	.0%	0	.0%	0	.0%
			Grantham	0	.0%	0	.0%	0	.0%
	South Kesteven	Other	Sainbury's, Exeter Street, Bourne	0	.0%	0	.0%	0	.0%
			Asda, Union Street, Grantham	0	.0%	0	.0%	0	.0%
	York	Other	York	0	.0%	0	.0%	0	.0%
Other	Internet/ Home Delivery		24	32.9%	20	26.3%	19	27.5%	
	Other		Catalogue/ mail order	0	.0%	0	.0%	0	.0%

**Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?**

				Zone			
				1		2	
				Base: All respondents (ex DK, varies, don't buy)			
				Num	%	Num	%
			Base: All respondents (ex DK, varies, don't buy)	986	100.0%	69	100.0%
Zone 1	Bassetlaw	Retford		22	2.2%	17	24.6%
		Wilkinsons, Carolgate, Retford		2	.2%	2	2.9%
		Other	Bawtry	1	.1%	0	.0%
			Argos, Market Place, Retford	1	.1%	0	.0%
Zone 3	East Lindsey	Louth		17	1.7%	0	.0%
		Other	Horncastle	4	.4%	0	.0%
Zone 4	East Lindsey		Dragonfly, Eastgate, Louth	1	.1%	0	.0%
		Other	Woodhall Spa	6	.6%	0	.0%
Zone 5	North Kesteven		Asda, Newark Road, North Hykeham, Lincoln	6	.6%	0	.0%
		Other	The Forum, Malton Road, North Hykeham	1	.1%	0	.0%
			North Hykeham	1	.1%	0	.0%
Zone 6	Lincoln	Other	James Oliver Conservatories, Crofton Road, Lincoln	1	.1%	0	.0%
Zone 7	Lincoln		Matalan, Lindis Retail Park	2	.2%	0	.0%
						1	1.7%

(cont.)

**Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?**

			Zone						
			Base: All respondents (ex DK, varies, don't buy)		1		2		
					Num	%	Num	%	Num
Zone 7	Lincoln	Other	Sainsbury's, Tritton Road, Lincoln	6	.6%	0	.0%	0	.0%
			Debenhams, St Mark Street, Lincoln	6	.6%	0	.0%	0	.0%
			Co-op, Moorland Centre, Moorland Way, Lincoln	5	.5%	0	.0%	0	.0%
			B&Q, Tritton Road, Lincoln	4	.4%	0	.0%	0	.0%
			Wilkinson, Waterside Shopping Centre, High Street, Lincoln	3	.3%	0	.0%	0	.0%
			Morrisons, Tritton Road, Lincoln	3	.3%	0	.0%	0	.0%
			Co-op, Tritton Road, Lincoln	3	.3%	0	.0%	0	.0%
			The Range, Tritton Park Road, Lincoln	2	.2%	0	.0%	0	.0%
			Tesco, Canwick Road Trading Estate, Lincoln	2	.2%	0	.0%	0	.0%
			St Marks Shopping Centre, St Marks Square, Lincoln	2	.2%	0	.0%	0	.0%
			Homebase, The Sidings, Lincoln	2	.2%	0	.0%	0	.0%
			Co-op, Birchwood Centre, Lincoln	2	.2%	0	.0%	0	.0%
			BHS, The Sidings, St Marks Retail Park, Lincoln	2	.2%	0	.0%	0	.0%
			The Range, Birchwood Avenue, Lincoln	1	.1%	0	.0%	0	.0%
			Moorland Centre, Moorland Way, Lincoln	1	.1%	0	.0%	0	.0%
			Boyes, Sincil Street, Lincoln	1	.1%	0	.0%	0	.0%
			B&M, Tritton Road, Lincoln	1	.1%	0	.0%	0	.0%
			Argos, High Street, Lincoln	1	.1%	0	.0%	0	.0%

(cont.)

**Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Zone 7	North Kesteven	Other, Valentine Retail Park, Tritton Road, Lincoln		10	1.0%	0	.0%	0	.0%
		Asda Living, Valentine Retail Park, Lincoln		8	.8%	0	.0%	2	3.3%
		Next, Valentine Retail Park, Lincoln		5	.5%	0	.0%	0	.0%
		TK Maxx, Valentine Retail Park, Lincoln		2	.2%	1	1.4%	0	.0%
		Brantano, Valentine Retail Park, Lincoln		1	.1%	0	.0%	0	.0%
Zone 7/8	North Kesteven	Lincoln City Centre		306	31.0%	10	14.5%	33	55.0%
		Brantano, Carlton Centre, Lincoln		1	.1%	0	.0%	0	.0%
		Dunelm, Proctors Road, Lincoln		8	.8%	0	.0%	3	5.0%
Zone 8	Lincoln	Tesco, Wragby Road, Lincoln		3	.3%	0	.0%	0	.0%
		Other	Waitrose, Searby Road, Lincoln	2	.2%	0	.0%	2	3.3%
			Outer Circle Retail Park, Lincoln	1	.1%	0	.0%	0	.0%
			Co-op, Burton Road, Lincoln	1	.1%	0	.0%	0	.0%
		Sleaford		20	2.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Homebase, Northgate, Sleaford		5	.5%	0	.0%	0	.0%
		Other		2	.2%	0	.0%	0	.0%
		Tesco, Northgate, Sleaford		2	.2%	0	.0%	0	.0%
	North Lincolnshire	Other		1	.1%	0	.0%	0	.0%
		Gainsborough		24	2.4%	5	7.2%	3	5.0%
Zone 12	West Lindsey	Tesco, Beaumont Street, Gainsborough		3	.3%	0	.0%	0	.0%
		Co-op, Queensway, Gainsborough		2	.2%	0	.0%	1	1.7%
		Other	Morrisons, Heapham Road, Gainsborough	1	.1%	0	.0%	0	.0%
			Co-op, Market Place, Gainsborough	1	.1%	0	.0%	0	.0%
			B&M, Lord Street, Gainsborough	1	.1%	0	.0%	0	.0%
Zone 14	West Lindsey	Market Rasen		5	.5%	0	.0%	0	.0%
		Caistor		1	.1%	0	.0%	0	.0%

(cont.)

**Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Zone 15	North Lincolnshire	Other	Brigg	20	2.0%	0	.0%	0	.0%
			Wilkinsons, Cary Lane, Brigg	3	.3%	0	.0%	0	.0%
			Tesco, Barnard Avenue, Brigg	3	.3%	0	.0%	0	.0%
			DFS, Scawby Road, Brigg	3	.3%	0	.0%	1	1.7%
			E&M Carpets, Bridge Street, Brigg	1	.1%	0	.0%	0	.0%
	Bassetlaw	Worksop		3	.3%	3	4.3%	0	.0%
		Other	Tesco, Gateford Road, Worksop	1	.1%	0	.0%	0	.0%
	Bolton	Other	Bolton	1	.1%	0	.0%	0	.0%
		Boston		37	3.8%	0	.0%	0	.0%
	Boston	Other	Kirton Lindsey	2	.2%	0	.0%	0	.0%
			Sergeants Furnishings, The Market Place, Kirton Lindsey	1	.1%	0	.0%	0	.0%
			Dunelm, West Street, Boston	1	.1%	0	.0%	0	.0%
			Asda, Sleaford Road, Boston	1	.1%	0	.0%	0	.0%
			Alban Retail Park, Boston	1	.1%	0	.0%	0	.0%
Outside Study Area	City of Kingston upon Hull	Other	Hull	1	.1%	0	.0%	0	.0%
		Doncaster		36	3.7%	6	8.7%	0	.0%
	Doncaster	Other	Lakeside Shopping Centre, White Rose Way, Doncaster	3	.3%	1	1.4%	0	.0%
			Dunelm, Thorne Road Retail Park, Doncaster	1	.1%	0	.0%	0	.0%
			Debenhams, Frenchgate Shopping Centre, Doncaster	1	.1%	0	.0%	0	.0%
	East Lindsey	Other	Lindsey, Holton Le Clay	1	.1%	0	.0%	0	.0%
	East Riding of Yorkshire	Other	Beverley	1	.1%	0	.0%	0	.0%
	Kirklees	Other	Ikea, Birstall Retail Park, Batley	8	.8%	1	1.4%	0	.0%
	Leeds	Other	Leeds	3	.3%	0	.0%	0	.0%
	Mansfield	Mansfield		1	.1%	0	.0%	0	.0%
	Newark and Sherwood	Newark		12	1.2%	6	8.7%	0	.0%
	North East Lincolnshire	Grimsby		62	6.3%	0	.0%	0	.0%

(cont.)



**Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?**

				Zone						
				Base: All respondents (ex DK, varies, don't buy)		1		2		
						Num	%	Num	%	Num
Outside Study Area	North East Lincolnshire	Other	Tesco, Hewitts Circus Retail Park, Cleethorpes	4	.4%	0	.0%	0	.0%	
			Asda, Holles Street, Grimsby	3	.3%	0	.0%	0	.0%	
		Scunthorpe		65	6.6%	0	.0%	3	5.0%	
			Tesco, Doncaster Road, Scunthorpe	3	.3%	0	.0%	0	.0%	
	North Lincolnshire	Other	Morrisons, Lakeside Retail Park, Scunthorpe	3	.3%	0	.0%	0	.0%	
			TK Maxx, Doncaster Road, Scunthorpe	2	.2%	0	.0%	0	.0%	
			Dunelm, Holyrood Drive, Scunthorpe	2	.2%	0	.0%	0	.0%	
			Homebase, Lakeside Retail Park, Queensway, Scunthorpe	1	.1%	0	.0%	0	.0%	
		Nottingham	Barton-upon-Humber	1	.1%	0	.0%	0	.0%	
				8	.8%	1	1.4%	1	1.7%	
			Nottingham	Ikea, Giltbrook Retail Park, Nottingham	9	.9%	0	.0%	1	1.7%
				John Lewis, Victoria Centre, Nottingham	1	.1%	1	1.4%	0	.0%
	Peterborough	Peterborough	1	.1%	0	.0%	0	.0%		
		Other	John Lewis, Queensgate Centre, Peterborough	2	.2%	0	.0%	0	.0%	
	Rotherham	Other	Next, Stadium Way, Parkgate, Rotherham	1	.1%	0	.0%	0	.0%	
			Dunelm Mill, Canklow Meadows, Rotherham	1	.1%	1	1.4%	0	.0%	
			Meadowhall, Sheffield	8	.8%	2	2.9%	0	.0%	
	Sheffield	Sheffield	6	.6%	2	2.9%	0	.0%		
			John Lewis, Barkers Pool, Sheffield	4	.4%	0	.0%	1	1.7%	
		Other	Meadowhall Centre, The Oasis, Sheffield	1	.1%	0	.0%	0	.0%	
	South Holland	Spalding		3	.3%	0	.0%	0	.0%	

(cont.)

**Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?**

				Zone			
				Base: All respondents (ex DK, varies, don't buy)		1	2
				Num	%	Num	%
Outside Study Area	Grantham			25	2.5%	0	.0%
	Downtown/Boundary Mills, Gonerby Moor, Grantham			8	.8%	1	1.7%
	South Kesteven	Asda, Union Street, Grantham		2	.2%	0	.0%
		Stamford		1	.1%	0	.0%
	Other	DFS, Gonerby Road, Grantham		1	.1%	0	.0%
		Bourne		1	.1%	0	.0%
	Southend-on-Sea	Other	Southend-on-Sea	1	.1%	0	.0%
	Tyne and Wear	Other	Ikea, Gateshead, Tyne & Wear	1	.1%	0	.0%
	Wiltshire	Other	Marlborough, Wiltshire	1	.1%	1	1.4%
	York	Other	York	2	.2%	0	.0%
Other	Internet/ Home Delivery			78	7.9%	8	11.6%
	Other		Catalogue/ mail order	2	.2%	0	.0%

(cont.)

**Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
	Base: All respondents (ex DK, varies, don't buy)			66	100.0%	69	100.0%	67	100.0%
Zone 1	Bassetlaw	Retford		0	.0%	0	.0%	0	.0%
			Wilkinsons, Carolgate, Retford	0	.0%	0	.0%	0	.0%
		Other	Bawtry	1	1.5%	0	.0%	0	.0%
			Argos, Market Place, Retford	0	.0%	0	.0%	0	.0%
		Louth		16	24.2%	0	.0%	0	.0%
Zone 3	East Lindsey		Horncastle	2	3.0%	1	1.4%	0	.0%
		Other	Dragonfly, Eastgate, Louth	1	1.5%	0	.0%	0	.0%
Zone 4	East Lindsey	Other	Woodhall Spa	0	.0%	4	5.8%	0	.0%
			Asda, Newark Road, North Hykeham, Lincoln	0	.0%	0	.0%	4	6.0%
Zone 5	North Kesteven	Other	The Forum, Malton Road, North Hykeham	0	.0%	0	.0%	0	.0%
			North Hykeham	0	.0%	0	.0%	1	1.5%
		Other	James Oliver Conservatories, Crofton Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 6	Lincoln								
Zone 7	Lincoln		Matalan, Lindis Retail Park	0	.0%	0	.0%	0	.0%

(cont.)

Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?

			Zone							
			3		4		5			
			Num	%	Num	%	Num	%		
Zone 7	Lincoln	Other	Sainsbury's, Tritton Road, Lincoln		0	.0%	0	.0%	2	3.0%
			Debenhams, St Mark Street, Lincoln		0	.0%	0	.0%	1	1.5%
			Co-op, Moorland Centre, Moorland Way, Lincoln		0	.0%	0	.0%	5	7.5%
			B&Q, Tritton Road, Lincoln		0	.0%	1	1.4%	0	.0%
			Wilkinson, Waterside Shopping Centre, High Street, Lincoln		0	.0%	0	.0%	0	.0%
			Morrisons, Tritton Road, Lincoln		0	.0%	0	.0%	0	.0%
			Co-op, Tritton Road, Lincoln		0	.0%	0	.0%	0	.0%
			The Range, Tritton Park Road, Lincoln		0	.0%	0	.0%	0	.0%
			Tesco, Canwick Road Trading Estate, Lincoln		0	.0%	0	.0%	0	.0%
			St Marks Shopping Centre, St Marks Square, Lincoln		0	.0%	0	.0%	0	.0%
			Homebase, The Sidings, Lincoln		0	.0%	0	.0%	1	1.5%
			Co-op, Birchwood Centre, Lincoln		1	1.5%	0	.0%	1	1.5%
			BHS, The Sidings, St Marks Retail Park, Lincoln		0	.0%	0	.0%	1	1.5%
			The Range, Birchwood Avenue, Lincoln		0	.0%	0	.0%	0	.0%
			Moorland Centre, Moorland Way, Lincoln		0	.0%	0	.0%	1	1.5%
			Boyes, Sincil Street, Lincoln		1	1.5%	0	.0%	0	.0%
			B&M, Tritton Road, Lincoln		0	.0%	0	.0%	1	1.5%
			Argos, High Street, Lincoln		0	.0%	0	.0%	1	1.5%

(cont.)

**Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?**

			Zone					
			3		4		5	
			Num	%	Num	%	Num	%
Zone 7	North Kesteven	Other, Valentine Retail Park, Tritton Road, Lincoln	0	.0%	1	1.4%	2	3.0%
		Asda Living, Valentine Retail Park, Lincoln	0	.0%	1	1.4%	2	3.0%
		Next, Valentine Retail Park, Lincoln	1	1.5%	0	.0%	2	3.0%
		TK Maxx, Valentine Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7/8	North Kesteven	Brantano, Valentine Retail Park, Lincoln	0	.0%	1	1.4%	0	.0%
		Lincoln City Centre	21	31.8%	31	44.9%	25	37.3%
		Brantano, Carlton Centre, Lincoln	0	.0%	0	.0%	0	.0%
Zone 8	Lincoln	Dunelm, Proctors Road, Lincoln	2	3.0%	0	.0%	0	.0%
		Tesco, Wragby Road, Lincoln	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Waitrose, Searby Road, Lincoln	0	.0%	0	.0%	0	.0%
		Outer Circle Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
		Co-op, Burton Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Sleaford	0	.0%	0	.0%	0	.0%
		Homebase, Northgate, Sleaford	0	.0%	1	1.4%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Tesco, Northgate, Sleaford	0	.0%	0	.0%	0	.0%
Zone 12	North Lincolnshire	Other	0	.0%	0	.0%	0	.0%
		Epworth	0	.0%	0	.0%	0	.0%
	West Lindsey	Gainsborough	0	.0%	0	.0%	0	.0%
		Tesco, Beaumont Street, Gainsborough	0	.0%	0	.0%	0	.0%
		Co-op, Queensway, Gainsborough	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Morrisons, Heapham Road, Gainsborough	0	.0%	0	.0%	0	.0%
		Co-op, Market Place, Gainsborough	0	.0%	0	.0%	0	.0%
Zone 14	West Lindsey	B&M, Lord Street, Gainsborough	0	.0%	0	.0%	0	.0%
		Market Rasen	0	.0%	0	.0%	0	.0%
		Caistor	0	.0%	1	1.4%	0	.0%

(cont.)

Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Zone 15	North Lincolnshire	Other	Brigg	0	.0%	0	.0%	0	.0%
			Wilkinsons, Cary Lane, Brigg	0	.0%	0	.0%	0	.0%
			Tesco, Barnard Avenue, Brigg	0	.0%	0	.0%	0	.0%
			DFS, Scawby Road, Brigg	1	1.5%	0	.0%	0	.0%
			E&M Carpets, Bridge Street, Brigg	0	.0%	0	.0%	0	.0%
	Bassetlaw	Worksop		0	.0%	0	.0%	0	.0%
		Other	Tesco, Gateford Road, Worksop	0	.0%	0	.0%	0	.0%
	Bolton	Other	Bolton	0	.0%	0	.0%	0	.0%
		Boston		1	1.5%	18	26.1%	0	.0%
	Boston	Other	Kirton Lindsey	0	.0%	0	.0%	0	.0%
			Sergeants Furnishings, The Market Place, Kirton Lindsey	0	.0%	0	.0%	0	.0%
			Dunelm, West Street, Boston	0	.0%	0	.0%	0	.0%
			Asda, Sleaford Road, Boston	0	.0%	0	.0%	0	.0%
			Alban Retail Park, Boston	0	.0%	0	.0%	0	.0%
Outside Study Area	City of Kingston upon Hull	Other	Hull	0	.0%	0	.0%	0	.0%
		Doncaster		0	.0%	0	.0%	0	.0%
	Doncaster	Other	Lakeside Shopping Centre, White Rose Way, Doncaster	0	.0%	0	.0%	0	.0%
			Dunelm, Thorne Road Retail Park, Doncaster	0	.0%	0	.0%	0	.0%
			Debenhams, Frenchgate Shopping Centre, Doncaster	0	.0%	0	.0%	0	.0%
	East Lindsey	Other	Lindsey, Holton Le Clay	0	.0%	0	.0%	0	.0%
	East Riding of Yorkshire	Other	Beverley	0	.0%	0	.0%	0	.0%
	Kirklees	Other	Ikea, Birstall Retail Park, Batley	0	.0%	0	.0%	0	.0%
	Leeds	Other	Leeds	0	.0%	1	1.4%	0	.0%
	Mansfield	Mansfield		0	.0%	0	.0%	0	.0%
	Newark and Sherwood	Newark		0	.0%	0	.0%	5	7.5%
	North East Lincolnshire	Grimsby		8	12.1%	0	.0%	0	.0%

(cont.)

Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Outside Study Area	North East Lincolnshire	Other	Tesco, Hewitts Circus Retail Park, Cleethorpes	2	3.0%	0	.0%	0	.0%
			Asda, Holles Street, Grimsby	0	.0%	0	.0%	0	.0%
	Scunthorpe		0	.0%	0	.0%	0	.0%	
		Tesco, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%	
		Morrisons, Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%	
		TK Maxx, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%	
	North Lincolnshire	Other	Dunelm, Holyrood Drive, Scunthorpe	0	.0%	0	.0%	0	.0%
			Homebase, Lakeside Retail Park, Queensway, Scunthorpe	0	.0%	0	.0%	0	.0%
			Barton-upon-Humber	0	.0%	0	.0%	0	.0%
				1	1.5%	0	.0%	1	1.5%
	Nottingham		Ikea, Giltbrook Retail Park, Nottingham	1	1.5%	0	.0%	1	1.5%
		Other	John Lewis, Victoria Centre, Nottingham	0	.0%	0	.0%	0	.0%
	Peterborough		Peterborough		0	.0%	0	.0%	0
		Other	John Lewis, Queensgate Centre, Peterborough	0	.0%	0	.0%	0	.0%
	Rotherham		Other	Next, Stadium Way, Parkgate, Rotherham	0	.0%	0	.0%	0
		Dunelm Mill, Canklow Meadows, Rotherham		0	.0%	0	.0%	0	.0%
		Meadowhall, Sheffield		0	.0%	0	.0%	0	.0%
	Sheffield	Sheffield		0	.0%	1	1.4%	0	.0%
			John Lewis, Barkers Pool, Sheffield	0	.0%	0	.0%	0	.0%
			Other	Meadowhall Centre, The Oasis, Sheffield	0	.0%	0	.0%	0
	South Holland	Spalding		0	.0%	0	.0%	0	.0%

(cont.)

**Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Outside Study Area	Grantham			0	.0%	0	.0%	4	6.0%
	Downtown/Boundary Mills, Gonerby Moor, Grantham			0	.0%	0	.0%	1	1.5%
	South Kesteven	Asda, Union Street, Grantham		0	.0%	0	.0%	0	.0%
		Stamford		0	.0%	0	.0%	0	.0%
	Other	DFS, Gonerby Road, Grantham		0	.0%	0	.0%	1	1.5%
		Bourne		0	.0%	0	.0%	0	.0%
	Southend-on-Sea	Other Southend-on-Sea		0	.0%	0	.0%	0	.0%
	Tyne and Wear	Other Ikea, Gateshead, Tyne & Wear		0	.0%	0	.0%	0	.0%
	Wiltshire	Other Marlborough, Wiltshire		0	.0%	0	.0%	0	.0%
	York	Other York		0	.0%	0	.0%	0	.0%
	Other	Internet/ Home Delivery		6	9.1%	6	8.7%	4	6.0%
		Other Catalogue/ mail order		0	.0%	1	1.4%	0	.0%

(cont.)



Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Base: All respondents (ex DK, varies, don't buy)				60	100.0%	67	100.0%	72	100.0%
Zone 1	Bassetlaw	Retford		0	.0%	0	.0%	0	.0%
			Wilkinsons, Carolgate, Retford	0	.0%	0	.0%	0	.0%
		Other	Bawtry	0	.0%	0	.0%	0	.0%
			Argos, Market Place, Retford	0	.0%	0	.0%	0	.0%
Zone 3	East Lindsey	Louth		0	.0%	0	.0%	0	.0%
		Other	Horncastle	0	.0%	0	.0%	1	1.4%
Zone 4	East Lindsey		Dragonfly, Eastgate, Louth	0	.0%	0	.0%	0	.0%
		Other	Woodhall Spa	1	1.7%	0	.0%	1	1.4%
Zone 5	North Kesteven		Asda, Newark Road, North Hykeham, Lincoln	0	.0%	1	1.5%	1	1.4%
		Other	The Forum, Malton Road, North Hykeham	0	.0%	1	1.5%	0	.0%
			North Hykeham	0	.0%	0	.0%	0	.0%
Zone 6	Lincoln	Other	James Oliver Conservatories, Crofton Road, Lincoln	1	1.7%	0	.0%	0	.0%
Zone 7	Lincoln		Matalan, Lindis Retail Park	0	.0%	0	.0%	0	.0%

(cont.)

Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?

			Zone							
			6		7		8			
			Num	%	Num	%	Num	%		
Zone 7	Lincoln	Other	Sainsbury's, Tritton Road, Lincoln		0	.0%	4	6.0%	0	.0%
			Debenhams, St Mark Street, Lincoln		1	1.7%	2	3.0%	2	2.8%
			Co-op, Moorland Centre, Moorland Way, Lincoln		0	.0%	0	.0%	0	.0%
			B&Q, Tritton Road, Lincoln		0	.0%	0	.0%	3	4.2%
			Wilkinson, Waterside Shopping Centre, High Street, Lincoln		1	1.7%	2	3.0%	0	.0%
			Morrisons, Tritton Road, Lincoln		0	.0%	2	3.0%	1	1.4%
			Co-op, Tritton Road, Lincoln		0	.0%	2	3.0%	0	.0%
			The Range, Tritton Park Road, Lincoln		0	.0%	1	1.5%	1	1.4%
			Tesco, Canwick Road Trading Estate, Lincoln		1	1.7%	1	1.5%	0	.0%
			St Marks Shopping Centre, St Marks Square, Lincoln		0	.0%	1	1.5%	1	1.4%
			Homebase, The Sidings, Lincoln		0	.0%	1	1.5%	0	.0%
			Co-op, Birchwood Centre, Lincoln		0	.0%	0	.0%	0	.0%
			BHS, The Sidings, St Marks Retail Park, Lincoln		0	.0%	0	.0%	1	1.4%
			The Range, Birchwood Avenue, Lincoln		0	.0%	1	1.5%	0	.0%
			Moorland Centre, Moorland Way, Lincoln		0	.0%	0	.0%	0	.0%
			Boyes, Sincil Street, Lincoln		0	.0%	0	.0%	0	.0%
			B&M, Tritton Road, Lincoln		0	.0%	0	.0%	0	.0%
			Argos, High Street, Lincoln		0	.0%	0	.0%	0	.0%

(cont.)

**Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?**

			Zone					
			6		7		8	
			Num	%	Num	%	Num	%
Zone 7	North Kesteven	Other, Valentine Retail Park, Tritton Road, Lincoln	1	1.7%	4	6.0%	1	1.4%
		Asda Living, Valentine Retail Park, Lincoln	0	.0%	1	1.5%	0	.0%
		Next, Valentine Retail Park, Lincoln	1	1.7%	0	.0%	0	.0%
		TK Maxx, Valentine Retail Park, Lincoln	1	1.7%	0	.0%	0	.0%
		Brantano, Valentine Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7/8	North Kesteven	Lincoln City Centre	43	71.7%	36	53.7%	46	63.9%
		Brantano, Carlton Centre, Lincoln	0	.0%	0	.0%	1	1.4%
Zone 8	Lincoln	Dunelm, Proctors Road, Lincoln	1	1.7%	0	.0%	1	1.4%
		Tesco, Wragby Road, Lincoln	1	1.7%	0	.0%	2	2.8%
		Other	0	.0%	0	.0%	0	.0%
		Waitrose, Searby Road, Lincoln	0	.0%	0	.0%	0	.0%
		Outer Circle Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
		Co-op, Burton Road, Lincoln	0	.0%	0	.0%	1	1.4%
Zone 10	North Kesteven	Sleaford	0	.0%	0	.0%	0	.0%
		Homebase, Northgate, Sleaford	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Tesco, Northgate, Sleaford	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
Zone 12	West Lindsey	Gainsborough	0	.0%	0	.0%	0	.0%
		Tesco, Beaumont Street, Gainsborough	0	.0%	0	.0%	0	.0%
		Co-op, Queensway, Gainsborough	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Morrisons, Heapham Road, Gainsborough	0	.0%	0	.0%	0	.0%
		Co-op, Market Place, Gainsborough	0	.0%	0	.0%	0	.0%
		B&M, Lord Street, Gainsborough	0	.0%	0	.0%	0	.0%
Zone 14	West Lindsey	Market Rasen	0	.0%	0	.0%	0	.0%
		Caistor	0	.0%	0	.0%	0	.0%

(cont.)

Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Zone 15	North Lincolnshire	Other	Brigg	0	.0%	0	.0%	0	.0%
			Wilkinsons, Cary Lane, Brigg	0	.0%	0	.0%	0	.0%
			Tesco, Barnard Avenue, Brigg	0	.0%	0	.0%	0	.0%
			DFS, Scawby Road, Brigg	0	.0%	0	.0%	0	.0%
			E&M Carpets, Bridge Street, Brigg	0	.0%	0	.0%	0	.0%
	Bassetlaw	Worksop	0	.0%	0	.0%	0	.0%	
		Other	Tesco, Gateford Road, Worksop	0	.0%	0	.0%	0	.0%
	Bolton	Other	Bolton	1	1.7%	0	.0%	0	.0%
		Boston		0	.0%	0	.0%	0	.0%
	Outside Study Area			Kirton Lindsey	0	.0%	0	.0%	0
Sergeants Furnishings, The Market Place, Kirton Lindsey				0	.0%	0	.0%	0	.0%
Dunelm, West Street, Boston				0	.0%	0	.0%	0	.0%
Asda, Sleaford Road, Boston				0	.0%	0	.0%	0	.0%
Alban Retail Park, Boston				0	.0%	0	.0%	0	.0%
City of Kingston upon Hull		Other	Hull	0	.0%	0	.0%	0	.0%
		Doncaster		0	.0%	0	.0%	0	.0%
Doncaster		Other	Lakeside Shopping Centre, White Rose Way, Doncaster	0	.0%	0	.0%	0	.0%
			Dunelm, Thorne Road Retail Park, Doncaster	0	.0%	0	.0%	0	.0%
			Debenhams, Frenchgate Shopping Centre, Doncaster	0	.0%	0	.0%	0	.0%
East Lindsey	Other	Lindsey, Holton Le Clay	0	.0%	0	.0%	0	.0%	
East Riding of Yorkshire	Other	Beverley	0	.0%	0	.0%	0	.0%	
Kirklees	Other	Ikea, Birstall Retail Park, Batley	0	.0%	0	.0%	1	1.4%	
Leeds	Other	Leeds	0	.0%	0	.0%	0	.0%	
Mansfield	Mansfield		0	.0%	0	.0%	0	.0%	
Newark and Sherwood	Newark		0	.0%	0	.0%	0	.0%	
North East Lincolnshire	Grimsby		0	.0%	0	.0%	0	.0%	

(cont.)

Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?

				Zone						
				6		7		8		
				Num	%	Num	%	Num	%	
Outside Study Area	North East Lincolnshire	Other	Tesco, Hewitts Circus Retail Park, Cleethorpes	0	.0%	0	.0%	0	.0%	
			Asda, Holles Street, Grimsby	0	.0%	0	.0%	0	.0%	
		Scunthorpe		0	.0%	0	.0%	0	.0%	
			Tesco, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%	
	North Lincolnshire	Other	Morrisons, Lakeside Retail Park, Scunthorpe	0	.0%	1	1.5%	0	.0%	
			TK Maxx, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%	
			Dunelm, Holyrood Drive, Scunthorpe	0	.0%	0	.0%	0	.0%	
			Homebase, Lakeside Retail Park, Queensway, Scunthorpe	0	.0%	0	.0%	0	.0%	
		Nottingham	Barton-upon-Humber	0	.0%	0	.0%	0	.0%	
				1	1.7%	1	1.5%	0	.0%	
			Nottingham	Ikea, Giltbrook Retail Park, Nottingham	1	1.7%	1	1.5%	1	1.4%
				Other	John Lewis, Victoria Centre, Nottingham	0	.0%	0	.0%	0
	Peterborough	Peterborough		0	.0%	0	.0%	0	.0%	
		Other	John Lewis, Queensgate Centre, Peterborough	0	.0%	0	.0%	0	.0%	
	Rotherham	Other	Next, Stadium Way, Parkgate, Rotherham	0	.0%	0	.0%	0	.0%	
			Dunelm Mill, Canklow Meadows, Rotherham	0	.0%	0	.0%	0	.0%	
			Meadowhall, Sheffield	0	.0%	0	.0%	0	.0%	
	Sheffield	Sheffield		0	.0%	0	.0%	1	1.4%	
		Other	John Lewis, Barkers Pool, Sheffield	0	.0%	0	.0%	0	.0%	
				Meadowhall Centre, The Oasis, Sheffield	0	.0%	0	.0%	0	.0%
	South Holland	Spalding		0	.0%	0	.0%	0	.0%	

(cont.)

**Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Outside Study Area	Grantham			2	3.3%	0	.0%	0	.0%
	Downtown/Boundary Mills, Gonerby Moor, Grantham			0	.0%	0	.0%	0	.0%
	South Kesteven	Asda, Union Street, Grantham		0	.0%	0	.0%	0	.0%
		Stamford		0	.0%	0	.0%	0	.0%
	Other	DFS, Gonerby Road, Grantham		0	.0%	0	.0%	0	.0%
		Bourne		0	.0%	0	.0%	0	.0%
	Southend-on-Sea	Other Southend-on-Sea		0	.0%	0	.0%	0	.0%
	Tyne and Wear	Other Ikea, Gateshead, Tyne & Wear		0	.0%	0	.0%	1	1.4%
	Wiltshire	Other Marlborough, Wiltshire		0	.0%	0	.0%	0	.0%
	York	Other York		0	.0%	0	.0%	0	.0%
	Other	Internet/ Home Delivery		2	3.3%	4	6.0%	4	5.6%
		Other Catalogue/ mail order		0	.0%	0	.0%	0	.0%

(cont.)

Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Base: All respondents (ex DK, varies, don't buy)				63	100.0%	69	100.0%	62	100.0%
Zone 1	Bassetlaw	Retford		0	.0%	0	.0%	4	6.5%
			Wilkinsons, Carolgate, Retford	0	.0%	0	.0%	0	.0%
		Other	Bawtry	0	.0%	0	.0%	0	.0%
			Argos, Market Place, Retford	0	.0%	0	.0%	1	1.6%
		Louth		0	.0%	0	.0%	0	.0%
Zone 3	East Lindsey		Horncastle	0	.0%	0	.0%	0	.0%
		Other	Dragonfly, Eastgate, Louth	0	.0%	0	.0%	0	.0%
Zone 4	East Lindsey	Other	Woodhall Spa	0	.0%	0	.0%	0	.0%
			Asda, Newark Road, North Hykeham, Lincoln	0	.0%	0	.0%	0	.0%
Zone 5	North Kesteven	Other	The Forum, Malton Road, North Hykeham	0	.0%	0	.0%	0	.0%
			North Hykeham	0	.0%	0	.0%	0	.0%
		Other	James Oliver Conservatories, Crofton Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 6	Lincoln								
Zone 7	Lincoln								
			Matalan, Lindis Retail Park	1	1.6%	0	.0%	0	.0%

(cont.)

Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Zone 7	Lincoln	Other	Sainsbury's, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Debenhams, St Mark Street, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Moorland Centre, Moorland Way, Lincoln	0	.0%	0	.0%	0	.0%
			B&Q, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Wilkinson, Waterside Shopping Centre, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Morrisons, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			The Range, Tritton Park Road, Lincoln	0	.0%	0	.0%	0	.0%
			Tesco, Canwick Road Trading Estate, Lincoln	0	.0%	0	.0%	0	.0%
			St Marks Shopping Centre, St Marks Square, Lincoln	0	.0%	0	.0%	0	.0%
			Homebase, The Sidings, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Birchwood Centre, Lincoln	0	.0%	0	.0%	0	.0%
			BHS, The Sidings, St Marks Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			The Range, Birchwood Avenue, Lincoln	0	.0%	0	.0%	0	.0%
			Moorland Centre, Moorland Way, Lincoln	0	.0%	0	.0%	0	.0%
			Boyes, Sincil Street, Lincoln	0	.0%	0	.0%	0	.0%
			B&M, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Argos, High Street, Lincoln	0	.0%	0	.0%	0	.0%

(cont.)



**Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?**

			Zone					
			9		10		11	
			Num	%	Num	%	Num	%
Zone 7	North Kesteven	Other, Valentine Retail Park, Tritton Road, Lincoln	0	.0%	0	.0%	1	1.6%
		Asda Living, Valentine Retail Park, Lincoln	1	1.6%	1	1.4%	0	.0%
		Next, Valentine Retail Park, Lincoln	0	.0%	1	1.4%	0	.0%
		TK Maxx, Valentine Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7/8	North Kesteven	Brantano, Valentine Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
		Lincoln City Centre	11	17.5%	18	26.1%	2	3.2%
		Brantano, Carlton Centre, Lincoln	0	.0%	0	.0%	0	.0%
Zone 8	Lincoln	Dunelm, Proctors Road, Lincoln	0	.0%	0	.0%	0	.0%
		Tesco, Wragby Road, Lincoln	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Waitrose, Searby Road, Lincoln	0	.0%	0	.0%	0	.0%
		Outer Circle Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
		Co-op, Burton Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Sleaford	7	11.1%	13	18.8%	0	.0%
		Homebase, Northgate, Sleaford	1	1.6%	3	4.3%	0	.0%
		Other	1	1.6%	1	1.4%	0	.0%
		Tesco, Northgate, Sleaford	1	1.6%	1	1.4%	0	.0%
Zone 12	North Lincolnshire	Other	0	.0%	0	.0%	0	.0%
		Epworth	0	.0%	0	.0%	0	.0%
	West Lindsey	Gainsborough	0	.0%	0	.0%	3	4.8%
		Tesco, Beaumont Street, Gainsborough	0	.0%	0	.0%	0	.0%
		Co-op, Queensway, Gainsborough	0	.0%	0	.0%	1	1.6%
		Other	0	.0%	0	.0%	1	1.6%
		Morrisons, Heapham Road, Gainsborough	0	.0%	0	.0%	1	1.6%
		Co-op, Market Place, Gainsborough	0	.0%	0	.0%	0	.0%
		B&M, Lord Street, Gainsborough	0	.0%	0	.0%	0	.0%
Zone 14	West Lindsey	Market Rasen	0	.0%	0	.0%	0	.0%
		Caistor	0	.0%	0	.0%	0	.0%

(cont.)

Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Zone 15	North Lincolnshire	Other	Brigg	0	.0%	0	.0%	1	1.6%
			Wilkinsons, Cary Lane, Brigg	0	.0%	0	.0%	0	.0%
			Tesco, Barnard Avenue, Brigg	0	.0%	0	.0%	0	.0%
			DFS, Scawby Road, Brigg	0	.0%	0	.0%	0	.0%
			E&M Carpets, Bridge Street, Brigg	0	.0%	0	.0%	0	.0%
	Bassetlaw	Worksop		0	.0%	0	.0%	0	.0%
		Other	Tesco, Gateford Road, Worksop	0	.0%	0	.0%	1	1.6%
	Bolton	Other	Bolton	0	.0%	0	.0%	0	.0%
		Boston		18	28.6%	0	.0%	0	.0%
	Boston	Other	Kirton Lindsey	0	.0%	0	.0%	0	.0%
			Sergeants Furnishings, The Market Place, Kirton Lindsey	0	.0%	0	.0%	0	.0%
			Dunelm, West Street, Boston	1	1.6%	0	.0%	0	.0%
			Asda, Sleaford Road, Boston	1	1.6%	0	.0%	0	.0%
			Alban Retail Park, Boston	1	1.6%	0	.0%	0	.0%
Outside Study Area	City of Kingston upon Hull	Other	Hull	0	.0%	0	.0%	0	.0%
		Doncaster		0	.0%	0	.0%	28	45.2%
	Doncaster	Other	Lakeside Shopping Centre, White Rose Way, Doncaster	0	.0%	0	.0%	1	1.6%
			Dunelm, Thorne Road Retail Park, Doncaster	0	.0%	0	.0%	0	.0%
			Debenhams, Frenchgate Shopping Centre, Doncaster	0	.0%	0	.0%	1	1.6%
	East Lindsey	Other	Lindsey, Holton Le Clay	0	.0%	0	.0%	0	.0%
	East Riding of Yorkshire	Other	Beverley	0	.0%	0	.0%	0	.0%
	Kirklees	Other	Ikea, Birstall Retail Park, Batley	0	.0%	0	.0%	3	4.8%
	Leeds	Other	Leeds	0	.0%	0	.0%	0	.0%
	Mansfield	Mansfield		0	.0%	1	1.4%	0	.0%
	Newark and Sherwood	Newark		0	.0%	1	1.4%	0	.0%
	North East Lincolnshire	Grimsby		0	.0%	0	.0%	0	.0%

(cont.)

Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Outside Study Area	North East Lincolnshire	Other	Tesco, Hewitts Circus Retail Park, Cleethorpes	0	.0%	0	.0%	0	.0%
			Asda, Holles Street, Grimsby	0	.0%	0	.0%	0	.0%
		Scunthorpe		0	.0%	0	.0%	1	1.6%
			Tesco, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Morrisons, Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Other	TK Maxx, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Dunelm, Holyrood Drive, Scunthorpe	0	.0%	0	.0%	0	.0%
			Homebase, Lakeside Retail Park, Queensway, Scunthorpe	0	.0%	0	.0%	0	.0%
			Barton-upon-Humber	0	.0%	0	.0%	0	.0%
		Nottingham		0	.0%	1	1.4%	0	.0%
	Nottingham	Other	Ikea, Giltbrook Retail Park, Nottingham	0	.0%	2	2.9%	0	.0%
			John Lewis, Victoria Centre, Nottingham	0	.0%	0	.0%	0	.0%
	Peterborough	Peterborough		1	1.6%	0	.0%	0	.0%
		Other	John Lewis, Queensgate Centre, Peterborough	0	.0%	2	2.9%	0	.0%
	Rotherham	Other	Next, Stadium Way, Parkgate, Rotherham	0	.0%	0	.0%	1	1.6%
			Dunelm Mill, Canklow Meadows, Rotherham	0	.0%	0	.0%	0	.0%
		Meadowhall, Sheffield		0	.0%	0	.0%	2	3.2%
	Sheffield	Sheffield		0	.0%	1	1.4%	1	1.6%
		Other	John Lewis, Barkers Pool, Sheffield	0	.0%	0	.0%	3	4.8%
			Meadowhall Centre, The Oasis, Sheffield	0	.0%	0	.0%	0	.0%
	South Holland	Spalding		3	4.8%	0	.0%	0	.0%

(cont.)

**Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Outside Study Area	Grantham		5	7.9%	14	20.3%	0	.0%	
	Downtown/Boundary Mills, Gonerby Moor, Grantham		1	1.6%	4	5.8%	0	.0%	
	South Kesteven	Asda, Union Street, Grantham	0	.0%	2	2.9%	0	.0%	
		Stamford	1	1.6%	0	.0%	0	.0%	
	Other	DFS, Gonerby Road, Grantham	0	.0%	0	.0%	0	.0%	
		Bourne	1	1.6%	0	.0%	0	.0%	
	Southend-on-Sea	Other	Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Tyne and Wear	Other	Ikea, Gateshead, Tyne & Wear	0	.0%	0	.0%	0	.0%
	Wiltshire	Other	Marlborough, Wiltshire	0	.0%	0	.0%	0	.0%
	York	Other	York	0	.0%	0	.0%	2	3.2%
Other	Internet/ Home Delivery		8	12.7%	4	5.8%	3	4.8%	
	Other	Catalogue/ mail order	0	.0%	0	.0%	1	1.6%	

(cont.)

Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Base: All respondents (ex DK, varies, don't buy)				67	100.0%	61	100.0%	69	100.0%
Zone 1	Bassetlaw	Retford		1	1.5%	0	.0%	0	.0%
			Wilkinsons, Carolgate, Retford	0	.0%	0	.0%	0	.0%
		Other	Bawtry	0	.0%	0	.0%	0	.0%
			Argos, Market Place, Retford	0	.0%	0	.0%	0	.0%
Zone 3	East Lindsey	Louth		0	.0%	0	.0%	1	1.4%
		Other	Horncastle	0	.0%	0	.0%	0	.0%
			Dragonfly, Eastgate, Louth	0	.0%	0	.0%	0	.0%
Zone 4	East Lindsey	Other	Woodhall Spa	0	.0%	0	.0%	0	.0%
			Asda, Newark Road, North Hykeham, Lincoln	0	.0%	0	.0%	0	.0%
Zone 5	North Kesteven	Other	The Forum, Malton Road, North Hykeham	0	.0%	0	.0%	0	.0%
			North Hykeham	0	.0%	0	.0%	0	.0%
			James Oliver Conservatories, Crofton Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 6	Lincoln	Other		0	.0%	0	.0%	0	.0%
Zone 7	Lincoln		Matalan, Lindis Retail Park	0	.0%	0	.0%	0	.0%

(cont.)

Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?

			Zone						
			12		13		14		
			Num	%	Num	%	Num	%	
Zone 7	Lincoln	Other	Sainsbury's, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Debenhams, St Mark Street, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Moorland Centre, Moorland Way, Lincoln	0	.0%	0	.0%	0	.0%
			B&Q, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Wilkinson, Waterside Shopping Centre, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Morrisons, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Tritton Road, Lincoln	1	1.5%	0	.0%	0	.0%
			The Range, Tritton Park Road, Lincoln	0	.0%	0	.0%	0	.0%
			Tesco, Canwick Road Trading Estate, Lincoln	0	.0%	0	.0%	0	.0%
			St Marks Shopping Centre, St Marks Square, Lincoln	0	.0%	0	.0%	0	.0%
			Homebase, The Sidings, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Birchwood Centre, Lincoln	0	.0%	0	.0%	0	.0%
			BHS, The Sidings, St Marks Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			The Range, Birchwood Avenue, Lincoln	0	.0%	0	.0%	0	.0%
			Moorland Centre, Moorland Way, Lincoln	0	.0%	0	.0%	0	.0%
			Boyes, Sincil Street, Lincoln	0	.0%	0	.0%	0	.0%
			B&M, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Argos, High Street, Lincoln	0	.0%	0	.0%	0	.0%

(cont.)

**Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?**

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Zone 7	North Kesteven	Other, Valentine Retail Park, Tritton Road, Lincoln		0	.0%	0	.0%	0	.0%
		Asda Living, Valentine Retail Park, Lincoln		0	.0%	0	.0%	0	.0%
		Next, Valentine Retail Park, Lincoln		0	.0%	0	.0%	0	.0%
		TK Maxx, Valentine Retail Park, Lincoln		0	.0%	0	.0%	0	.0%
		Brantano, Valentine Retail Park, Lincoln		0	.0%	0	.0%	0	.0%
Zone 7/8	North Kesteven	Lincoln City Centre		4	6.0%	9	14.8%	14	20.3%
		Brantano, Carlton Centre, Lincoln		0	.0%	0	.0%	0	.0%
Zone 8	Lincoln	Dunelm, Proctors Road, Lincoln		0	.0%	0	.0%	1	1.4%
		Tesco, Wragby Road, Lincoln		0	.0%	0	.0%	0	.0%
		Other	Waitrose, Searby Road, Lincoln	0	.0%	0	.0%	0	.0%
			Outer Circle Retail Park, Lincoln	1	1.5%	0	.0%	0	.0%
			Co-op, Burton Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Sleaford		0	.0%	0	.0%	0	.0%
		Homebase, Northgate, Sleaford		0	.0%	0	.0%	0	.0%
		Other							
	North Lincolnshire	Tesco, Northgate, Sleaford		0	.0%	0	.0%	0	.0%
		Other							
Zone 12	West Lindsey	Epworth		1	1.5%	0	.0%	0	.0%
		Gainsborough		12	17.9%	1	1.6%	0	.0%
		Tesco, Beaumont Street, Gainsborough		3	4.5%	0	.0%	0	.0%
		Co-op, Queensway, Gainsborough		0	.0%	0	.0%	0	.0%
		Other	Morrisons, Heapham Road, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Market Place, Gainsborough	1	1.5%	0	.0%	0	.0%
			B&M, Lord Street, Gainsborough	1	1.5%	0	.0%	0	.0%
Zone 14	West Lindsey	Market Rasen		0	.0%	0	.0%	4	5.8%
		Caistor		0	.0%	0	.0%	0	.0%

(cont.)

Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Zone 15	North Lincolnshire	Other	Brigg	0	.0%	8	13.1%	3	4.3%
			Wilkinsons, Cary Lane, Brigg	0	.0%	2	3.3%	0	.0%
			Tesco, Barnard Avenue, Brigg	0	.0%	2	3.3%	0	.0%
			DFS, Scawby Road, Brigg	0	.0%	0	.0%	0	.0%
			E&M Carpets, Bridge Street, Brigg	0	.0%	1	1.6%	0	.0%
	Bassetlaw	Worksop	0	.0%	0	.0%	0	.0%	
		Other	Tesco, Gateford Road, Worksop	0	.0%	0	.0%	0	.0%
	Bolton	Other	Bolton	0	.0%	0	.0%	0	.0%
		Boston		0	.0%	0	.0%	0	.0%
	Outside Study Area	Boston	Other	Kirton Lindsey	0	.0%	1	1.6%	1
Sergeants Furnishings, The Market Place, Kirton Lindsey				0	.0%	1	1.6%	0	.0%
Dunelm, West Street, Boston				0	.0%	0	.0%	0	.0%
Asda, Sleaford Road, Boston				0	.0%	0	.0%	0	.0%
Alban Retail Park, Boston				0	.0%	0	.0%	0	.0%
City of Kingston upon Hull		Other	Hull	0	.0%	0	.0%	0	.0%
		Doncaster		1	1.5%	0	.0%	1	1.4%
Doncaster		Other	Lakeside Shopping Centre, White Rose Way, Doncaster	1	1.5%	0	.0%	0	.0%
			Dunelm, Thorne Road Retail Park, Doncaster	1	1.5%	0	.0%	0	.0%
			Debenhams, Frenchgate Shopping Centre, Doncaster	0	.0%	0	.0%	0	.0%
East Lindsey	Other	Lindsey, Holton Le Clay	0	.0%	0	.0%	0	.0%	
East Riding of Yorkshire	Other	Beverley	0	.0%	0	.0%	0	.0%	
Kirklees	Other	Ikea, Birstall Retail Park, Batley	0	.0%	3	4.9%	0	.0%	
Leeds	Other	Leeds	0	.0%	0	.0%	0	.0%	
Mansfield	Mansfield		0	.0%	0	.0%	0	.0%	
Newark and Sherwood	Newark		0	.0%	0	.0%	0	.0%	
North East Lincolnshire	Grimsby		1	1.5%	3	4.9%	32	46.4%	

(cont.)



Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?

				Zone						
				12		13		14		
				Num	%	Num	%	Num	%	
Outside Study Area	North East Lincolnshire	Other	Tesco, Hewitts Circus Retail Park, Cleethorpes	0	.0%	0	.0%	2	2.9%	
			Asda, Holles Street, Grimsby	0	.0%	0	.0%	1	1.4%	
		Scunthorpe		25	37.3%	20	32.8%	0	.0%	
			Tesco, Doncaster Road, Scunthorpe	2	3.0%	1	1.6%	0	.0%	
	North Lincolnshire	Other	Morrisons, Lakeside Retail Park, Scunthorpe	1	1.5%	1	1.6%	0	.0%	
			TK Maxx, Doncaster Road, Scunthorpe	0	.0%	2	3.3%	0	.0%	
			Dunelm, Holyrood Drive, Scunthorpe	1	1.5%	0	.0%	1	1.4%	
			Homebase, Lakeside Retail Park, Queensway, Scunthorpe	1	1.5%	0	.0%	0	.0%	
		Nottingham	Barton-upon-Humber	0	.0%	0	.0%	0	.0%	
				1	1.5%	0	.0%	0	.0%	
			Nottingham	Ikea, Giltbrook Retail Park, Nottingham	1	1.5%	0	.0%	0	.0%
				Other	John Lewis, Victoria Centre, Nottingham	0	.0%	0	.0%	0
	Peterborough	0			.0%	0	.0%	0	.0%	
	Peterborough	Other	John Lewis, Queensgate Centre, Peterborough	0	.0%	0	.0%	0	.0%	
				0	.0%	0	.0%	0	.0%	
	Rotherham	Other	Next, Stadium Way, Parkgate, Rotherham	0	.0%	0	.0%	0	.0%	
			Dunelm Mill, Canklow Meadows, Rotherham	0	.0%	0	.0%	0	.0%	
			Meadowhall, Sheffield	2	3.0%	1	1.6%	0	.0%	
	Sheffield	Sheffield		0	.0%	0	.0%	0	.0%	
			John Lewis, Barkers Pool, Sheffield	0	.0%	0	.0%	0	.0%	
		Other	Meadowhall Centre, The Oasis, Sheffield	0	.0%	0	.0%	0	.0%	
South Holland	Spalding		0	.0%	0	.0%	0	.0%		

(cont.)

**Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?**

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Outside Study Area		Grantham		0	.0%	0	.0%	0	.0%
		Downtown/Boundary Mills, Gonerby Moor, Grantham		0	.0%	0	.0%	0	.0%
	South Kesteven		Asda, Union Street, Grantham	0	.0%	0	.0%	0	.0%
			Stamford	0	.0%	0	.0%	0	.0%
	Other		DFS, Gonerby Road, Grantham	0	.0%	0	.0%	0	.0%
			Bourne	0	.0%	0	.0%	0	.0%
	Southend-on-Sea	Other	Southend-on-Sea	0	.0%	0	.0%	0	.0%
	Tyne and Wear	Other	Ikea, Gateshead, Tyne & Wear	0	.0%	0	.0%	0	.0%
	Wiltshire	Other	Marlborough, Wiltshire	0	.0%	0	.0%	0	.0%
	York	Other	York	0	.0%	0	.0%	0	.0%
Other		Internet/ Home Delivery	4	6.0%	5	8.2%	8	11.6%	
		Other	Catalogue/ mail order	0	.0%	0	.0%	0	.0%

(cont.)

**Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?**

				Zone	
				15	
				Num	%
Base: All respondents (ex DK, varies, don't buy)				65	100.0%
Zone 1	Bassetlaw	Retford		0	.0%
			Wilkinsons, Carolgate, Retford	0	.0%
		Other	Bawtry	0	.0%
			Argos, Market Place, Retford	0	.0%
		Louth		0	.0%
Zone 3	East Lindsey		Horncastle	0	.0%
		Other	Dragonfly, Eastgate, Louth	0	.0%
Zone 4	East Lindsey	Other	Woodhall Spa	0	.0%
			Asda, Newark Road, North Hykeham, Lincoln	0	.0%
Zone 5	North Kesteven	Other	The Forum, Malton Road, North Hykeham	0	.0%
			North Hykeham	0	.0%
			James Oliver Conservatories, Crofton Road, Lincoln	0	.0%
Zone 6	Lincoln	Other		0	.0%
Zone 7	Lincoln	Matalan, Lindis Retail Park		0	.0%

(cont.)

**Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?**

			Zone	
			15	
			Num	%
Zone 7	Lincoln	Other	Sainsbury's, Tritton Road, Lincoln	0 .0%
			Debenhams, St Mark Street, Lincoln	0 .0%
			Co-op, Moorland Centre, Moorland Way, Lincoln	0 .0%
			B&Q, Tritton Road, Lincoln	0 .0%
			Wilkinson, Waterside Shopping Centre, High Street, Lincoln	0 .0%
			Morrisons, Tritton Road, Lincoln	0 .0%
			Co-op, Tritton Road, Lincoln	0 .0%
			The Range, Tritton Park Road, Lincoln	0 .0%
			Tesco, Canwick Road Trading Estate, Lincoln	0 .0%
			St Marks Shopping Centre, St Marks Square, Lincoln	0 .0%
			Homebase, The Sidings, Lincoln	0 .0%
			Co-op, Birchwood Centre, Lincoln	0 .0%
			BHS, The Sidings, St Marks Retail Park, Lincoln	0 .0%
			The Range, Birchwood Avenue, Lincoln	0 .0%
			Moorland Centre, Moorland Way, Lincoln	0 .0%
			Boyes, Sincil Street, Lincoln	0 .0%
			B&M, Tritton Road, Lincoln	0 .0%
			Argos, High Street, Lincoln	0 .0%

(cont.)

**Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?**

			Zone	
			15	
			Num	%
Zone 7	North Kesteven	Other, Valentine Retail Park, Tritton Road, Lincoln	0	.0%
		Asda Living, Valentine Retail Park, Lincoln	0	.0%
		Next, Valentine Retail Park, Lincoln	0	.0%
		TK Maxx, Valentine Retail Park, Lincoln	0	.0%
Zone 7/8	North Kesteven	Brantano, Valentine Retail Park, Lincoln	0	.0%
		Lincoln City Centre	3	4.6%
		Brantano, Carlton Centre, Lincoln	0	.0%
		Dunelm, Proctors Road, Lincoln	0	.0%
Zone 8	Lincoln	Tesco, Wragby Road, Lincoln	0	.0%
		Other	0	.0%
		Waitrose, Searby Road, Lincoln	0	.0%
		Outer Circle Retail Park, Lincoln	0	.0%
Zone 10	North Kesteven	Co-op, Burton Road, Lincoln	0	.0%
		Sleaford	0	.0%
		Homebase, Northgate, Sleaford	0	.0%
		Other	0	.0%
Zone 12	West Lindsey	Tesco, Northgate, Sleaford	0	.0%
		Other	0	.0%
		Epworth	0	.0%
		Gainsborough	0	.0%
Zone 14	West Lindsey	Tesco, Beaumont Street, Gainsborough	0	.0%
		Co-op, Queensway, Gainsborough	0	.0%
		Other	0	.0%
		Morrisons, Heapham Road, Gainsborough	0	.0%
		Co-op, Market Place, Gainsborough	0	.0%
		B&M, Lord Street, Gainsborough	0	.0%
		Market Rasen	1	1.5%
		Caistor	0	.0%

(cont.)

**Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?**

				Zone			
				15			
				Num	%		
Zone 15	North Lincolnshire	Other	Brigg	8	12.3%		
			Wilkinsons, Cary Lane, Brigg	1	1.5%		
			Tesco, Barnard Avenue, Brigg	1	1.5%		
			DFS, Scawby Road, Brigg	1	1.5%		
			E&M Carpets, Bridge Street, Brigg	0	.0%		
	Bassetlaw	Worksop		0	.0%		
		Other	Tesco, Gateford Road, Worksop	0	.0%		
	Bolton	Other	Bolton	0	.0%		
		Boston		0	.0%		
	Outside Study Area	Boston	Other	Kirton Lindsey	0	.0%	
Sergeants Furnishings, The Market Place, Kirton Lindsey				0	.0%		
Dunelm, West Street, Boston				0	.0%		
Asda, Sleaford Road, Boston				0	.0%		
Alban Retail Park, Boston				0	.0%		
City of Kingston upon Hull		Other	Hull	1	1.5%		
		Doncaster		0	.0%		
Doncaster		Other	Lakeside Shopping Centre, White Rose Way, Doncaster	0	.0%		
			Dunelm, Thorne Road Retail Park, Doncaster	0	.0%		
				Debenhams, Frenchgate Shopping Centre, Doncaster	0	.0%	
	East Lindsey			Other	Lindsey, Holton Le Clay	1	1.5%
	East Riding of Yorkshire			Other	Beverley	1	1.5%
	Kirklees	Other	Ikea, Birstall Retail Park, Batley	0	.0%		
	Leeds	Other	Leeds	2	3.1%		
	Mansfield	Mansfield		0	.0%		
	Newark and Sherwood	Newark		0	.0%		
	North East Lincolnshire	Grimsby		18	27.7%		

(cont.)

**Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?**

				Zone	
				15	
				Num	%
Outside Study Area	North East Lincolnshire	Other	Tesco, Hewitts Circus Retail Park, Cleethorpes	0	.0%
			Asda, Holles Street, Grimsby	2	3.1%
		Scunthorpe		16	24.6%
	North Lincolnshire	Other	Tesco, Doncaster Road, Scunthorpe	0	.0%
			Morrisons, Lakeside Retail Park, Scunthorpe	0	.0%
			TK Maxx, Doncaster Road, Scunthorpe	0	.0%
			Dunelm, Holyrood Drive, Scunthorpe	0	.0%
			Homebase, Lakeside Retail Park, Queensway, Scunthorpe	0	.0%
			Barton-upon-Humber	1	1.5%
				0	.0%
		Nottingham		0	.0%
	Nottingham	Other	Ikea, Giltbrook Retail Park, Nottingham	0	.0%
			John Lewis, Victoria Centre, Nottingham	0	.0%
	Peterborough	Other	Peterborough	0	.0%
			John Lewis, Queensgate Centre, Peterborough	0	.0%
	Rotherham	Other	Next, Stadium Way, Parkgate, Rotherham	0	.0%
			Dunelm Mill, Canklow Meadows, Rotherham	0	.0%
			Meadowhall, Sheffield	1	1.5%
	Sheffield	Other	Sheffield	0	.0%
			John Lewis, Barkers Pool, Sheffield	0	.0%
			Meadowhall Centre, The Oasis, Sheffield	1	1.5%
	South Holland	Spalding		0	.0%

(cont.)

**Q18. Where did you last go to buy small household goods such as home furnishings, glass and china items?**

				Zone	
				15	
				Num	%
Outside Study Area	Grantham			0	.0%
	Downtown/Boundary Mills, Gonerby Moor, Grantham			0	.0%
	South Kesteven	Asda, Union Street, Grantham		0	.0%
		Stamford		0	.0%
	Other	DFS, Gonerby Road, Grantham		0	.0%
		Bourne		0	.0%
		Southend-on-Sea		0	.0%
	Tyne and Wear	Ikea, Gateshead, Tyne & Wear		0	.0%
	Wiltshire	Marlborough, Wiltshire		0	.0%
	York	York		0	.0%
	Other	Internet/ Home Delivery		6	9.2%
		Catalogue/ mail order		0	.0%



**Q19. Where did you last go to buy goods such as toys, games, bicycles and recreations goods?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Zone 1	Bassetlaw	Base: All respondents (ex DK, varies, don't buy)		757	100.0%	51	100.0%	48	100.0%
		Retford		14	1.8%	10	19.6%	0	.0%
		Argos, Market Place, Retford		3	.4%	2	3.9%	0	.0%
		Other		1	.1%	1	2.0%	0	.0%
		Carolgate		1	.1%	1	2.0%	0	.0%
Zone 2	West Lindsey	Asda, Wharf Road, Retford		1	.1%	1	2.0%	0	.0%
		Other		1	.1%	0	.0%	1	2.1%
		Lincoln Golf Club, Torksey		1	.1%	0	.0%	1	2.1%
Zone 3	East Lindsey	Hemswell		1	.1%	0	.0%	0	.0%
		Louth		10	1.3%	0	.0%	0	.0%
		Other		2	.3%	0	.0%	0	.0%
		Horncastle		2	.3%	0	.0%	0	.0%
Zone 4	East Lindsey	Louth		1	.1%	0	.0%	0	.0%
		Other		3	.4%	0	.0%	0	.0%
		Woodhall Spa		3	.4%	0	.0%	0	.0%
		Post Office, High Street, Coningsby		1	.1%	0	.0%	0	.0%
		Other		1	.1%	0	.0%	0	.0%
Zone 5	North Kesteven	Blankney Golf Club, Lincoln		1	.1%	0	.0%	0	.0%
		Other		1	.1%	0	.0%	0	.0%
		North Hykeham		1	.1%	0	.0%	0	.0%
		Brayford Leisure, Broadacres, Lincoln		1	.1%	0	.0%	0	.0%
		Other		1	.1%	0	.0%	0	.0%
Zone 6	West Lindsey	Asda, Newark Road, North Hykeham, Lincoln		1	.1%	0	.0%	0	.0%
		Other		1	.1%	0	.0%	0	.0%
		Short Ferry Angling Centre, Ferry Road, Fiskerton		1	.1%	0	.0%	0	.0%
Zone 7	Lincoln	Cherry Willingham, Lincoln		1	.1%	0	.0%	0	.0%
		Toys R Us, St Marks Retail Park, Lincoln		45	5.9%	1	2.0%	6	12.5%
		Lindis Retail Park		1	.1%	0	.0%	0	.0%

(cont.)

**Q19. Where did you last go to buy goods such as toys, games, bicycles and recreations goods?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Zone 7	Lincoln	Other	Sainsbury's, Tritton Road, Lincoln	5	.7%	0	.0%	0	.0%
			Toys R Us, St Marks Retail Park, Lincoln	4	.5%	0	.0%	1	2.1%
			St Marks Shopping Centre, St Marks Square, Lincoln	2	.3%	0	.0%	0	.0%
			Argos, High Street, Lincoln	2	.3%	0	.0%	0	.0%
			Toys R Us, Tritton Road	1	.1%	0	.0%	0	.0%
			The Showroom, Tritton Road, Lincoln	1	.1%	0	.0%	0	.0%
			Debenhams, St Mark Street, Lincoln	1	.1%	0	.0%	0	.0%
			Asda Living, Tritton Road, Lincoln	1	.1%	0	.0%	1	2.1%
Zone 7/8	North Kesteven	Other	Halfords, Tritton Road Retail Warehousing, Lincoln	5	.7%	0	.0%	0	.0%
			Lincoln City Centre	229	30.3%	8	15.7%	19	39.6%
			Halfords, Carlton Centre, Lincoln	3	.4%	0	.0%	0	.0%
Zone 8	Lincoln	Other	Carlton Centre, Lincoln	1	.1%	0	.0%	1	2.1%
			Tesco, Wragby Road, Lincoln	5	.7%	0	.0%	1	2.1%
			WH Smith, Lincoln	2	.3%	0	.0%	0	.0%
			Co-op, Burton Road, Lincoln	1	.1%	0	.0%	0	.0%
Zone 9	South Kesteven	Other	Billington	1	.1%	0	.0%	0	.0%
Zone 10	North Kesteven	Other	Sleaford	11	1.5%	0	.0%	0	.0%
			Gainsborough	16	2.1%	1	2.0%	1	2.1%
Zone 12	West Lindsey	Other	Tesco, Beaumont Street, Gainsborough	2	.3%	0	.0%	0	.0%
			Argos, Market Hall, Silver Street, Gainsborough	2	.3%	0	.0%	1	2.1%
			Co-op, Market Street, Gainsborough	1	.1%	0	.0%	0	.0%
			Market Rasen	3	.4%	0	.0%	0	.0%
Zone 14	West Lindsey	Other	Caistor	1	.1%	0	.0%	0	.0%
			Market Rasen	1	.1%	0	.0%	0	.0%

(cont.)

**Q19. Where did you last go to buy goods such as toys, games, bicycles and recreations goods?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Zone 15	North Lincolnshire	Other	Brigg	3	.4%	0	.0%	0	.0%
			Tesco, Barnard Avenue, Brigg	1	.1%	0	.0%	0	.0%
	Ashfield	Other	Sutton in Ashfield	1	.1%	1	2.0%	0	.0%
	Bassetlaw	Worksop		3	.4%	3	5.9%	0	.0%
	Boston	Boston		11	1.5%	0	.0%	0	.0%
	Brentwood	Other	Brentwood, Essex	1	.1%	0	.0%	0	.0%
	City of Kingston upon Hull	Other	Hull	1	.1%	0	.0%	0	.0%
		Doncaster		26	3.4%	4	7.8%	0	.0%
	Doncaster	Other	Halfords, North Bridge Road, Doncaster	3	.4%	0	.0%	0	.0%
			Toys R Us, The Carr, White Rose Way, Doncaster	2	.3%	0	.0%	0	.0%
Outside Study Area	Gedling	Other	Arnold	1	.1%	0	.0%	0	.0%
	Glasgow	Other	Glasgow	1	.1%	1	2.0%	0	.0%
	Hertfordshire	Other	St Albans	1	.1%	0	.0%	0	.0%
	Leicester	Other	John Lewis, Bath House Lane, Leicester	1	.1%	0	.0%	1	2.1%
		Newark		8	1.1%	3	5.9%	0	.0%
	Newark and Sherwood	Other	Marks and Spencers, Stodman Street, Newark	1	.1%	0	.0%	0	.0%
		Grimsby		46	6.1%	0	.0%	0	.0%
	North East Lincolnshire		Tesco, Cleethorpes	3	.4%	0	.0%	0	.0%
		Other	Asda, Holles Street, Grimsby	3	.4%	0	.0%	0	.0%
	North Lincolnshire	Scunthorpe	Tesco, Victoria Street, Grimsby	1	.1%	0	.0%	0	.0%
			50	6.6%	0	.0%	1	2.1%	

(cont.)

**Q19. Where did you last go to buy goods such as toys, games, bicycles and recreations goods?**

				Zone			
				Base: All respondents (ex DK, varies, don't buy)		1	2
				Num	%	Num	%
Outside Study Area	North Lincolnshire	Other	Toys R Us, Gallagher Retail Park, Scunthorpe	9	1.2%	0	.0%
			Argos, Lakeside Retail Park, Ashby ville, Scunthorpe	6	.8%	0	.0%
			Tesco Extra, Gallagher Retail Park, Scunthorpe	3	.4%	0	.0%
			Homebase, Lakeside Retail Park, Queensway, Scunthorpe	2	.3%	0	.0%
			Asda, Burringham Road, Scunthorpe	2	.3%	0	.0%
			Sainsbury's, Doncaster Road, Scunthorpe	1	.1%	0	.0%
	Norwich	Other	Gallagher Retail Park, Scunthorpe	1	.1%	0	.0%
			Tickety-Boo!, Saint Andrews Hill, Norwich	1	.1%	0	.0%
	Nottingham	Nottingham		2	.3%	0	.0%
		Other	Toys R Us, Riverside Park, Nottingham	1	.1%	0	.0%
	Rutland	Other	Rutland Cycling, Whitwell Leisure Park, Whitwell, Rutland	1	.1%	0	.0%
	Sheffield	Meadowhall, Sheffield		5	.7%	1	2.0%
		Sheffield		3	.4%	0	.0%
	South Holland	Spalding		5	.7%	0	.0%
		Grantham		7	.9%	0	.0%
	South Kesteven	Other	Sudbrook Moor Golf Club, Charity Lane, Carlton Scroop, Grantham	1	.1%	0	.0%
			Sainbury's, Exeter Street, Bourne	1	.1%	0	.0%
			Grantham/Lincoln	1	.1%	0	.0%
			Argos, Guildhall Street, Grantham	1	.1%	0	.0%
	Swindon	Other	Swindon	1	.1%	0	.0%
	York	Other	York	2	.3%	0	.0%
	Other	Internet/ Home Delivery		142	18.8%	14	27.5%

(cont.)

**Q19. Where did you last go to buy goods such as toys, games, bicycles and recreations goods?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Base: All respondents (ex DK, varies, don't buy)				61	100.0%	53	100.0%	43	100.0%
Zone 1	Bassetlaw	Retford		0	.0%	0	.0%	0	.0%
			Argos, Market Place, Retford	0	.0%	0	.0%	0	.0%
		Other	Carolgate	0	.0%	0	.0%	0	.0%
			Asda, Wharf Road, Retford	0	.0%	0	.0%	0	.0%
Zone 2	West Lindsey	Other	Lincoln Golf Club, Torksey	0	.0%	0	.0%	0	.0%
			Hemswell	0	.0%	0	.0%	0	.0%
		Louth		9	14.8%	1	1.9%	0	.0%
Zone 3	East Lindsey	Other	Horncastle	2	3.3%	0	.0%	0	.0%
			Louth	1	1.6%	0	.0%	0	.0%
Zone 4	East Lindsey	Other	Woodhall Spa	0	.0%	3	5.7%	0	.0%
			Post Office, High Street, Coningsby	1	1.6%	0	.0%	0	.0%
			Blankney Golf Club, Lincoln	0	.0%	0	.0%	0	.0%
			North Hykeham	0	.0%	0	.0%	0	.0%
Zone 5	North Kesteven	Other	Brayford Leisure, Broadacres, Lincoln	0	.0%	0	.0%	0	.0%
			Asda, Newark Road, North Hykeham, Lincoln	1	1.6%	0	.0%	0	.0%
			Short Ferry Angling Centre, Ferry Road, Fiskerton	0	.0%	0	.0%	0	.0%
Zone 6	West Lindsey	Other	Cherry Willingham, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7	Lincoln		Toys R Us, St Marks Retail Park, Lincoln	1	1.6%	4	7.5%	5	11.6%
			Lindis Retail Park	0	.0%	0	.0%	0	.0%

(cont.)

**Q19. Where did you last go to buy goods such as toys, games, bicycles and recreations goods?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Zone 7	Lincoln	Other	Sainsbury's, Tritton Road, Lincoln	0	.0%	0	.0%	3	7.0%
			Toys R Us, St Marks Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			St Marks Shopping Centre, St Marks Square, Lincoln	1	1.6%	0	.0%	0	.0%
			Argos, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Toys R Us, Tritton Road	0	.0%	1	1.9%	0	.0%
			The Showroom, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Debenhams, St Mark Street, Lincoln	0	.0%	0	.0%	0	.0%
			Asda Living, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7/8	North Kesteven	Other	Halfords, Tritton Road Retail Warehousing, Lincoln	0	.0%	0	.0%	1	2.3%
			Lincoln City Centre	20	32.8%	28	52.8%	19	44.2%
			Halfords, Carlton Centre, Lincoln	1	1.6%	0	.0%	0	.0%
Zone 8	Lincoln	Other	Carlton Centre, Lincoln	0	.0%	0	.0%	0	.0%
			Tesco, Wragby Road, Lincoln	0	.0%	1	1.9%	0	.0%
			WH Smith, Lincoln	0	.0%	1	1.9%	1	2.3%
Zone 9	South Kesteven	Other	Co-op, Burton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Billington	1	1.6%	0	.0%	0	.0%
Zone 10	North Kesteven	Other	Sleaford	0	.0%	0	.0%	0	.0%
			Gainsborough	0	.0%	0	.0%	0	.0%
Zone 12	West Lindsey	Other	Tesco, Beaumont Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Argos, Market Hall, Silver Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Market Street, Gainsborough	0	.0%	0	.0%	0	.0%
Zone 14	West Lindsey	Other	Market Rasen	1	1.6%	0	.0%	0	.0%
			Caistor	0	.0%	0	.0%	0	.0%
			Market Rasen	0	.0%	0	.0%	0	.0%

(cont.)

**Q19. Where did you last go to buy goods such as toys, games, bicycles and recreations goods?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Zone 15	North Lincolnshire	Other	Brigg	0	.0%	0	.0%	0	.0%
			Tesco, Barnard Avenue, Brigg	0	.0%	0	.0%	0	.0%
	Ashfield	Other	Sutton in Ashfield	0	.0%	0	.0%	0	.0%
	Bassetlaw	Worksop		0	.0%	0	.0%	0	.0%
	Boston	Boston		0	.0%	4	7.5%	0	.0%
	Brentwood	Other	Brentwood, Essex	0	.0%	0	.0%	0	.0%
	City of Kingston upon Hull	Other	Hull	0	.0%	0	.0%	0	.0%
		Doncaster		0	.0%	0	.0%	0	.0%
	Doncaster		Halfords, North Bridge Road, Doncaster	0	.0%	1	1.9%	0	.0%
		Other	Toys R Us, The Carr, White Rose Way, Doncaster	0	.0%	0	.0%	0	.0%
Outside Study Area	Gedling	Other	Arnold	0	.0%	0	.0%	0	.0%
	Glasgow	Other	Glasgow	0	.0%	0	.0%	0	.0%
	Hertfordshire	Other	St Albans	0	.0%	0	.0%	0	.0%
	Leicester	Other	John Lewis, Bath House Lane, Leicester	0	.0%	0	.0%	0	.0%
		Newark		0	.0%	0	.0%	5	11.6%
	Newark and Sherwood	Other	Marks and Spencers, Stodman Street, Newark	0	.0%	0	.0%	0	.0%
		Grimsby		8	13.1%	0	.0%	0	.0%
	North East Lincolnshire		Tesco, Cleethorpes	0	.0%	0	.0%	0	.0%
		Other	Asda, Holles Street, Grimsby	2	3.3%	0	.0%	0	.0%
			Tesco, Victoria Street, Grimsby	1	1.6%	0	.0%	0	.0%
North Lincolnshire	Scunthorpe		0	.0%	0	.0%	0	.0%	

(cont.)

**Q19. Where did you last go to buy goods such as toys, games, bicycles and recreations goods?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Outside Study Area	North Lincolnshire	Other	Toys R Us, Gallagher Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
			Argos, Lakeside Retail Park, Ashby ville, Scunthorpe	0	.0%	0	.0%	0	.0%
			Tesco Extra, Gallagher Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
			Homebase, Lakeside Retail Park, Queensway, Scunthorpe	0	.0%	0	.0%	0	.0%
			Asda, Burringham Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Sainsbury's, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Gallagher Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
	Norwich	Other	Tickety-Boo!, Saint Andrews Hill, Norwich	0	.0%	1	1.9%	0	.0%
	Nottingham	Nottingham		0	.0%	0	.0%	0	.0%
		Other	Toys R Us, Riverside Park, Nottingham	0	.0%	0	.0%	0	.0%
	Rutland	Other	Rutland Cycling, Whitwell Leisure Park, Whitwell, Rutland	0	.0%	0	.0%	0	.0%
	Sheffield	Meadowhall, Sheffield		0	.0%	0	.0%	0	.0%
		Sheffield		0	.0%	0	.0%	0	.0%
	South Holland	Spalding		0	.0%	1	1.9%	0	.0%
		Grantham		0	.0%	0	.0%	0	.0%
	South Kesteven	Other	Sudbrook Moor Golf Club, Charity Lane, Carlton Scroop, Grantham	0	.0%	0	.0%	0	.0%
			Sainbury's, Exeter Street, Bourne	0	.0%	0	.0%	0	.0%
			Grantham/Lincoln	0	.0%	0	.0%	0	.0%
			Argos, Guildhall Street, Grantham	0	.0%	0	.0%	0	.0%
	Swindon	Other	Swindon	1	1.6%	0	.0%	0	.0%
	York	Other	York	0	.0%	0	.0%	0	.0%
Other		Internet/ Home Delivery		10	16.4%	7	13.2%	9	20.9%

(cont.)



**Q19. Where did you last go to buy goods such as toys, games, bicycles and recreations goods?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Base: All respondents (ex DK, varies, don't buy)				50	100.0%	51	100.0%	54	100.0%
Zone 1	Bassetlaw	Retford		0	.0%	0	.0%	0	.0%
			Argos, Market Place, Retford	0	.0%	0	.0%	0	.0%
		Other	Carolgate	0	.0%	0	.0%	0	.0%
			Asda, Wharf Road, Retford	0	.0%	0	.0%	0	.0%
Zone 2	West Lindsey	Other	Lincoln Golf Club, Torksey	0	.0%	0	.0%	0	.0%
			Hemswell	0	.0%	0	.0%	0	.0%
Zone 3	East Lindsey	Louth		0	.0%	0	.0%	0	.0%
		Other	Horncastle	0	.0%	0	.0%	0	.0%
Zone 4	East Lindsey		Louth	0	.0%	0	.0%	0	.0%
		Other	Woodhall Spa	0	.0%	0	.0%	0	.0%
			Post Office, High Street, Coningsby	0	.0%	0	.0%	0	.0%
Zone 5	North Kesteven	Other	Blankney Golf Club, Lincoln	0	.0%	1	2.0%	0	.0%
			North Hykeham	1	2.0%	0	.0%	0	.0%
	North Kesteven	Other	Brayford Leisure, Broadacres, Lincoln	0	.0%	0	.0%	0	.0%
				Asda, Newark Road, North Hykeham, Lincoln	0	.0%	0	.0%	0
Zone 6	West Lindsey	Other	Short Ferry Angling Centre, Ferry Road, Fiskerton	1	2.0%	0	.0%	0	.0%
			Cherry Willingham, Lincoln	1	2.0%	0	.0%	0	.0%
Zone 7	Lincoln		Toys R Us, St Marks Retail Park, Lincoln	2	4.0%	7	13.7%	10	18.5%
			Lindis Retail Park	0	.0%	1	2.0%	0	.0%

(cont.)

**Q19. Where did you last go to buy goods such as toys, games, bicycles and recreations goods?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Zone 7	Lincoln	Other	Sainsbury's, Tritton Road, Lincoln	0	.0%	1	2.0%	0	.0%
			Toys R Us, St Marks Retail Park, Lincoln	0	.0%	1	2.0%	2	3.7%
			St Marks Shopping Centre, St Marks Square, Lincoln	0	.0%	1	2.0%	0	.0%
			Argos, High Street, Lincoln	0	.0%	1	2.0%	1	1.9%
			Toys R Us, Tritton Road	0	.0%	0	.0%	0	.0%
			The Showroom, Tritton Road, Lincoln	0	.0%	0	.0%	1	1.9%
			Debenhams, St Mark Street, Lincoln	0	.0%	0	.0%	0	.0%
			Asda Living, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7/8	North Kesteven	Other	Halfords, Tritton Road Retail Warehousing, Lincoln	1	2.0%	0	.0%	1	1.9%
			Lincoln City Centre	34	68.0%	28	54.9%	27	50.0%
			Halfords, Carlton Centre, Lincoln	1	2.0%	0	.0%	0	.0%
Zone 8	Lincoln	Other	Carlton Centre, Lincoln	0	.0%	0	.0%	0	.0%
			Tesco, Wragby Road, Lincoln	1	2.0%	0	.0%	2	3.7%
			WH Smith, Lincoln	0	.0%	0	.0%	0	.0%
Zone 9	South Kesteven	Other	Co-op, Burton Road, Lincoln	0	.0%	0	.0%	1	1.9%
			Billington	0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Other	Sleaford	0	.0%	0	.0%	0	.0%
			Gainsborough	0	.0%	0	.0%	0	.0%
Zone 12	West Lindsey	Other	Tesco, Beaumont Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Argos, Market Hall, Silver Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Market Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Market Rasen	0	.0%	0	.0%	0	.0%
Zone 14	West Lindsey	Other	Caistor	0	.0%	0	.0%	0	.0%
			Market Rasen	0	.0%	0	.0%	0	.0%

(cont.)

**Q19. Where did you last go to buy goods such as toys, games, bicycles and recreations goods?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Zone 15	North Lincolnshire	Other	Brigg	0	.0%	0	.0%	0	.0%
			Tesco, Barnard Avenue, Brigg	0	.0%	0	.0%	0	.0%
	Ashfield	Other	Sutton in Ashfield	0	.0%	0	.0%	0	.0%
	Bassetlaw	Worksop		0	.0%	0	.0%	0	.0%
	Boston	Boston		0	.0%	0	.0%	0	.0%
	Brentwood	Other	Brentwood, Essex	0	.0%	0	.0%	0	.0%
	City of Kingston upon Hull	Other	Hull	0	.0%	0	.0%	0	.0%
			Doncaster	0	.0%	0	.0%	0	.0%
	Doncaster	Other	Halfords, North Bridge Road, Doncaster	0	.0%	0	.0%	0	.0%
			Toys R Us, The Carr, White Rose Way, Doncaster	0	.0%	0	.0%	0	.0%
Outside Study Area	Gedling	Other	Arnold	0	.0%	0	.0%	0	.0%
	Glasgow	Other	Glasgow	0	.0%	0	.0%	0	.0%
	Hertfordshire	Other	St Albans	0	.0%	0	.0%	0	.0%
	Leicester	Other	John Lewis, Bath House Lane, Leicester	0	.0%	0	.0%	0	.0%
			Newark	0	.0%	0	.0%	0	.0%
	Newark and Sherwood	Other	Marks and Spencers, Stodman Street, Newark	0	.0%	0	.0%	0	.0%
			Grimsby	0	.0%	0	.0%	0	.0%
	North East Lincolnshire	Other	Tesco, Cleethorpes	0	.0%	0	.0%	0	.0%
			Asda, Holles Street, Grimsby	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Scunthorpe	Tesco, Victoria Street, Grimsby	0	.0%	0	.0%	0	.0%
			0	.0%	0	.0%	0	.0%	

(cont.)

**Q19. Where did you last go to buy goods such as toys, games, bicycles and recreations goods?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Outside Study Area	North Lincolnshire	Other	Toys R Us, Gallagher Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
			Argos, Lakeside Retail Park, Ashby ville, Scunthorpe	0	.0%	0	.0%	0	.0%
			Tesco Extra, Gallagher Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
			Homebase, Lakeside Retail Park, Queensway, Scunthorpe	0	.0%	0	.0%	0	.0%
			Asda, Burringham Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Sainsbury's, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
	Norwich	Other	Gallagher Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
			Tickety-Boo!, Saint Andrews Hill, Norwich	0	.0%	0	.0%	0	.0%
	Nottingham	Nottingham		0	.0%	0	.0%	0	.0%
		Other	Toys R Us, Riverside Park, Nottingham	0	.0%	0	.0%	0	.0%
	Rutland	Other	Rutland Cycling, Whitwell Leisure Park, Whitwell, Rutland	0	.0%	0	.0%	0	.0%
	Sheffield	Meadowhall, Sheffield		0	.0%	0	.0%	0	.0%
		Sheffield		0	.0%	1	2.0%	1	1.9%
	South Holland	Spalding		1	2.0%	0	.0%	0	.0%
		Grantham		0	.0%	1	2.0%	0	.0%
	South Kesteven	Other	Sudbrook Moor Golf Club, Charity Lane, Carlton Scroop, Grantham	0	.0%	0	.0%	0	.0%
			Sainbury's, Exeter Street, Bourne	0	.0%	0	.0%	0	.0%
			Grantham/Lincoln	0	.0%	0	.0%	0	.0%
			Argos, Guildhall Street, Grantham	0	.0%	0	.0%	0	.0%
	Swindon	Other	Swindon	0	.0%	0	.0%	0	.0%
	York	Other	York	0	.0%	0	.0%	0	.0%
Other		Internet/ Home Delivery		7	14.0%	8	15.7%	8	14.8%

(cont.)

**Q19. Where did you last go to buy goods such as toys, games, bicycles and recreations goods?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Base: All respondents (ex DK, varies, don't buy)				50	100.0%	45	100.0%	52	100.0%
Zone 1	Bassetlaw	Retford		0	.0%	0	.0%	4	7.7%
			Argos, Market Place, Retford	0	.0%	0	.0%	1	1.9%
		Other	Carolgate	0	.0%	0	.0%	0	.0%
			Asda, Wharf Road, Retford	0	.0%	0	.0%	0	.0%
Zone 2	West Lindsey	Other	Lincoln Golf Club, Torksey	0	.0%	0	.0%	0	.0%
			Hemswell	0	.0%	0	.0%	0	.0%
		Louth		0	.0%	0	.0%	0	.0%
Zone 3	East Lindsey	Other	Horncastle	0	.0%	0	.0%	0	.0%
			Louth	0	.0%	0	.0%	0	.0%
Zone 4	East Lindsey	Other	Woodhall Spa	0	.0%	0	.0%	0	.0%
			Post Office, High Street, Coningsby	0	.0%	0	.0%	0	.0%
	North Kesteven	Other	Blankney Golf Club, Lincoln	0	.0%	0	.0%	0	.0%
			North Hykeham	0	.0%	0	.0%	0	.0%
Zone 5	North Kesteven	Other	Brayford Leisure, Broadacres, Lincoln	0	.0%	0	.0%	0	.0%
			Asda, Newark Road, North Hykeham, Lincoln	0	.0%	0	.0%	0	.0%
			Short Ferry Angling Centre, Ferry Road, Fiskerton	0	.0%	0	.0%	0	.0%
Zone 6	West Lindsey	Other	Cherry Willingham, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7	Lincoln	Toys R Us, St Marks Retail Park, Lincoln		4	8.0%	3	6.7%	0	.0%
		Lindis Retail Park		0	.0%	0	.0%	0	.0%

(cont.)

Q19. Where did you last go to buy goods such as toys, games, bicycles and recreations goods?

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Zone 7	Lincoln	Other	Sainsbury's, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Toys R Us, St Marks Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			St Marks Shopping Centre, St Marks Square, Lincoln	0	.0%	0	.0%	0	.0%
			Argos, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Toys R Us, Tritton Road	0	.0%	0	.0%	0	.0%
			The Showroom, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Debenhams, St Mark Street, Lincoln	0	.0%	0	.0%	0	.0%
			Asda Living, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7/8	North Kesteven	Other	Halfords, Tritton Road Retail Warehousing, Lincoln	0	.0%	2	4.4%	0	.0%
			Lincoln City Centre	13	26.0%	12	26.7%	1	1.9%
			Halfords, Carlton Centre, Lincoln	1	2.0%	0	.0%	0	.0%
Zone 8	Lincoln	Other	Carlton Centre, Lincoln	0	.0%	0	.0%	0	.0%
			Tesco, Wragby Road, Lincoln	0	.0%	0	.0%	0	.0%
			WH Smith, Lincoln	0	.0%	0	.0%	0	.0%
Zone 9	South Kesteven	Other	Co-op, Burton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Billington	0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Other	Sleaford	4	8.0%	7	15.6%	0	.0%
			Gainsborough	0	.0%	0	.0%	3	5.8%
Zone 12	West Lindsey	Other	Tesco, Beaumont Street, Gainsborough	0	.0%	0	.0%	1	1.9%
			Argos, Market Hall, Silver Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Market Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Market Rasen	0	.0%	0	.0%	0	.0%
Zone 14	West Lindsey	Other	Caistor	0	.0%	0	.0%	0	.0%
			Market Rasen	0	.0%	0	.0%	0	.0%

(cont.)

**Q19. Where did you last go to buy goods such as toys, games, bicycles and recreations goods?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Zone 15	North Lincolnshire	Other	Brigg	0	.0%	0	.0%	0	.0%
			Tesco, Barnard Avenue, Brigg	0	.0%	0	.0%	0	.0%
		Other	Sutton in Ashfield	0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%
		Worksop		0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%
		Boston		7	14.0%	0	.0%	0	.0%
				0	.0%	1	2.2%	0	.0%
		Other	Brentwood, Essex	0	.0%	1	2.2%	0	.0%
				0	.0%	0	.0%	1	1.9%
		City of Kingston upon Hull	Hull	0	.0%	0	.0%	1	1.9%
				0	.0%	0	.0%	22	42.3%
		Doncaster		0	.0%	0	.0%	22	42.3%
			Halfords, North Bridge Road, Doncaster	0	.0%	0	.0%	1	1.9%
		Other		0	.0%	0	.0%	2	3.8%
			Toys R Us, The Carr, White Rose Way, Doncaster	0	.0%	0	.0%	2	3.8%
Outside Study Area	Gedling	Other	Arnold	0	.0%	1	2.2%	0	.0%
				0	.0%	0	.0%	0	.0%
		Other	Glasgow	0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%
		Other	St Albans	0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%
		Other	John Lewis, Bath House Lane, Leicester	0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%
		Newark		0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%
Outside Study Area	Newark and Sherwood	Other	Marks and Spencers, Stodman Street, Newark	0	.0%	1	2.2%	0	.0%
				0	.0%	0	.0%	0	.0%
		Grimsby		0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%
		North East Lincolnshire	Tesco, Cleethorpes	0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%
		Other	Asda, Holles Street, Grimsby	0	.0%	0	.0%	0	.0%
			Tesco, Victoria Street, Grimsby	0	.0%	0	.0%	0	.0%
Outside Study Area	North Lincolnshire	Scunthorpe		0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%

(cont.)

**Q19. Where did you last go to buy goods such as toys, games, bicycles and recreations goods?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Outside Study Area	North Lincolnshire	Other	Toys R Us, Gallagher Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
			Argos, Lakeside Retail Park, Ashby ville, Scunthorpe	0	.0%	0	.0%	0	.0%
			Tesco Extra, Gallagher Retail Park, Scunthorpe	0	.0%	0	.0%	1	1.9%
			Homebase, Lakeside Retail Park, Queensway, Scunthorpe	0	.0%	0	.0%	0	.0%
			Asda, Burringham Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Sainsbury's, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Gallagher Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
	Norwich	Other	Tickety-Boo!, Saint Andrews Hill, Norwich	0	.0%	0	.0%	0	.0%
	Nottingham	Nottingham		0	.0%	1	2.2%	1	1.9%
		Other	Toys R Us, Riverside Park, Nottingham	0	.0%	0	.0%	0	.0%
	Rutland	Other	Rutland Cycling, Whitwell Leisure Park, Whitwell, Rutland	0	.0%	0	.0%	0	.0%
	Sheffield	Meadowhall, Sheffield		0	.0%	0	.0%	4	7.7%
		Sheffield		0	.0%	0	.0%	0	.0%
	South Holland	Spalding		3	6.0%	0	.0%	0	.0%
		Grantham		1	2.0%	5	11.1%	0	.0%
	South Kesteven	Other	Sudbrook Moor Golf Club, Charity Lane, Carlton Scroop, Grantham	0	.0%	1	2.2%	0	.0%
			Sainbury's, Exeter Street, Bourne	1	2.0%	0	.0%	0	.0%
			Grantham/Lincoln	0	.0%	1	2.2%	0	.0%
			Argos, Guildhall Street, Grantham	0	.0%	1	2.2%	0	.0%
	Swindon	Other	Swindon	0	.0%	0	.0%	0	.0%
	York	Other	York	0	.0%	0	.0%	0	.0%
	Other	Internet/ Home Delivery		16	32.0%	9	20.0%	10	19.2%

(cont.)



**Q19. Where did you last go to buy goods such as toys, games, bicycles and recreations goods?**

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Base: All respondents (ex DK, varies, don't buy)				44	100.0%	53	100.0%	53	100.0%
Zone 1	Bassetlaw	Retford		0	.0%	0	.0%	0	.0%
		Argos, Market Place, Retford		0	.0%	0	.0%	0	.0%
		Other	Carolgate	0	.0%	0	.0%	0	.0%
		Asda, Wharf Road, Retford	0	.0%	0	.0%	0	.0%	
Zone 2	West Lindsey	Other	Lincoln Golf Club, Torksey	0	.0%	0	.0%	0	.0%
		Hemswell		0	.0%	1	1.9%	0	.0%
Zone 3	East Lindsey	Louth		0	.0%	0	.0%	0	.0%
		Other	Horncastle	0	.0%	0	.0%	0	.0%
		Louth		0	.0%	0	.0%	0	.0%
Zone 4	East Lindsey	Other	Woodhall Spa	0	.0%	0	.0%	0	.0%
		Post Office, High Street, Coningsby	0	.0%	0	.0%	0	.0%	
	North Kesteven	Other	Blankney Golf Club, Lincoln	0	.0%	0	.0%	0	.0%
Zone 5	North Kesteven	Other	North Hykeham	0	.0%	0	.0%	0	.0%
			Brayford Leisure, Broadacres, Lincoln	0	.0%	0	.0%	0	.0%
			Asda, Newark Road, North Hykeham, Lincoln	0	.0%	0	.0%	0	.0%
			Short Ferry Angling Centre, Ferry Road, Fiskerton	0	.0%	0	.0%	0	.0%
Zone 6	West Lindsey	Other	Cherry Willingham, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7	Lincoln		Toys R Us, St Marks Retail Park, Lincoln	1	2.3%	1	1.9%	0	.0%
			Lindis Retail Park	0	.0%	0	.0%	0	.0%

(cont.)

**Q19. Where did you last go to buy goods such as toys, games, bicycles and recreations goods?**

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Zone 7	Lincoln	Other	Sainsbury's, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Toys R Us, St Marks Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			St Marks Shopping Centre, St Marks Square, Lincoln	0	.0%	0	.0%	0	.0%
			Argos, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Toys R Us, Tritton Road	0	.0%	0	.0%	0	.0%
			The Showroom, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Debenhams, St Mark Street, Lincoln	0	.0%	1	1.9%	0	.0%
			Asda Living, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7/8	North Kesteven		Halfords, Tritton Road Retail Warehousing, Lincoln	0	.0%	0	.0%	0	.0%
			Lincoln City Centre	4	9.1%	5	9.4%	10	18.9%
			Halfords, Carlton Centre, Lincoln	0	.0%	0	.0%	0	.0%
Zone 8	Lincoln		Carlton Centre, Lincoln	0	.0%	0	.0%	0	.0%
			Tesco, Wragby Road, Lincoln	0	.0%	0	.0%	0	.0%
			Other	0	.0%	0	.0%	0	.0%
Zone 9	South Kesteven	Other	WH Smith, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Burton Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven		Billington	0	.0%	0	.0%	0	.0%
			Sleaford	0	.0%	0	.0%	0	.0%
Zone 12	West Lindsey	Other	Gainsborough	11	25.0%	0	.0%	0	.0%
			Tesco, Beaumont Street, Gainsborough	1	2.3%	0	.0%	0	.0%
			Argos, Market Hall, Silver Street, Gainsborough	1	2.3%	0	.0%	0	.0%
			Co-op, Market Street, Gainsborough	1	2.3%	0	.0%	0	.0%
			Market Rasen	0	.0%	0	.0%	2	3.8%
Zone 14	West Lindsey	Other	Caistor	0	.0%	0	.0%	1	1.9%
			Market Rasen	0	.0%	0	.0%	1	1.9%

(cont.)

**Q19. Where did you last go to buy goods such as toys, games, bicycles and recreations goods?**

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Zone 15	North Lincolnshire	Other	Brigg	0	.0%	0	.0%	0	.0%
			Tesco, Barnard Avenue, Brigg	0	.0%	1	1.9%	0	.0%
		Ashfield	Sutton in Ashfield	0	.0%	0	.0%	0	.0%
	Bassetlaw	Worksop		0	.0%	0	.0%	0	.0%
	Boston	Boston		0	.0%	0	.0%	0	.0%
	Brentwood	Other	Brentwood, Essex	0	.0%	0	.0%	0	.0%
	City of Kingston upon Hull	Other	Hull	0	.0%	0	.0%	0	.0%
		Doncaster		0	.0%	0	.0%	0	.0%
	Doncaster		Halfords, North Bridge Road, Doncaster	0	.0%	0	.0%	1	1.9%
		Other	Toys R Us, The Carr, White Rose Way, Doncaster	0	.0%	0	.0%	0	.0%
	Gedling	Other	Arnold	0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%
	Glasgow	Other	Glasgow	0	.0%	0	.0%	0	.0%
	Hertfordshire	Other	St Albans	0	.0%	0	.0%	0	.0%
Outside Study Area	Leicester	Other	John Lewis, Bath House Lane, Leicester	0	.0%	0	.0%	0	.0%
		Newark		0	.0%	0	.0%	0	.0%
	Newark and Sherwood	Other	Marks and Spencers, Stodman Street, Newark	0	.0%	0	.0%	0	.0%
		Grimsby		0	.0%	2	3.8%	24	45.3%
	North East Lincolnshire		Tesco, Cleethorpes	0	.0%	0	.0%	3	5.7%
		Other	Asda, Holles Street, Grimsby	0	.0%	0	.0%	1	1.9%
			Tesco, Victoria Street, Grimsby	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Scunthorpe		12	27.3%	19	35.8%	1	1.9%

(cont.)

**Q19. Where did you last go to buy goods such as toys, games, bicycles and recreations goods?**

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Outside Study Area	North Lincolnshire	Other	Toys R Us, Gallagher Retail Park, Scunthorpe	5	11.4%	2	3.8%	0	.0%
			Argos, Lakeside Retail Park, Ashby ville, Scunthorpe	1	2.3%	3	5.7%	0	.0%
			Tesco Extra, Gallagher Retail Park, Scunthorpe	0	.0%	1	1.9%	0	.0%
			Homebase, Lakeside Retail Park, Queensway, Scunthorpe	0	.0%	2	3.8%	0	.0%
			Asda, Burringham Road, Scunthorpe	0	.0%	2	3.8%	0	.0%
			Sainsbury's, Doncaster Road, Scunthorpe	0	.0%	1	1.9%	0	.0%
	Norwich	Other	Gallagher Retail Park, Scunthorpe	1	2.3%	0	.0%	0	.0%
			Tickety-Boo!, Saint Andrews Hill, Norwich	0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%
	Nottingham	Other	Toys R Us, Riverside Park, Nottingham	1	2.3%	0	.0%	0	.0%
	Rutland	Other	Rutland Cycling, Whitwell Leisure Park, Whitwell, Rutland	0	.0%	0	.0%	1	1.9%
	Sheffield	Meadowhall, Sheffield		0	.0%	0	.0%	0	.0%
			Sheffield	0	.0%	0	.0%	1	1.9%
	South Holland	Spalding		0	.0%	0	.0%	0	.0%
			Grantham	0	.0%	0	.0%	0	.0%
	South Kesteven	Other	Sudbrook Moor Golf Club, Charity Lane, Carlton Scroop, Grantham	0	.0%	0	.0%	0	.0%
			Sainbury's, Exeter Street, Bourne	0	.0%	0	.0%	0	.0%
			Grantham/Lincoln	0	.0%	0	.0%	0	.0%
			Argos, Guildhall Street, Grantham	0	.0%	0	.0%	0	.0%
	Swindon	Other	Swindon	0	.0%	0	.0%	0	.0%
	York	Other	York	0	.0%	1	1.9%	0	.0%
	Other	Internet/ Home Delivery		5	11.4%	11	20.8%	7	13.2%

(cont.)

**Q19. Where did you last go to buy goods such as toys, games, bicycles and recreations goods?**

				Zone	
				15	
				Num	%
Base: All respondents (ex DK, varies, don't buy)				49	100.0%
Zone 1	Bassetlaw	Retford		0	.0%
			Argos, Market Place, Retford	0	.0%
		Other	Carolgate	0	.0%
			Asda, Wharf Road, Retford	0	.0%
Zone 2	West Lindsey	Other	Lincoln Golf Club, Torksey	0	.0%
			Hemswell	0	.0%
		Louth		0	.0%
Zone 3	East Lindsey	Other	Horncastle	0	.0%
			Louth	0	.0%
Zone 4	East Lindsey	Other	Woodhall Spa	0	.0%
			Post Office, High Street, Coningsby	0	.0%
	North Kesteven	Other	Blankney Golf Club, Lincoln	0	.0%
			North Hykeham	0	.0%
Zone 5	North Kesteven	Other	Brayford Leisure, Broadacres, Lincoln	1	2.0%
			Asda, Newark Road, North Hykeham, Lincoln	0	.0%
			Short Ferry Angling Centre, Ferry Road, Fiskerton	0	.0%
Zone 6	West Lindsey	Other	Cherry Willingham, Lincoln	0	.0%
Zone 7	Lincoln		Toys R Us, St Marks Retail Park, Lincoln	0	.0%
			Lindis Retail Park	0	.0%

(cont.)

Q19. Where did you last go to buy goods such as toys, games, bicycles and recreations goods?

				Zone	
				15	
				Num	%
Zone 7	Lincoln	Other	Sainsbury's, Tritton Road, Lincoln	1	2.0%
			Toys R Us, St Marks Retail Park, Lincoln	0	.0%
			St Marks Shopping Centre, St Marks Square, Lincoln	0	.0%
			Argos, High Street, Lincoln	0	.0%
			Toys R Us, Tritton Road	0	.0%
			The Showroom, Tritton Road, Lincoln	0	.0%
			Debenhams, St Mark Street, Lincoln	0	.0%
			Asda Living, Tritton Road, Lincoln	0	.0%
Zone 7/8	North Kesteven	Other	Halfords, Tritton Road Retail Warehousing, Lincoln	0	.0%
			Lincoln City Centre	1	2.0%
			Halfords, Carlton Centre, Lincoln	0	.0%
Zone 8	Lincoln	Other	Carlton Centre, Lincoln	0	.0%
			Tesco, Wragby Road, Lincoln	0	.0%
			WH Smith, Lincoln	0	.0%
Zone 9	South Kesteven	Other	Co-op, Burton Road, Lincoln	0	.0%
			Billington	0	.0%
Zone 10	North Kesteven	Other	Sleaford	0	.0%
			Gainsborough	0	.0%
Zone 12	West Lindsey	Other	Tesco, Beaumont Street, Gainsborough	0	.0%
			Argos, Market Hall, Silver Street, Gainsborough	0	.0%
			Co-op, Market Street, Gainsborough	0	.0%
Zone 14	West Lindsey	Other	Market Rasen	0	.0%
			Caistor	0	.0%
			Market Rasen	0	.0%

(cont.)

**Q19. Where did you last go to buy goods such as toys, games, bicycles and recreations goods?**

				Zone	
				15	
				Num	%
Zone 15	North Lincolnshire	Other	Brigg	3	6.1%
			Tesco, Barnard Avenue, Brigg	0	.0%
			Sutton in Ashfield	0	.0%
	Ashfield	Other		0	.0%
				0	.0%
	Bassetlaw	Worksop		0	.0%
				0	.0%
	Boston	Boston		0	.0%
				0	.0%
	Brentwood	Other	Brentwood, Essex	0	.0%
				0	.0%
	City of Kingston upon Hull	Other	Hull	0	.0%
				0	.0%
	Doncaster	Other	Halfords, North Bridge Road, Doncaster	0	.0%
			Toys R Us, The Carr, White Rose Way, Doncaster	0	.0%
Outside Study Area	Gedling	Other	Arnold	0	.0%
				0	.0%
	Glasgow	Other	Glasgow	0	.0%
				1	2.0%
	Hertfordshire	Other	St Albans	0	.0%
			John Lewis, Bath House Lane, Leicester	0	.0%
	Leicester	Other		0	.0%
				0	.0%
	Newark and Sherwood	Other	Marks and Spencers, Stodman Street, Newark	0	.0%
				12	24.5%
North East Lincolnshire	Grimsby	Other		0	.0%
			Tesco, Cleethorpes	0	.0%
	North East Lincolnshire	Other	Asda, Holles Street, Grimsby	0	.0%
			Tesco, Victoria Street, Grimsby	0	.0%
North Lincolnshire	Scunthorpe			17	34.7%

(cont.)

Q19. Where did you last go to buy goods such as toys, games, bicycles and recreations goods?

				Zone	
				15	
				Num	%
Outside Study Area	North Lincolnshire	Other	Toys R Us, Gallagher Retail Park, Scunthorpe	1	2.0%
			Argos, Lakeside Retail Park, Ashby ville, Scunthorpe	2	4.1%
			Tesco Extra, Gallagher Retail Park, Scunthorpe	1	2.0%
			Homebase, Lakeside Retail Park, Queensway, Scunthorpe	0	.0%
			Asda, Burringham Road, Scunthorpe	0	.0%
			Sainsbury's, Doncaster Road, Scunthorpe	0	.0%
	Norwich	Other	Gallagher Retail Park, Scunthorpe	0	.0%
			Tickety-Boo!, Saint Andrews Hill, Norwich	0	.0%
	Nottingham	Nottingham		0	.0%
		Other	Toys R Us, Riverside Park, Nottingham	0	.0%
	Rutland	Other	Rutland Cycling, Whitwell Leisure Park, Whitwell, Rutland	0	.0%
	Sheffield	Meadowhall, Sheffield		0	.0%
		Sheffield		0	.0%
	South Holland	Spalding		0	.0%
		Grantham		0	.0%
	South Kesteven	Other	Sudbrook Moor Golf Club, Charity Lane, Carlton Scroop, Grantham	0	.0%
			Sainbury's, Exeter Street, Bourne	0	.0%
			Grantham/Lincoln	0	.0%
			Argos, Guildhall Street, Grantham	0	.0%
	Swindon	Other	Swindon	0	.0%
	York	Other	York	0	.0%
	Other	Internet/ Home Delivery		9	18.4%



**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone			
				1		2	
				Base: All respondents (ex DK, varies, don't buy)			
				Num	%	Num	%
Zone 1	Bassetlaw	Other	Base: All respondents (ex DK, varies, don't buy)	1423	100.0%	95	100.0%
			Retford	60	4.2%	43	45.3%
			Boots, Carolgate, Retford	17	1.2%	13	13.7%
			Bawtry	4	.3%	0	.0%
			Tuxford	3	.2%	3	3.2%
			Morrisons, Idle Valley Road, Retford	3	.2%	2	2.1%
			Asda, Wharf Road, Retford	3	.2%	3	3.2%
			Lloyds Pharmacy, Churchgate, Retford	2	.1%	2	2.1%
			Wilkinsons, Carolgate, Retford	1	.1%	1	1.1%
			Savers, Carolgate, Retford	1	.1%	1	1.1%
			Local doctors, Leverton	1	.1%	1	1.1%
			Carolgate	1	.1%	1	1.1%
			Nettleham	7	.5%	0	.0%
			Welton	4	.3%	0	.0%
			Saxilby	4	.3%	0	.0%
Zone 2	West Lindsey	Other	Co-op, Ryland Road, Welton	4	.3%	0	.0%
			Co-op, High Street, Saxilby	4	.3%	0	.0%
			Local chemist, Welton	1	.1%	0	.0%
			Co-op, The Green, Nettleham, Lincoln	1	.1%	0	.0%
			Brampton	1	.1%	0	.0%
Zone 3	East Lindsey	Louth		34	2.4%	0	.0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone						
				Base: All respondents (ex DK, varies, don't buy)			1		2	
				Num	%		Num	%		Num
Zone 3	East Lindsey	Other	Horncastle	20	1.4%		0	.0%	0	.0%
			Boots, Spilsby Road, Horncastle	5	.4%		1	1.1%	0	.0%
			Boots, Mercer Row, Louth	4	.3%		0	.0%	0	.0%
			Tesco, Water Mill Road, Horncastle	2	.1%		0	.0%	0	.0%
			Superdrug, Louth	1	.1%		0	.0%	0	.0%
			Co-op, Northgate, Louth	1	.1%		0	.0%	0	.0%
			Co-op, High Street, Horncastle	1	.1%		0	.0%	0	.0%
			Binbrook Village	1	.1%		0	.0%	0	.0%
Zone 4	West Lindsey	Other	Bardney	2	.1%		0	.0%	0	.0%
			Woodhall Spa	44	3.1%		0	.0%	0	.0%
			Boots, The Broadway, Woodhall Spa	26	1.8%		0	.0%	0	.0%
			Boots, Toronto House, Woodhall Spa	1	.1%		0	.0%	0	.0%
	North Kesteven	Other	Boots, Woodhall Spa	1	.1%		0	.0%	0	.0%
			Metheringham	2	.1%		0	.0%	0	.0%
			Co-op, High Street, Metheringham	1	.1%		0	.0%	0	.0%
			Collingham	5	.4%		0	.0%	0	.0%
Zone 5	Newark and Sherwood	Other	Collingham Pharmacy, High Street, Collingham	2	.1%		0	.0%	0	.0%
			Asda, Newark Road, North Hykeham, Lincoln	18	1.3%		0	.0%	0	.0%
			North Hykeham	10	.7%		0	.0%	0	.0%
			Skellingthorpe, Lincoln	5	.4%		0	.0%	0	.0%
	North Kesteven	Other	Co-op Pharmacy, Lincoln Road, North Hykeham	4	.3%		0	.0%	0	.0%
			Wellbeck	1	.1%		0	.0%	0	.0%
			The Forum, Malton Road, North Hykeham	1	.1%		0	.0%	0	.0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

			Zone						
			Base: All respondents (ex DK, varies, don't buy)		1		2		
			Num	%	Num	%	Num	%	
Zone 6	North Kesteven	Other	Washingborough	9	.6%	0	.0%	0	.0%
			Co-op, Park Lane Shopping Centre, Lincoln	3	.2%	0	.0%	0	.0%
			Co-op, Grantham Road, Bracebridge Heath, Lincoln	3	.2%	0	.0%	0	.0%
			Branston, Lincoln	2	.1%	0	.0%	0	.0%
			Bracebridge Heath	2	.1%	0	.0%	0	.0%
			Local chemist, Bracebridge Heath	1	.1%	0	.0%	0	.0%
	West Lindsey	Other	Co-op, Station Road, Washingborough	1	.1%	0	.0%	0	.0%
			Cherry Willingham, Lincoln	5	.4%	0	.0%	0	.0%
			Local chemist, Cherry Willingham	2	.1%	0	.0%	0	.0%
			Co-op, The Parade, Cherry Willingham, Lincoln	1	.1%	0	.0%	0	.0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

			Zone						
			Base: All respondents (ex DK, varies, don't buy)		1		2		
			Num	%	Num	%	Num	%	
Zone 7	Lincoln	Other	Sainsbury's, Tritton Road, Lincoln	26	1.8%	0	.0%	1	1.1%
			Boots, High Street, Lincoln	26	1.8%	0	.0%	3	3.2%
			Morrisons, Tritton Road, Lincoln	9	.6%	0	.0%	1	1.1%
			Local chemist, Lincoln	4	.3%	1	1.1%	0	.0%
			Boots, St Marks Centre, Lincoln	7	.5%	0	.0%	0	.0%
			Tesco, Canwick Road Trading Estate, Lincoln	6	.4%	0	.0%	1	1.1%
			Co-op, Newark Road, Lincoln	6	.4%	0	.0%	0	.0%
			Co-op, Jasmin Road, Birchwood	4	.3%	0	.0%	0	.0%
			Lincoln out of centre	2	.1%	0	.0%	1	1.1%
			Co-op, Skellingthorpe Road, Lincoln	2	.1%	0	.0%	0	.0%
			Co-op, Boultham Park Road, Boultham	2	.1%	0	.0%	0	.0%
			Birchwood Shopping Centre, Jasmine Road, Lincoln	2	.1%	0	.0%	0	.0%
			Savers, Sincil street, Lincoln	1	.1%	0	.0%	0	.0%
			Moorland Centre, Moorland Way, Lincoln	1	.1%	0	.0%	0	.0%
			Local chemist, Bracebridge	1	.1%	0	.0%	0	.0%
			Lincoln Retail Park	1	.1%	0	.0%	0	.0%
			Co-op, High Street, Lincoln	1	.1%	0	.0%	0	.0%
			Boots, Boultham Park, Lincoln	1	.1%	0	.0%	0	.0%
			Boots, Birchwood	1	.1%	0	.0%	0	.0%
Zone 7/8	North Kesteven	Lincoln City Centre	211	14.8%	2	2.1%	25	26.6%	

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

			Zone							
			Base: All respondents (ex DK, varies, don't buy)				1		2	
			Num	%	Num	%	Num	%	Num	%
Zone 8	Lincoln	Other	Boots, Carlton Centre, Lincoln	28	2.0%	0	.0%	5	5.3%	
			Tesco, Wragby Road, Lincoln	11	.8%	0	.0%	3	3.2%	
			Local chemist, Lincoln	4	.3%	0	.0%	0	.0%	
			Co-op, Burton Road, Lincoln	5	.4%	0	.0%	0	.0%	
			Tesco Extra, Wragby Road, Lincoln	4	.3%	0	.0%	2	2.1%	
			Bailgate, Lincoln	2	.1%	0	.0%	1	1.1%	
			Wilkinsons, Waterside South, Lincoln	1	.1%	0	.0%	0	.0%	
			The Carlton Centre, Lincoln	1	.1%	0	.0%	0	.0%	
			Outer Circle Retail Park, Lincoln	1	.1%	0	.0%	0	.0%	
			Local chemist, Conningsby	1	.1%	0	.0%	0	.0%	
			F P Watson, Bailgate, Lincoln	1	.1%	0	.0%	0	.0%	
			Countdown Drugstore, Burton Road, Lincoln	1	.1%	0	.0%	0	.0%	
			Co-op, Monks Road, Lincoln	1	.1%	0	.0%	0	.0%	
			Co-op, West Parade, Lincoln	1	.1%	0	.0%	0	.0%	
			Co-op, Silver Street, Lincoln	1	.1%	0	.0%	0	.0%	
			Co-op Pharmacy, Newland, Lincoln	1	.1%	0	.0%	0	.0%	
			Boots, The Carlton Centre, Outer Circle Road, Lincoln	1	.1%	0	.0%	0	.0%	
			Bodyshop, High Street, Lincoln	1	.1%	0	.0%	0	.0%	
			Bailgate, Lincoln	1	.1%	0	.0%	0	.0%	
			Asda, Nettleham Road, Lincoln	1	.1%	0	.0%	0	.0%	
Zone 9	Boston	Other	Swineshead	6	.4%	0	.0%	0	.0%	
			Heckington	6	.4%	0	.0%	0	.0%	
			Co-op, High Street, Ruskington	5	.4%	0	.0%	0	.0%	
	North Kesteven	Other	Ruskington	4	.3%	0	.0%	0	.0%	
			Local chemist, Heckington	3	.2%	0	.0%	0	.0%	
Zone 10	North Kesteven	Sleaford	Local chemist, Ruskington	2	.1%	0	.0%	0	.0%	
				66	4.6%	0	.0%	0	.0%	

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Zone 10	North Kesteven	Other	Boots, Southgate, Sleaford	16	1.1%	0	.0%	0	.0%
			Tesco, Northgate, Sleaford	13	.9%	0	.0%	0	.0%
			Superdrug, Southgate, Sleaford	2	.1%	0	.0%	0	.0%
			Gohils Chemist, Boston Road, Sleaford	2	.1%	0	.0%	0	.0%
			Tesco, Sleaford	1	.1%	0	.0%	0	.0%
			Heckington Pharmacy, High Street, Sleaford	1	.1%	0	.0%	0	.0%
			Cranwell	1	.1%	0	.0%	0	.0%
Zone 11	Doncaster	Other	Boots, Sleaford	1	.1%	0	.0%	0	.0%
			Auckley	2	.1%	0	.0%	0	.0%
	North Lincolnshire	Other	Haxey	2	.1%	0	.0%	0	.0%
			Local chemist, Haxey	1	.1%	0	.0%	0	.0%
			Epworth	9	.6%	0	.0%	0	.0%
	North Lincolnshire	Other	Messingham	7	.5%	0	.0%	0	.0%
			Local chemist, Epworth	1	.1%	0	.0%	0	.0%
Zone 12	Gainsborough	Other		62	4.4%	2	2.1%	17	18.1%
			Boots, Market Place, Gainsborough	11	.8%	0	.0%	3	3.2%
			Tesco, Beaumont Street, Gainsborough	7	.5%	0	.0%	1	1.1%
			Morrisons, Heapham Road, Gainsborough	7	.5%	0	.0%	1	1.1%
			Scotter	1	.1%	0	.0%	0	.0%
			Local chemist, Scotter, Gainsborough	1	.1%	0	.0%	0	.0%
			Co-op, Market Street, Gainsborough	1	.1%	0	.0%	0	.0%
Zone 14	North East Lincolnshire	Other	Waltham	6	.4%	0	.0%	0	.0%
			Rogers, Main Street, Waltham	1	.1%	0	.0%	0	.0%
				22	1.5%	0	.0%	1	1.1%
	West Lindsey	Market Rasen		10	.7%	0	.0%	0	.0%
		Caistor							

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Zone 14	West Lindsey	Other	Boots, Queen Street, Market Rasen	12	.8%	0	.0%	0	.0%
			Tesco, Linwood Road, Market Rasen	1	.1%	0	.0%	0	.0%
			Boots, Queen Street, Market Rasen	1	.1%	0	.0%	0	.0%
			Brigg	53	3.7%	0	.0%	0	.0%
			Boots, Wrawby Road, Brigg	33	2.3%	0	.0%	0	.0%
			Tesco, Barnard Avenue, Brigg	7	.5%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Wilkinson, Cary Lane, Brigg	3	.2%	0	.0%	0	.0%
			Riverside Surgery, Barnard Avenue, Brigg	1	.1%	0	.0%	0	.0%
			Lidl, Brigg	1	.1%	0	.0%	0	.0%
			Hibaldstow Surgery, Church Street, Brigg	1	.1%	0	.0%	0	.0%
	West Lindsey	Other	Keelby	1	.1%	0	.0%	0	.0%
		Worksop		4	.3%	1	1.1%	0	.0%
	Bassetlaw	Other	Tesco, Gateford Road, Worksop	1	.1%	0	.0%	0	.0%
			Sainsbury's, Highgrounds Road, Worksop	1	.1%	1	1.1%	0	.0%
			Harworth	1	.1%	0	.0%	0	.0%
			Boston	14	1.0%	0	.0%	0	.0%
Outside Study Area	Boston	Other	Kirton Lindsey	9	.6%	0	.0%	0	.0%
			Tesco, New Hammond Beck Road, Boston	6	.4%	0	.0%	0	.0%
			G Payne, High Street, Kirton Lindsey	3	.2%	0	.0%	0	.0%
			Asda, Sleaford Road, Boston	2	.1%	0	.0%	0	.0%
			Superdrug, Pescod Square, Town Centre, Boston	1	.1%	0	.0%	0	.0%
			Local doctors, Kirton Lindsey	1	.1%	0	.0%	0	.0%
	Doncaster	Doncaster	Local stores, Boston	1	.1%	0	.0%	0	.0%
			Boots, Market Place, Boston	1	.1%	0	.0%	0	.0%
				29	2.0%	2	2.1%	0	.0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Outside Study Area	Doncaster	Other	Asda, Bawtry Road, Doncaster	7	.5%	0	.0%	0	.0%
			Boots, Market Place, Doncaster	2	.1%	0	.0%	0	.0%
			Auckley Pharmacy, Ellers Lane, Doncaster	2	.1%	0	.0%	0	.0%
			Boots, Harworth Health Centre, Doncaster	1	.1%	0	.0%	0	.0%
	East Riding of Yorkshire	Other	Beverley	1	.1%	0	.0%	0	.0%
			Wetherby	2	.1%	0	.0%	0	.0%
	Leeds	Other	Leeds	1	.1%	0	.0%	0	.0%
	London	Other	Boots, Heathrow Airport	1	.1%	1	1.1%	0	.0%
	Mansfield	Mansfield		1	.1%	0	.0%	0	.0%
		Other	Asda, Old Mill Lane, Forest Town, Mansfield	1	.1%	0	.0%	0	.0%
		Newark		15	1.1%	10	10.5%	0	.0%
		Newark and Sherwood	Boots, Newark	3	.2%	3	3.2%	0	.0%
			Boots, Lincoln Road, Newark	1	.1%	0	.0%	0	.0%
		Grimsby		47	3.3%	0	.0%	0	.0%
			Boots, Friargate, Grimsby	5	.4%	0	.0%	0	.0%
			Tesco, Hewitts Circus Retail Park, Cleethorpes	3	.2%	0	.0%	0	.0%
			Morrisons, Hilmore Road, Grimsby	3	.2%	0	.0%	0	.0%
Immingham			3	.2%	0	.0%	0	.0%	
	North East Lincolnshire	Asda, Holles Street, Grimsby	3	.2%	0	.0%	0	.0%	
		Sainsbury's, Corporation Road, Grimsby	2	.1%	0	.0%	0	.0%	
		Morrisons, Laceby Road, Grimsby	2	.1%	0	.0%	0	.0%	
		Cleethorpes	1	.1%	0	.0%	0	.0%	
	North Lincolnshire	Scunthorpe	30	2.1%	0	.0%	1	1.1%	

(cont.)



**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

			Zone						
			Base: All respondents (ex DK, varies, don't buy)		1		2		
			Num	%	Num	%	Num	%	
Outside Study Area	North Lincolnshire	Other	Asda, Burringham Road, Scunthorpe	6	.4%	0	.0%	0	.0%
			Tesco, Doncaster Road, Scunthorpe	5	.4%	0	.0%	0	.0%
			Morrisons, Lakeside Retail Park, Scunthorpe	5	.4%	0	.0%	0	.0%
			Sainsbury's, Doncaster Road, Scunthorpe	2	.1%	0	.0%	0	.0%
			Boots, Ashby High Street, Scunthorpe	2	.1%	0	.0%	0	.0%
			Tesco , Gallagher Retail Park, Scunthorpe	1	.1%	0	.0%	0	.0%
			Savers, High Street, Scunthorpe	1	.1%	0	.0%	0	.0%
			Lloyds, Ashby	1	.1%	0	.0%	0	.0%
			Holland & Barrett, High Street, Scunthorpe	1	.1%	0	.0%	0	.0%
			Boots, George Street, Barton-upon-Humber	1	.1%	0	.0%	0	.0%
	Barton-upon-Humber	1	.1%	0	.0%	0	.0%		
	Nottingham	Nottingham		1	.1%	0	.0%	0	.0%
	Other	Other	Avon	1	.1%	0	.0%	1	1.1%
	Saxonby	Other	Saxonby	2	.1%	0	.0%	2	2.1%
	Sheffield	Sheffield		2	.1%	0	.0%	0	.0%
	Meadowhall, Sheffield		1	.1%	0	.0%	0	.0%	
South Holland	Spalding		2	.1%	0	.0%	0	.0%	

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Outside Study Area	Grantham			12	.8%	0	.0%	0	.0%
			Boots, High Street, Grantham	3	.2%	0	.0%	0	.0%
			Bourne	2	.1%	0	.0%	0	.0%
	South Kesteven		Asda, Union Street, Grantham	2	.1%	0	.0%	0	.0%
		Other	Stamford	1	.1%	0	.0%	0	.0%
			Sainsbury's, London Road, Grantham	1	.1%	0	.0%	0	.0%
			Sainsbury's, Exeter Street, Bourne	1	.1%	0	.0%	0	.0%
	Swansea	Other	Swansea	1	.1%	0	.0%	0	.0%
	Warrington	Other	Co-op, Benson Road, Birchwood, Warrington	1	.1%	0	.0%	0	.0%
	Other	Internet/ Home Delivery		33	2.3%	1	1.1%	3	3.2%
Other		QVC television shopping	1	.1%	0	.0%	0	.0%	

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Zone 1	Bassetlaw	Other	Base: All respondents (ex DK, varies, don't buy)	96	100.0%	95	100.0%	95	100.0%
			Retford	0	.0%	0	.0%	0	.0%
			Boots, Carolgate, Retford	0	.0%	0	.0%	0	.0%
			Bawtry	0	.0%	0	.0%	0	.0%
			Tuxford	0	.0%	0	.0%	0	.0%
			Morrisons, Idle Valley Road, Retford	0	.0%	0	.0%	0	.0%
			Asda, Wharf Road, Retford	0	.0%	0	.0%	0	.0%
			Lloyds Pharmacy, Churchgate, Retford	0	.0%	0	.0%	0	.0%
			Wilkinsons, Carolgate, Retford	0	.0%	0	.0%	0	.0%
			Savers, Carolgate, Retford	0	.0%	0	.0%	0	.0%
			Local doctors, Leverton	0	.0%	0	.0%	0	.0%
			Carolgate	0	.0%	0	.0%	0	.0%
			Nettleham	0	.0%	0	.0%	0	.0%
			Welton	0	.0%	0	.0%	0	.0%
			Saxilby	0	.0%	0	.0%	0	.0%
	West Lindsey	Other	Co-op, Ryland Road, Welton	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Saxilby	0	.0%	0	.0%	0	.0%
			Local chemist, Welton	0	.0%	0	.0%	0	.0%
			Co-op, The Green, Nettleham, Lincoln	0	.0%	0	.0%	0	.0%
			Brampton	0	.0%	0	.0%	0	.0%
Zone 3	East Lindsey	Louth		32	33.3%	1	1.1%	0	.0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Zone 3	East Lindsey	Other	Horncastle	17	17.7%	3	3.2%	0	.0%
			Boots, Spilsby Road, Horncastle	4	4.2%	0	.0%	0	.0%
			Boots, Mercer Row, Louth	4	4.2%	0	.0%	0	.0%
			Tesco, Water Mill Road, Horncastle	1	1.0%	1	1.1%	0	.0%
			Superdrug, Louth	1	1.0%	0	.0%	0	.0%
			Co-op, Northgate, Louth	1	1.0%	0	.0%	0	.0%
			Co-op, High Street, Horncastle	1	1.0%	0	.0%	0	.0%
			Binbrook Village	1	1.0%	0	.0%	0	.0%
Zone 4	West Lindsey	Other	Bardney	1	1.0%	0	.0%	0	.0%
			Woodhall Spa	0	.0%	44	46.3%	0	.0%
			Boots, The Broadway, Woodhall Spa	0	.0%	25	26.3%	0	.0%
			Boots, Toronto House, Woodhall Spa	1	1.0%	0	.0%	0	.0%
	North Kesteven	Other	Boots, Woodhall Spa	0	.0%	1	1.1%	0	.0%
			Metheringham	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Metheringham	0	.0%	0	.0%	0	.0%
			Collingham	0	.0%	0	.0%	5	5.3%
Zone 5	Newark and Sherwood	Other	Collingham Pharmacy, High Street, Collingham	0	.0%	0	.0%	2	2.1%
			Asda, Newark Road, North Hykeham, Lincoln	1	1.0%	1	1.1%	11	11.6%
			North Hykeham	0	.0%	0	.0%	9	9.5%
			Skellingthorpe, Lincoln	0	.0%	0	.0%	4	4.2%
	North Kesteven	Other	Co-op Pharmacy, Lincoln Road, North Hykeham	0	.0%	0	.0%	3	3.2%
			Wellbeck	0	.0%	0	.0%	0	.0%
			The Forum, Malton Road, North Hykeham	0	.0%	0	.0%	1	1.1%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

			Zone						
			3		4		5		
			Num	%	Num	%	Num	%	
Zone 6	North Kesteven	Other	Washingborough	0	.0%	0	.0%	0	.0%
			Co-op, Park Lane Shopping Centre, Lincoln	1	1.0%	0	.0%	0	.0%
			Co-op, Grantham Road, Bracebridge Heath, Lincoln	0	.0%	0	.0%	0	.0%
			Branston, Lincoln	0	.0%	0	.0%	0	.0%
			Bracebridge Heath	0	.0%	0	.0%	0	.0%
			Local chemist, Bracebridge Heath	0	.0%	0	.0%	0	.0%
	West Lindsey	Other	Co-op, Station Road, Washingborough	0	.0%	0	.0%	0	.0%
			Cherry Willingham, Lincoln	0	.0%	0	.0%	0	.0%
			Local chemist, Cherry Willingham	0	.0%	0	.0%	0	.0%
			Co-op, The Parade, Cherry Willingham, Lincoln	0	.0%	0	.0%	0	.0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

			Zone						
			3		4		5		
			Num	%	Num	%	Num	%	
Zone 7	Lincoln	Other	Sainsbury's, Tritton Road, Lincoln	1	1.0%	1	1.1%	7	7.4%
			Boots, High Street, Lincoln	1	1.0%	0	.0%	3	3.2%
			Morrisons, Tritton Road, Lincoln	0	.0%	0	.0%	1	1.1%
			Local chemist, Lincoln	0	.0%	0	.0%	1	1.1%
			Boots, St Marks Centre, Lincoln	1	1.0%	1	1.1%	0	.0%
			Tesco, Canwick Road Trading Estate, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Newark Road, Lincoln	0	.0%	0	.0%	2	2.1%
			Co-op, Jasmin Road, Birchwood	0	.0%	0	.0%	1	1.1%
			Lincoln out of centre	0	.0%	0	.0%	0	.0%
			Co-op, Skellingthorpe Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Boultham Park Road, Boultham	0	.0%	0	.0%	0	.0%
			Birchwood Shopping Centre, Jasmine Road, Lincoln	0	.0%	0	.0%	1	1.1%
			Savers, Sincil street, Lincoln	0	.0%	0	.0%	0	.0%
			Moorland Centre, Moorland Way, Lincoln	0	.0%	0	.0%	0	.0%
			Local chemist, Bracebridge	0	.0%	0	.0%	0	.0%
			Lincoln Retail Park	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Boots, Boultham Park, Lincoln	0	.0%	0	.0%	0	.0%
			Boots, Birchwood	0	.0%	0	.0%	1	1.1%
Zone 7/8	North Kesteven	Lincoln City Centre	5	5.2%	5	5.3%	26	27.4%	

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

			Zone								
			3		4		5				
			Num	%	Num	%	Num	%			
Zone 8	Lincoln	Other	Boots, Carlton Centre, Lincoln		1	1.0%	1	1.1%	3	3.2%	
			Tesco, Wragby Road, Lincoln		1	1.0%	0	.0%	0	.0%	
			Local chemist, Lincoln		0	.0%	0	.0%	0	.0%	
			Co-op, Burton Road, Lincoln		0	.0%	0	.0%	2	2.1%	
			Tesco Extra, Wragby Road, Lincoln		1	1.0%	0	.0%	0	.0%	
			Bailgate, Lincoln		0	.0%	0	.0%	0	.0%	
			Wilkinsons, Waterside South, Lincoln		1	1.0%	0	.0%	0	.0%	
			The Carlton Centre, Lincoln		0	.0%	0	.0%	0	.0%	
			Outer Circle Retail Park, Lincoln		0	.0%	0	.0%	0	.0%	
			Local chemist, Conningsby		0	.0%	1	1.1%	0	.0%	
			F P Watson, Bailgate, Lincoln		0	.0%	0	.0%	0	.0%	
			Countdown Drugstore, Burton Road, Lincoln		0	.0%	0	.0%	0	.0%	
			Co-op, Monks Road, Lincoln		0	.0%	0	.0%	0	.0%	
			Co-op, West Parade, Lincoln		0	.0%	0	.0%	0	.0%	
			Co-op, Silver Street, Lincoln		0	.0%	0	.0%	1	1.1%	
	Co-op Pharmacy, Newland, Lincoln		0	.0%	0	.0%	1	1.1%			
	Zone 9	Boston	Other	Boots, The Carlton Centre, Outer Circle Road, Lincoln		0	.0%	0	.0%	0	.0%
				Bodyshop, High Street, Lincoln		0	.0%	0	.0%	0	.0%
				Bailgate, Lincoln		0	.0%	0	.0%	0	.0%
				Asda, Nettleham Road, Lincoln		0	.0%	0	.0%	0	.0%
Swineshead				0	.0%	0	.0%	0	.0%		
North Kesteven		Other	Heckington		0	.0%	0	.0%	0	.0%	
			Co-op, High Street, Ruskington		0	.0%	0	.0%	0	.0%	
			Ruskington		0	.0%	0	.0%	0	.0%	
			Local chemist, Heckington		0	.0%	0	.0%	0	.0%	
Zone 10	North Kesteven	Sleaford	Local chemist, Ruskington		0	.0%	0	.0%	0	.0%	

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Zone 10	North Kesteven	Other	Boots, Southgate, Sleaford	0	.0%	0	.0%	0	.0%
			Tesco, Northgate, Sleaford	0	.0%	0	.0%	0	.0%
			Superdrug, Southgate, Sleaford	0	.0%	0	.0%	0	.0%
			Gohils Chemist, Boston Road, Sleaford	0	.0%	0	.0%	0	.0%
			Tesco, Sleaford	0	.0%	0	.0%	0	.0%
			Heckington Pharmacy, High Street, Sleaford	0	.0%	0	.0%	0	.0%
			Cranwell	0	.0%	0	.0%	0	.0%
Zone 11	Doncaster	Other	Boots, Sleaford	0	.0%	0	.0%	0	.0%
			Auckley	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Other	Haxey	0	.0%	0	.0%	0	.0%
			Local chemist, Haxey	0	.0%	0	.0%	0	.0%
			Epworth	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Other	Messingham	0	.0%	0	.0%	0	.0%
			Local chemist, Epworth	0	.0%	0	.0%	0	.0%
Zone 12	West Lindsey	Other	Gainsborough	0	.0%	0	.0%	0	.0%
			Boots, Market Place, Gainsborough	0	.0%	0	.0%	0	.0%
			Tesco, Beaumont Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Morrisons, Heapham Road, Gainsborough	0	.0%	0	.0%	0	.0%
			Scotter	0	.0%	0	.0%	0	.0%
			Local chemist, Scotter, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Market Street, Gainsborough	0	.0%	0	.0%	0	.0%
Zone 14	North East Lincolnshire	Other	Waltham	0	.0%	0	.0%	0	.0%
			Rogers, Main Street, Waltham	0	.0%	0	.0%	0	.0%
	West Lindsey	Market Rasen		2	2.1%	0	.0%	0	.0%
		Caistor		0	.0%	0	.0%	0	.0%

(cont.)



**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Zone 14	West Lindsey	Other	Boots, Queen Street, Market Rasen	0	.0%	0	.0%	0	.0%
			Tesco, Linwood Road, Market Rasen	1	1.0%	0	.0%	0	.0%
			Boots, Queen Street, Market Rasen	0	.0%	0	.0%	0	.0%
			Brigg	0	.0%	0	.0%	0	.0%
			Boots, Wrawby Road, Brigg	1	1.0%	0	.0%	0	.0%
			Tesco, Barnard Avenue, Brigg	0	.0%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Wilkinson, Cary Lane, Brigg	0	.0%	0	.0%	0	.0%
			Riverside Surgery, Barnard Avenue, Brigg	0	.0%	0	.0%	0	.0%
			Lidl, Brigg	0	.0%	0	.0%	0	.0%
			Hibaldstow Surgery, Church Street, Brigg	0	.0%	0	.0%	0	.0%
	West Lindsey	Other	Keelby	0	.0%	0	.0%	0	.0%
		Worksop		0	.0%	0	.0%	0	.0%
	Bassetlaw	Other	Tesco, Gateford Road, Worksop	0	.0%	0	.0%	0	.0%
			Sainsbury's, Highgrounds Road, Worksop	0	.0%	0	.0%	0	.0%
			Harworth	0	.0%	0	.0%	0	.0%
			Boston	1	1.0%	2	2.1%	0	.0%
Outside Study Area	Boston	Other	Kirton Lindsey	0	.0%	0	.0%	0	.0%
			Tesco, New Hammond Beck Road, Boston	0	.0%	3	3.2%	0	.0%
			G Payne, High Street, Kirton Lindsey	0	.0%	0	.0%	0	.0%
			Asda, Sleaford Road, Boston	0	.0%	0	.0%	0	.0%
			Superdrug, Pescod Square, Town Centre, Boston	0	.0%	0	.0%	0	.0%
			Local doctors, Kirton Lindsey	0	.0%	0	.0%	0	.0%
	Doncaster	Doncaster	Local stores, Boston	0	.0%	0	.0%	0	.0%
			Boots, Market Place, Boston	0	.0%	1	1.1%	0	.0%
				0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone						
				3		4		5		
				Num	%	Num	%	Num	%	
Outside Study Area	Doncaster	Other	Asda, Bawtry Road, Doncaster	0	.0%	0	.0%	0	.0%	
			Boots, Market Place, Doncaster	0	.0%	0	.0%	0	.0%	
			Auckley Pharmacy, Ellers Lane, Doncaster	0	.0%	0	.0%	0	.0%	
			Boots, Harworth Health Centre, Doncaster	0	.0%	0	.0%	0	.0%	
	East Riding of Yorkshire	Other	Beverley	0	.0%	0	.0%	0	.0%	
	Leeds	Other	Wetherby	0	.0%	0	.0%	0	.0%	
			Leeds	0	.0%	0	.0%	0	.0%	
	London	Other	Boots, Heathrow Airport	0	.0%	0	.0%	0	.0%	
		Mansfield		0	.0%	0	.0%	0	.0%	
	Mansfield	Other	Asda, Old Mill Lane, Forest Town, Mansfield	0	.0%	0	.0%	0	.0%	
		Newark		0	.0%	0	.0%	5	5.3%	
	Newark and Sherwood	Other	Boots, Newark	0	.0%	0	.0%	0	.0%	
			Boots, Lincoln Road, Newark	0	.0%	0	.0%	1	1.1%	
		Grimsby		4	4.2%	1	1.1%	0	.0%	
			Boots, Friargate, Grimsby	0	.0%	0	.0%	0	.0%	
		North East Lincolnshire	Other	Tesco, Hewitts Circus Retail Park, Cleethorpes	2	2.1%	0	.0%	0	.0%
				Morrisons, Hilmore Road, Grimsby	0	.0%	0	.0%	0	.0%
				Immingham	0	.0%	0	.0%	0	.0%
				Asda, Holles Street, Grimsby	1	1.0%	0	.0%	0	.0%
				Sainsbury's, Corporation Road, Grimsby	1	1.0%	0	.0%	0	.0%
				Morrisons, Laceby Road, Grimsby	1	1.0%	0	.0%	0	.0%
	North Lincolnshire	Scunthorpe	Cleethorpes	1	1.0%	0	.0%	0	.0%	
				0	.0%	0	.0%	0	.0%	

(cont.)

Q20. Where did you last go to buy chemist goods (including health and beauty products)?

			Zone						
			3		4		5		
			Num	%	Num	%	Num	%	
Outside Study Area	North Lincolnshire	Other	Asda, Burringham Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Tesco, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Morrisons, Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
			Sainsbury's, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Boots, Ashby High Street, Scunthorpe	0	.0%	0	.0%	0	.0%
			Tesco , Gallagher Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
			Savers, High Street, Scunthorpe	0	.0%	0	.0%	0	.0%
			Lloyds, Ashby	0	.0%	0	.0%	0	.0%
			Holland & Barrett, High Street, Scunthorpe	0	.0%	0	.0%	0	.0%
			Boots, George Street, Barton-upon-Humber	0	.0%	0	.0%	0	.0%
	Barton-upon-Humber	0	.0%	0	.0%	0	.0%		
	Nottingham	Nottingham		1	1.0%	0	.0%	0	.0%
	Other	Other	Avon	0	.0%	0	.0%	0	.0%
	Saxonby	Other	Saxonby	0	.0%	0	.0%	0	.0%
Sheffield	Sheffield		0	.0%	1	1.1%	0	.0%	
	Meadowhall, Sheffield		0	.0%	0	.0%	0	.0%	
South Holland	Spalding		0	.0%	0	.0%	0	.0%	

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Outside Study Area	Grantham		1	1.0%	0	.0%	0	.0%	
		Boots, High Street, Grantham	0	.0%	0	.0%	0	.0%	
	South Kesteven	Bourne	0	.0%	0	.0%	0	.0%	
		Asda, Union Street, Grantham	0	.0%	0	.0%	0	.0%	
		Other	Stamford	0	.0%	0	.0%	0	.0%
			Sainsbury's, London Road, Grantham	0	.0%	0	.0%	0	.0%
		Sainsbury's, Exeter Street, Bourne	0	.0%	0	.0%	0	.0%	
	Swansea	Other	Swansea	0	.0%	0	.0%	0	.0%
	Warrington	Other	Co-op, Benson Road, Birchwood, Warrington	0	.0%	0	.0%	0	.0%
	Other	Internet/ Home Delivery		1	1.0%	2	2.1%	4	4.2%
Other		QVC television shopping	0	.0%	0	.0%	0	.0%	

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Zone 1	Bassetlaw	Other	Base: All respondents (ex DK, varies, don't buy)	96	100.0%	95	100.0%	96	100.0%
			Retford	0	.0%	0	.0%	0	.0%
			Boots, Carolgate, Retford	0	.0%	0	.0%	0	.0%
			Bawtry	0	.0%	0	.0%	0	.0%
			Tuxford	0	.0%	0	.0%	0	.0%
			Morrisons, Idle Valley Road, Retford	0	.0%	0	.0%	0	.0%
			Asda, Wharf Road, Retford	0	.0%	0	.0%	0	.0%
			Lloyds Pharmacy, Churchgate, Retford	0	.0%	0	.0%	0	.0%
			Wilkinsons, Carolgate, Retford	0	.0%	0	.0%	0	.0%
			Savers, Carolgate, Retford	0	.0%	0	.0%	0	.0%
			Local doctors, Leverton	0	.0%	0	.0%	0	.0%
			Carolgate	0	.0%	0	.0%	0	.0%
			Nettleham	0	.0%	0	.0%	0	.0%
			Welton	0	.0%	0	.0%	0	.0%
			Saxilby	0	.0%	0	.0%	0	.0%
	West Lindsey	Other	Co-op, Ryland Road, Welton	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Saxilby	1	1.0%	0	.0%	1	1.0%
			Local chemist, Welton	0	.0%	0	.0%	0	.0%
			Co-op, The Green, Nettleham, Lincoln	0	.0%	1	1.1%	0	.0%
			Brampton	1	1.0%	0	.0%	0	.0%
Zone 3	East Lindsey	Louth		1	1.0%	0	.0%	0	.0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

			Zone						
			6		7		8		
			Num	%	Num	%	Num	%	
Zone 3	East Lindsey	Other	Horncastle	0	.0%	0	.0%	0	.0%
			Boots, Spilsby Road, Horncastle	0	.0%	0	.0%	0	.0%
			Boots, Mercer Row, Louth	0	.0%	0	.0%	0	.0%
			Tesco, Water Mill Road, Horncastle	0	.0%	0	.0%	0	.0%
			Superdrug, Louth	0	.0%	0	.0%	0	.0%
			Co-op, Northgate, Louth	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Horncastle	0	.0%	0	.0%	0	.0%
			Binbrook Village	0	.0%	0	.0%	0	.0%
Zone 4	West Lindsey	Other	Bardney	0	.0%	0	.0%	0	.0%
			Woodhall Spa	0	.0%	0	.0%	0	.0%
			Boots, The Broadway, Woodhall Spa	0	.0%	0	.0%	0	.0%
			Boots, Toronto House, Woodhall Spa	0	.0%	0	.0%	0	.0%
	East Lindsey	Other	Boots, Woodhall Spa	0	.0%	0	.0%	0	.0%
			Metheringham	2	2.1%	0	.0%	0	.0%
			Co-op, High Street, Metheringham	1	1.0%	0	.0%	0	.0%
			Collingham	0	.0%	0	.0%	0	.0%
Zone 5	Newark and Sherwood	Other	Collingham Pharmacy, High Street, Collingham	0	.0%	0	.0%	0	.0%
			Asda, Newark Road, North Hykeham, Lincoln	0	.0%	4	4.2%	1	1.0%
			North Hykeham	0	.0%	1	1.1%	0	.0%
			Skellingthorpe, Lincoln	0	.0%	0	.0%	1	1.0%
	North Kesteven	Other	Co-op Pharmacy, Lincoln Road, North Hykeham	0	.0%	0	.0%	1	1.0%
			Wellbeck	0	.0%	0	.0%	0	.0%
			The Forum, Malton Road, North Hykeham	0	.0%	0	.0%	0	.0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

			Zone						
			6		7		8		
			Num	%	Num	%	Num	%	
Zone 6	North Kesteven	Other	Washingborough	9	9.4%	0	.0%	0	.0%
			Co-op, Park Lane Shopping Centre, Lincoln	1	1.0%	1	1.1%	0	.0%
			Co-op, Grantham Road, Bracebridge Heath, Lincoln	3	3.1%	0	.0%	0	.0%
			Branston, Lincoln	2	2.1%	0	.0%	0	.0%
			Bracebridge Heath	0	.0%	1	1.1%	1	1.0%
			Local chemist, Bracebridge Heath	1	1.0%	0	.0%	0	.0%
	West Lindsey	Other	Co-op, Station Road, Washingborough	1	1.0%	0	.0%	0	.0%
			Cherry Willingham, Lincoln	5	5.2%	0	.0%	0	.0%
			Local chemist, Cherry Willingham	2	2.1%	0	.0%	0	.0%
			Co-op, The Parade, Cherry Willingham, Lincoln	1	1.0%	0	.0%	0	.0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

			Zone						
			6		7		8		
			Num	%	Num	%	Num	%	
Zone 7	Lincoln	Other	Sainsbury's, Tritton Road, Lincoln	0	.0%	14	14.7%	1	1.0%
			Boots, High Street, Lincoln	5	5.2%	8	8.4%	5	5.2%
			Morrisons, Tritton Road, Lincoln	1	1.0%	3	3.2%	1	1.0%
			Local chemist, Lincoln	0	.0%	1	1.1%	1	1.0%
			Boots, St Marks Centre, Lincoln	2	2.1%	0	.0%	1	1.0%
			Tesco, Canwick Road Trading Estate, Lincoln	2	2.1%	0	.0%	2	2.1%
			Co-op, Newark Road, Lincoln	0	.0%	4	4.2%	0	.0%
			Co-op, Jasmin Road, Birchwood	0	.0%	3	3.2%	0	.0%
			Lincoln out of centre	0	.0%	1	1.1%	0	.0%
			Co-op, Skellingthorpe Road, Lincoln	0	.0%	2	2.1%	0	.0%
			Co-op, Boultham Park Road, Boultham	1	1.0%	1	1.1%	0	.0%
			Birchwood Shopping Centre, Jasmine Road, Lincoln	0	.0%	1	1.1%	0	.0%
			Savers, Sincil street, Lincoln	1	1.0%	0	.0%	0	.0%
			Moorland Centre, Moorland Way, Lincoln	1	1.0%	0	.0%	0	.0%
			Local chemist, Bracebridge	0	.0%	1	1.1%	0	.0%
			Lincoln Retail Park	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Lincoln	0	.0%	0	.0%	1	1.0%
			Boots, Boultham Park, Lincoln	0	.0%	1	1.1%	0	.0%
			Boots, Birchwood	0	.0%	0	.0%	0	.0%
Zone 7/8	North Kesteven	Lincoln City Centre		40	41.7%	40	42.1%	48	50.0%

(cont.)



**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

			Zone								
			6		7		8				
			Num	%	Num	%	Num	%			
Zone 8	Lincoln	Other	Boots, Carlton Centre, Lincoln		4	4.2%	1	1.1%	11	11.5%	
			Tesco, Wragby Road, Lincoln		1	1.0%	0	.0%	5	5.2%	
			Local chemist, Lincoln		1	1.0%	2	2.1%	1	1.0%	
			Co-op, Burton Road, Lincoln		0	.0%	0	.0%	3	3.1%	
			Tesco Extra, Wragby Road, Lincoln		1	1.0%	0	.0%	0	.0%	
			Bailgate, Lincoln		0	.0%	0	.0%	1	1.0%	
			Wilkinsons, Waterside South, Lincoln		0	.0%	0	.0%	0	.0%	
			The Carlton Centre, Lincoln		0	.0%	0	.0%	1	1.0%	
			Outer Circle Retail Park, Lincoln		0	.0%	1	1.1%	0	.0%	
			Local chemist, Conningsby		0	.0%	0	.0%	0	.0%	
			F P Watson, Bailgate, Lincoln		0	.0%	0	.0%	1	1.0%	
			Countdown Drugstore, Burton Road, Lincoln		0	.0%	0	.0%	1	1.0%	
			Co-op, Monks Road, Lincoln		0	.0%	0	.0%	1	1.0%	
			Co-op, West Parade, Lincoln		0	.0%	0	.0%	1	1.0%	
			Co-op, Silver Street, Lincoln		0	.0%	0	.0%	0	.0%	
	Co-op Pharmacy, Newland, Lincoln		0	.0%	0	.0%	0	.0%			
	Zone 9	Boston	Other	Boots, The Carlton Centre, Outer Circle Road, Lincoln		0	.0%	0	.0%	1	1.0%
				Bodyshop, High Street, Lincoln		0	.0%	0	.0%	1	1.0%
				Bailgate, Lincoln		0	.0%	0	.0%	1	1.0%
				Asda, Nettleham Road, Lincoln		0	.0%	0	.0%	0	.0%
Swineshead				0	.0%	0	.0%	0	.0%		
North Kesteven		Other	Heckington		0	.0%	0	.0%	0	.0%	
			Co-op, High Street, Ruskington		0	.0%	0	.0%	0	.0%	
			Ruskington		0	.0%	0	.0%	0	.0%	
			Local chemist, Heckington		0	.0%	0	.0%	0	.0%	
Zone 10	North Kesteven	Sleaford	Local chemist, Ruskington		0	.0%	0	.0%	0	.0%	

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Zone 10	North Kesteven	Other	Boots, Southgate, Sleaford	0	.0%	0	.0%	0	.0%
			Tesco, Northgate, Sleaford	0	.0%	0	.0%	0	.0%
			Superdrug, Southgate, Sleaford	0	.0%	0	.0%	0	.0%
			Gohils Chemist, Boston Road, Sleaford	0	.0%	0	.0%	0	.0%
			Tesco, Sleaford	0	.0%	0	.0%	0	.0%
			Heckington Pharmacy, High Street, Sleaford	0	.0%	0	.0%	0	.0%
			Cranwell	0	.0%	0	.0%	0	.0%
Zone 11	Doncaster	Other	Boots, Sleaford	0	.0%	0	.0%	0	.0%
			Auckley	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Other	Haxey	0	.0%	0	.0%	0	.0%
			Local chemist, Haxey	0	.0%	0	.0%	0	.0%
			Epworth	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Other	Messingham	0	.0%	0	.0%	0	.0%
			Local chemist, Epworth	0	.0%	0	.0%	0	.0%
Zone 12	West Lindsey	Other	Gainsborough	0	.0%	0	.0%	0	.0%
			Boots, Market Place, Gainsborough	0	.0%	0	.0%	0	.0%
			Tesco, Beaumont Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Morrisons, Heapham Road, Gainsborough	0	.0%	0	.0%	0	.0%
			Scotter	0	.0%	0	.0%	0	.0%
			Local chemist, Scotter, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Market Street, Gainsborough	0	.0%	0	.0%	0	.0%
Zone 14	North East Lincolnshire	Other	Waltham	0	.0%	0	.0%	0	.0%
			Rogers, Main Street, Waltham	0	.0%	0	.0%	0	.0%
	West Lindsey	Market Rasen		0	.0%	0	.0%	0	.0%
		Caistor		0	.0%	0	.0%	0	.0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Zone 14	West Lindsey	Other	Boots, Queen Street, Market Rasen	0	.0%	0	.0%	0	.0%
			Tesco, Linwood Road, Market Rasen	0	.0%	0	.0%	0	.0%
			Boots, Queen Street, Market Rasen	0	.0%	0	.0%	0	.0%
			Brigg	0	.0%	0	.0%	0	.0%
			Boots, Wrawby Road, Brigg	0	.0%	0	.0%	0	.0%
			Tesco, Barnard Avenue, Brigg	0	.0%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Wilkinson, Cary Lane, Brigg	0	.0%	0	.0%	0	.0%
			Riverside Surgery, Barnard Avenue, Brigg	0	.0%	0	.0%	0	.0%
			Lidl, Brigg	0	.0%	0	.0%	0	.0%
			Hibaldstow Surgery, Church Street, Brigg	0	.0%	0	.0%	0	.0%
	West Lindsey	Other	Keelby	0	.0%	0	.0%	0	.0%
		Worksop		0	.0%	0	.0%	1	1.0%
	Bassetlaw	Other	Tesco, Gateford Road, Worksop	0	.0%	0	.0%	0	.0%
			Sainsbury's, Highgrounds Road, Worksop	0	.0%	0	.0%	0	.0%
			Harworth	0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%
Outside Study Area	Boston	Other	Kirton Lindsey	0	.0%	0	.0%	0	.0%
			Tesco, New Hammond Beck Road, Boston	0	.0%	0	.0%	0	.0%
			G Payne, High Street, Kirton Lindsey	0	.0%	0	.0%	0	.0%
			Asda, Sleaford Road, Boston	0	.0%	0	.0%	0	.0%
			Superdrug, Pescod Square, Town Centre, Boston	0	.0%	0	.0%	0	.0%
			Local doctors, Kirton Lindsey	0	.0%	0	.0%	0	.0%
			Local stores, Boston	0	.0%	0	.0%	0	.0%
			Boots, Market Place, Boston	0	.0%	0	.0%	0	.0%
	Doncaster	Doncaster		0	.0%	0	.0%	0	.0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Outside Study Area	Doncaster	Other	Asda, Bawtry Road, Doncaster	0	.0%	0	.0%	0	.0%
			Boots, Market Place, Doncaster	0	.0%	0	.0%	0	.0%
			Auckley Pharmacy, Ellers Lane, Doncaster	0	.0%	0	.0%	0	.0%
			Boots, Harworth Health Centre, Doncaster	0	.0%	0	.0%	0	.0%
	East Riding of Yorkshire	Other	Beverley	0	.0%	0	.0%	0	.0%
			Wetherby	0	.0%	0	.0%	0	.0%
	Leeds	Other	Leeds	0	.0%	1	1.1%	0	.0%
	London		Other	Boots, Heathrow Airport	0	.0%	0	.0%	0
	Mansfield	Mansfield		0	.0%	0	.0%	0	.0%
		Other	Asda, Old Mill Lane, Forest Town, Mansfield	0	.0%	0	.0%	0	.0%
	Newark			0	.0%	0	.0%	0	.0%
		Newark and Sherwood		Boots, Newark	0	.0%	0	.0%	0
	Other		Boots, Lincoln Road, Newark	0	.0%	0	.0%	0	.0%
		Grimsby		0	.0%	0	.0%	0	.0%
			Boots, Friargate, Grimsby	0	.0%	0	.0%	0	.0%
		North East Lincolnshire	Other	Tesco, Hewitts Circus Retail Park, Cleethorpes	0	.0%	0	.0%	0
	Morrisons, Hilmore Road, Grimsby			0	.0%	0	.0%	0	.0%
	Immingham			0	.0%	0	.0%	0	.0%
	Asda, Holles Street, Grimsby			0	.0%	0	.0%	0	.0%
	Sainsbury's, Corporation Road, Grimsby			0	.0%	0	.0%	0	.0%
	Morrisons, Laceby Road, Grimsby			0	.0%	0	.0%	0	.0%
	Cleethorpes			0	.0%	0	.0%	0	.0%
	North Lincolnshire	Scunthorpe		0	.0%	0	.0%	0	.0%

(cont.)

Q20. Where did you last go to buy chemist goods (including health and beauty products)?

			Zone						
			6		7		8		
			Num	%	Num	%	Num	%	
Outside Study Area	North Lincolnshire	Other	Asda, Burringham Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Tesco, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Morrisons, Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
			Sainsbury's, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Boots, Ashby High Street, Scunthorpe	0	.0%	0	.0%	0	.0%
			Tesco , Gallagher Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
			Savers, High Street, Scunthorpe	0	.0%	0	.0%	0	.0%
			Lloyds, Ashby	0	.0%	0	.0%	0	.0%
			Holland & Barrett, High Street, Scunthorpe	0	.0%	0	.0%	0	.0%
			Boots, George Street, Barton-upon-Humber	0	.0%	0	.0%	0	.0%
	Barton-upon-Humber	0	.0%	0	.0%	0	.0%		
	Nottingham	Nottingham		0	.0%	0	.0%	0	.0%
	Other	Other	Avon	0	.0%	0	.0%	0	.0%
	Saxonby	Other	Saxonby	0	.0%	0	.0%	0	.0%
Sheffield	Sheffield		0	.0%	0	.0%	1	1.0%	
	Meadowhall, Sheffield		0	.0%	0	.0%	0	.0%	
South Holland	Spalding		0	.0%	1	1.1%	0	.0%	

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Outside Study Area	Grantham			0	.0%	0	.0%	0	.0%
			Boots, High Street, Grantham	0	.0%	0	.0%	0	.0%
	South Kesteven		Bourne	0	.0%	0	.0%	0	.0%
			Asda, Union Street, Grantham	0	.0%	0	.0%	0	.0%
	Other		Stamford	0	.0%	0	.0%	0	.0%
			Sainsbury's, London Road, Grantham	0	.0%	0	.0%	0	.0%
			Sainsbury's, Exeter Street, Bourne	0	.0%	0	.0%	0	.0%
	Swansea	Other	Swansea	0	.0%	0	.0%	0	.0%
	Warrington	Other	Co-op, Benson Road, Birchwood, Warrington	0	.0%	1	1.1%	0	.0%
	Other	Internet/ Home Delivery		4	4.2%	0	.0%	0	.0%
Other		QVC television shopping	1	1.0%	0	.0%	0	.0%	

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Zone 1	Bassetlaw	Other	Base: All respondents (ex DK, varies, don't buy)	91	100.0%	98	100.0%	97	100.0%
			Retford	0	.0%	0	.0%	17	17.5%
			Boots, Carolgate, Retford	0	.0%	0	.0%	4	4.1%
			Bawtry	0	.0%	0	.0%	4	4.1%
			Tuxford	0	.0%	0	.0%	0	.0%
			Morrisons, Idle Valley Road, Retford	0	.0%	0	.0%	1	1.0%
			Asda, Wharf Road, Retford	0	.0%	0	.0%	0	.0%
			Lloyds Pharmacy, Churchgate, Retford	0	.0%	0	.0%	0	.0%
			Wilkinsons, Carolgate, Retford	0	.0%	0	.0%	0	.0%
			Savers, Carolgate, Retford	0	.0%	0	.0%	0	.0%
			Local doctors, Leverton	0	.0%	0	.0%	0	.0%
			Carolgate	0	.0%	0	.0%	0	.0%
			Nettleham	0	.0%	0	.0%	0	.0%
			Welton	0	.0%	0	.0%	0	.0%
			Saxilby	0	.0%	0	.0%	0	.0%
	West Lindsey	Other	Co-op, Ryland Road, Welton	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Saxilby	0	.0%	0	.0%	0	.0%
			Local chemist, Welton	0	.0%	0	.0%	0	.0%
			Co-op, The Green, Nettleham, Lincoln	0	.0%	0	.0%	0	.0%
			Brampton	0	.0%	0	.0%	0	.0%
Zone 3	East Lindsey	Louth		0	.0%	0	.0%	0	.0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

			Zone						
			9		10		11		
			Num	%	Num	%	Num	%	
Zone 3	East Lindsey	Other	Horncastle	0	.0%	0	.0%	0	.0%
			Boots, Spilsby Road, Horncastle	0	.0%	0	.0%	0	.0%
			Boots, Mercer Row, Louth	0	.0%	0	.0%	0	.0%
			Tesco, Water Mill Road, Horncastle	0	.0%	0	.0%	0	.0%
			Superdrug, Louth	0	.0%	0	.0%	0	.0%
			Co-op, Northgate, Louth	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Horncastle	0	.0%	0	.0%	0	.0%
			Binbrook Village	0	.0%	0	.0%	0	.0%
Zone 4	West Lindsey	Other	Bardney	0	.0%	0	.0%	0	.0%
			Woodhall Spa	0	.0%	0	.0%	0	.0%
			Boots, The Broadway, Woodhall Spa	1	1.1%	0	.0%	0	.0%
			Boots, Toronto House, Woodhall Spa	0	.0%	0	.0%	0	.0%
	East Lindsey	Other	Boots, Woodhall Spa	0	.0%	0	.0%	0	.0%
			Metheringham	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Metheringham	0	.0%	0	.0%	0	.0%
			Collingham	0	.0%	0	.0%	0	.0%
Zone 5	Newark and Sherwood	Other	Collingham Pharmacy, High Street, Collingham	0	.0%	0	.0%	0	.0%
			Asda, Newark Road, North Hykeham, Lincoln	0	.0%	0	.0%	0	.0%
			North Hykeham	0	.0%	0	.0%	0	.0%
			Skellingthorpe, Lincoln	0	.0%	0	.0%	0	.0%
	North Kesteven	Other	Co-op Pharmacy, Lincoln Road, North Hykeham	0	.0%	0	.0%	0	.0%
			Wellbeck	0	.0%	0	.0%	1	1.0%
			The Forum, Malton Road, North Hykeham	0	.0%	0	.0%	0	.0%

(cont.)



**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

			Zone						
			9		10		11		
			Num	%	Num	%	Num	%	
Zone 6	North Kesteven	Other	Washingborough	0	.0%	0	.0%	0	.0%
			Co-op, Park Lane Shopping Centre, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Grantham Road, Bracebridge Heath, Lincoln	0	.0%	0	.0%	0	.0%
			Branston, Lincoln	0	.0%	0	.0%	0	.0%
			Bracebridge Heath	0	.0%	0	.0%	0	.0%
			Local chemist, Bracebridge Heath	0	.0%	0	.0%	0	.0%
	West Lindsey	Other	Co-op, Station Road, Washingborough	0	.0%	0	.0%	0	.0%
			Cherry Willingham, Lincoln	0	.0%	0	.0%	0	.0%
			Local chemist, Cherry Willingham	0	.0%	0	.0%	0	.0%
			Co-op, The Parade, Cherry Willingham, Lincoln	0	.0%	0	.0%	0	.0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

			Zone						
			9		10		11		
			Num	%	Num	%	Num	%	
Zone 7	Lincoln	Other	Sainsbury's, Tritton Road, Lincoln	1	1.1%	0	.0%	0	.0%
			Boots, High Street, Lincoln	0	.0%	1	1.0%	0	.0%
			Morrisons, Tritton Road, Lincoln	0	.0%	1	1.0%	0	.0%
			Local chemist, Lincoln	0	.0%	0	.0%	0	.0%
			Boots, St Marks Centre, Lincoln	0	.0%	1	1.0%	0	.0%
			Tesco, Canwick Road Trading Estate, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Newark Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Jasmin Road, Birchwood	0	.0%	0	.0%	0	.0%
			Lincoln out of centre	0	.0%	0	.0%	0	.0%
			Co-op, Skellingthorpe Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Boultham Park Road, Boultham	0	.0%	0	.0%	0	.0%
			Birchwood Shopping Centre, Jasmine Road, Lincoln	0	.0%	0	.0%	0	.0%
			Savers, Sincil street, Lincoln	0	.0%	0	.0%	0	.0%
			Moorland Centre, Moorland Way, Lincoln	0	.0%	0	.0%	0	.0%
			Local chemist, Bracebridge	0	.0%	0	.0%	0	.0%
			Lincoln Retail Park	0	.0%	1	1.0%	0	.0%
			Co-op, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Boots, Boultham Park, Lincoln	0	.0%	0	.0%	0	.0%
			Boots, Birchwood	0	.0%	0	.0%	0	.0%
Zone 7/8	North Kesteven	Lincoln City Centre		2	2.2%	4	4.1%	0	.0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Zone 8	Lincoln	Other	Boots, Carlton Centre, Lincoln	0	.0%	0	.0%	0	.0%
			Tesco, Wragby Road, Lincoln	0	.0%	0	.0%	0	.0%
			Local chemist, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Burton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Tesco Extra, Wragby Road, Lincoln	0	.0%	0	.0%	0	.0%
			Bailgate, Lincoln	0	.0%	0	.0%	0	.0%
			Wilkinsons, Waterside South, Lincoln	0	.0%	0	.0%	0	.0%
			The Carlton Centre, Lincoln	0	.0%	0	.0%	0	.0%
			Outer Circle Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Local chemist, Conningsby	0	.0%	0	.0%	0	.0%
			F P Watson, Bailgate, Lincoln	0	.0%	0	.0%	0	.0%
			Countdown Drugstore, Burton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Monks Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, West Parade, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Silver Street, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op Pharmacy, Newland, Lincoln	0	.0%	0	.0%	0	.0%
			Boots, The Carlton Centre, Outer Circle Road, Lincoln	0	.0%	0	.0%	0	.0%
			Bodyshop, High Street, Lincoln	0	.0%	0	.0%	0	.0%
	Bailgate, Lincoln	0	.0%	0	.0%	0	.0%		
	Zone 9	Boston	Other	Asda, Nettleham Road, Lincoln	0	.0%	0	.0%	0
Swineshead				6	6.6%	0	.0%	0	.0%
Heckington				6	6.6%	0	.0%	0	.0%
North Kesteven		Other	Co-op, High Street, Ruskington	4	4.4%	1	1.0%	0	.0%
			Ruskington	3	3.3%	1	1.0%	0	.0%
			Local chemist, Heckington	2	2.2%	0	.0%	1	1.0%
Zone 10	North Kesteven	Sleaford	Local chemist, Ruskington	2	2.2%	0	.0%	0	.0%
				20	22.0%	46	46.9%	0	.0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Zone 10	North Kesteven	Other	Boots, Southgate, Sleaford	4	4.4%	12	12.2%	0	.0%
			Tesco, Northgate, Sleaford	5	5.5%	8	8.2%	0	.0%
			Superdrug, Southgate, Sleaford	0	.0%	2	2.0%	0	.0%
			Gohils Chemist, Boston Road, Sleaford	0	.0%	2	2.0%	0	.0%
			Tesco, Sleaford	1	1.1%	0	.0%	0	.0%
			Heckington Pharmacy, High Street, Sleaford	1	1.1%	0	.0%	0	.0%
			Cranwell	0	.0%	1	1.0%	0	.0%
Zone 11	Doncaster	Other	Boots, Sleaford	1	1.1%	0	.0%	0	.0%
			Auckley	0	.0%	0	.0%	2	2.1%
			Haxey	0	.0%	0	.0%	2	2.1%
	North Lincolnshire	Other	Local chemist, Haxey	0	.0%	0	.0%	1	1.0%
			Epworth	0	.0%	0	.0%	2	2.1%
	North Lincolnshire	Other	Messingham	0	.0%	0	.0%	0	.0%
			Local chemist, Epworth	0	.0%	0	.0%	0	.0%
Zone 12	West Lindsey	Other	Gainsborough	1	1.1%	0	.0%	7	7.2%
			Boots, Market Place, Gainsborough	0	.0%	1	1.0%	0	.0%
			Tesco, Beaumont Street, Gainsborough	0	.0%	0	.0%	3	3.1%
			Morrisons, Heapham Road, Gainsborough	0	.0%	0	.0%	3	3.1%
			Scotter	0	.0%	0	.0%	0	.0%
			Local chemist, Scotter, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Market Street, Gainsborough	0	.0%	0	.0%	0	.0%
Zone 14	North East Lincolnshire	Other	Waltham	0	.0%	0	.0%	0	.0%
			Rogers, Main Street, Waltham	0	.0%	0	.0%	0	.0%
	West Lindsey	Market Rasen		0	.0%	0	.0%	0	.0%
		Caistor		0	.0%	0	.0%	0	.0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Zone 14	West Lindsey	Other	Boots, Queen Street, Market Rasen	0	.0%	0	.0%	0	.0%
			Tesco, Linwood Road, Market Rasen	0	.0%	0	.0%	0	.0%
			Boots, Queen Street, Market Rasen	0	.0%	0	.0%	0	.0%
			Brigg	0	.0%	0	.0%	1	1.0%
			Boots, Wrawby Road, Brigg	0	.0%	0	.0%	0	.0%
			Tesco, Barnard Avenue, Brigg	0	.0%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Wilkinson, Cary Lane, Brigg	0	.0%	0	.0%	0	.0%
			Riverside Surgery, Barnard Avenue, Brigg	0	.0%	0	.0%	0	.0%
			Lidl, Brigg	0	.0%	0	.0%	0	.0%
			Hibaldstow Surgery, Church Street, Brigg	0	.0%	0	.0%	0	.0%
	West Lindsey	Other	Keelby	0	.0%	0	.0%	0	.0%
		Worksop		0	.0%	0	.0%	2	2.1%
	Bassetlaw		Tesco, Gateford Road, Worksop	0	.0%	0	.0%	1	1.0%
		Other	Sainsbury's, Highgrounds Road, Worksop	0	.0%	0	.0%	0	.0%
			Harworth	0	.0%	0	.0%	1	1.0%
		Boston		10	11.0%	0	.0%	0	.0%
Outside Study Area	Boston	Other	Kirton Lindsey	0	.0%	0	.0%	0	.0%
			Tesco, New Hammond Beck Road, Boston	3	3.3%	0	.0%	0	.0%
			G Payne, High Street, Kirton Lindsey	0	.0%	0	.0%	0	.0%
			Asda, Sleaford Road, Boston	2	2.2%	0	.0%	0	.0%
			Superdrug, Pescod Square, Town Centre, Boston	1	1.1%	0	.0%	0	.0%
			Local doctors, Kirton Lindsey	0	.0%	0	.0%	0	.0%
			Local stores, Boston	1	1.1%	0	.0%	0	.0%
			Boots, Market Place, Boston	0	.0%	0	.0%	0	.0%
	Doncaster	Doncaster		0	.0%	0	.0%	25	25.8%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Outside Study Area	Doncaster	Other	Asda, Bawtry Road, Doncaster	0	.0%	0	.0%	7	7.2%
			Boots, Market Place, Doncaster	0	.0%	0	.0%	2	2.1%
			Auckley Pharmacy, Ellers Lane, Doncaster	0	.0%	0	.0%	2	2.1%
			Boots, Harworth Health Centre, Doncaster	0	.0%	0	.0%	1	1.0%
	East Riding of Yorkshire	Other	Beverley	0	.0%	0	.0%	0	.0%
			Wetherby	0	.0%	0	.0%	1	1.0%
	Leeds	Other	Leeds	0	.0%	0	.0%	0	.0%
	London	Other	Boots, Heathrow Airport	0	.0%	0	.0%	0	.0%
	Mansfield	Mansfield		0	.0%	1	1.0%	0	.0%
		Other	Asda, Old Mill Lane, Forest Town, Mansfield	0	.0%	1	1.0%	0	.0%
		Newark		0	.0%	0	.0%	0	.0%
		Newark and Sherwood	Boots, Newark	0	.0%	0	.0%	0	.0%
			Boots, Lincoln Road, Newark	0	.0%	0	.0%	0	.0%
		Grimsby		0	.0%	1	1.0%	0	.0%
			Boots, Friargate, Grimsby	0	.0%	0	.0%	0	.0%
			Tesco, Hewitts Circus Retail Park, Cleethorpes	0	.0%	0	.0%	0	.0%
			Morrisons, Hilmore Road, Grimsby	0	.0%	0	.0%	0	.0%
Immingham			0	.0%	0	.0%	0	.0%	
	North East Lincolnshire	Asda, Holles Street, Grimsby	0	.0%	0	.0%	0	.0%	
		Sainsbury's, Corporation Road, Grimsby	0	.0%	0	.0%	0	.0%	
		Morrisons, Laceby Road, Grimsby	0	.0%	0	.0%	0	.0%	
		Cleethorpes	0	.0%	0	.0%	0	.0%	
	North Lincolnshire	Scunthorpe	0	.0%	0	.0%	1	1.0%	

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

			Zone						
			9		10		11		
			Num	%	Num	%	Num	%	
Outside Study Area	North Lincolnshire	Other	Asda, Burringham Road, Scunthorpe	0	.0%	0	.0%	1	1.0%
			Tesco, Doncaster Road, Scunthorpe	0	.0%	0	.0%	1	1.0%
			Morrisons, Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	1	1.0%
			Sainsbury's, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Boots, Ashby High Street, Scunthorpe	0	.0%	0	.0%	0	.0%
			Tesco , Gallagher Retail Park, Scunthorpe	0	.0%	0	.0%	1	1.0%
			Savers, High Street, Scunthorpe	0	.0%	0	.0%	0	.0%
			Lloyds, Ashby	0	.0%	0	.0%	0	.0%
			Holland & Barrett, High Street, Scunthorpe	0	.0%	0	.0%	0	.0%
			Boots, George Street, Barton-upon-Humber	0	.0%	0	.0%	0	.0%
	Barton-upon-Humber	0	.0%	0	.0%	0	.0%		
	Nottingham	Nottingham		0	.0%	0	.0%	0	.0%
	Other	Other	Avon	0	.0%	0	.0%	0	.0%
	Saxonby	Other	Saxonby	0	.0%	0	.0%	0	.0%
	Sheffield	Sheffield		0	.0%	0	.0%	0	.0%
		Meadowhall, Sheffield	0	.0%	0	.0%	1	1.0%	
South Holland	Spalding		1	1.1%	0	.0%	0	.0%	

(cont.)

Q20. Where did you last go to buy chemist goods (including health and beauty products)?

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Outside Study Area	Grantham			3	3.3%	8	8.2%	0	.0%
			Boots, High Street, Grantham	1	1.1%	1	1.0%	0	.0%
			Bourne	2	2.2%	0	.0%	0	.0%
	South Kesteven		Asda, Union Street, Grantham	0	.0%	2	2.0%	0	.0%
		Other	Stamford	1	1.1%	0	.0%	0	.0%
			Sainsbury's, London Road, Grantham	0	.0%	1	1.0%	0	.0%
			Sainsbury's, Exeter Street, Bourne	1	1.1%	0	.0%	0	.0%
	Swansea	Other	Swansea	1	1.1%	0	.0%	0	.0%
	Warrington	Other	Co-op, Benson Road, Birchwood, Warrington	0	.0%	0	.0%	0	.0%
	Other	Internet/ Home Delivery		4	4.4%	1	1.0%	0	.0%
		Other	QVC television shopping	0	.0%	0	.0%	0	.0%

(cont.)



**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone	
				12	
				Num	%
Base: All respondents (ex DK, varies, don't buy)				94	100.0%
Zone 1	Bassetlaw	Other	Retford	0	.0%
			Boots, Carolgate, Retford	0	.0%
			Bawtry	0	.0%
			Tuxford	0	.0%
			Morrisons, Idle Valley Road, Retford	0	.0%
			Asda, Wharf Road, Retford	0	.0%
			Lloyds Pharmacy, Churchgate, Retford	0	.0%
			Wilkinsons, Carolgate, Retford	0	.0%
			Savers, Carolgate, Retford	0	.0%
			Local doctors, Leverton	0	.0%
			Carolgate	0	.0%
			Nettleham	0	.0%
			Welton	0	.0%
			Saxilby	0	.0%
			Co-op, Ryland Road, Welton	0	.0%
			Co-op, High Street, Saxilby	0	.0%
			Local chemist, Welton	0	.0%
			Co-op, The Green, Nettleham, Lincoln	0	.0%
			Brampton	0	.0%
Zone 3	East Lindsey	Louth		0	.0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone	
				12	
				Num	%
Zone 3	East Lindsey	Other	Horncastle	0	.0%
			Boots, Spilsby Road, Horncastle	0	.0%
			Boots, Mercer Row, Louth	0	.0%
			Tesco, Water Mill Road, Horncastle	0	.0%
			Superdrug, Louth	0	.0%
			Co-op, Northgate, Louth	0	.0%
			Co-op, High Street, Horncastle	0	.0%
Zone 4	West Lindsey	Other	Binbrook Village	0	.0%
			Bardney	0	.0%
			Woodhall Spa	0	.0%
	East Lindsey	Other	Boots, The Broadway, Woodhall Spa	0	.0%
			Boots, Toronto House, Woodhall Spa	0	.0%
			Boots, Woodhall Spa	0	.0%
			Metheringham	0	.0%
Zone 5	North Kesteven	Other	Co-op, High Street, Metheringham	0	.0%
			Collingham	0	.0%
			Collingham Pharmacy, High Street, Collingham	0	.0%
	Newark and Sherwood	Other	Asda, Newark Road, North Hykeham, Lincoln	0	.0%
			North Hykeham	0	.0%
			Skellingthorpe, Lincoln	0	.0%
			Co-op Pharmacy, Lincoln Road, North Hykeham	0	.0%
			Wellbeck	0	.0%
			The Forum, Malton Road, North Hykeham	0	.0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

			Zone	
			12	
			Num	%
Zone 6	North Kesteven	Other	Washingborough	0 .0%
			Co-op, Park Lane Shopping Centre, Lincoln	0 .0%
			Co-op, Grantham Road, Bracebridge Heath, Lincoln	0 .0%
			Branston, Lincoln	0 .0%
			Bracebridge Heath	0 .0%
			Local chemist, Bracebridge Heath	0 .0%
	West Lindsey	Other	Co-op, Station Road, Washingborough	0 .0%
			Cherry Willingham, Lincoln	0 .0%
			Local chemist, Cherry Willingham	0 .0%
			Co-op, The Parade, Cherry Willingham, Lincoln	0 .0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

			Zone	
			12	
			Num	%
Zone 7	Lincoln	Other	Sainsbury's, Tritton Road, Lincoln	0 .0%
			Boots, High Street, Lincoln	0 .0%
			Morrisons, Tritton Road, Lincoln	0 .0%
			Local chemist, Lincoln	0 .0%
			Boots, St Marks Centre, Lincoln	0 .0%
			Tesco, Canwick Road Trading Estate, Lincoln	1 1.1%
			Co-op, Newark Road, Lincoln	0 .0%
			Co-op, Jasmin Road, Birchwood	0 .0%
			Lincoln out of centre	0 .0%
			Co-op, Skellingthorpe Road, Lincoln	0 .0%
			Co-op, Boultham Park Road, Boultham	0 .0%
			Birchwood Shopping Centre, Jasmine Road, Lincoln	0 .0%
			Savers, Sincil street, Lincoln	0 .0%
			Moorland Centre, Moorland Way, Lincoln	0 .0%
			Local chemist, Bracebridge	0 .0%
			Lincoln Retail Park	0 .0%
			Co-op, High Street, Lincoln	0 .0%
			Boots, Boultham Park, Lincoln	0 .0%
			Boots, Birchwood	0 .0%
Zone 7/8	North Kesteven	Lincoln City Centre	2	2.1%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

			Zone	
			12	
			Num	%
Zone 8	Lincoln	Other	Boots, Carlton Centre, Lincoln	0 .0%
			Tesco, Wragby Road, Lincoln	0 .0%
			Local chemist, Lincoln	0 .0%
			Co-op, Burton Road, Lincoln	0 .0%
			Tesco Extra, Wragby Road, Lincoln	0 .0%
			Bailgate, Lincoln	0 .0%
			Wilkinsons, Waterside South, Lincoln	0 .0%
			The Carlton Centre, Lincoln	0 .0%
			Outer Circle Retail Park, Lincoln	0 .0%
			Local chemist, Conningsby	0 .0%
			F P Watson, Bailgate, Lincoln	0 .0%
			Countdown Drugstore, Burton Road, Lincoln	0 .0%
			Co-op, Monks Road, Lincoln	0 .0%
			Co-op, West Parade, Lincoln	0 .0%
			Co-op, Silver Street, Lincoln	0 .0%
			Co-op Pharmacy, Newland, Lincoln	0 .0%
			Boots, The Carlton Centre, Outer Circle Road, Lincoln	0 .0%
			Bodyshop, High Street, Lincoln	0 .0%
			Bailgate, Lincoln	0 .0%
			Asda, Nettleham Road, Lincoln	0 .0%
Zone 9	Boston	Other	Swineshead	0 .0%
			Heckington	0 .0%
			Co-op, High Street, Ruskington	0 .0%
	North Kesteven	Other	Ruskington	0 .0%
			Local chemist, Heckington	0 .0%
Zone 10	North Kesteven	Sleaford	Local chemist, Ruskington	0 .0%
				0 .0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone	
				12	
				Num	%
Zone 10	North Kesteven	Other	Boots, Southgate, Sleaford	0	.0%
			Tesco, Northgate, Sleaford	0	.0%
			Superdrug, Southgate, Sleaford	0	.0%
			Gohils Chemist, Boston Road, Sleaford	0	.0%
			Tesco, Sleaford	0	.0%
			Heckington Pharmacy, High Street, Sleaford	0	.0%
			Cranwell	0	.0%
Zone 11	Doncaster	Other	Boots, Sleaford	0	.0%
			Auckley	0	.0%
	North Lincolnshire	Other	Haxey	0	.0%
			Local chemist, Haxey	0	.0%
			Epworth	7	7.4%
Zone 12	North Lincolnshire	Other	Messingham	6	6.4%
			Local chemist, Epworth	1	1.1%
			Gainsborough	31	33.0%
	West Lindsey	Other	Boots, Market Place, Gainsborough	7	7.4%
			Tesco, Beaumont Street, Gainsborough	3	3.2%
			Morrisons, Heapham Road, Gainsborough	3	3.2%
			Scotter	1	1.1%
			Local chemist, Scotter, Gainsborough	1	1.1%
			Co-op, Market Street, Gainsborough	1	1.1%
			Waltham	0	.0%
Zone 14	North East Lincolnshire	Other	Rogers, Main Street, Waltham	0	.0%
				0	.0%
	West Lindsey	Market Rasen		0	.0%
		Caistor		0	.0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone	
				12	
				Num	%
Zone 14	West Lindsey	Other	Boots, Queen Street, Market Rasen	0	.0%
			Tesco, Linwood Road, Market Rasen	0	.0%
			Boots, Queen Street, Market Rasen	0	.0%
			Brigg	1	1.1%
			Boots, Wrawby Road, Brigg	0	.0%
			Tesco, Barnard Avenue, Brigg	0	.0%
Zone 15	North Lincolnshire	Other	Wilkinson, Cary Lane, Brigg	0	.0%
			Riverside Surgery, Barnard Avenue, Brigg	0	.0%
			Lidl, Brigg	0	.0%
			Hibaldstow Surgery, Church Street, Brigg	0	.0%
	West Lindsey	Other	Keelby	0	.0%
		Worksop		0	.0%
	Bassetlaw	Other	Tesco, Gateford Road, Worksop	0	.0%
			Sainsbury's, Highgrounds Road, Worksop	0	.0%
			Harworth	0	.0%
				0	.0%
Outside Study Area	Boston	Other	Kirton Lindsey	0	.0%
			Tesco, New Hammond Beck Road, Boston	0	.0%
			G Payne, High Street, Kirton Lindsey	0	.0%
			Asda, Sleaford Road, Boston	0	.0%
			Superdrug, Pescod Square, Town Centre, Boston	0	.0%
			Local doctors, Kirton Lindsey	0	.0%
	Doncaster	Doncaster	Local stores, Boston	0	.0%
			Boots, Market Place, Boston	0	.0%
				2	2.1%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

			Zone	
			12	
			Num	%
Outside Study Area	Doncaster	Other	Asda, Bawtry Road, Doncaster	0 .0%
			Boots, Market Place, Doncaster	0 .0%
			Auckley Pharmacy, Ellers Lane, Doncaster	0 .0%
			Boots, Harworth Health Centre, Doncaster	0 .0%
	East Riding of Yorkshire	Other	Beverley	0 .0%
	Leeds	Other	Wetherby	1 1.1%
			Leeds	0 .0%
	London	Other	Boots, Heathrow Airport	0 .0%
		Mansfield		0 .0%
	Mansfield	Other	Asda, Old Mill Lane, Forest Town, Mansfield	0 .0%
		Newark		0 .0%
	Newark and Sherwood	Other	Boots, Newark	0 .0%
			Boots, Lincoln Road, Newark	0 .0%
		Grimsby		0 .0%
			Boots, Friargate, Grimsby	0 .0%
	North East Lincolnshire	Other	Tesco, Hewitts Circus Retail Park, Cleethorpes	0 .0%
			Morrisons, Hilmore Road, Grimsby	0 .0%
			Immingham	0 .0%
			Asda, Holles Street, Grimsby	0 .0%
			Sainsbury's, Corporation Road, Grimsby	0 .0%
			Morrisons, Laceby Road, Grimsby	0 .0%
			Cleethorpes	0 .0%
	North Lincolnshire	Scunthorpe		11 11.7%

(cont.)



**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

			Zone	
			12	
			Num	%
Outside Study Area	North Lincolnshire	Other	Asda, Burringham Road, Scunthorpe	4 . 3%
			Tesco, Doncaster Road, Scunthorpe	3 . 2%
			Morrisons, Lakeside Retail Park, Scunthorpe	1 . 1%
			Sainsbury's, Doncaster Road, Scunthorpe	1 . 1%
			Boots, Ashby High Street, Scunthorpe	1 . 1%
			Tesco , Gallagher Retail Park, Scunthorpe	0 . 0%
			Savers, High Street, Scunthorpe	1 . 1%
			Lloyds, Ashby	0 . 0%
			Holland & Barrett, High Street, Scunthorpe	1 . 1%
			Boots, George Street, Barton-upon-Humber	0 . 0%
			Barton-upon-Humber	0 . 0%
	Nottingham	Nottingham	0	. 0%
	Other	Other	Avon	0 . 0%
	Saxonby	Other	Saxonby	0 . 0%
	Sheffield	Sheffield	0	. 0%
		Meadowhall, Sheffield	0	. 0%
	South Holland	Spalding	0	. 0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone	
				12	
				Num	%
Outside Study Area	Grantham		0	.0%	
		Boots, High Street, Grantham	0	.0%	
		Bourne	0	.0%	
	South Kesteven	Asda, Union Street, Grantham	0	.0%	
		Other	Stamford	0	.0%
			Sainsbury's, London Road, Grantham	0	.0%
	Sainsbury's, Exeter Street, Bourne		0	.0%	
	Swansea	Other	Swansea	0	.0%
	Warrington	Other	Co-op, Benson Road, Birchwood, Warrington	0	.0%
Other	Internet/ Home Delivery		3	3.2%	
	Other	QVC television shopping	0	.0%	

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone					
				13		14		15	
				Num	%	Num	%	Num	%
Zone 1	Bassetlaw	Other	Base: All respondents (ex DK, varies, don't buy)	91	100.0%	95	100.0%	95	100.0%
			Retford	0	.0%	0	.0%	0	.0%
			Boots, Carolgate, Retford	0	.0%	0	.0%	0	.0%
			Bawtry	0	.0%	0	.0%	0	.0%
			Tuxford	0	.0%	0	.0%	0	.0%
			Morrisons, Idle Valley Road, Retford	0	.0%	0	.0%	0	.0%
			Asda, Wharf Road, Retford	0	.0%	0	.0%	0	.0%
			Lloyds Pharmacy, Churchgate, Retford	0	.0%	0	.0%	0	.0%
			Wilkinsons, Carolgate, Retford	0	.0%	0	.0%	0	.0%
			Savers, Carolgate, Retford	0	.0%	0	.0%	0	.0%
			Local doctors, Leverton	0	.0%	0	.0%	0	.0%
			Carolgate	0	.0%	0	.0%	0	.0%
			Nettleham	0	.0%	0	.0%	0	.0%
			Welton	0	.0%	0	.0%	0	.0%
			Saxilby	0	.0%	0	.0%	0	.0%
	West Lindsey	Other	Co-op, Ryland Road, Welton	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Saxilby	0	.0%	0	.0%	0	.0%
			Local chemist, Welton	0	.0%	1	1.1%	0	.0%
			Co-op, The Green, Nettleham, Lincoln	0	.0%	0	.0%	0	.0%
			Brampton	0	.0%	0	.0%	0	.0%
Zone 3	East Lindsey	Louth		0	.0%	0	.0%	0	.0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

			Zone						
			13		14		15		
			Num	%	Num	%	Num	%	
Zone 3	East Lindsey	Other	Horncastle	0	.0%	0	.0%	0	.0%
			Boots, Spilsby Road, Horncastle	0	.0%	0	.0%	0	.0%
			Boots, Mercer Row, Louth	0	.0%	0	.0%	0	.0%
			Tesco, Water Mill Road, Horncastle	0	.0%	0	.0%	0	.0%
			Superdrug, Louth	0	.0%	0	.0%	0	.0%
			Co-op, Northgate, Louth	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Horncastle	0	.0%	0	.0%	0	.0%
			Binbrook Village	0	.0%	0	.0%	0	.0%
Zone 4	West Lindsey	Other	Bardney	0	.0%	0	.0%	1	1.1%
			Woodhall Spa	0	.0%	0	.0%	0	.0%
			Boots, The Broadway, Woodhall Spa	0	.0%	0	.0%	0	.0%
			Boots, Toronto House, Woodhall Spa	0	.0%	0	.0%	0	.0%
	East Lindsey	Other	Boots, Woodhall Spa	0	.0%	0	.0%	0	.0%
			Metheringham	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Metheringham	0	.0%	0	.0%	0	.0%
			Collingham	0	.0%	0	.0%	0	.0%
Zone 5	Newark and Sherwood	Other	Collingham Pharmacy, High Street, Collingham	0	.0%	0	.0%	0	.0%
			Asda, Newark Road, North Hykeham, Lincoln	0	.0%	0	.0%	0	.0%
			North Hykeham	0	.0%	0	.0%	0	.0%
			Skellingthorpe, Lincoln	0	.0%	0	.0%	0	.0%
	North Kesteven	Other	Co-op Pharmacy, Lincoln Road, North Hykeham	0	.0%	0	.0%	0	.0%
			Wellbeck	0	.0%	0	.0%	0	.0%
			The Forum, Malton Road, North Hykeham	0	.0%	0	.0%	0	.0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

			Zone						
			13		14		15		
			Num	%	Num	%	Num	%	
Zone 6	North Kesteven	Other	Washingborough	0	.0%	0	.0%	0	.0%
			Co-op, Park Lane Shopping Centre, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Grantham Road, Bracebridge Heath, Lincoln	0	.0%	0	.0%	0	.0%
			Branston, Lincoln	0	.0%	0	.0%	0	.0%
			Bracebridge Heath	0	.0%	0	.0%	0	.0%
			Local chemist, Bracebridge Heath	0	.0%	0	.0%	0	.0%
	West Lindsey	Other	Co-op, Station Road, Washingborough	0	.0%	0	.0%	0	.0%
			Cherry Willingham, Lincoln	0	.0%	0	.0%	0	.0%
			Local chemist, Cherry Willingham	0	.0%	0	.0%	0	.0%
			Co-op, The Parade, Cherry Willingham, Lincoln	0	.0%	0	.0%	0	.0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

			Zone						
			13		14		15		
			Num	%	Num	%	Num	%	
Zone 7	Lincoln	Other	Sainsbury's, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Boots, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Morrisons, Tritton Road, Lincoln	1	1.1%	0	.0%	0	.0%
			Local chemist, Lincoln	0	.0%	0	.0%	0	.0%
			Boots, St Marks Centre, Lincoln	1	1.1%	0	.0%	0	.0%
			Tesco, Canwick Road Trading Estate, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Newark Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Jasmin Road, Birchwood	0	.0%	0	.0%	0	.0%
			Lincoln out of centre	0	.0%	0	.0%	0	.0%
			Co-op, Skellingthorpe Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Boultham Park Road, Boultham	0	.0%	0	.0%	0	.0%
			Birchwood Shopping Centre, Jasmine Road, Lincoln	0	.0%	0	.0%	0	.0%
			Savers, Sincil street, Lincoln	0	.0%	0	.0%	0	.0%
			Moorland Centre, Moorland Way, Lincoln	0	.0%	0	.0%	0	.0%
			Local chemist, Bracebridge	0	.0%	0	.0%	0	.0%
			Lincoln Retail Park	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Boots, Boultham Park, Lincoln	0	.0%	0	.0%	0	.0%
			Boots, Birchwood	0	.0%	0	.0%	0	.0%
Zone 7/8	North Kesteven	Lincoln City Centre	5	5.5%	7	7.4%	0	.0%	

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

			Zone					
			13		14		15	
			Num	%	Num	%	Num	%
Zone 8	Lincoln	Other	Boots, Carlton Centre, Lincoln					
			0	.0%	2	2.1%	0	.0%
			Tesco, Wragby Road, Lincoln					
			0	.0%	1	1.1%	0	.0%
			Local chemist, Lincoln					
			0	.0%	0	.0%	0	.0%
			Co-op, Burton Road, Lincoln					
			0	.0%	0	.0%	0	.0%
			Tesco Extra, Wragby Road, Lincoln					
			0	.0%	0	.0%	0	.0%
			Bailgate, Lincoln					
			0	.0%	0	.0%	0	.0%
			Wilkinsons, Waterside South, Lincoln					
			0	.0%	0	.0%	0	.0%
			The Carlton Centre, Lincoln					
			0	.0%	0	.0%	0	.0%
			Outer Circle Retail Park, Lincoln					
			0	.0%	0	.0%	0	.0%
			Local chemist, Conningsby					
			0	.0%	0	.0%	0	.0%
			F P Watson, Bailgate, Lincoln					
			0	.0%	0	.0%	0	.0%
Zone 9	Boston	Other	Countdown Drugstore, Burton Road, Lincoln					
			0	.0%	0	.0%	0	.0%
			Co-op, Monks Road, Lincoln					
			0	.0%	0	.0%	0	.0%
			Co-op, West Parade, Lincoln					
			0	.0%	0	.0%	0	.0%
			Co-op, Silver Street, Lincoln					
			0	.0%	0	.0%	0	.0%
			Co-op Pharmacy, Newland, Lincoln					
			0	.0%	0	.0%	0	.0%
			Boots, The Carlton Centre, Outer Circle Road, Lincoln					
			0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Other	Bodyshop, High Street, Lincoln					
			0	.0%	0	.0%	0	.0%
			Bailgate, Lincoln					
			0	.0%	0	.0%	0	.0%
			Asda, Nettleham Road, Lincoln					
			0	.0%	1	1.1%	0	.0%
			Swineshead					
			0	.0%	0	.0%	0	.0%
Zone 9	North Kesteven	Other	Heckington					
			0	.0%	0	.0%	0	.0%
			Co-op, High Street, Ruskington					
			0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Sleaford	Ruskington					
			0	.0%	0	.0%	0	.0%
Zone 9	North Kesteven	Other	Local chemist, Heckington					
			0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Sleaford	Local chemist, Ruskington					
			0	.0%	0	.0%	0	.0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone					
				13		14		15	
				Num	%	Num	%	Num	%
Zone 10	North Kesteven	Other	Boots, Southgate, Sleaford	0	.0%	0	.0%	0	.0%
			Tesco, Northgate, Sleaford	0	.0%	0	.0%	0	.0%
			Superdrug, Southgate, Sleaford	0	.0%	0	.0%	0	.0%
			Gohils Chemist, Boston Road, Sleaford	0	.0%	0	.0%	0	.0%
			Tesco, Sleaford	0	.0%	0	.0%	0	.0%
			Heckington Pharmacy, High Street, Sleaford	0	.0%	0	.0%	0	.0%
			Cranwell	0	.0%	0	.0%	0	.0%
Zone 11	Doncaster	Other	Boots, Sleaford	0	.0%	0	.0%	0	.0%
			Auckley	0	.0%	0	.0%	0	.0%
			Haxey	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Other	Local chemist, Haxey	0	.0%	0	.0%	0	.0%
			Epworth	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Other	Messingham	1	1.1%	0	.0%	0	.0%
			Local chemist, Epworth	0	.0%	0	.0%	0	.0%
Zone 12	West Lindsey	Other	Gainsborough	4	4.4%	0	.0%	0	.0%
			Boots, Market Place, Gainsborough	0	.0%	0	.0%	0	.0%
			Tesco, Beaumont Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Morrisons, Heapham Road, Gainsborough	0	.0%	0	.0%	0	.0%
			Scotter	0	.0%	0	.0%	0	.0%
			Local chemist, Scotter, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Market Street, Gainsborough	0	.0%	0	.0%	0	.0%
Zone 14	North East Lincolnshire	Other	Waltham	0	.0%	6	6.3%	0	.0%
			Rogers, Main Street, Waltham	0	.0%	1	1.1%	0	.0%
	West Lindsey	Market Rasen		1	1.1%	18	18.9%	0	.0%
		Caistor		0	.0%	10	10.5%	0	.0%

(cont.)



**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone					
				13		14		15	
				Num	%	Num	%	Num	%
Zone 14	West Lindsey	Other	Boots, Queen Street, Market Rasen	0	.0%	12	12.6%	0	.0%
			Tesco, Linwood Road, Market Rasen	0	.0%	0	.0%	0	.0%
			Boots, Queen Street, Market Rasen	0	.0%	1	1.1%	0	.0%
			Brigg	22	24.2%	5	5.3%	24	25.3%
			Boots, Wrawby Road, Brigg	13	14.3%	0	.0%	19	20.0%
			Tesco, Barnard Avenue, Brigg	3	3.3%	0	.0%	4	4.2%
Zone 15	North Lincolnshire	Other	Wilkinson, Cary Lane, Brigg	0	.0%	0	.0%	3	3.2%
			Riverside Surgery, Barnard Avenue, Brigg	1	1.1%	0	.0%	0	.0%
			Lidl, Brigg	1	1.1%	0	.0%	0	.0%
			Hibaldstow Surgery, Church Street, Brigg	1	1.1%	0	.0%	0	.0%
	West Lindsey	Other	Keelby	0	.0%	0	.0%	1	1.1%
		Worksop		0	.0%	0	.0%	0	.0%
	Bassetlaw		Tesco, Gateford Road, Worksop	0	.0%	0	.0%	0	.0%
		Other	Sainsbury's, Highgrounds Road, Worksop	0	.0%	0	.0%	0	.0%
			Harworth	0	.0%	0	.0%	0	.0%
		Boston		0	.0%	1	1.1%	0	.0%
Outside Study Area	Boston	Other	Kirton Lindsey	9	9.9%	0	.0%	0	.0%
			Tesco, New Hammond Beck Road, Boston	0	.0%	0	.0%	0	.0%
			G Payne, High Street, Kirton Lindsey	3	3.3%	0	.0%	0	.0%
			Asda, Sleaford Road, Boston	0	.0%	0	.0%	0	.0%
			Superdrug, Pescod Square, Town Centre, Boston	0	.0%	0	.0%	0	.0%
			Local doctors, Kirton Lindsey	1	1.1%	0	.0%	0	.0%
	Doncaster	Doncaster	Local stores, Boston	0	.0%	0	.0%	0	.0%
			Boots, Market Place, Boston	0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone					
				13		14		15	
				Num	%	Num	%	Num	%
Outside Study Area	Doncaster	Other	Asda, Bawtry Road, Doncaster	0	.0%	0	.0%	0	.0%
			Boots, Market Place, Doncaster	0	.0%	0	.0%	0	.0%
			Auckley Pharmacy, Ellers Lane, Doncaster	0	.0%	0	.0%	0	.0%
			Boots, Harworth Health Centre, Doncaster	0	.0%	0	.0%	0	.0%
	East Riding of Yorkshire	Other	Beverley	0	.0%	0	.0%	1	1.1%
			Wetherby	0	.0%	0	.0%	0	.0%
	Leeds	Other	Leeds	0	.0%	0	.0%	0	.0%
	London	Other	Boots, Heathrow Airport	0	.0%	0	.0%	0	.0%
	Mansfield	Mansfield		0	.0%	0	.0%	0	.0%
		Other	Asda, Old Mill Lane, Forest Town, Mansfield	0	.0%	0	.0%	0	.0%
		Newark		0	.0%	0	.0%	0	.0%
	Newark and Sherwood	Other	Boots, Newark	0	.0%	0	.0%	0	.0%
			Boots, Lincoln Road, Newark	0	.0%	0	.0%	0	.0%
		Grimsby		1	1.1%	21	22.1%	19	20.0%
			Boots, Friargate, Grimsby	0	.0%	0	.0%	5	5.3%
			Tesco, Hewitts Circus Retail Park, Cleethorpes	0	.0%	1	1.1%	0	.0%
			Morrisons, Hilmore Road, Grimsby	0	.0%	2	2.1%	1	1.1%
Immingham			0	.0%	0	.0%	3	3.2%	
North East Lincolnshire	Other	Asda, Holles Street, Grimsby	0	.0%	0	.0%	2	2.1%	
		Sainsbury's, Corporation Road, Grimsby	0	.0%	1	1.1%	0	.0%	
		Morrisons, Laceby Road, Grimsby	0	.0%	1	1.1%	0	.0%	
		Cleethorpes	0	.0%	0	.0%	0	.0%	
North Lincolnshire	Scunthorpe		10	11.0%	0	.0%	7	7.4%	

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

			Zone						
			13		14		15		
			Num	%	Num	%	Num	%	
Outside Study Area	North Lincolnshire	Other	Asda, Burringham Road, Scunthorpe	1	1.1%	0	.0%	0	.0%
			Tesco, Doncaster Road, Scunthorpe	1	1.1%	0	.0%	0	.0%
			Morrisons, Lakeside Retail Park, Scunthorpe	3	3.3%	0	.0%	0	.0%
			Sainsbury's, Doncaster Road, Scunthorpe	1	1.1%	0	.0%	0	.0%
			Boots, Ashby High Street, Scunthorpe	1	1.1%	0	.0%	0	.0%
			Tesco , Gallagher Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
			Savers, High Street, Scunthorpe	0	.0%	0	.0%	0	.0%
			Lloyds, Ashby	1	1.1%	0	.0%	0	.0%
			Holland & Barrett, High Street, Scunthorpe	0	.0%	0	.0%	0	.0%
			Boots, George Street, Barton-upon-Humber	0	.0%	0	.0%	1	1.1%
			Barton-upon-Humber	0	.0%	0	.0%	1	1.1%
	Nottingham	Nottingham		0	.0%	0	.0%	0	.0%
	Other	Other	Avon	0	.0%	0	.0%	0	.0%
	Saxonby	Other	Saxonby	0	.0%	0	.0%	0	.0%
	Sheffield	Sheffield		0	.0%	0	.0%	0	.0%
		Meadowhall, Sheffield		0	.0%	0	.0%	0	.0%
	South Holland	Spalding		0	.0%	0	.0%	0	.0%

(cont.)

**Q20. Where did you last go to buy chemist goods (including health and beauty products)?**

				Zone					
				13		14		15	
				Num	%	Num	%	Num	%
Outside Study Area	Grantham			0	.0%	0	.0%	0	.0%
			Boots, High Street, Grantham	0	.0%	1	1.1%	0	.0%
			Bourne	0	.0%	0	.0%	0	.0%
	South Kesteven		Asda, Union Street, Grantham	0	.0%	0	.0%	0	.0%
		Other	Stamford	0	.0%	0	.0%	0	.0%
			Sainsbury's, London Road, Grantham	0	.0%	0	.0%	0	.0%
			Sainsbury's, Exeter Street, Bourne	0	.0%	0	.0%	0	.0%
	Swansea	Other	Swansea	0	.0%	0	.0%	0	.0%
	Warrington	Other	Co-op, Benson Road, Birchwood, Warrington	0	.0%	0	.0%	0	.0%
	Other	Internet/ Home Delivery		5	5.5%	2	2.1%	3	3.2%
		Other	QVC television shopping	0	.0%	0	.0%	0	.0%

**Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?**

				Zone			
				Base: All respondents (ex DK, varies, don't buy)		1	2
				Num	%	Num	%
			Base: All respondents (ex DK, varies, don't buy)	1321	100.0%	86	100.0%
		Retford		25	1.9%	19	22.1%
		Pennington, Carlogate, Retford		2	.2%	2	2.3%
		Asda, Wharf Road, Retford		2	.2%	2	2.3%
Zone 1	Bassetlaw	Other	Argos, Market Place, Retford	2	.2%	2	2.3%
			Tuxford	1	.1%	1	1.2%
			Local stores, Retford	1	.1%	1	1.2%
			Currys, Carolgate, Retford	1	.1%	1	1.2%
			Brampton	2	.2%	0	.0%
Zone 2	West Lindsey	Other	Co-op, The Green, Nettleham, Lincoln	1	.1%	0	.0%
		Louth		24	1.8%	0	.0%
			Horncastle	11	.8%	0	.0%
Zone 3	East Lindsey	Other	Peter Rhodes, Mercer Row, Louth	4	.3%	0	.0%
			Robinsons, High Street, Horncastle	2	.2%	0	.0%
			Howdens, Belvoir Court, Louth	1	.1%	0	.0%
			Coningsby	9	.7%	0	.0%
Zone 4	East Lindsey	Other	Woodhall Spa	3	.2%	0	.0%
			Tattershall	1	.1%	0	.0%
			Asda, Newark Road, North Hykeham, Lincoln	11	.8%	0	.0%
Zone 5	North Kesteven	Other	North Hykeham	6	.5%	0	.0%
			Skellingthorpe, Lincoln	1	.1%	0	.0%
Zone 6	North Kesteven	Other	Branston	5	.4%	0	.0%
	West Lindsey	Other	Cherry Willingham, Lincoln	1	.1%	0	.0%
Zone 7	Lincoln		Co-op Home, Tritton Road, Lincoln	5	.4%	0	.0%

(cont.)

**Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)					
						1		2	
				Num	%	Num	%	Num	%
Zone 7	Lincoln	Other	Tritton Road Retail Park, Lincoln	12	.9%	0	.0%	2	2.3%
			Argos, High Street, Lincoln	8	.6%	0	.0%	1	1.2%
			Sainsbury's, Tritton Road, Lincoln	4	.3%	0	.0%	0	.0%
			Co-op, High Street, Lincoln	3	.2%	0	.0%	0	.0%
			Valentine Retail Park, Lincoln	2	.2%	0	.0%	0	.0%
			Moorland Centre, Moorland Way, Lincoln	2	.2%	0	.0%	0	.0%
			Co-op, Moorland Centre, Moorland Way, Lincoln	2	.2%	0	.0%	0	.0%
			Tesco, Canwick Road Trading Estate, Lincoln	1	.1%	0	.0%	0	.0%
			St Marks Shopping Centre, St Marks Square, Lincoln	1	.1%	0	.0%	0	.0%
			Comet, Peel Centre Retail Park, Lincoln	1	.1%	0	.0%	0	.0%
			Boultham	1	.1%	0	.0%	0	.0%
			BHS, The Sidings, St Marks Retail Park, Lincoln	1	.1%	0	.0%	0	.0%
			B&Q, Beevor Street, Lincoln	1	.1%	0	.0%	0	.0%
			Comet, Tritton Road Retail Warehousing, Lincoln	70	5.3%	2	2.3%	8	9.3%
			Currys, Tritton Road Retail Warehousing, Lincoln	48	3.6%	0	.0%	7	8.1%
Zone 7/8	North Kesteven		PC World, Tritton Road Retail Warehousing, Lincoln	11	.8%	0	.0%	3	3.5%
			Lincoln City Centre	239	18.1%	4	4.7%	30	34.9%
Zone 8	Lincoln	Other	Tesco, Wragby Road, Lincoln	7	.5%	0	.0%	3	3.5%
			Waitrose, Searby Road, Lincoln	1	.1%	0	.0%	0	.0%
			Teleservice, Burton Road, Lincoln	1	.1%	0	.0%	0	.0%
Zone 9	North Kesteven	Other	Ruskington	4	.3%	0	.0%	0	.0%
			Local stores, Ruskington	1	.1%	0	.0%	0	.0%
Zone 10	North Kesteven	Sleaford		30	2.3%	0	.0%	0	.0%
		Other	Jenkins, Sleaford	1	.1%	0	.0%	0	.0%

(cont.)

**Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Zone 12	West Lindsey	Gainsborough		35	2.6%	2	2.3%	8	9.3%
			Argos, Silver Street, Gainsborough	6	.5%	1	1.2%	1	1.2%
			Co-op, Queensway, Gainsborough	2	.2%	0	.0%	0	.0%
		Other	Co-op, Market Street, Gainsborough	2	.2%	0	.0%	0	.0%
Zone 14	West Lindsey	Market Rasen		44	3.3%	0	.0%	6	7.0%
			Peter Rhodes, Oxford Street, Market Rasen	9	.7%	0	.0%	0	.0%
		Other	Tesco, Linwood Road, Market Rasen	1	.1%	0	.0%	0	.0%
			Brigg	20	1.5%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Tesco, Barnard Avenue, Brigg	3	.2%	0	.0%	0	.0%
			Wilkinson, Cary Lane, Brigg	1	.1%	0	.0%	0	.0%
			Local stores, Brigg	1	.1%	0	.0%	0	.0%
			Co-op, High Street, Broughton, Brigg	1	.1%	0	.0%	0	.0%
			Brians, Brigg	1	.1%	0	.0%	0	.0%
			Worksop	11	.8%	7	8.1%	0	.0%
Outside Study Area	Bassetlaw		Currys, Worksop Retail Park, Babbage Way, Worksop	6	.5%	4	4.7%	0	.0%
			Comet, Babbage Way, Worksop	4	.3%	3	3.5%	0	.0%
		Other	Currys, Worksop	1	.1%	0	.0%	0	.0%
	Boston	Boston		48	3.6%	0	.0%	0	.0%

(cont.)

Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?

			Zone						
			Base: All respondents (ex DK, varies, don't buy)		1		2		
			Num	%	Num	%	Num	%	
Outside Study Area	Boston	Other	Currys, Alban Retail Park, Boston	5	.4%	0	.0%	0	.0%
			PC World, Trinity Street, West Street, Boston	2	.2%	0	.0%	0	.0%
			Asda, Sleaford Road, Boston	2	.2%	0	.0%	0	.0%
			Tesco, New Hammond Beck Road, Boston	1	.1%	0	.0%	0	.0%
			Knights Electrocom, King Edwards Street, Kirton Lindsey	1	.1%	0	.0%	0	.0%
			Comet, New Hammond Beck Road, Boston	1	.1%	0	.0%	0	.0%
			Comet, Grantham Road, Boston	1	.1%	0	.0%	0	.0%
			Aldi, Queen Street, Boston	1	.1%	0	.0%	0	.0%
			Alban Retail Park, Boston	1	.1%	0	.0%	0	.0%
	City of Kingston upon Hull	Other	Hull	2	.2%	0	.0%	0	.0%
			Tesco, Ferensway, Hull	1	.1%	0	.0%	0	.0%
	Devon	Other	Devon	1	.1%	0	.0%	0	.0%
			Doncaster	29	2.2%	2	2.3%	0	.0%
	Doncaster	Other	Doncaster Retail Park	1	.1%	0	.0%	0	.0%
			PC World, York Road, Doncaster	1	.1%	0	.0%	0	.0%
			Comet, York Road, Doncaster	1	.1%	0	.0%	0	.0%
			Asda, Frenchgate Centre, Doncaster	1	.1%	0	.0%	0	.0%
			Argos, Wheatley Hall Retail Centre, Doncaster	1	.1%	0	.0%	0	.0%
			Argos, Frenchgate Centre, Doncaster	1	.1%	0	.0%	0	.0%
	East Lindsey	Skegness		3	.2%	0	.0%	0	.0%
	Greater Manchester	Other	Manchester	1	.1%	0	.0%	0	.0%
	Leeds	Other	Leeds	1	.1%	0	.0%	0	.0%
	Mansfield	Mansfield		1	.1%	0	.0%	0	.0%
	Newark and Sherwood	Newark		11	.8%	6	7.0%	0	.0%

(cont.)



**Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Outside Study Area	Newark and Sherwood	Other	Currys, Northgate Retail Park, Newark	2	.2%	2	2.3%	0	.0%
			Tesco, Forest Road, New Ollerton, Newark	1	.1%	1	1.2%	0	.0%
	Newcastle	Other	Newcastle	2	.2%	0	.0%	0	.0%
			Grimsby	59	4.5%	0	.0%	0	.0%
	North East Lincolnshire	Other	Currys, High Point Retail Park, Grimsby	6	.5%	0	.0%	0	.0%
			Tesco, Hewitts Circus Retail Park, Cleethorpes	3	.2%	0	.0%	0	.0%
			Victoria Retail Park, Grimsby	2	.2%	0	.0%	0	.0%
			Comet, Alexandra Retail Park, Grimsby	2	.2%	0	.0%	0	.0%
			Rayners, Freeman Street, Grimsby	1	.1%	0	.0%	0	.0%
			PC World, Grimsby	1	.1%	0	.0%	0	.0%
			Morrisons, Hilmore Road, Grimsby	1	.1%	0	.0%	0	.0%
			Immingham	1	.1%	0	.0%	0	.0%
			Cleethorpes	1	.1%	0	.0%	0	.0%
			Asda, Holles Street, Grimsby	1	.1%	0	.0%	0	.0%
			Alexandra Dock Retail Park, Grimsby	1	.1%	0	.0%	0	.0%
	North Lincolnshire	Scunthorpe		87	6.6%	0	.0%	1	1.2%

(cont.)

**Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Outside Study Area	North Lincolnshire	Other	Comet, Lakeside Retail Park, Scunthorpe	10	.8%	0	.0%	0	.0%
			Currys, Lakeside Parkway, Scunthorpe	9	.7%	0	.0%	0	.0%
			Currys, High Street, Scunthorpe	6	.5%	0	.0%	0	.0%
			Lakeside Retail Park, Scunthorpe	4	.3%	0	.0%	0	.0%
			Tesco, Doncaster Road, Scunthorpe	3	.2%	0	.0%	0	.0%
			Barton-upon-Humber	3	.2%	0	.0%	0	.0%
			Argos, Lakeside Retail Park, Ashby Ville, Scunthorpe	3	.2%	0	.0%	0	.0%
			Morrisons, Lakeside Retail Park, Scunthorpe	2	.2%	0	.0%	0	.0%
			Asda, Burringham Road, Scunthorpe	2	.2%	0	.0%	0	.0%
			Sainsbury's, Doncaster Road, Scunthorpe	1	.1%	0	.0%	0	.0%
			Currys, Scunthorpe	1	.1%	0	.0%	0	.0%
			B&Q, Doncaster Road, Scunthorpe	1	.1%	0	.0%	0	.0%
			Ashby	1	.1%	0	.0%	0	.0%
	Northampton	Other	Argos, St Peters Square, Northampton	1	.1%	0	.0%	0	.0%
		Nottingham		6	.5%	1	1.2%	1	1.2%
	Nottingham	Other	John Lewis, Nottingham	1	.1%	1	1.2%	0	.0%
			Currys, Madford Business Park, Nottingham	1	.1%	0	.0%	0	.0%
	Other	Other	Retford or Newark	1	.1%	1	1.2%	0	.0%
	Peterborough	Other	John Lewis, Queensgate Centre, Peterborough	1	.1%	0	.0%	0	.0%
			Comet, Rivergate Arcade, Peterborough	1	.1%	0	.0%	0	.0%
Sheffield	Sheffield	Sheffield		5	.4%	1	1.2%	0	.0%
		Meadowhall, Sheffield		1	.1%	0	.0%	0	.0%

(cont.)

**Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Outside Study Area	Sheffield	Other	John Lewis, Barkers Pool, Sheffield	3	.2%	0	.0%	0	.0%
			Currys, Furnival Gate, Sheffield	1	.1%	0	.0%	0	.0%
			Co-op, Angel Street, Sheffield	1	.1%	0	.0%	0	.0%
		Grantham	Grantham	19	1.4%	0	.0%	0	.0%
			Downtown/Boundary Mills, Gonerby Moor, Grantham	2	.2%	0	.0%	0	.0%
	South Kesteven	Other	Downtown, Gonerby Moor, Grantham	1	.1%	0	.0%	0	.0%
			DFS, Gonerby Road, Grantham	1	.1%	0	.0%	0	.0%
			Currys, London Road, Grantham	1	.1%	0	.0%	0	.0%
			Currys, High Street, Stamford	1	.1%	0	.0%	0	.0%
			Currys, Grantham	1	.1%	0	.0%	0	.0%
			Co-op, The Burghley Centre, Bourne	1	.1%	0	.0%	0	.0%
			Surrey	1	.1%	0	.0%	0	.0%
	Other	Internet/ Home Delivery		213	16.1%	20	23.3%	14	16.3%

(cont.)

Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
	Base: All respondents (ex DK, varies, don't buy)			85	100.0%	89	100.0%	91	100.0%
Zone 1	Bassetlaw	Other	Retford	0	.0%	0	.0%	0	.0%
			Pennington, Carlogate, Retford	0	.0%	0	.0%	0	.0%
			Asda, Wharf Road, Retford	0	.0%	0	.0%	0	.0%
			Argos, Market Place, Retford	0	.0%	0	.0%	0	.0%
			Tuxford	0	.0%	0	.0%	0	.0%
			Local stores, Retford	0	.0%	0	.0%	0	.0%
			Currys, Carolgate, Retford	0	.0%	0	.0%	0	.0%
			Brampton	0	.0%	0	.0%	0	.0%
Zone 2	West Lindsey	Other	Co-op, The Green, Nettleham, Lincoln	0	.0%	0	.0%	0	.0%
			Louth	22	25.9%	1	1.1%	0	.0%
Zone 3	East Lindsey	Other	Horncastle	7	8.2%	4	4.5%	0	.0%
			Peter Rhodes, Mercer Row, Louth	4	4.7%	0	.0%	0	.0%
			Robinsons, High Street, Horncastle	2	2.4%	0	.0%	0	.0%
			Howdens, Belvoir Court, Louth	1	1.2%	0	.0%	0	.0%
			Coningsby	0	.0%	9	10.1%	0	.0%
Zone 4	East Lindsey	Other	Woodhall Spa	0	.0%	3	3.4%	0	.0%
			Tattershall	0	.0%	1	1.1%	0	.0%
			Asda, Newark Road, North Hykeham, Lincoln	0	.0%	1	1.1%	4	4.4%
Zone 5	North Kesteven	Other	North Hykeham	0	.0%	0	.0%	4	4.4%
			Skellingthorpe, Lincoln	0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%
Zone 6	North Kesteven	Other	Branston	0	.0%	0	.0%	0	.0%
	West Lindsey	Other	Cherry Willingham, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7	Lincoln		Co-op Home, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%

(cont.)

**Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Zone 7	Lincoln	Other	Tritton Road Retail Park, Lincoln	0	.0%	0	.0%	2	2.2%
			Argos, High Street, Lincoln	0	.0%	0	.0%	1	1.1%
			Sainsbury's, Tritton Road, Lincoln	0	.0%	0	.0%	1	1.1%
			Co-op, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Valentine Retail Park, Lincoln	0	.0%	0	.0%	2	2.2%
			Moorland Centre, Moorland Way, Lincoln	0	.0%	0	.0%	1	1.1%
			Co-op, Moorland Centre, Moorland Way, Lincoln	0	.0%	0	.0%	1	1.1%
			Tesco, Canwick Road Trading Estate, Lincoln	0	.0%	0	.0%	0	.0%
			St Marks Shopping Centre, St Marks Square, Lincoln	0	.0%	0	.0%	0	.0%
			Comet, Peel Centre Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Boultham	0	.0%	0	.0%	0	.0%
			BHS, The Sidings, St Marks Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			B&Q, Beevor Street, Lincoln	0	.0%	0	.0%	1	1.1%
			Comet, Tritton Road Retail Warehousing, Lincoln	4	4.7%	2	2.2%	10	11.0%
Zone 7/8	North Kesteven		Currys, Tritton Road Retail Warehousing, Lincoln	1	1.2%	2	2.2%	4	4.4%
			PC World, Tritton Road Retail Warehousing, Lincoln	0	.0%	0	.0%	2	2.2%
			Lincoln City Centre	9	10.6%	18	20.2%	32	35.2%
Zone 8	Lincoln	Other	Tesco, Wragby Road, Lincoln	0	.0%	0	.0%	0	.0%
			Waitrose, Searby Road, Lincoln	0	.0%	0	.0%	0	.0%
			Teleservice, Burton Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 9	North Kesteven	Other	Ruskington	0	.0%	1	1.1%	0	.0%
			Local stores, Ruskington	0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Sleaford		0	.0%	0	.0%	0	.0%
		Other	Jenkins, Sleaford	0	.0%	0	.0%	0	.0%

(cont.)

**Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Zone 12	West Lindsey	Gainsborough		0	.0%	0	.0%	0	.0%
			Argos, Silver Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Queensway, Gainsborough	0	.0%	0	.0%	1	1.1%
		Other	Co-op, Market Street, Gainsborough	0	.0%	0	.0%	0	.0%
Zone 14	West Lindsey	Market Rasen		5	5.9%	3	3.4%	2	2.2%
			Peter Rhodes, Oxford Street, Market Rasen	2	2.4%	0	.0%	0	.0%
		Other	Tesco, Linwood Road, Market Rasen	0	.0%	0	.0%	0	.0%
			Brigg	0	.0%	0	.0%	0	.0%
			Tesco, Barnard Avenue, Brigg	0	.0%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Wilkinson, Cary Lane, Brigg	0	.0%	0	.0%	0	.0%
			Local stores, Brigg	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Broughton, Brigg	0	.0%	0	.0%	0	.0%
			Brians, Brigg	0	.0%	0	.0%	0	.0%
		Worksop		0	.0%	0	.0%	0	.0%
			Currys, Worksop Retail Park, Babbage Way, Worksop	0	.0%	0	.0%	0	.0%
Outside Study Area	Bassetlaw	Other	Comet, Babbage Way, Worksop	0	.0%	0	.0%	0	.0%
			Currys, Worksop	0	.0%	0	.0%	0	.0%
	Boston	Boston		1	1.2%	17	19.1%	0	.0%

(cont.)

Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Outside Study Area	Boston	Other	Currys, Alban Retail Park, Boston	0	.0%	3	3.4%	0	.0%
			PC World, Trinity Street, West Street, Boston	0	.0%	0	.0%	0	.0%
			Asda, Sleaford Road, Boston	0	.0%	1	1.1%	0	.0%
			Tesco, New Hammond Beck Road, Boston	0	.0%	1	1.1%	0	.0%
			Knights Electrocom, King Edwards Street, Kirton Lindsey	0	.0%	0	.0%	0	.0%
			Comet, New Hammond Beck Road, Boston	0	.0%	0	.0%	0	.0%
			Comet, Grantham Road, Boston	0	.0%	1	1.1%	0	.0%
			Aldi, Queen Street, Boston	0	.0%	1	1.1%	0	.0%
			Alban Retail Park, Boston	0	.0%	0	.0%	0	.0%
	City of Kingston upon Hull	Other	Hull	0	.0%	0	.0%	0	.0%
			Tesco, Ferensway, Hull	0	.0%	0	.0%	0	.0%
	Devon	Other	Devon	0	.0%	1	1.1%	0	.0%
			Doncaster	0	.0%	0	.0%	0	.0%
	Doncaster	Other	Doncaster Retail Park	0	.0%	0	.0%	0	.0%
			PC World, York Road, Doncaster	0	.0%	0	.0%	0	.0%
			Comet, York Road, Doncaster	0	.0%	0	.0%	0	.0%
			Asda, Frenchgate Centre, Doncaster	0	.0%	0	.0%	0	.0%
			Argos, Wheatley Hall Retail Centre, Doncaster	0	.0%	0	.0%	0	.0%
			Argos, Frenchgate Centre, Doncaster	0	.0%	0	.0%	0	.0%
	East Lindsey	Skegness		0	.0%	1	1.1%	0	.0%
	Greater Manchester	Other	Manchester	0	.0%	0	.0%	0	.0%
	Leeds	Other	Leeds	0	.0%	0	.0%	0	.0%
	Mansfield	Mansfield		0	.0%	0	.0%	0	.0%
	Newark and Sherwood	Newark		0	.0%	0	.0%	3	3.3%

(cont.)

Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Outside Study Area	Newark and Sherwood	Other	Currys, Northgate Retail Park, Newark	0	.0%	0	.0%	0	.0%
			Tesco, Forest Road, New Ollerton, Newark	0	.0%	0	.0%	0	.0%
	Newcastle	Other	Newcastle	0	.0%	0	.0%	0	.0%
			Grimsby	8	9.4%	0	.0%	0	.0%
	North East Lincolnshire	Other	Currys, High Point Retail Park, Grimsby	2	2.4%	0	.0%	0	.0%
			Tesco, Hewitts Circus Retail Park, Cleethorpes	0	.0%	0	.0%	0	.0%
			Victoria Retail Park, Grimsby	0	.0%	0	.0%	0	.0%
			Comet, Alexandra Retail Park, Grimsby	2	2.4%	0	.0%	0	.0%
			Rayners, Freeman Street, Grimsby	0	.0%	0	.0%	0	.0%
			PC World, Grimsby	1	1.2%	0	.0%	0	.0%
			Morrisons, Hilmore Road, Grimsby	0	.0%	0	.0%	0	.0%
			Immingham	0	.0%	0	.0%	0	.0%
			Cleethorpes	0	.0%	0	.0%	0	.0%
			Asda, Holles Street, Grimsby	0	.0%	0	.0%	0	.0%
			Alexandra Dock Retail Park, Grimsby	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Scunthorpe		0	.0%	0	.0%	0	.0%

(cont.)



Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Outside Study Area	North Lincolnshire	Other	Comet, Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
			Currys, Lakeside Parkway, Scunthorpe	0	.0%	0	.0%	0	.0%
			Currys, High Street, Scunthorpe	0	.0%	0	.0%	0	.0%
			Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
			Tesco, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Barton-upon-Humber	0	.0%	0	.0%	0	.0%
			Argos, Lakeside Retail Park, Ashby Ville, Scunthorpe	0	.0%	0	.0%	0	.0%
			Morrisons, Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
			Asda, Burringham Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Sainsbury's, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Currys, Scunthorpe	0	.0%	0	.0%	0	.0%
			B&Q, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Ashby	0	.0%	0	.0%	0	.0%
	Northampton	Other	Argos, St Peters Square, Northampton	0	.0%	0	.0%	1	1.1%
		Nottingham		0	.0%	0	.0%	2	2.2%
	Nottingham		John Lewis, Nottingham	0	.0%	0	.0%	0	.0%
		Other	Currys, Madford Business Park, Nottingham	0	.0%	0	.0%	0	.0%
	Other	Other	Retford or Newark	0	.0%	0	.0%	0	.0%
	Peterborough	Other	John Lewis, Queensgate Centre, Peterborough	0	.0%	0	.0%	0	.0%
			Comet, Rivergate Arcade, Peterborough	0	.0%	0	.0%	0	.0%
Sheffield	Sheffield		0	.0%	1	1.1%	0	.0%	
	Meadowhall, Sheffield		0	.0%	0	.0%	0	.0%	

(cont.)

Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Outside Study Area	Sheffield	Other	John Lewis, Barkers Pool, Sheffield	0	.0%	0	.0%	0	.0%
			Currys, Furnival Gate, Sheffield	0	.0%	0	.0%	1	1.1%
			Co-op, Angel Street, Sheffield	0	.0%	0	.0%	0	.0%
		Grantham		0	.0%	0	.0%	1	1.1%
			Downtown/Boundary Mills, Gonerby Moor, Grantham	0	.0%	0	.0%	0	.0%
			Downtown, Gonerby Moor, Grantham	0	.0%	0	.0%	0	.0%
	South Kesteven	Other	DFS, Gonerby Road, Grantham	0	.0%	0	.0%	0	.0%
			Currys, London Road, Grantham	0	.0%	0	.0%	0	.0%
			Currys, High Street, Stamford	0	.0%	0	.0%	0	.0%
			Currys, Grantham	0	.0%	0	.0%	0	.0%
			Co-op, The Burghley Centre, Bourne	0	.0%	0	.0%	0	.0%
			Surrey	Other	Cosmic, Station Road, Addlestone	0	.0%	0	.0%
	Other		Internet/ Home Delivery	14	16.5%	17	19.1%	15	16.5%

(cont.)

**Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
	Base: All respondents (ex DK, varies, don't buy)			90	100.0%	86	100.0%	89	100.0%
Zone 1	Bassetlaw	Retford		0	.0%	0	.0%	0	.0%
		Pennington, Carlogate, Retford		0	.0%	0	.0%	0	.0%
		Asda, Wharf Road, Retford		0	.0%	0	.0%	0	.0%
		Argos, Market Place, Retford		0	.0%	0	.0%	0	.0%
		Other		0	.0%	0	.0%	0	.0%
		Tuxford		0	.0%	0	.0%	0	.0%
		Local stores, Retford		0	.0%	0	.0%	0	.0%
		Currys, Carolgate, Retford		0	.0%	0	.0%	0	.0%
Zone 2	West Lindsey	Other		1	1.1%	0	.0%	0	.0%
		Brampton		0	.0%	0	.0%	0	.0%
		Co-op, The Green, Nettleham, Lincoln		0	.0%	0	.0%	0	.0%
Zone 3	East Lindsey	Louth		0	.0%	0	.0%	0	.0%
		Horncastle		0	.0%	0	.0%	0	.0%
		Other		0	.0%	0	.0%	0	.0%
		Peter Rhodes, Mercer Row, Louth		0	.0%	0	.0%	0	.0%
		Robinsons, High Street, Horncastle		0	.0%	0	.0%	0	.0%
		Howdens, Belvoir Court, Louth		0	.0%	0	.0%	0	.0%
Zone 4	East Lindsey	Other		0	.0%	0	.0%	0	.0%
		Coningsby		0	.0%	0	.0%	0	.0%
		Woodhall Spa		0	.0%	0	.0%	0	.0%
		Tattershall		0	.0%	0	.0%	0	.0%
Zone 5	North Kesteven	Other		3	3.3%	1	1.2%	0	.0%
		Asda, Newark Road, North Hykeham, Lincoln		0	.0%	2	2.3%	0	.0%
		North Hykeham		0	.0%	1	1.2%	0	.0%
Zone 6	North Kesteven	Other		0	.0%	1	1.2%	0	.0%
		Branstons		4	4.4%	0	.0%	1	1.1%
Zone 7	West Lindsey	Other		1	1.1%	0	.0%	0	.0%
		Cherry Willingham, Lincoln		1	1.1%	0	.0%	0	.0%
Zone 7	Lincoln	Co-op Home, Tritton Road, Lincoln		1	1.1%	1	1.2%	1	1.1%

(cont.)

Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Zone 7	Lincoln	Other	Tritton Road Retail Park, Lincoln	3	3.3%	2	2.3%	3	3.4%
			Argos, High Street, Lincoln	1	1.1%	2	2.3%	2	2.2%
			Sainsbury's, Tritton Road, Lincoln	0	.0%	2	2.3%	1	1.1%
			Co-op, High Street, Lincoln	0	.0%	2	2.3%	0	.0%
			Valentine Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Moorland Centre, Moorland Way, Lincoln	0	.0%	1	1.2%	0	.0%
			Co-op, Moorland Centre, Moorland Way, Lincoln	1	1.1%	0	.0%	0	.0%
			Tesco, Canwick Road Trading Estate, Lincoln	1	1.1%	0	.0%	0	.0%
			St Marks Shopping Centre, St Marks Square, Lincoln	0	.0%	0	.0%	1	1.1%
			Comet, Peel Centre Retail Park, Lincoln	1	1.1%	0	.0%	0	.0%
			Boultham	1	1.1%	0	.0%	0	.0%
			BHS, The Sidings, St Marks Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			B&Q, Beevor Street, Lincoln	0	.0%	0	.0%	0	.0%
			Comet, Tritton Road Retail Warehousing, Lincoln	6	6.7%	17	19.8%	15	16.9%
Zone 7/8	North Kesteven		Currys, Tritton Road Retail Warehousing, Lincoln	8	8.9%	15	17.4%	9	10.1%
			PC World, Tritton Road Retail Warehousing, Lincoln	0	.0%	2	2.3%	3	3.4%
			Lincoln City Centre	40	44.4%	31	36.0%	23	25.8%
Zone 8	Lincoln	Other	Tesco, Wragby Road, Lincoln	3	3.3%	0	.0%	1	1.1%
			Waitrose, Searby Road, Lincoln	0	.0%	0	.0%	1	1.1%
			Teleservice, Burton Road, Lincoln	0	.0%	0	.0%	1	1.1%
Zone 9	North Kesteven	Other	Ruskington	0	.0%	0	.0%	0	.0%
			Local stores, Ruskington	0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Sleaford		0	.0%	0	.0%	0	.0%
		Other	Jenkins, Sleaford	0	.0%	0	.0%	0	.0%

(cont.)

**Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Zone 12	West Lindsey	Gainsborough		0	.0%	0	.0%	0	.0%
			Argos, Silver Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Queensway, Gainsborough	0	.0%	0	.0%	0	.0%
		Other	Co-op, Market Street, Gainsborough	0	.0%	0	.0%	0	.0%
Zone 14	West Lindsey	Market Rasen		2	2.2%	0	.0%	0	.0%
			Peter Rhodes, Oxford Street, Market Rasen	0	.0%	0	.0%	0	.0%
		Other	Tesco, Linwood Road, Market Rasen	0	.0%	0	.0%	0	.0%
			Brigg	0	.0%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Tesco, Barnard Avenue, Brigg	0	.0%	0	.0%	0	.0%
			Wilkinson, Cary Lane, Brigg	0	.0%	0	.0%	0	.0%
			Local stores, Brigg	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Broughton, Brigg	0	.0%	0	.0%	0	.0%
			Brians, Brigg	0	.0%	0	.0%	0	.0%
			Worksop	0	.0%	0	.0%	0	.0%
Outside Study Area	Bassetlaw		Currys, Worksop Retail Park, Babbage Way, Worksop	0	.0%	0	.0%	0	.0%
		Other	Comet, Babbage Way, Worksop	0	.0%	1	1.2%	0	.0%
			Currys, Worksop	0	.0%	0	.0%	0	.0%
	Boston	Boston		0	.0%	0	.0%	0	.0%

(cont.)

Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?

			Zone						
			6		7		8		
			Num	%	Num	%	Num	%	
Outside Study Area	Boston	Other	Currys, Alban Retail Park, Boston	0	.0%	0	.0%	0	.0%
			PC World, Trinity Street, West Street, Boston	1	1.1%	0	.0%	0	.0%
			Asda, Sleaford Road, Boston	0	.0%	0	.0%	0	.0%
			Tesco, New Hammond Beck Road, Boston	0	.0%	0	.0%	0	.0%
			Knights Electrocom, King Edwards Street, Kirton Lindsey	0	.0%	0	.0%	0	.0%
			Comet, New Hammond Beck Road, Boston	0	.0%	0	.0%	0	.0%
			Comet, Grantham Road, Boston	0	.0%	0	.0%	0	.0%
			Aldi, Queen Street, Boston	0	.0%	0	.0%	0	.0%
			Alban Retail Park, Boston	0	.0%	0	.0%	0	.0%
	City of Kingston upon Hull	Other	Hull	0	.0%	0	.0%	0	.0%
			Tesco, Ferensway, Hull	0	.0%	0	.0%	0	.0%
	Devon	Other	Devon	0	.0%	0	.0%	0	.0%
			Doncaster	0	.0%	0	.0%	0	.0%
	Doncaster	Other	Doncaster Retail Park	0	.0%	0	.0%	0	.0%
			PC World, York Road, Doncaster	0	.0%	0	.0%	0	.0%
			Comet, York Road, Doncaster	0	.0%	0	.0%	0	.0%
			Asda, Frenchgate Centre, Doncaster	0	.0%	0	.0%	0	.0%
			Argos, Wheatley Hall Retail Centre, Doncaster	0	.0%	0	.0%	0	.0%
			Argos, Frenchgate Centre, Doncaster	0	.0%	0	.0%	0	.0%
	East Lindsey	Skegness		0	.0%	0	.0%	0	.0%
	Greater Manchester	Other	Manchester	0	.0%	0	.0%	0	.0%
	Leeds	Other	Leeds	0	.0%	0	.0%	0	.0%
	Mansfield	Mansfield		0	.0%	0	.0%	0	.0%
	Newark and Sherwood	Newark		0	.0%	0	.0%	0	.0%

(cont.)

Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Outside Study Area	Newark and Sherwood	Other	Currys, Northgate Retail Park, Newark	0	.0%	0	.0%	0	.0%
			Tesco, Forest Road, New Ollerton, Newark	0	.0%	0	.0%	0	.0%
	Newcastle	Other	Newcastle	1	1.1%	0	.0%	1	1.1%
			Grimsby	0	.0%	0	.0%	0	.0%
	North East Lincolnshire	Other	Currys, High Point Retail Park, Grimsby	0	.0%	0	.0%	0	.0%
			Tesco, Hewitts Circus Retail Park, Cleethorpes	0	.0%	0	.0%	0	.0%
			Victoria Retail Park, Grimsby	0	.0%	0	.0%	0	.0%
			Comet, Alexandra Retail Park, Grimsby	0	.0%	0	.0%	0	.0%
			Rayners, Freeman Street, Grimsby	0	.0%	0	.0%	0	.0%
			PC World, Grimsby	0	.0%	0	.0%	0	.0%
			Morrisons, Hilmore Road, Grimsby	0	.0%	0	.0%	0	.0%
			Immingham	0	.0%	0	.0%	0	.0%
			Cleethorpes	0	.0%	0	.0%	1	1.1%
			Asda, Holles Street, Grimsby	0	.0%	0	.0%	0	.0%
			Alexandra Dock Retail Park, Grimsby	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Scunthorpe		0	.0%	0	.0%	0	.0%

(cont.)

Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Outside Study Area	North Lincolnshire	Other	Comet, Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
			Currys, Lakeside Parkway, Scunthorpe	0	.0%	0	.0%	0	.0%
			Currys, High Street, Scunthorpe	0	.0%	1	1.2%	0	.0%
			Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
			Tesco, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Barton-upon-Humber	0	.0%	0	.0%	0	.0%
			Argos, Lakeside Retail Park, Ashby Ville, Scunthorpe	0	.0%	0	.0%	0	.0%
			Morrisons, Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
			Asda, Burringham Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Sainsbury's, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Currys, Scunthorpe	0	.0%	0	.0%	0	.0%
			B&Q, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Ashby	0	.0%	0	.0%	0	.0%
	Northampton	Other	Argos, St Peters Square, Northampton	0	.0%	0	.0%	0	.0%
		Nottingham		0	.0%	0	.0%	2	2.2%
	Nottingham		John Lewis, Nottingham	0	.0%	0	.0%	0	.0%
		Other	Currys, Madford Business Park, Nottingham	0	.0%	0	.0%	0	.0%
	Other	Other	Retford or Newark	0	.0%	0	.0%	0	.0%
	Peterborough	Other	John Lewis, Queensgate Centre, Peterborough	0	.0%	0	.0%	0	.0%
			Comet, Rivergate Arcade, Peterborough	0	.0%	0	.0%	0	.0%
Sheffield	Sheffield	Sheffield		0	.0%	0	.0%	0	.0%
		Meadowhall, Sheffield		0	.0%	0	.0%	0	.0%

(cont.)



Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Outside Study Area	Sheffield	Other	John Lewis, Barkers Pool, Sheffield	0	.0%	0	.0%	0	.0%
			Currys, Furnival Gate, Sheffield	0	.0%	0	.0%	0	.0%
			Co-op, Angel Street, Sheffield	0	.0%	0	.0%	0	.0%
		Grantham		0	.0%	0	.0%	0	.0%
			Downtown/Boundary Mills, Gonerby Moor, Grantham	0	.0%	0	.0%	0	.0%
			Downtown, Gonerby Moor, Grantham	0	.0%	0	.0%	0	.0%
	South Kesteven	Other	DFS, Gonerby Road, Grantham	0	.0%	1	1.2%	0	.0%
			Currys, London Road, Grantham	0	.0%	0	.0%	0	.0%
			Currys, High Street, Stamford	0	.0%	0	.0%	0	.0%
			Currys, Grantham	0	.0%	0	.0%	0	.0%
			Co-op, The Burghley Centre, Bourne	0	.0%	0	.0%	0	.0%
			Surrey	Other	Cosmic, Station Road, Addlestone	0	.0%	0	.0%
	Other		Internet/ Home Delivery	11	12.2%	4	4.7%	23	25.8%

(cont.)

**Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
	Base: All respondents (ex DK, varies, don't buy)			86	100.0%	90	100.0%	86	100.0%
Zone 1	Bassetlaw	Retford		0	.0%	0	.0%	6	7.0%
		Pennington, Carlogate, Retford		0	.0%	0	.0%	0	.0%
		Asda, Wharf Road, Retford		0	.0%	0	.0%	0	.0%
		Argos, Market Place, Retford		0	.0%	0	.0%	0	.0%
		Other		0	.0%	0	.0%	0	.0%
		Tuxford		0	.0%	0	.0%	0	.0%
		Local stores, Retford		0	.0%	0	.0%	0	.0%
		Currys, Carolgate, Retford		0	.0%	0	.0%	0	.0%
Zone 2	West Lindsey	Other		0	.0%	0	.0%	0	.0%
		Brampton		0	.0%	0	.0%	0	.0%
		Co-op, The Green, Nettleham, Lincoln		0	.0%	0	.0%	0	.0%
Zone 3	East Lindsey	Louth		0	.0%	0	.0%	0	.0%
		Horncastle		0	.0%	0	.0%	0	.0%
		Other		0	.0%	0	.0%	0	.0%
		Peter Rhodes, Mercer Row, Louth		0	.0%	0	.0%	0	.0%
		Robinsons, High Street, Horncastle		0	.0%	0	.0%	0	.0%
Zone 4	East Lindsey	Howdens, Belvoir Court, Louth		0	.0%	0	.0%	0	.0%
		Coningsby		0	.0%	0	.0%	0	.0%
		Other		0	.0%	0	.0%	0	.0%
		Woodhall Spa		0	.0%	0	.0%	0	.0%
Zone 5	North Kesteven	Tattershall		0	.0%	0	.0%	0	.0%
		Asda, Newark Road, North Hykeham, Lincoln		1	1.2%	0	.0%	0	.0%
		Other		0	.0%	0	.0%	0	.0%
		North Hykeham		0	.0%	0	.0%	0	.0%
Zone 6	North Kesteven	Skellingthorpe, Lincoln		0	.0%	0	.0%	0	.0%
		Other		0	.0%	0	.0%	0	.0%
		Branston		0	.0%	0	.0%	0	.0%
Zone 7	Lincoln	Other		0	.0%	0	.0%	0	.0%
		Cherry Willingham, Lincoln		0	.0%	0	.0%	0	.0%
		Co-op Home, Tritton Road, Lincoln		0	.0%	0	.0%	1	1.2%

(cont.)

**Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Zone 7	Lincoln	Other	Tritton Road Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Argos, High Street, Lincoln	1	1.2%	0	.0%	0	.0%
			Sainsbury's, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Valentine Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Moorland Centre, Moorland Way, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Moorland Centre, Moorland Way, Lincoln	0	.0%	0	.0%	0	.0%
			Tesco, Canwick Road Trading Estate, Lincoln	0	.0%	0	.0%	0	.0%
			St Marks Shopping Centre, St Marks Square, Lincoln	0	.0%	0	.0%	0	.0%
			Comet, Peel Centre Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Boultham	0	.0%	0	.0%	0	.0%
			BHS, The Sidings, St Marks Retail Park, Lincoln	0	.0%	1	1.1%	0	.0%
			B&Q, Beevor Street, Lincoln	0	.0%	0	.0%	0	.0%
			Comet, Tritton Road Retail Warehousing, Lincoln	1	1.2%	2	2.2%	0	.0%
Zone 7/8	North Kesteven		Currys, Tritton Road Retail Warehousing, Lincoln	0	.0%	1	1.1%	0	.0%
			PC World, Tritton Road Retail Warehousing, Lincoln	1	1.2%	0	.0%	0	.0%
			Lincoln City Centre	13	15.1%	20	22.2%	1	1.2%
Zone 8	Lincoln	Other	Tesco, Wragby Road, Lincoln	0	.0%	0	.0%	0	.0%
			Waitrose, Searby Road, Lincoln	0	.0%	0	.0%	0	.0%
			Teleservice, Burton Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 9	North Kesteven	Other	Ruskington	3	3.5%	0	.0%	0	.0%
			Local stores, Ruskington	1	1.2%	0	.0%	0	.0%
Zone 10	North Kesteven	Sleaford		10	11.6%	19	21.1%	0	.0%
		Other	Jenkins, Sleaford	0	.0%	1	1.1%	0	.0%

(cont.)

**Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Zone 12	West Lindsey	Gainsborough		0	.0%	0	.0%	7	8.1%
			Argos, Silver Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Queensway, Gainsborough	0	.0%	0	.0%	1	1.2%
		Other	Co-op, Market Street, Gainsborough	0	.0%	0	.0%	0	.0%
Zone 14	West Lindsey	Market Rasen		0	.0%	0	.0%	0	.0%
			Peter Rhodes, Oxford Street, Market Rasen	0	.0%	0	.0%	0	.0%
		Other	Tesco, Linwood Road, Market Rasen	0	.0%	0	.0%	0	.0%
			Brigg	0	.0%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Tesco, Barnard Avenue, Brigg	0	.0%	0	.0%	0	.0%
			Wilkinson, Cary Lane, Brigg	0	.0%	0	.0%	0	.0%
			Local stores, Brigg	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Broughton, Brigg	0	.0%	0	.0%	0	.0%
			Brians, Brigg	0	.0%	0	.0%	0	.0%
		Worksop		0	.0%	0	.0%	2	2.3%
Outside Study Area	Bassetlaw		Currys, Worksop Retail Park, Babbage Way, Worksop	0	.0%	0	.0%	2	2.3%
			Comet, Babbage Way, Worksop	0	.0%	0	.0%	0	.0%
		Other	Currys, Worksop	0	.0%	0	.0%	1	1.2%
	Boston	Boston		26	30.2%	4	4.4%	0	.0%

(cont.)

Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Outside Study Area	Boston	Other	Currys, Alban Retail Park, Boston	2	2.3%	0	.0%	0	.0%
			PC World, Trinity Street, West Street, Boston	1	1.2%	0	.0%	0	.0%
			Asda, Sleaford Road, Boston	0	.0%	1	1.1%	0	.0%
			Tesco, New Hammond Beck Road, Boston	0	.0%	0	.0%	0	.0%
			Knights Electrocom, King Edwards Street, Kirton Lindsey	0	.0%	0	.0%	0	.0%
			Comet, New Hammond Beck Road, Boston	1	1.2%	0	.0%	0	.0%
			Comet, Grantham Road, Boston	0	.0%	0	.0%	0	.0%
			Aldi, Queen Street, Boston	0	.0%	0	.0%	0	.0%
			Alban Retail Park, Boston	1	1.2%	0	.0%	0	.0%
	City of Kingston upon Hull	Other	Hull	0	.0%	0	.0%	0	.0%
			Tesco, Ferensway, Hull	0	.0%	0	.0%	0	.0%
	Devon	Other	Devon	0	.0%	0	.0%	0	.0%
			Doncaster	1	1.2%	0	.0%	25	29.1%
	Doncaster	Other	Doncaster Retail Park	0	.0%	0	.0%	1	1.2%
			PC World, York Road, Doncaster	0	.0%	0	.0%	1	1.2%
			Comet, York Road, Doncaster	0	.0%	0	.0%	1	1.2%
			Asda, Frenchgate Centre, Doncaster	0	.0%	0	.0%	1	1.2%
			Argos, Wheatley Hall Retail Centre, Doncaster	0	.0%	0	.0%	1	1.2%
			Argos, Frenchgate Centre, Doncaster	0	.0%	0	.0%	1	1.2%
				0	.0%	0	.0%	1	1.2%
	East Lindsey	Skegness		0	.0%	2	2.2%	0	.0%
	Greater Manchester	Other	Manchester	0	.0%	0	.0%	0	.0%
	Leeds	Other	Leeds	0	.0%	0	.0%	0	.0%
	Mansfield	Mansfield		0	.0%	1	1.1%	0	.0%
	Newark and Sherwood	Newark		0	.0%	2	2.2%	0	.0%

(cont.)

**Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Outside Study Area	Newark and Sherwood	Other	Currys, Northgate Retail Park, Newark	0	.0%	0	.0%	0	.0%
			Tesco, Forest Road, New Ollerton, Newark	0	.0%	0	.0%	0	.0%
	Newcastle	Other	Newcastle	0	.0%	0	.0%	0	.0%
			Grimsby	0	.0%	0	.0%	0	.0%
	North East Lincolnshire	Other	Currys, High Point Retail Park, Grimsby	0	.0%	0	.0%	0	.0%
			Tesco, Hewitts Circus Retail Park, Cleethorpes	0	.0%	0	.0%	0	.0%
			Victoria Retail Park, Grimsby	0	.0%	0	.0%	0	.0%
			Comet, Alexandra Retail Park, Grimsby	0	.0%	0	.0%	0	.0%
			Rayners, Freeman Street, Grimsby	0	.0%	0	.0%	0	.0%
			PC World, Grimsby	0	.0%	0	.0%	0	.0%
			Morrisons, Hilmore Road, Grimsby	0	.0%	0	.0%	0	.0%
			Immingham	0	.0%	0	.0%	0	.0%
			Cleethorpes	0	.0%	0	.0%	0	.0%
			Asda, Holles Street, Grimsby	0	.0%	0	.0%	0	.0%
			Alexandra Dock Retail Park, Grimsby	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Scunthorpe		0	.0%	0	.0%	8	9.3%

(cont.)

Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Outside Study Area	North Lincolnshire	Other	Comet, Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
			Currys, Lakeside Parkway, Scunthorpe	0	.0%	0	.0%	0	.0%
			Currys, High Street, Scunthorpe	0	.0%	0	.0%	0	.0%
			Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
			Tesco, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Barton-upon-Humber	0	.0%	0	.0%	0	.0%
			Argos, Lakeside Retail Park, Ashby Ville, Scunthorpe	0	.0%	0	.0%	0	.0%
			Morrisons, Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	1	1.2%
			Asda, Burringham Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Sainsbury's, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Currys, Scunthorpe	0	.0%	0	.0%	1	1.2%
			B&Q, Doncaster Road, Scunthorpe	0	.0%	0	.0%	1	1.2%
	Northampton	Other	Ashby	0	.0%	0	.0%	0	.0%
			Argos, St Peters Square, Northampton	0	.0%	0	.0%	0	.0%
	Nottingham	Other		0	.0%	0	.0%	0	.0%
			John Lewis, Nottingham	0	.0%	0	.0%	0	.0%
	Other	Other	Currys, Madford Business Park, Nottingham	0	.0%	1	1.1%	0	.0%
			Retford or Newark	0	.0%	0	.0%	0	.0%
Peterborough	Other	Other	John Lewis, Queensgate Centre, Peterborough	0	.0%	1	1.1%	0	.0%
			Comet, Rivergate Arcade, Peterborough	0	.0%	1	1.1%	0	.0%
				0	.0%	0	.0%	1	1.2%
Sheffield	Other	Other		0	.0%	0	.0%	1	1.2%
			Meadowhall, Sheffield	0	.0%	0	.0%	1	1.2%

(cont.)

Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Outside Study Area	Sheffield	Other	John Lewis, Barkers Pool, Sheffield	0	.0%	0	.0%	3	3.5%
			Currys, Furnival Gate, Sheffield	0	.0%	0	.0%	0	.0%
			Co-op, Angel Street, Sheffield	0	.0%	0	.0%	1	1.2%
		Grantham	5	5.8%	12	13.3%	0	.0%	
		Downtown/Boundary Mills, Gonerby Moor, Grantham		0	.0%	2	2.2%	0	.0%
	South Kesteven	Other	Downtown, Gonerby Moor, Grantham	0	.0%	1	1.1%	0	.0%
			DFS, Gonerby Road, Grantham	0	.0%	0	.0%	0	.0%
			Currys, London Road, Grantham	1	1.2%	0	.0%	0	.0%
			Currys, High Street, Stamford	1	1.2%	0	.0%	0	.0%
			Currys, Grantham	0	.0%	1	1.1%	0	.0%
			Co-op, The Burghley Centre, Bourne	1	1.2%	0	.0%	0	.0%
	Surrey	Other	Cosmic, Station Road, Addlestone	1	1.2%	0	.0%	0	.0%
Other	Internet/ Home Delivery		14	16.3%	17	18.9%	17	19.8%	

(cont.)



**Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?**

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
	Base: All respondents (ex DK, varies, don't buy)			87	100.0%	89	100.0%	87	100.0%
Zone 1	Bassetlaw	Retford		0	.0%	0	.0%	0	.0%
			Pennington, Carlogate, Retford	0	.0%	0	.0%	0	.0%
		Other	Asda, Wharf Road, Retford	0	.0%	0	.0%	0	.0%
			Argos, Market Place, Retford	0	.0%	0	.0%	0	.0%
	West Lindsey	Other	Tuxford	0	.0%	0	.0%	0	.0%
			Local stores, Retford	0	.0%	0	.0%	0	.0%
			Currys, Carolgate, Retford	0	.0%	0	.0%	0	.0%
			Brampton	0	.0%	0	.0%	0	.0%
Zone 2	East Lindsey	Other	Co-op, The Green, Nettleham, Lincoln	0	.0%	0	.0%	0	.0%
			Louth	0	.0%	1	1.1%	0	.0%
			Horncastle	0	.0%	0	.0%	0	.0%
			Peter Rhodes, Mercer Row, Louth	0	.0%	0	.0%	0	.0%
Zone 3	East Lindsey	Other	Robinsons, High Street, Horncastle	0	.0%	0	.0%	0	.0%
			Howdens, Belvoir Court, Louth	0	.0%	0	.0%	0	.0%
			Coningsby	0	.0%	0	.0%	0	.0%
			Woodhall Spa	0	.0%	0	.0%	0	.0%
Zone 4	North Kesteven	Other	Tattershall	0	.0%	0	.0%	0	.0%
			Asda, Newark Road, North Hykeham, Lincoln	0	.0%	0	.0%	1	1.1%
			North Hykeham	0	.0%	0	.0%	0	.0%
			Skellingthorpe, Lincoln	0	.0%	0	.0%	0	.0%
Zone 5	North Kesteven	Other	Branston	0	.0%	0	.0%	0	.0%
			Cherry Willingham, Lincoln	0	.0%	0	.0%	0	.0%
Zone 6	Lincoln	Co-op Home, Tritton Road, Lincoln		1	1.1%	0	.0%	0	.0%

(cont.)

**Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?**

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Zone 7	Lincoln	Other	Tritton Road Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Argos, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Sainsbury's, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Lincoln	0	.0%	0	.0%	1	1.1%
			Valentine Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Moorland Centre, Moorland Way, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Moorland Centre, Moorland Way, Lincoln	0	.0%	0	.0%	0	.0%
			Tesco, Canwick Road Trading Estate, Lincoln	0	.0%	0	.0%	0	.0%
			St Marks Shopping Centre, St Marks Square, Lincoln	0	.0%	0	.0%	0	.0%
			Comet, Peel Centre Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Boultham	0	.0%	0	.0%	0	.0%
			BHS, The Sidings, St Marks Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			B&Q, Beevor Street, Lincoln	0	.0%	0	.0%	0	.0%
			Comet, Tritton Road Retail Warehousing, Lincoln	2	2.3%	1	1.1%	0	.0%
			Currys, Tritton Road Retail Warehousing, Lincoln	0	.0%	0	.0%	1	1.1%
Zone 7/8	North Kesteven		PC World, Tritton Road Retail Warehousing, Lincoln	0	.0%	0	.0%	0	.0%
			Lincoln City Centre	3	3.4%	7	7.9%	8	9.2%
Zone 8	Lincoln	Other	Tesco, Wragby Road, Lincoln	0	.0%	0	.0%	0	.0%
			Waitrose, Searby Road, Lincoln	0	.0%	0	.0%	0	.0%
			Teleservice, Burton Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 9	North Kesteven	Other	Ruskington	0	.0%	0	.0%	0	.0%
			Local stores, Ruskington	0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Sleaford		0	.0%	1	1.1%	0	.0%
		Other	Jenkins, Sleaford	0	.0%	0	.0%	0	.0%

(cont.)

**Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?**

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Zone 12	West Lindsey	Gainsborough		16	18.4%	1	1.1%	1	1.1%
		Argos, Silver Street, Gainsborough		4	4.6%	0	.0%	0	.0%
		Co-op, Queensway, Gainsborough		0	.0%	0	.0%	0	.0%
		Other		2	2.3%	0	.0%	0	.0%
Zone 14	West Lindsey	Co-op, Market Street, Gainsborough		0	.0%	0	.0%	0	.0%
		Market Rasen		0	.0%	2	2.2%	20	23.0%
		Peter Rhodes, Oxford Street, Market Rasen		0	.0%	1	1.1%	6	6.9%
		Other		0	.0%	0	.0%	1	1.1%
Zone 15	North Lincolnshire	Tesco, Linwood Road, Market Rasen		0	.0%	0	.0%	0	.0%
		Brigg		0	.0%	8	9.0%	0	.0%
		Tesco, Barnard Avenue, Brigg		0	.0%	0	.0%	0	.0%
		Wilkinson, Cary Lane, Brigg		0	.0%	1	1.1%	0	.0%
		Other		0	.0%	0	.0%	0	.0%
		Local stores, Brigg		0	.0%	0	.0%	0	.0%
		Co-op, High Street, Broughton, Brigg		1	1.1%	0	.0%	0	.0%
		Brians, Brigg		0	.0%	0	.0%	0	.0%
Outside Study Area	Bassetlaw	Worksop		1	1.1%	0	.0%	0	.0%
		Currys, Worksop Retail Park, Babbage Way, Worksop		0	.0%	0	.0%	0	.0%
		Other		0	.0%	0	.0%	0	.0%
		Comet, Babbage Way, Worksop		0	.0%	0	.0%	0	.0%
	Boston	Currys, Worksop		0	.0%	0	.0%	0	.0%
	Boston	Boston		0	.0%	0	.0%	0	.0%

(cont.)

Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?

			Zone						
			12		13		14		
			Num	%	Num	%	Num	%	
Outside Study Area	Boston	Other	Currys, Alban Retail Park, Boston	0	.0%	0	.0%	0	.0%
			PC World, Trinity Street, West Street, Boston	0	.0%	0	.0%	0	.0%
			Asda, Sleaford Road, Boston	0	.0%	0	.0%	0	.0%
			Tesco, New Hammond Beck Road, Boston	0	.0%	0	.0%	0	.0%
			Knights Electrocom, King Edwards Street, Kirton Lindsey	0	.0%	1	1.1%	0	.0%
			Comet, New Hammond Beck Road, Boston	0	.0%	0	.0%	0	.0%
			Comet, Grantham Road, Boston	0	.0%	0	.0%	0	.0%
			Aldi, Queen Street, Boston	0	.0%	0	.0%	0	.0%
			Alban Retail Park, Boston	0	.0%	0	.0%	0	.0%
	City of Kingston upon Hull	Other	Hull	0	.0%	0	.0%	0	.0%
			Tesco, Ferensway, Hull	0	.0%	1	1.1%	0	.0%
	Devon	Other	Devon	0	.0%	0	.0%	0	.0%
			Doncaster	1	1.1%	0	.0%	0	.0%
	Doncaster	Other	Doncaster Retail Park	0	.0%	0	.0%	0	.0%
			PC World, York Road, Doncaster	0	.0%	0	.0%	0	.0%
			Comet, York Road, Doncaster	0	.0%	0	.0%	0	.0%
			Asda, Frenchgate Centre, Doncaster	0	.0%	0	.0%	0	.0%
			Argos, Wheatley Hall Retail Centre, Doncaster	0	.0%	0	.0%	0	.0%
			Argos, Frenchgate Centre, Doncaster	0	.0%	0	.0%	0	.0%
	East Lindsey	Skegness		0	.0%	0	.0%	0	.0%
	Greater Manchester	Other	Manchester	0	.0%	0	.0%	0	.0%
	Leeds	Other	Leeds	1	1.1%	0	.0%	0	.0%
	Mansfield	Mansfield		0	.0%	0	.0%	0	.0%
	Newark and Sherwood	Newark		0	.0%	0	.0%	0	.0%

(cont.)

Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Outside Study Area	Newark and Sherwood	Other	Currys, Northgate Retail Park, Newark	0	.0%	0	.0%	0	.0%
			Tesco, Forest Road, New Ollerton, Newark	0	.0%	0	.0%	0	.0%
	Newcastle	Other	Newcastle	0	.0%	0	.0%	0	.0%
			Grimsby	0	.0%	0	.0%	26	29.9%
	North East Lincolnshire	Other	Currys, High Point Retail Park, Grimsby	0	.0%	0	.0%	2	2.3%
			Tesco, Hewitts Circus Retail Park, Cleethorpes	0	.0%	0	.0%	3	3.4%
			Victoria Retail Park, Grimsby	0	.0%	0	.0%	2	2.3%
			Comet, Alexandra Retail Park, Grimsby	0	.0%	0	.0%	0	.0%
			Rayners, Freeman Street, Grimsby	0	.0%	0	.0%	0	.0%
			PC World, Grimsby	0	.0%	0	.0%	0	.0%
			Morrisons, Hilmore Road, Grimsby	0	.0%	0	.0%	1	1.1%
			Immingham	0	.0%	0	.0%	0	.0%
			Cleethorpes	0	.0%	0	.0%	0	.0%
			Asda, Holles Street, Grimsby	0	.0%	0	.0%	0	.0%
			Alexandra Dock Retail Park, Grimsby	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Scunthorpe		29	33.3%	30	33.7%	1	1.1%

(cont.)

Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?

			Zone						
			12		13		14		
			Num	%	Num	%	Num	%	
Outside Study Area	North Lincolnshire	Other	Comet, Lakeside Retail Park, Scunthorpe	4	4.6%	3	3.4%	0	.0%
			Currys, Lakeside Parkway, Scunthorpe	3	3.4%	5	5.6%	0	.0%
			Currys, High Street, Scunthorpe	2	2.3%	1	1.1%	1	1.1%
			Lakeside Retail Park, Scunthorpe	2	2.3%	0	.0%	0	.0%
			Tesco, Doncaster Road, Scunthorpe	2	2.3%	1	1.1%	0	.0%
			Barton-upon-Humber	0	.0%	0	.0%	0	.0%
			Argos, Lakeside Retail Park, Ashby Ville, Scunthorpe	1	1.1%	1	1.1%	0	.0%
			Morrisons, Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
			Asda, Burringham Road, Scunthorpe	1	1.1%	1	1.1%	0	.0%
			Sainsbury's, Doncaster Road, Scunthorpe	0	.0%	1	1.1%	0	.0%
			Currys, Scunthorpe	0	.0%	0	.0%	0	.0%
			B&Q, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Ashby	1	1.1%	0	.0%	0	.0%
	Northampton	Other	Argos, St Peters Square, Northampton	0	.0%	0	.0%	0	.0%
			Nottingham	0	.0%	0	.0%	0	.0%
	Nottingham	Other	John Lewis, Nottingham	0	.0%	0	.0%	0	.0%
			Currys, Madford Business Park, Nottingham	0	.0%	0	.0%	0	.0%
	Other	Other	Retford or Newark	0	.0%	0	.0%	0	.0%
			John Lewis, Queensgate Centre, Peterborough	0	.0%	0	.0%	0	.0%
	Peterborough	Other	Comet, Rivergate Arcade, Peterborough	0	.0%	0	.0%	0	.0%
			Sheffield	2	2.3%	0	.0%	0	.0%
	Sheffield		Meadowhall, Sheffield	0	.0%	0	.0%	0	.0%

(cont.)

Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Outside Study Area	Sheffield	Other	John Lewis, Barkers Pool, Sheffield	0	.0%	0	.0%	0	.0%
			Currys, Furnival Gate, Sheffield	0	.0%	0	.0%	0	.0%
			Co-op, Angel Street, Sheffield	0	.0%	0	.0%	0	.0%
		Grantham		0	.0%	1	1.1%	0	.0%
			Downtown/Boundary Mills, Gonerby Moor, Grantham	0	.0%	0	.0%	0	.0%
	South Kesteven	Other	Downtown, Gonerby Moor, Grantham	0	.0%	0	.0%	0	.0%
			DFS, Gonerby Road, Grantham	0	.0%	0	.0%	0	.0%
			Currys, London Road, Grantham	0	.0%	0	.0%	0	.0%
			Currys, High Street, Stamford	0	.0%	0	.0%	0	.0%
			Currys, Grantham	0	.0%	0	.0%	0	.0%
			Co-op, The Burghley Centre, Bourne	0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%
	Surrey	Other	Cosmic, Station Road, Addlestone	0	.0%	0	.0%	0	.0%
Other	Internet/ Home Delivery			8	9.2%	20	22.5%	12	13.8%

(cont.)

Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?

				Zone	
				15	
				Num	%
	Base: All respondents (ex DK, varies, don't buy)			94	100.0%
		Retford		0	.0%
		Pennington, Carlogate, Retford		0	.0%
		Asda, Wharf Road, Retford		0	.0%
Zone 1	Bassetlaw	Other	Argos, Market Place, Retford	0	.0%
			Tuxford	0	.0%
			Local stores, Retford	0	.0%
			Currys, Carolgate, Retford	0	.0%
Zone 2	West Lindsey	Other	Brampton	1	1.1%
			Co-op, The Green, Nettleham, Lincoln	0	.0%
		Louth		0	.0%
			Horncastle	0	.0%
Zone 3	East Lindsey	Other	Peter Rhodes, Mercer Row, Louth	0	.0%
			Robinsons, High Street, Horncastle	0	.0%
			Howdens, Belvoir Court, Louth	0	.0%
			Coningsby	0	.0%
Zone 4	East Lindsey	Other	Woodhall Spa	0	.0%
			Tattershall	0	.0%
			Asda, Newark Road, North Hykeham, Lincoln	0	.0%
Zone 5	North Kesteven	Other	North Hykeham	0	.0%
			Skellingthorpe, Lincoln	0	.0%
Zone 6	North Kesteven	Other	Branston	0	.0%
	West Lindsey	Other	Cherry Willingham, Lincoln	0	.0%
Zone 7	Lincoln		Co-op Home, Tritton Road, Lincoln	0	.0%

(cont.)



Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?

				Zone	
				15	
				Num	%
Zone 7	Lincoln	Other	Tritton Road Retail Park, Lincoln	0	.0%
			Argos, High Street, Lincoln	0	.0%
			Sainsbury's, Tritton Road, Lincoln	0	.0%
			Co-op, High Street, Lincoln	0	.0%
			Valentine Retail Park, Lincoln	0	.0%
			Moorland Centre, Moorland Way, Lincoln	0	.0%
			Co-op, Moorland Centre, Moorland Way, Lincoln	0	.0%
			Tesco, Canwick Road Trading Estate, Lincoln	0	.0%
			St Marks Shopping Centre, St Marks Square, Lincoln	0	.0%
			Comet, Peel Centre Retail Park, Lincoln	0	.0%
			Boultham	0	.0%
			BHS, The Sidings, St Marks Retail Park, Lincoln	0	.0%
			B&Q, Beevor Street, Lincoln	0	.0%
			Comet, Tritton Road Retail Warehousing, Lincoln	0	.0%
Zone 7/8	North Kesteven		Currys, Tritton Road Retail Warehousing, Lincoln	0	.0%
			PC World, Tritton Road Retail Warehousing, Lincoln	0	.0%
			Lincoln City Centre	0	.0%
Zone 8	Lincoln	Other	Tesco, Wragby Road, Lincoln	0	.0%
			Waitrose, Searby Road, Lincoln	0	.0%
			Teleservice, Burton Road, Lincoln	0	.0%
Zone 9	North Kesteven	Other	Ruskington	0	.0%
			Local stores, Ruskington	0	.0%
Zone 10	North Kesteven	Sleaford		0	.0%
		Other	Jenkins, Sleaford	0	.0%

(cont.)

**Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?**

				Zone	
				15	
				Num	%
Zone 12	West Lindsey	Gainsborough		0	.0%
			Argos, Silver Street, Gainsborough	0	.0%
			Co-op, Queensway, Gainsborough	0	.0%
		Other	Co-op, Market Street, Gainsborough	0	.0%
Zone 14	West Lindsey	Market Rasen		4	4.3%
			Peter Rhodes, Oxford Street, Market Rasen	0	.0%
		Other	Tesco, Linwood Road, Market Rasen	0	.0%
			Brigg	12	12.8%
Zone 15	North Lincolnshire	Other	Tesco, Barnard Avenue, Brigg	3	3.2%
			Wilkinson, Cary Lane, Brigg	0	.0%
			Local stores, Brigg	1	1.1%
			Co-op, High Street, Broughton, Brigg	0	.0%
			Brians, Brigg	1	1.1%
			Worksop	1	1.1%
Outside Study Area	Bassetlaw		Currys, Worksop Retail Park, Babbage Way, Worksop	0	.0%
			Comet, Babbage Way, Worksop	0	.0%
		Other	Currys, Worksop	0	.0%
	Boston	Boston		0	.0%

(cont.)

Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?

				Zone	
				15	
				Num	%
Outside Study Area	Boston	Other	Currys, Alban Retail Park, Boston	0	.0%
			PC World, Trinity Street, West Street, Boston	0	.0%
			Asda, Sleaford Road, Boston	0	.0%
			Tesco, New Hammond Beck Road, Boston	0	.0%
			Knights Electrocom, King Edwards Street, Kirton Lindsey	0	.0%
			Comet, New Hammond Beck Road, Boston	0	.0%
			Comet, Grantham Road, Boston	0	.0%
			Aldi, Queen Street, Boston	0	.0%
			Alban Retail Park, Boston	0	.0%
	City of Kingston upon Hull	Other	Hull	2	2.1%
			Tesco, Ferensway, Hull	0	.0%
	Devon	Other	Devon	0	.0%
			Doncaster	0	.0%
			Doncaster Retail Park	0	.0%
	Doncaster	Other	PC World, York Road, Doncaster	0	.0%
			Comet, York Road, Doncaster	0	.0%
			Asda, Frenchgate Centre, Doncaster	0	.0%
			Argos, Wheatley Hall Retail Centre, Doncaster	0	.0%
			Argos, Frenchgate Centre, Doncaster	0	.0%
				0	.0%
	East Lindsey	Skegness		0	.0%
	Greater Manchester	Other	Manchester	1	1.1%
	Leeds	Other	Leeds	0	.0%
	Mansfield	Mansfield		0	.0%
	Newark and Sherwood	Newark		0	.0%

(cont.)

Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?

				Zone	
				15	
				Num	%
Outside Study Area	Newark and Sherwood	Other	Currys, Northgate Retail Park, Newark	0	.0%
			Tesco, Forest Road, New Ollerton, Newark	0	.0%
	Newcastle	Other	Newcastle	0	.0%
			Grimsby	25	26.6%
	North East Lincolnshire	Other	Currys, High Point Retail Park, Grimsby	2	2.1%
			Tesco, Hewitts Circus Retail Park, Cleethorpes	0	.0%
			Victoria Retail Park, Grimsby	0	.0%
			Comet, Alexandra Retail Park, Grimsby	0	.0%
			Rayners, Freeman Street, Grimsby	1	1.1%
			PC World, Grimsby	0	.0%
			Morrisons, Hilmore Road, Grimsby	0	.0%
			Immingham	1	1.1%
			Cleethorpes	0	.0%
			Asda, Holles Street, Grimsby	1	1.1%
			Alexandra Dock Retail Park, Grimsby	1	1.1%
	North Lincolnshire	Scunthorpe		18	19.1%

(cont.)

Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?

			Zone	
			15	
			Num	%
Outside Study Area	North Lincolnshire	Other	Comet, Lakeside Retail Park, Scunthorpe	3 . 2%
			Currys, Lakeside Parkway, Scunthorpe	1 . 1%
			Currys, High Street, Scunthorpe	1 . 1%
			Lakeside Retail Park, Scunthorpe	2 . 1%
			Tesco, Doncaster Road, Scunthorpe	0 . 0%
			Barton-upon-Humber	3 . 2%
			Argos, Lakeside Retail Park, Ashby Ville, Scunthorpe	1 . 1%
			Morrisons, Lakeside Retail Park, Scunthorpe	1 . 1%
			Asda, Burringham Road, Scunthorpe	0 . 0%
			Sainsbury's, Doncaster Road, Scunthorpe	0 . 0%
			Currys, Scunthorpe	0 . 0%
			B&Q, Doncaster Road, Scunthorpe	0 . 0%
	Northampton	Other	Ashby	0 . 0%
			Argos, St Peters Square, Northampton	0 . 0%
	Nottingham	Other	Nottingham	0 . 0%
			John Lewis, Nottingham	0 . 0%
	Other	Other	Currys, Madford Business Park, Nottingham	0 . 0%
			Retford or Newark	0 . 0%
Peterborough	Other	Other	John Lewis, Queensgate Centre, Peterborough	0 . 0%
			Comet, Rivergate Arcade, Peterborough	0 . 0%
Sheffield	Other	Other	Sheffield	0 . 0%
			Meadowhall, Sheffield	0 . 0%

(cont.)

Q21. Where did you last go to buy electrical items, such as televisions, washing machines and computers?

				Zone	
				15	
				Num	%
Outside Study Area	Sheffield	Other	John Lewis, Barkers Pool, Sheffield	0	.0%
			Currys, Furnival Gate, Sheffield	0	.0%
			Co-op, Angel Street, Sheffield	0	.0%
		Grantham		0	.0%
			Downtown/Boundary Mills, Gonerby Moor, Grantham	0	.0%
	South Kesteven	Other	Downtown, Gonerby Moor, Grantham	0	.0%
			DFS, Gonerby Road, Grantham	0	.0%
			Currys, London Road, Grantham	0	.0%
			Currys, High Street, Stamford	0	.0%
			Currys, Grantham	0	.0%
			Co-op, The Burghley Centre, Bourne	0	.0%
	Surrey	Other		0	.0%
			Cosmic, Station Road, Addlestone	0	.0%
Other		Internet/ Home Delivery		7	7.4%

**Q22. Where did you last go to buy DIY or gardening goods?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1	2		
				Num	%	Num	%	Num	%
Zone 1	Bassetlaw	Base: All respondents (ex DK, varies, don't buy)		1228	100.0%	80	100.0%	82	100.0%
		Retford		23	1.9%	17	21.3%	0	.0%
			Wilkinsons, Carolgate, Retford	7	.6%	6	7.5%	0	.0%
			Focus, Moorgate, Retford	7	.6%	5	6.3%	0	.0%
			Retford Garden Centre, Bar Road, Retford	2	.2%	1	1.3%	0	.0%
		Other	Morrisons, Idle Valley Road, Retford	1	.1%	0	.0%	0	.0%
			Local stores, Retford	1	.1%	1	1.3%	0	.0%
			Bawtry	1	.1%	0	.0%	0	.0%
			Argos, Market Place, Retford	1	.1%	0	.0%	0	.0%
			Aldi, Carolgate, Retford	1	.1%	1	1.3%	0	.0%
Zone 2	West Lindsey	Scothern Nurseries, Dunholme Road, Welton		9	.7%	0	.0%	8	9.8%
		Living Gardens, Saxilby		1	.1%	0	.0%	0	.0%
		Saxilby		1	.1%	0	.0%	1	1.2%
			Other	Harpwell	1	.1%	0	.0%	0
		Dunholme		1	.1%	0	.0%	1	1.2%
			Louth		26	2.1%	0	.0%	0
		Horncastle		20	1.6%	0	.0%	1	1.2%
		Wyevale Garden Centre, Legbourne Road, Louth		6	.5%	0	.0%	0	.0%
		Crowders Garden Centre, Horncastle		6	.5%	0	.0%	0	.0%
		Zone 3	East Lindsey	Other	Focus, Belvoir Way, Louth	4	.3%	0	.0%
Local stores, Horncastle	1				.1%	0	.0%	0	.0%
Kemps, North Street, Horncastle	1				.1%	0	.0%	0	.0%
Argos, Louth	1				.1%	0	.0%	0	.0%
A Church & Sons, Market Place, Horncastle	1				.1%	0	.0%	0	.0%

(cont.)

**Q22. Where did you last go to buy DIY or gardening goods?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Zone 4	East Lindsey	Other	Woodhall Spa	13	1.1%	0	.0%	0	.0%
			Local stores, Woodhall Spa	1	.1%	0	.0%	0	.0%
			Goodwins, Tattershall Road, Woodhall Spa	1	.1%	0	.0%	0	.0%
Zone 5	North Kesteven	Whisby Garden Centre		2	.2%	0	.0%	0	.0%
		Other	North Hykeham	1	.1%	0	.0%	0	.0%
Zone 6	West Lindsey	Other	Cherry Willingham, Lincoln	1	.1%	0	.0%	0	.0%
			B&Q Tritton Road, Lincoln	36	2.9%	1	1.3%	1	1.2%
			Local stores, Lincoln	4	.3%	0	.0%	2	2.4%
Zone 7	Lincoln	Other	Tritton Road Retail Park, Lincoln	3	.2%	0	.0%	1	1.2%
			Garden Show, Lincoln	2	.2%	0	.0%	0	.0%
			Asda, High Street, Lincoln	2	.2%	0	.0%	0	.0%
			Screwfix, Tritton Road, Lincoln	1	.1%	0	.0%	0	.0%
			Morrisons, Tritton Road, Lincoln	1	.1%	0	.0%	0	.0%
			Lincoln City Centre market	1	.1%	0	.0%	0	.0%
			Jackson Building Centres, Canwick Road, Lincoln	1	.1%	0	.0%	0	.0%
			Co-op, High Street, Lincoln	1	.1%	0	.0%	0	.0%
			Asda, Valentine Road, Lincoln	1	.1%	0	.0%	0	.0%
			B&Q, Beevor Street, Lincoln	159	12.9%	2	2.5%	18	22.0%
			Focus, The Carlton Centre, Outer Circle Road, Lincoln	16	1.3%	0	.0%	4	4.9%
			Homebase, The Sidings, Lincoln	11	.9%	1	1.3%	0	.0%
Zone 7/8	North Kesteven	Lincoln City Centre		148	12.1%	7	8.8%	20	24.4%
			Local stores, Lincoln	4	.3%	1	1.3%	0	.0%
			Wilkinsons, Waterside South, Lincoln	6	.5%	0	.0%	0	.0%
Zone 8	Lincoln	Other	Tesco, Wragby Road, Lincoln	2	.2%	0	.0%	0	.0%
			Jewsons, Deacon Road, Lincoln	1	.1%	0	.0%	0	.0%
			Countdown Drugstore, Burton Road, Lincoln	1	.1%	0	.0%	0	.0%
	North Kesteven	Wickes, Outer Circle Road, Lincoln		9	.7%	0	.0%	1	1.2%

(cont.)



Q22. Where did you last go to buy DIY or gardening goods?

				Zone							
				Base: All respondents (ex DK, varies, don't buy)		1		2			
						Num	%	Num	%	Num	%
Zone 9	North Kesteven	Ruskington Garden Centre		8	.7%	0	.0%	0	.0%		
			Ruskington Garden Centre, White House Farm, Ruskington	2	.2%	0	.0%	0	.0%		
			Ruskington	1	.1%	0	.0%	0	.0%		
		Other	J Parker, Anwick	1	.1%	0	.0%	0	.0%		
			Heckington	1	.1%	0	.0%	0	.0%		
			Garden Centre, Ruskington	1	.1%	0	.0%	0	.0%		
			Anwick	1	.1%	0	.0%	0	.0%		
			Homebase, Shorehan Road, Sleaford	40	3.3%	0	.0%	0	.0%		
	Sleaford	37	3.0%	0	.0%	0	.0%				
Zone 10	North Kesteven		Four Seasons Garden Centre, Silk Willoughby, Sleaford	4	.3%	0	.0%	0	.0%		
			Garden Centre, Anwick, Sleaford	2	.2%	0	.0%	0	.0%		
		Other	Silk Willoughby	1	.1%	0	.0%	0	.0%		
			Local stores, Sleaford	1	.1%	0	.0%	0	.0%		
			Jewsons, Oak Park, East Road, Sleaford	1	.1%	0	.0%	0	.0%		
			Aldi, Mareham Lane, Sleaford	1	.1%	0	.0%	0	.0%		
			South Kesteven	Other	Sudbrook	1	.1%	0	.0%	1	1.2%
				Epworth	5	.4%	0	.0%	0	.0%	
Zone 12	North Lincolnshire	Other	Holmes and Gardens, Belton Road, Epworth	2	.2%	0	.0%	0	.0%		
			West Lindsey	Gainsborough	29	2.4%	0	.0%	8	9.8%	

(cont.)

**Q22. Where did you last go to buy DIY or gardening goods?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Zone 12	West Lindsey	Other	Focus, Lea Road, Gainsborough	8	.7%	0	.0%	3	3.7%
			Wilkinsons, Marshalls Yard, Gainsborough	7	.6%	0	.0%	1	1.2%
			Fairgardens Plant Centre, Kirton Lindsey, Gainsborough	4	.3%	0	.0%	1	1.2%
			Garden Centre, Kirton Lindsey	3	.2%	0	.0%	1	1.2%
			Tesco, Beaumont Street, Gainsborough	1	.1%	0	.0%	0	.0%
			Morrisons, Heapham Road, Gainsborough	1	.1%	0	.0%	1	1.2%
			Local stores, Gainsborough	1	.1%	0	.0%	1	1.2%
			Argos, Silver Street, Gainsborough	1	.1%	0	.0%	0	.0%
Zone 14	North East Lincolnshire	Other	Waltham	1	.1%	0	.0%	0	.0%
			Market Rasen	11	.9%	0	.0%	0	.0%
	West Lindsey	Other	Caistor	1	.1%	0	.0%	0	.0%
			Priceless, Market Place, Market Rasen	2	.2%	0	.0%	0	.0%
			Brigg Garden Centre	35	2.9%	0	.0%	0	.0%
			Brigg	46	3.7%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Brians, Brigg	3	.2%	0	.0%	0	.0%
			Wilkinsons, Cary Lane, Brigg	2	.2%	0	.0%	0	.0%
			Local stores, Brigg	2	.2%	0	.0%	0	.0%
			Frost Garden Centre, Bigby High Road, Brigg	1	.1%	0	.0%	0	.0%
			B&Q, Sandy Lane Retail Park, Babbage Way, Worksop	19	1.5%	13	16.3%	0	.0%
			Worksop	8	.7%	5	6.3%	0	.0%
			Wickes, Babbage Way, Worksop	2	.2%	1	1.3%	0	.0%
			Local stores, Worksop	1	.1%	1	1.3%	0	.0%
Outside Study Area	Bassetlaw	Other	Dukeries Garden Centre, Welbeck, Worksop	1	.1%	1	1.3%	0	.0%

(cont.)

**Q22. Where did you last go to buy DIY or gardening goods?**

				Zone			
				Base: All respondents (ex DK, varies, don't buy)		1	2
				Num	%	Num	%
Outside Study Area	Boston	Boston		24	2.0%	0	.0%
		B&Q, New Hammond Beck Road, Boston		12	1.0%	0	.0%
		Other	Homebase, Grantham Road, Boston	3	.2%	0	.0%
			Local Stores, Kirton Lindsey	1	.1%	0	.0%
			B&Q, Boston	1	.1%	0	.0%
	Doncaster	Doncaster		20	1.6%	1	1.3%
		B&Q, White Rose Way, Doncaster		8	.7%	0	.0%
		Wickes, Leger Way, Doncaster		2	.2%	0	.0%
		Other	Walkers Nurseries, Mosham Road, Doncaster	1	.1%	0	.0%
			Tickhill Garden Centre, Bawtry Road, Doncaster	1	.1%	0	.0%
			Blaxton, Doncaster	1	.1%	0	.0%
	East Lindsey	Other	Woodthorpe Hall Garden Centre, Alford	1	.1%	0	.0%
	Greater Manchester	Other	Manchester	1	.1%	0	.0%
	Leeds	Other	Garden Centre, Wetherby	1	.1%	0	.0%
			Thorsby	1	.1%	0	.0%
	Newark and Sherwood	Pennells, Newark Road, South Hykeham		21	1.7%	0	.0%
		Newark		13	1.1%	7	8.8%
		Other	Homebase, Northgate Retail Park, Newark	3	.2%	0	.0%
			Hykeham DIY, Newark Road, North Hykeham	1	.1%	0	.0%
	Norfolk	Other	Norfolk	1	.1%	0	.0%
	North East Lincolnshire	Grimsby		48	3.9%	0	.0%
		B&Q, Peakes Parkway, Robinson Street West, Grimsby		25	2.0%	0	.0%

(cont.)

**Q22. Where did you last go to buy DIY or gardening goods?**

			Zone						
			Base: All respondents (ex DK, varies, don't buy)		1		2		
			Num	%	Num	%	Num	%	
Outside Study Area	North East Lincolnshire	Other	Homebase, Victoria Street, Grimsby	3	.2%	0	.0%	0	.0%
			Pennells, Humberston Road, Grimsby	2	.2%	0	.0%	0	.0%
			Wilkinsons, Freeman Street, Grimsby	1	.1%	0	.0%	0	.0%
			Sainsbury's, Corporation Road, Grimsby	1	.1%	0	.0%	0	.0%
			Morrisons, Hilmore Road, Laceby	1	.1%	0	.0%	0	.0%
			Lidl, Ladysmith Road, Grimsby	1	.1%	0	.0%	0	.0%
			Alford Garden Centre, Grimsby Road, Laceby	1	.1%	0	.0%	0	.0%
		Scunthorpe	50	4.1%	0	.0%	1	1.2%	
		B&Q, Gallagher Retail Park, Doncaster Road, Scunthorpe	31	2.5%	0	.0%	0	.0%	
		Homebase, Lakeside Retail Park, Scunthorpe	13	1.1%	0	.0%	0	.0%	
	North Lincolnshire	Other	Wickes, Glebe Road, Scunthorpe	2	.2%	0	.0%	0	.0%
			Silica Lodge Garden Centre, Scotter Road South, Scunthorpe	2	.2%	0	.0%	1	1.2%
			TJ Hughes, Cole Street, Scunthorpe	1	.1%	0	.0%	0	.0%
			The Range, Holyrood Drive, Scunthorpe	1	.1%	0	.0%	0	.0%
			Screwfix, Parkway Business Park, Mannaberg Way, Scunthorpe	1	.1%	0	.0%	0	.0%
			Homebase, Scunthorpe	1	.1%	0	.0%	0	.0%
			Dulux Centre, Ashby	1	.1%	0	.0%	0	.0%
	Nottingham	Nottingham	1	.1%	0	.0%	0	.0%	
	Rushcliffe	Other	East Bridgford	1	.1%	1	1.3%	0	.0%
	Sheffield	Sheffield	1	.1%	1	1.3%	0	.0%	
	South Holland	Spalding	1	.1%	0	.0%	0	.0%	

(cont.)

**Q22. Where did you last go to buy DIY or gardening goods?**

			Zone					
			Base: All respondents (ex DK, varies, don't buy)		1		2	
			Num	%	Num	%	Num	%
Outside Study Area	South Kesteven	Grantham	15	1.2%	1	1.3%	0	.0%
		B&Q, Grantham Retail Park, London Road, Grantham	6	.5%	0	.0%	0	.0%
		Downtown Garden Centre/Boundary Mills, Gonerby Moor, Grantham	3	.2%	0	.0%	0	.0%
		Wickes, Gonerby Road, Grantham	1	.1%	0	.0%	0	.0%
		Homebase, Dysart Road, Grantham	1	.1%	0	.0%	0	.0%
	Southend-on-Sea	Other Bourne	2	.2%	0	.0%	0	.0%
		Other Southend-on-Sea	1	.1%	0	.0%	1	1.2%
		Other Layham	1	.1%	1	1.3%	0	.0%
	Other	Internet/ Home Delivery	39	3.2%	4	5.0%	2	2.4%

(cont.)

**Q22. Where did you last go to buy DIY or gardening goods?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Zone 1	Bassetlaw	Base: All respondents (ex DK, varies, don't buy)		88	100.0%	81	100.0%	85	100.0%
		Retford		0	.0%	0	.0%	0	.0%
			Wilkinsons, Carolgate, Retford	0	.0%	0	.0%	0	.0%
			Focus, Moorgate, Retford	0	.0%	0	.0%	0	.0%
			Retford Garden Centre, Bar Road, Retford	0	.0%	0	.0%	0	.0%
		Other	Morrisons, Idle Valley Road, Retford	0	.0%	0	.0%	0	.0%
			Local stores, Retford	0	.0%	0	.0%	0	.0%
			Bawtry	0	.0%	0	.0%	0	.0%
			Argos, Market Place, Retford	0	.0%	0	.0%	0	.0%
			Aldi, Carolgate, Retford	0	.0%	0	.0%	0	.0%
	West Lindsey	Scothern Nurseries, Dunholme Road, Welton		0	.0%	0	.0%	0	.0%
		Living Gardens, Saxilby		0	.0%	0	.0%	0	.0%
		Other	Saxilby	0	.0%	0	.0%	0	.0%
			Harpwell	0	.0%	0	.0%	0	.0%
			Dunholme	0	.0%	0	.0%	0	.0%
		Louth		21	23.9%	2	2.5%	0	.0%
			Horncastle	9	10.2%	10	12.3%	0	.0%
			Wyevale Garden Centre, Legbourne Road, Louth	6	6.8%	0	.0%	0	.0%
			Crowders Garden Centre, Horncastle	0	.0%	6	7.4%	0	.0%
Zone 3	East Lindsey	Other	Focus, Belvoir Way, Louth	4	4.5%	0	.0%	0	.0%
			Local stores, Horncastle	1	1.1%	0	.0%	0	.0%
			Kemps, North Street, Horncastle	1	1.1%	0	.0%	0	.0%
			Argos, Louth	1	1.1%	0	.0%	0	.0%
			A Church & Sons, Market Place, Horncastle	1	1.1%	0	.0%	0	.0%

(cont.)

**Q22. Where did you last go to buy DIY or gardening goods?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Zone 4	East Lindsey	Other	Woodhall Spa	0	.0%	13	16.0%	0	.0%
			Local stores, Woodhall Spa	0	.0%	1	1.2%	0	.0%
			Goodwins, Tattershall Road, Woodhall Spa	0	.0%	1	1.2%	0	.0%
Zone 5	North Kesteven	Whisby Garden Centre		0	.0%	0	.0%	2	2.4%
		Other	North Hykeham	0	.0%	0	.0%	1	1.2%
Zone 6	West Lindsey	Other	Cherry Willingham, Lincoln	0	.0%	0	.0%	0	.0%
			B&Q Tritton Road, Lincoln	3	3.4%	1	1.2%	6	7.1%
			Local stores, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7	Lincoln	Other	Tritton Road Retail Park, Lincoln	1	1.1%	0	.0%	0	.0%
			Garden Show, Lincoln	0	.0%	0	.0%	0	.0%
			Asda, High Street, Lincoln	0	.0%	0	.0%	1	1.2%
			Screwfix, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Morrisons, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Lincoln City Centre market	0	.0%	0	.0%	0	.0%
			Jackson Building Centres, Canwick Road, Lincoln	1	1.1%	0	.0%	0	.0%
			Co-op, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Asda, Valentine Road, Lincoln	0	.0%	0	.0%	0	.0%
			B&Q, Beevor Street, Lincoln	4	4.5%	10	12.3%	34	40.0%
			Focus, The Carlton Centre, Outer Circle Road, Lincoln	1	1.1%	0	.0%	1	1.2%
			Homebase, The Sidings, Lincoln	1	1.1%	0	.0%	1	1.2%
			Lincoln City Centre	8	9.1%	11	13.6%	21	24.7%
Zone 8	Lincoln	Other	Local stores, Lincoln	0	.0%	0	.0%	0	.0%
			Wilkinsons, Waterside South, Lincoln	1	1.1%	0	.0%	1	1.2%
			Tesco, Wragby Road, Lincoln	0	.0%	0	.0%	0	.0%
			Jewsons, Deacon Road, Lincoln	0	.0%	0	.0%	0	.0%
			Countdown Drugstore, Burton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Wickes, Outer Circle Road, Lincoln	0	.0%	0	.0%	0	.0%

(cont.)

Q22. Where did you last go to buy DIY or gardening goods?

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Zone 9	North Kesteven	Other	Ruskington Garden Centre	0	.0%	1	1.2%	0	.0%
			Ruskington Garden Centre, White House Farm, Ruskington	0	.0%	1	1.2%	0	.0%
			Ruskington	0	.0%	0	.0%	0	.0%
			J Parker, Anwick	0	.0%	0	.0%	0	.0%
			Heckington	0	.0%	0	.0%	0	.0%
			Garden Centre, Ruskington	0	.0%	0	.0%	0	.0%
			Anwick	0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Other	Homebase, Shorehan Road, Sleaford	0	.0%	1	1.2%	0	.0%
			Sleaford	0	.0%	2	2.5%	0	.0%
			Four Seasons Garden Centre, Silk Willoughby, Sleaford	0	.0%	0	.0%	0	.0%
			Garden Centre, Anwick, Sleaford	0	.0%	0	.0%	0	.0%
			Silk Willoughby	0	.0%	0	.0%	0	.0%
			Local stores, Sleaford	0	.0%	0	.0%	0	.0%
			Jewsons, Oak Park, East Road, Sleaford	0	.0%	0	.0%	0	.0%
Zone 12	South Kesteven	Other	Aldi, Mareham Lane, Sleaford	0	.0%	0	.0%	0	.0%
			Sudbrook	0	.0%	0	.0%	0	.0%
			Epworth	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Other	Holmes and Gardens, Belton Road, Epworth	0	.0%	0	.0%	0	.0%
	West Lindsey	Gainsborough		0	.0%	0	.0%	0	.0%

(cont.)



**Q22. Where did you last go to buy DIY or gardening goods?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Zone 12	West Lindsey	Other	Focus, Lea Road, Gainsborough	0	.0%	0	.0%	0	.0%
			Wilkinsons, Marshalls Yard, Gainsborough	0	.0%	0	.0%	0	.0%
			Fairgardens Plant Centre, Kirton Lindsey, Gainsborough	0	.0%	0	.0%	0	.0%
			Garden Centre, Kirton Lindsey	0	.0%	0	.0%	1	1.2%
			Tesco, Beaumont Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Morrisons, Heapham Road, Gainsborough	0	.0%	0	.0%	0	.0%
			Local stores, Gainsborough	0	.0%	0	.0%	0	.0%
			Argos, Silver Street, Gainsborough	0	.0%	0	.0%	0	.0%
Zone 14	North East Lincolnshire	Other	Waltham	0	.0%	0	.0%	0	.0%
			Market Rasen	2	2.3%	0	.0%	0	.0%
	West Lindsey	Other	Caistor	0	.0%	0	.0%	0	.0%
			Priceless, Market Place, Market Rasen	0	.0%	0	.0%	0	.0%
			Brigg Garden Centre	0	.0%	0	.0%	0	.0%
			Brigg	0	.0%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Brians, Brigg	0	.0%	0	.0%	0	.0%
			Wilkinsons, Cary Lane, Brigg	0	.0%	0	.0%	0	.0%
			Local stores, Brigg	0	.0%	0	.0%	0	.0%
			Frost Garden Centre, Bigby High Road, Brigg	0	.0%	0	.0%	0	.0%
			B&Q, Sandy Lane Retail Park, Babbage Way, Worksop	1	1.1%	0	.0%	0	.0%
			Worksop	0	.0%	1	1.2%	0	.0%
			Wickes, Babbage Way, Worksop	0	.0%	0	.0%	0	.0%
			Local stores, Worksop	0	.0%	0	.0%	0	.0%
Outside Study Area	Bassetlaw	Other	Dukeries Garden Centre, Welbeck, Worksop	0	.0%	0	.0%	0	.0%

(cont.)

**Q22. Where did you last go to buy DIY or gardening goods?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Outside Study Area	Boston	Boston		0	.0%	11	13.6%	0	.0%
			B&Q, New Hammond Beck Road, Boston	1	1.1%	2	2.5%	0	.0%
		Other	Homebase, Grantham Road, Boston	0	.0%	2	2.5%	0	.0%
			Local Stores, Kirton Lindsey	0	.0%	0	.0%	0	.0%
			B&Q, Boston	0	.0%	0	.0%	0	.0%
	Doncaster	Doncaster		0	.0%	0	.0%	0	.0%
			B&Q, White Rose Way, Doncaster	0	.0%	0	.0%	0	.0%
			Wickes, Leger Way, Doncaster	0	.0%	0	.0%	0	.0%
		Other	Walkers Nurseries, Mosham Road, Doncaster	0	.0%	0	.0%	0	.0%
			Tickhill Garden Centre, Bawtry Road, Doncaster	0	.0%	0	.0%	0	.0%
			Blaxton, Doncaster	0	.0%	0	.0%	0	.0%
	East Lindsey	Other	Woodthorpe Hall Garden Centre, Alford	1	1.1%	0	.0%	0	.0%
	Greater Manchester	Other	Manchester	0	.0%	0	.0%	0	.0%
	Leeds	Other	Garden Centre, Wetherby	0	.0%	0	.0%	0	.0%
			Thorsby	0	.0%	0	.0%	0	.0%
	Newark and Sherwood	Pennells, Newark Road, South Hykeham		1	1.1%	0	.0%	5	5.9%
		Newark		0	.0%	0	.0%	5	5.9%
		Other	Homebase, Northgate Retail Park, Newark	0	.0%	0	.0%	3	3.5%
			Hykeham DIY, Newark Road, North Hykeham	0	.0%	0	.0%	1	1.2%
	Norfolk	Other	Norfolk	1	1.1%	0	.0%	0	.0%
	North East Lincolnshire	Grimsby		9	10.2%	0	.0%	0	.0%
		B&Q, Peakes Parkway, Robinson Street West, Grimsby		5	5.7%	1	1.2%	0	.0%

(cont.)

Q22. Where did you last go to buy DIY or gardening goods?

			Zone						
			3		4		5		
			Num	%	Num	%	Num	%	
Outside Study Area	North East Lincolnshire	Other	Homebase, Victoria Street, Grimsby	1	1.1%	0	.0%	0	.0%
			Pennells, Humberston Road, Grimsby	0	.0%	0	.0%	0	.0%
			Wilkinsons, Freeman Street, Grimsby	0	.0%	0	.0%	0	.0%
			Sainsbury's, Corporation Road, Grimsby	0	.0%	0	.0%	0	.0%
			Morrisons, Hilmore Road, Laceby	0	.0%	0	.0%	0	.0%
			Lidl, Ladysmith Road, Grimsby	0	.0%	0	.0%	0	.0%
			Alford Garden Centre, Grimsby Road, Laceby	0	.0%	0	.0%	0	.0%
		Scunthorpe	0	.0%	0	.0%	0	.0%	
		B&Q, Gallagher Retail Park, Doncaster Road, Scunthorpe	0	.0%	0	.0%	0	.0%	
		Homebase, Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%	
	North Lincolnshire	Other	Wickes, Glebe Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Silica Lodge Garden Centre, Scotter Road South, Scunthorpe	0	.0%	0	.0%	0	.0%
			TJ Hughes, Cole Street, Scunthorpe	0	.0%	0	.0%	0	.0%
			The Range, Holyrood Drive, Scunthorpe	0	.0%	0	.0%	0	.0%
			Screwfix, Parkway Business Park, Mannaberg Way, Scunthorpe	0	.0%	0	.0%	0	.0%
			Homebase, Scunthorpe	0	.0%	0	.0%	0	.0%
			Dulux Centre, Ashby	0	.0%	0	.0%	0	.0%
	Nottingham	Nottingham	0	.0%	0	.0%	0	.0%	
	Rushcliffe	Other	East Bridgford	0	.0%	0	.0%	0	.0%
	Sheffield	Sheffield	0	.0%	0	.0%	0	.0%	
	South Holland	Spalding	0	.0%	0	.0%	0	.0%	

(cont.)

Q22. Where did you last go to buy DIY or gardening goods?

			Zone					
			3		4		5	
			Num	%	Num	%	Num	%
Outside Study Area	South Kesteven	Grantham	0	.0%	1	1.2%	0	.0%
		B&Q, Grantham Retail Park, London Road, Grantham	0	.0%	0	.0%	0	.0%
		Downtown Garden Centre/Boundary Mills, Gonerby Moor, Grantham	0	.0%	0	.0%	0	.0%
		Wickes, Gonerby Road, Grantham	0	.0%	0	.0%	0	.0%
		Homebase, Dysart Road, Grantham	0	.0%	0	.0%	0	.0%
	Southend-on-Sea	Other Bourne	0	.0%	0	.0%	0	.0%
		Other Southend-on-Sea	0	.0%	0	.0%	0	.0%
		Other Layham	0	.0%	0	.0%	0	.0%
	Other	Internet/ Home Delivery	2	2.3%	3	3.7%	2	2.4%

(cont.)

**Q22. Where did you last go to buy DIY or gardening goods?**

				Zone							
				6		7		8			
				Num	%	Num	%	Num	%		
Zone 1	Bassetlaw	Base: All respondents (ex DK, varies, don't buy)		83	100.0%	78	100.0%	84	100.0%		
		Other	Retford	0	.0%	0	.0%	0	.0%		
			Wilkinsons, Carolgate, Retford	0	.0%	0	.0%	0	.0%		
			Focus, Moorgate, Retford	0	.0%	0	.0%	0	.0%		
			Retford Garden Centre, Bar Road, Retford	0	.0%	0	.0%	0	.0%		
			Morrisons, Idle Valley Road, Retford	0	.0%	0	.0%	0	.0%		
			Local stores, Retford	0	.0%	0	.0%	0	.0%		
			Bawtry	0	.0%	0	.0%	0	.0%		
			Argos, Market Place, Retford	0	.0%	0	.0%	0	.0%		
			Aldi, Carolgate, Retford	0	.0%	0	.0%	0	.0%		
	Scothern Nurseries, Dunholme Road, Welton	0	.0%	0	.0%	1	1.2%				
Zone 2	West Lindsey	Living Gardens, Saxilby		0	.0%	1	1.3%	0	.0%		
		Other	Saxilby	0	.0%	0	.0%	0	.0%		
			Harpswell	1	1.2%	0	.0%	0	.0%		
		Dunholme	0	.0%	0	.0%	0	.0%			
		Louth		0	.0%	0	.0%	0	.0%		
			Horncastle	0	.0%	0	.0%	0	.0%		
			Wyevale Garden Centre, Legbourne Road, Louth	0	.0%	0	.0%	0	.0%		
			Crowders Garden Centre, Horncastle	0	.0%	0	.0%	0	.0%		
		Zone 3	East Lindsey	Other	Focus, Belvoir Way, Louth	0	.0%	0	.0%	0	.0%
					Local stores, Horncastle	0	.0%	0	.0%	0	.0%
Kemps, North Street, Horncastle	0				.0%	0	.0%	0	.0%		
Argos, Louth	0				.0%	0	.0%	0	.0%		
A Church & Sons, Market Place, Horncastle	0				.0%	0	.0%	0	.0%		

(cont.)

**Q22. Where did you last go to buy DIY or gardening goods?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Zone 4	East Lindsey	Other	Woodhall Spa	0	.0%	0	.0%	0	.0%
			Local stores, Woodhall Spa	0	.0%	0	.0%	0	.0%
			Goodwins, Tattershall Road, Woodhall Spa	0	.0%	0	.0%	0	.0%
Zone 5	North Kesteven	Whisby Garden Centre		0	.0%	0	.0%	0	.0%
		Other	North Hykeham	0	.0%	0	.0%	0	.0%
Zone 6	West Lindsey	Other	Cherry Willingham, Lincoln	1	1.2%	0	.0%	0	.0%
			B&Q Tritton Road, Lincoln	7	8.4%	5	6.4%	11	13.1%
			Local stores, Lincoln	1	1.2%	1	1.3%	0	.0%
			Tritton Road Retail Park, Lincoln	1	1.2%	0	.0%	0	.0%
			Garden Show, Lincoln	0	.0%	1	1.3%	1	1.2%
			Asda, High Street, Lincoln	0	.0%	1	1.3%	0	.0%
			Lincoln						
			Other						
			Screwfix, Tritton Road, Lincoln	1	1.2%	0	.0%	0	.0%
			Morrisons, Tritton Road, Lincoln	0	.0%	1	1.3%	0	.0%
			Lincoln City Centre market	0	.0%	0	.0%	1	1.2%
			Jackson Building Centres, Canwick Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Asda, Valentine Road, Lincoln	1	1.2%	0	.0%	0	.0%
			B&Q, Beevor Street, Lincoln	22	26.5%	37	47.4%	24	28.6%
Zone 7/8	North Kesteven	Other	Focus, The Carlton Centre, Outer Circle Road, Lincoln	2	2.4%	1	1.3%	7	8.3%
			Homebase, The Sidings, Lincoln	0	.0%	4	5.1%	3	3.6%
			Lincoln City Centre	28	33.7%	17	21.8%	18	21.4%
			Local stores, Lincoln	0	.0%	0	.0%	2	2.4%
Zone 8	Lincoln	Other	Wilkinsons, Waterside South, Lincoln	2	2.4%	0	.0%	0	.0%
			Tesco, Wragby Road, Lincoln	0	.0%	0	.0%	2	2.4%
			Jewsons, Deacon Road, Lincoln	0	.0%	0	.0%	1	1.2%
			Countdown Drugstore, Burton Road, Lincoln	0	.0%	0	.0%	1	1.2%
			North Kesteven						
			Wickes, Outer Circle Road, Lincoln	4	4.8%	1	1.3%	3	3.6%

(cont.)

Q22. Where did you last go to buy DIY or gardening goods?

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Zone 9	North Kesteven	Other	Ruskington Garden Centre	1	1.2%	0	.0%	0	.0%
			Ruskington Garden Centre, White House Farm, Ruskington	0	.0%	0	.0%	0	.0%
			Ruskington	0	.0%	0	.0%	0	.0%
			J Parker, Anwick	0	.0%	0	.0%	0	.0%
			Heckington	0	.0%	0	.0%	0	.0%
			Garden Centre, Ruskington	0	.0%	0	.0%	0	.0%
			Anwick	0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Other	Homebase, Shorehan Road, Sleaford	0	.0%	0	.0%	0	.0%
			Sleaford	0	.0%	0	.0%	0	.0%
			Four Seasons Garden Centre, Silk Willoughby, Sleaford	0	.0%	0	.0%	0	.0%
			Garden Centre, Anwick, Sleaford	0	.0%	0	.0%	0	.0%
			Silk Willoughby	0	.0%	0	.0%	0	.0%
			Local stores, Sleaford	0	.0%	0	.0%	0	.0%
			Jewsons, Oak Park, East Road, Sleaford	0	.0%	0	.0%	0	.0%
Zone 12	South Kesteven	Other	Aldi, Mareham Lane, Sleaford	0	.0%	0	.0%	0	.0%
			Sudbrook	0	.0%	0	.0%	0	.0%
			Epworth	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Other	Holmes and Gardens, Belton Road, Epworth	0	.0%	0	.0%	0	.0%
			West Lindsey	0	.0%	0	.0%	0	.0%

(cont.)

**Q22. Where did you last go to buy DIY or gardening goods?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Zone 12	West Lindsey	Other	Focus, Lea Road, Gainsborough	0	.0%	0	.0%	0	.0%
			Wilkinsons, Marshalls Yard, Gainsborough	0	.0%	0	.0%	1	1.2%
			Fairgardens Plant Centre, Kirton Lindsey, Gainsborough	0	.0%	0	.0%	0	.0%
			Garden Centre, Kirton Lindsey	0	.0%	0	.0%	0	.0%
			Tesco, Beaumont Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Morrisons, Heapham Road, Gainsborough	0	.0%	0	.0%	0	.0%
			Local stores, Gainsborough	0	.0%	0	.0%	0	.0%
			Argos, Silver Street, Gainsborough	0	.0%	0	.0%	0	.0%
Zone 14	North East Lincolnshire	Other	Waltham	0	.0%	0	.0%	0	.0%
			Market Rasen	0	.0%	0	.0%	0	.0%
	West Lindsey	Other	Caistor	0	.0%	0	.0%	0	.0%
			Priceless, Market Place, Market Rasen	0	.0%	0	.0%	0	.0%
			Brigg Garden Centre	1	1.2%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Brigg	0	.0%	0	.0%	0	.0%
			Brians, Brigg	0	.0%	0	.0%	0	.0%
			Wilkinsons, Cary Lane, Brigg	0	.0%	0	.0%	0	.0%
			Local stores, Brigg	0	.0%	0	.0%	0	.0%
			Frost Garden Centre, Bigby High Road, Brigg	0	.0%	0	.0%	0	.0%
			B&Q, Sandy Lane Retail Park, Babbage Way, Worksop	1	1.2%	0	.0%	0	.0%
			Worksop	0	.0%	0	.0%	0	.0%
			Wickes, Babbage Way, Worksop	0	.0%	0	.0%	0	.0%
Outside Study Area	Bassetlaw	Other	Local stores, Worksop	0	.0%	0	.0%	0	.0%
			Dukeries Garden Centre, Welbeck, Worksop	0	.0%	0	.0%	0	.0%

(cont.)



**Q22. Where did you last go to buy DIY or gardening goods?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Outside Study Area	Boston	Boston		0	.0%	0	.0%	0	.0%
			B&Q, New Hammond Beck Road, Boston	0	.0%	0	.0%	0	.0%
		Other	Homebase, Grantham Road, Boston	0	.0%	0	.0%	0	.0%
			Local Stores, Kirton Lindsey	0	.0%	0	.0%	0	.0%
			B&Q, Boston	0	.0%	0	.0%	0	.0%
	Doncaster	Doncaster		0	.0%	0	.0%	0	.0%
			B&Q, White Rose Way, Doncaster	0	.0%	0	.0%	0	.0%
			Wickes, Leger Way, Doncaster	0	.0%	0	.0%	0	.0%
		Other	Walkers Nurseries, Mosham Road, Doncaster	0	.0%	0	.0%	0	.0%
			Tickhill Garden Centre, Bawtry Road, Doncaster	0	.0%	0	.0%	0	.0%
			Blaxton, Doncaster	0	.0%	0	.0%	0	.0%
	East Lindsey	Other	Woodthorpe Hall Garden Centre, Alford	0	.0%	0	.0%	0	.0%
	Greater Manchester	Other	Manchester	0	.0%	0	.0%	1	1.2%
	Leeds	Other	Garden Centre, Wetherby	0	.0%	0	.0%	1	1.2%
			Thorsby	0	.0%	0	.0%	0	.0%
			Pennells, Newark Road, South Hykeham	8	9.6%	4	5.1%	0	.0%
	Newark and Sherwood	Newark		0	.0%	0	.0%	0	.0%
			Homebase, Northgate Retail Park, Newark	0	.0%	0	.0%	0	.0%
		Other	Hykeham DIY, Newark Road, North Hykeham	0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%
	Norfolk	Other	Norfolk	0	.0%	0	.0%	0	.0%
	North East Lincolnshire	Grimsby		0	.0%	0	.0%	0	.0%
			B&Q, Peakes Parkway, Robinson Street West, Grimsby	0	.0%	1	1.3%	0	.0%

(cont.)

Q22. Where did you last go to buy DIY or gardening goods?

			Zone						
			6		7		8		
			Num	%	Num	%	Num	%	
Outside Study Area	North East Lincolnshire	Other	Homebase, Victoria Street, Grimsby	0	.0%	0	.0%	0	.0%
			Pennells, Humberston Road, Grimsby	0	.0%	0	.0%	0	.0%
			Wilkinsons, Freeman Street, Grimsby	0	.0%	0	.0%	0	.0%
			Sainsbury's, Corporation Road, Grimsby	0	.0%	0	.0%	0	.0%
			Morrisons, Hilmore Road, Laceby	0	.0%	0	.0%	0	.0%
			Lidl, Ladysmith Road, Grimsby	0	.0%	0	.0%	0	.0%
			Alford Garden Centre, Grimsby Road, Laceby	0	.0%	0	.0%	0	.0%
		Scunthorpe	0	.0%	0	.0%	0	.0%	
		B&Q, Gallagher Retail Park, Doncaster Road, Scunthorpe		0	.0%	0	.0%	0	.0%
		Homebase, Lakeside Retail Park, Scunthorpe		0	.0%	0	.0%	0	.0%
	North Lincolnshire	Other	Wickes, Glebe Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Silica Lodge Garden Centre, Scotter Road South, Scunthorpe	0	.0%	0	.0%	0	.0%
			TJ Hughes, Cole Street, Scunthorpe	0	.0%	0	.0%	0	.0%
			The Range, Holyrood Drive, Scunthorpe	0	.0%	0	.0%	1	1.2%
			Screwfix, Parkway Business Park, Mannaberg Way, Scunthorpe	0	.0%	0	.0%	0	.0%
			Homebase, Scunthorpe	0	.0%	0	.0%	0	.0%
			Dulux Centre, Ashby	0	.0%	0	.0%	0	.0%
	Nottingham	Nottingham		0	.0%	0	.0%	0	.0%
	Rushcliffe	Other	East Bridgford	0	.0%	0	.0%	0	.0%
	Sheffield	Sheffield		0	.0%	0	.0%	0	.0%
	South Holland	Spalding		0	.0%	1	1.3%	0	.0%

(cont.)

Q22. Where did you last go to buy DIY or gardening goods?

			Zone					
			6		7		8	
			Num	%	Num	%	Num	%
Outside Study Area	South Kesteven	Grantham	0	.0%	1	1.3%	1	1.2%
		B&Q, Grantham Retail Park, London Road, Grantham	0	.0%	0	.0%	0	.0%
		Downtown Garden Centre/Boundary Mills, Gonerby Moor, Grantham	0	.0%	0	.0%	0	.0%
		Wickes, Gonerby Road, Grantham	0	.0%	0	.0%	0	.0%
		Homebase, Dysart Road, Grantham	0	.0%	0	.0%	0	.0%
	Southend-on-Sea	Other Bourne	0	.0%	0	.0%	0	.0%
		Other Southend-on-Sea	0	.0%	0	.0%	0	.0%
		Other Layham	0	.0%	0	.0%	0	.0%
Other	Internet/ Home Delivery		1	1.2%	1	1.3%	4	4.8%

(cont.)

**Q22. Where did you last go to buy DIY or gardening goods?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Zone 1	Bassetlaw	Base: All respondents (ex DK, varies, don't buy)		81	100.0%	84	100.0%	84	100.0%
		Retford		0	.0%	0	.0%	6	7.1%
			Wilkinsons, Carolgate, Retford	0	.0%	0	.0%	1	1.2%
			Focus, Moorgate, Retford	0	.0%	0	.0%	2	2.4%
			Retford Garden Centre, Bar Road, Retford	0	.0%	0	.0%	1	1.2%
		Other	Morrisons, Idle Valley Road, Retford	0	.0%	0	.0%	1	1.2%
			Local stores, Retford	0	.0%	0	.0%	0	.0%
			Bawtry	0	.0%	0	.0%	1	1.2%
			Argos, Market Place, Retford	0	.0%	0	.0%	1	1.2%
			Aldi, Carolgate, Retford	0	.0%	0	.0%	0	.0%
	West Lindsey	Scothern Nurseries, Dunholme Road, Welton		0	.0%	0	.0%	0	.0%
		Living Gardens, Saxilby		0	.0%	0	.0%	0	.0%
		Other	Saxilby	0	.0%	0	.0%	0	.0%
			Harpwell	0	.0%	0	.0%	0	.0%
			Dunholme	0	.0%	0	.0%	0	.0%
Zone 3	East Lindsey	Other	Louth	0	.0%	0	.0%	0	.0%
			Horncastle	0	.0%	0	.0%	0	.0%
			Wyevale Garden Centre, Legbourne Road, Louth	0	.0%	0	.0%	0	.0%
			Crowders Garden Centre, Horncastle	0	.0%	0	.0%	0	.0%
			Focus, Belvoir Way, Louth	0	.0%	0	.0%	0	.0%
			Local stores, Horncastle	0	.0%	0	.0%	0	.0%
			Kemps, North Street, Horncastle	0	.0%	0	.0%	0	.0%
			Argos, Louth	0	.0%	0	.0%	0	.0%
			A Church & Sons, Market Place, Horncastle	0	.0%	0	.0%	0	.0%

(cont.)

**Q22. Where did you last go to buy DIY or gardening goods?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Zone 4	East Lindsey	Other	Woodhall Spa	0	.0%	0	.0%	0	.0%
			Local stores, Woodhall Spa	0	.0%	0	.0%	0	.0%
			Goodwins, Tattershall Road, Woodhall Spa	0	.0%	0	.0%	0	.0%
Zone 5	North Kesteven	Whisby Garden Centre		0	.0%	0	.0%	0	.0%
		Other	North Hykeham	0	.0%	0	.0%	0	.0%
Zone 6	West Lindsey	Other	Cherry Willingham, Lincoln	0	.0%	0	.0%	0	.0%
			B&Q Tritton Road, Lincoln	0	.0%	1	1.2%	0	.0%
			Local stores, Lincoln	0	.0%	0	.0%	0	.0%
			Tritton Road Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Garden Show, Lincoln	0	.0%	0	.0%	0	.0%
			Asda, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Screwfix, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Morrisons, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Lincoln City Centre market	0	.0%	0	.0%	0	.0%
			Jackson Building Centres, Canwick Road, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Asda, Valentine Road, Lincoln	0	.0%	0	.0%	0	.0%
			B&Q, Beevor Street, Lincoln	2	2.5%	1	1.2%	0	.0%
			Focus, The Carlton Centre, Outer Circle Road, Lincoln	0	.0%	0	.0%	0	.0%
			Homebase, The Sidings, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7/8	North Kesteven	Lincoln City Centre		0	.0%	9	10.7%	1	1.2%
			Local stores, Lincoln	0	.0%	0	.0%	1	1.2%
			Wilkinsons, Waterside South, Lincoln	1	1.2%	0	.0%	0	.0%
Zone 8	Lincoln	Other	Tesco, Wragby Road, Lincoln	0	.0%	0	.0%	0	.0%
			Jewsons, Deacon Road, Lincoln	0	.0%	0	.0%	0	.0%
			Countdown Drugstore, Burton Road, Lincoln	0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%
			Wickes, Outer Circle Road, Lincoln	0	.0%	0	.0%	0	.0%

(cont.)

Q22. Where did you last go to buy DIY or gardening goods?

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Zone 9	North Kesteven	Other	Ruskington Garden Centre	3	3.7%	3	3.6%	0	.0%
			Ruskington Garden Centre, White House Farm, Ruskington	1	1.2%	0	.0%	0	.0%
			Ruskington	1	1.2%	0	.0%	0	.0%
			J Parker, Anwick	1	1.2%	0	.0%	0	.0%
			Heckington	1	1.2%	0	.0%	0	.0%
			Garden Centre, Ruskington	1	1.2%	0	.0%	0	.0%
			Anwick	0	.0%	1	1.2%	0	.0%
Zone 10	North Kesteven	Other	Homebase, Shorehan Road, Sleaford	15	18.5%	24	28.6%	0	.0%
			Sleaford	15	18.5%	20	23.8%	0	.0%
			Four Seasons Garden Centre, Silk Willoughby, Sleaford	0	.0%	4	4.8%	0	.0%
			Garden Centre, Anwick, Sleaford	2	2.5%	0	.0%	0	.0%
			Silk Willoughby	1	1.2%	0	.0%	0	.0%
			Local stores, Sleaford	0	.0%	1	1.2%	0	.0%
			Jewsons, Oak Park, East Road, Sleaford	1	1.2%	0	.0%	0	.0%
Zone 12	South Kesteven	Other	Aldi, Mareham Lane, Sleaford	0	.0%	1	1.2%	0	.0%
			Sudbrook	0	.0%	0	.0%	0	.0%
			Epworth	0	.0%	0	.0%	3	3.6%
	North Lincolnshire	Other	Holmes and Gardens, Belton Road, Epworth	0	.0%	0	.0%	1	1.2%
	West Lindsey	Gainsborough		0	.0%	0	.0%	8	9.5%

(cont.)

Q22. Where did you last go to buy DIY or gardening goods?

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Zone 12	West Lindsey	Other	Focus, Lea Road, Gainsborough	0	.0%	0	.0%	0	.0%
			Wilkinsons, Marshalls Yard, Gainsborough	0	.0%	0	.0%	1	1.2%
			Fairgardens Plant Centre, Kirton Lindsey, Gainsborough	0	.0%	0	.0%	0	.0%
			Garden Centre, Kirton Lindsey	0	.0%	0	.0%	0	.0%
			Tesco, Beaumont Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Morrisons, Heapham Road, Gainsborough	0	.0%	0	.0%	0	.0%
			Local stores, Gainsborough	0	.0%	0	.0%	0	.0%
			Argos, Silver Street, Gainsborough	0	.0%	0	.0%	0	.0%
Zone 14	North East Lincolnshire	Other	Waltham	0	.0%	0	.0%	0	.0%
			Market Rasen	0	.0%	0	.0%	0	.0%
	West Lindsey	Other	Caistor	0	.0%	0	.0%	0	.0%
			Priceless, Market Place, Market Rasen	0	.0%	0	.0%	0	.0%
			Brigg Garden Centre	1	1.2%	0	.0%	0	.0%
			Brigg	0	.0%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Brians, Brigg	0	.0%	0	.0%	0	.0%
			Wilkinsons, Cary Lane, Brigg	0	.0%	0	.0%	0	.0%
			Local stores, Brigg	0	.0%	0	.0%	0	.0%
			Frost Garden Centre, Bigby High Road, Brigg	0	.0%	0	.0%	0	.0%
			B&Q, Sandy Lane Retail Park, Babbage Way, Worksop	0	.0%	0	.0%	4	4.8%
			Worksop	0	.0%	0	.0%	2	2.4%
			Wickes, Babbage Way, Worksop	0	.0%	0	.0%	1	1.2%
			Local stores, Worksop	0	.0%	0	.0%	0	.0%
Outside Study Area	Bassetlaw	Other	Dukeries Garden Centre, Welbeck, Worksop	0	.0%	0	.0%	0	.0%

(cont.)

**Q22. Where did you last go to buy DIY or gardening goods?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Outside Study Area	Boston	Boston		13	16.0%	0	.0%	0	.0%
			B&Q, New Hammond Beck Road, Boston	8	9.9%	1	1.2%	0	.0%
		Other	Homebase, Grantham Road, Boston	1	1.2%	0	.0%	0	.0%
			Local Stores, Kirton Lindsey	0	.0%	0	.0%	0	.0%
			B&Q, Boston	1	1.2%	0	.0%	0	.0%
	Doncaster	Doncaster		0	.0%	0	.0%	16	19.0%
			B&Q, White Rose Way, Doncaster	0	.0%	0	.0%	8	9.5%
			Wickes, Leger Way, Doncaster	0	.0%	0	.0%	2	2.4%
		Other	Walkers Nurseries, Mosham Road, Doncaster	0	.0%	0	.0%	1	1.2%
			Tickhill Garden Centre, Bawtry Road, Doncaster	0	.0%	0	.0%	1	1.2%
			Blaxton, Doncaster	0	.0%	0	.0%	1	1.2%
	East Lindsey	Other	Woodthorpe Hall Garden Centre, Alford	0	.0%	0	.0%	0	.0%
	Greater Manchester	Other	Manchester	0	.0%	0	.0%	0	.0%
	Leeds	Other	Garden Centre, Wetherby	0	.0%	0	.0%	0	.0%
			Thorsby	0	.0%	0	.0%	0	.0%
			Pennells, Newark Road, South Hykeham	0	.0%	0	.0%	0	.0%
	Newark and Sherwood	Newark		0	.0%	1	1.2%	0	.0%
			Homebase, Northgate Retail Park, Newark	0	.0%	0	.0%	0	.0%
		Other	Hykeham DIY, Newark Road, North Hykeham	0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%
	Norfolk	Other	Norfolk	0	.0%	0	.0%	0	.0%
		Grimsby		0	.0%	0	.0%	0	.0%
	North East Lincolnshire		B&Q, Peakes Parkway, Robinson Street West, Grimsby	0	.0%	0	.0%	0	.0%

(cont.)



**Q22. Where did you last go to buy DIY or gardening goods?**

			Zone						
			9		10		11		
			Num	%	Num	%	Num	%	
Outside Study Area	North East Lincolnshire	Other	Homebase, Victoria Street, Grimsby	0	.0%	0	.0%	0	.0%
			Pennells, Humberston Road, Grimsby	0	.0%	0	.0%	0	.0%
			Wilkinsons, Freeman Street, Grimsby	0	.0%	0	.0%	0	.0%
			Sainsbury's, Corporation Road, Grimsby	0	.0%	0	.0%	0	.0%
			Morrisons, Hilmore Road, Laceby	0	.0%	0	.0%	0	.0%
			Lidl, Ladysmith Road, Grimsby	0	.0%	0	.0%	0	.0%
			Alford Garden Centre, Grimsby Road, Laceby	0	.0%	0	.0%	0	.0%
		Scunthorpe	0	.0%	0	.0%	5	6.0%	
		B&Q, Gallagher Retail Park, Doncaster Road, Scunthorpe	0	.0%	0	.0%	9	10.7%	
		Homebase, Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%	
	North Lincolnshire	Other	Wickes, Glebe Road, Scunthorpe	0	.0%	0	.0%	0	.0%
			Silica Lodge Garden Centre, Scotter Road South, Scunthorpe	0	.0%	0	.0%	0	.0%
			TJ Hughes, Cole Street, Scunthorpe	0	.0%	0	.0%	0	.0%
			The Range, Holyrood Drive, Scunthorpe	0	.0%	0	.0%	0	.0%
			Screwfix, Parkway Business Park, Mannaberg Way, Scunthorpe	0	.0%	0	.0%	0	.0%
			Homebase, Scunthorpe	0	.0%	0	.0%	0	.0%
			Dulux Centre, Ashby	0	.0%	0	.0%	0	.0%
	Nottingham	Nottingham		0	.0%	0	.0%	1	1.2%
	Rushcliffe	Other	East Bridgford	0	.0%	0	.0%	0	.0%
	Sheffield	Sheffield		0	.0%	0	.0%	0	.0%
	South Holland	Spalding		0	.0%	0	.0%	0	.0%

(cont.)

Q22. Where did you last go to buy DIY or gardening goods?

			Zone					
			9		10		11	
			Num	%	Num	%	Num	%
Outside Study Area	South Kesteven	Grantham	2	2.5%	9	10.7%	0	.0%
		B&Q, Grantham Retail Park, London Road, Grantham	3	3.7%	1	1.2%	1	1.2%
		Downtown Garden Centre/Boundary Mills, Gonerby Moor, Grantham	0	.0%	3	3.6%	0	.0%
		Wickes, Gonerby Road, Grantham	1	1.2%	0	.0%	0	.0%
		Homebase, Dysart Road, Grantham	0	.0%	1	1.2%	0	.0%
	Southend-on-Sea	Other Bourne	2	2.5%	0	.0%	0	.0%
		Other Southend-on-Sea	0	.0%	0	.0%	0	.0%
		Other Layham	0	.0%	0	.0%	0	.0%
Other	Internet/ Home Delivery		4	4.9%	3	3.6%	4	4.8%

(cont.)

**Q22. Where did you last go to buy DIY or gardening goods?**

				Zone							
				12		13		14			
				Num	%	Num	%	Num	%		
Zone 1	Bassetlaw	Base: All respondents (ex DK, varies, don't buy)		67	100.0%	83	100.0%	84	100.0%		
		Other	Retford	0	.0%	0	.0%	0	.0%		
			Wilkinsons, Carolgate, Retford	0	.0%	0	.0%	0	.0%		
			Focus, Moorgate, Retford	0	.0%	0	.0%	0	.0%		
			Retford Garden Centre, Bar Road, Retford	0	.0%	0	.0%	0	.0%		
			Morrisons, Idle Valley Road, Retford	0	.0%	0	.0%	0	.0%		
			Local stores, Retford	0	.0%	0	.0%	0	.0%		
			Bawtry	0	.0%	0	.0%	0	.0%		
			Argos, Market Place, Retford	0	.0%	0	.0%	0	.0%		
			Aldi, Carolgate, Retford	0	.0%	0	.0%	0	.0%		
	Scothern Nurseries, Dunholme Road, Welton		0	.0%	0	.0%	0	.0%			
Zone 2	West Lindsey	Living Gardens, Saxilby		0	.0%	0	.0%	0	.0%		
		Other	Saxilby	0	.0%	0	.0%	0	.0%		
			Harpswell	0	.0%	0	.0%	0	.0%		
		Dunholme	0	.0%	0	.0%	0	.0%			
		Louth		0	.0%	1	1.2%	2	2.4%		
			Horncastle	0	.0%	0	.0%	0	.0%		
			Wyevale Garden Centre, Legbourne Road, Louth	0	.0%	0	.0%	0	.0%		
			Crowders Garden Centre, Horncastle	0	.0%	0	.0%	0	.0%		
		Zone 3	East Lindsey	Other	Focus, Belvoir Way, Louth	0	.0%	0	.0%	0	.0%
					Local stores, Horncastle	0	.0%	0	.0%	0	.0%
Kemps, North Street, Horncastle	0				.0%	0	.0%	0	.0%		
Argos, Louth	0				.0%	0	.0%	0	.0%		
A Church & Sons, Market Place, Horncastle	0				.0%	0	.0%	0	.0%		

(cont.)

**Q22. Where did you last go to buy DIY or gardening goods?**

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Zone 4	East Lindsey	Other	Woodhall Spa	0	.0%	0	.0%	0	.0%
			Local stores, Woodhall Spa	0	.0%	0	.0%	0	.0%
			Goodwins, Tattershall Road, Woodhall Spa	0	.0%	0	.0%	0	.0%
Zone 5	North Kesteven	Whisby Garden Centre		0	.0%	0	.0%	0	.0%
		Other	North Hykeham	0	.0%	0	.0%	0	.0%
Zone 6	West Lindsey	Other	Cherry Willingham, Lincoln	0	.0%	0	.0%	0	.0%
			B&Q Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Local stores, Lincoln	0	.0%	0	.0%	0	.0%
			Tritton Road Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Garden Show, Lincoln	0	.0%	0	.0%	0	.0%
			Asda, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Screwfix, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Morrisons, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Lincoln City Centre market	0	.0%	0	.0%	0	.0%
			Jackson Building Centres, Canwick Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 7	Lincoln	Other	Co-op, High Street, Lincoln	0	.0%	0	.0%	1	1.2%
			Asda, Valentine Road, Lincoln	0	.0%	0	.0%	0	.0%
			B&Q, Beevor Street, Lincoln	1	1.5%	1	1.2%	3	3.6%
			Focus, The Carlton Centre, Outer Circle Road, Lincoln	0	.0%	0	.0%	0	.0%
			Homebase, The Sidings, Lincoln	0	.0%	0	.0%	1	1.2%
			Lincoln City Centre	1	1.5%	1	1.2%	6	7.1%
			Local stores, Lincoln	0	.0%	0	.0%	0	.0%
			Wilkinsons, Waterside South, Lincoln	0	.0%	0	.0%	1	1.2%
			Tesco, Wragby Road, Lincoln	0	.0%	0	.0%	0	.0%
			Jewsons, Deacon Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 8	Lincoln	Other	Countdown Drugstore, Burton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Wickes, Outer Circle Road, Lincoln	0	.0%	0	.0%	0	.0%
	North Kesteven								

(cont.)

Q22. Where did you last go to buy DIY or gardening goods?

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Zone 9	North Kesteven	Other	Ruskington Garden Centre	0	.0%	0	.0%	0	.0%
			Ruskington Garden Centre, White House Farm, Ruskington	0	.0%	0	.0%	0	.0%
			Ruskington	0	.0%	0	.0%	0	.0%
			J Parker, Anwick	0	.0%	0	.0%	0	.0%
			Heckington	0	.0%	0	.0%	0	.0%
			Garden Centre, Ruskington	0	.0%	0	.0%	0	.0%
			Anwick	0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Other	Homebase, Shorehan Road, Sleaford	0	.0%	0	.0%	0	.0%
			Sleaford	0	.0%	0	.0%	0	.0%
			Four Seasons Garden Centre, Silk Willoughby, Sleaford	0	.0%	0	.0%	0	.0%
			Garden Centre, Anwick, Sleaford	0	.0%	0	.0%	0	.0%
			Silk Willoughby	0	.0%	0	.0%	0	.0%
			Local stores, Sleaford	0	.0%	0	.0%	0	.0%
			Jewsons, Oak Park, East Road, Sleaford	0	.0%	0	.0%	0	.0%
Zone 12	South Kesteven	Other	Aldi, Mareham Lane, Sleaford	0	.0%	0	.0%	0	.0%
			Sudbrook	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Other	Epworth	2	3.0%	0	.0%	0	.0%
			Holmes and Gardens, Belton Road, Epworth	1	1.5%	0	.0%	0	.0%
	West Lindsey	Gainsborough		13	19.4%	0	.0%	0	.0%

(cont.)

**Q22. Where did you last go to buy DIY or gardening goods?**

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Zone 12	West Lindsey	Other	Focus, Lea Road, Gainsborough	5	7.5%	0	.0%	0	.0%
			Wilkinsons, Marshalls Yard, Gainsborough	4	6.0%	0	.0%	0	.0%
			Fairgardens Plant Centre, Kirton Lindsey, Gainsborough	0	.0%	3	3.6%	0	.0%
			Garden Centre, Kirton Lindsey	0	.0%	0	.0%	1	1.2%
			Tesco, Beaumont Street, Gainsborough	1	1.5%	0	.0%	0	.0%
			Morrisons, Heapham Road, Gainsborough	0	.0%	0	.0%	0	.0%
			Local stores, Gainsborough	0	.0%	0	.0%	0	.0%
			Argos, Silver Street, Gainsborough	1	1.5%	0	.0%	0	.0%
Zone 14	North East Lincolnshire	Other	Waltham	0	.0%	0	.0%	1	1.2%
			Market Rasen	0	.0%	0	.0%	9	10.7%
	West Lindsey	Other	Caistor	0	.0%	0	.0%	1	1.2%
			Priceless, Market Place, Market Rasen	0	.0%	0	.0%	2	2.4%
			Brigg Garden Centre	0	.0%	9	10.8%	6	7.1%
			Brigg	1	1.5%	16	19.3%	6	7.1%
Zone 15	North Lincolnshire	Other	Brians, Brigg	0	.0%	2	2.4%	0	.0%
			Wilkinsons, Cary Lane, Brigg	0	.0%	1	1.2%	0	.0%
			Local stores, Brigg	0	.0%	1	1.2%	0	.0%
			Frost Garden Centre, Bigby High Road, Brigg	0	.0%	1	1.2%	0	.0%
			B&Q, Sandy Lane Retail Park, Babbage Way, Worksop	0	.0%	0	.0%	0	.0%
			Worksop	0	.0%	0	.0%	0	.0%
			Wickes, Babbage Way, Worksop	0	.0%	0	.0%	0	.0%
			Local stores, Worksop	0	.0%	0	.0%	0	.0%
Outside Study Area	Bassetlaw	Other	Dukeries Garden Centre, Welbeck, Worksop	0	.0%	0	.0%	0	.0%

(cont.)

**Q22. Where did you last go to buy DIY or gardening goods?**

				Zone					
				12		13		14	
				Num	%	Num	%	Num	%
Outside Study Area	Boston	Boston		0	.0%	0	.0%	0	.0%
			B&Q, New Hammond Beck Road, Boston	0	.0%	0	.0%	0	.0%
		Other	Homebase, Grantham Road, Boston	0	.0%	0	.0%	0	.0%
			Local Stores, Kirton Lindsey	0	.0%	1	1.2%	0	.0%
			B&Q, Boston	0	.0%	0	.0%	0	.0%
	Doncaster	Doncaster		3	4.5%	0	.0%	0	.0%
			B&Q, White Rose Way, Doncaster	0	.0%	0	.0%	0	.0%
			Wickes, Leger Way, Doncaster	0	.0%	0	.0%	0	.0%
		Other	Walkers Nurseries, Mosham Road, Doncaster	0	.0%	0	.0%	0	.0%
			Tickhill Garden Centre, Bawtry Road, Doncaster	0	.0%	0	.0%	0	.0%
			Blaxton, Doncaster	0	.0%	0	.0%	0	.0%
	East Lindsey	Other	Woodthorpe Hall Garden Centre, Alford	0	.0%	0	.0%	0	.0%
	Greater Manchester	Other	Manchester	0	.0%	0	.0%	0	.0%
	Leeds	Other	Garden Centre, Wetherby	0	.0%	0	.0%	0	.0%
			Thorsby	0	.0%	0	.0%	1	1.2%
			Pennells, Newark Road, South Hykeham	1	1.5%	0	.0%	0	.0%
	Newark and Sherwood	Newark		0	.0%	0	.0%	0	.0%
			Homebase, Northgate Retail Park, Newark	0	.0%	0	.0%	0	.0%
		Other	Hykeham DIY, Newark Road, North Hykeham	0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%
	Norfolk	Other	Norfolk	0	.0%	0	.0%	0	.0%
	North East Lincolnshire	Grimsby		0	.0%	0	.0%	23	27.4%
			B&Q, Peakes Parkway, Robinson Street West, Grimsby	0	.0%	0	.0%	13	15.5%

(cont.)

**Q22. Where did you last go to buy DIY or gardening goods?**

			Zone						
			12		13		14		
			Num	%	Num	%	Num	%	
Outside Study Area	North East Lincolnshire	Other	Homebase, Victoria Street, Grimsby	0	.0%	0	.0%	1	1.2%
			Pennells, Humberston Road, Grimsby	0	.0%	0	.0%	2	2.4%
			Wilkinsons, Freeman Street, Grimsby	0	.0%	0	.0%	0	.0%
			Sainsbury's, Corporation Road, Grimsby	0	.0%	0	.0%	0	.0%
			Morrisons, Hilmore Road, Laceby	0	.0%	0	.0%	1	1.2%
			Lidl, Ladysmith Road, Grimsby	0	.0%	0	.0%	0	.0%
			Alford Garden Centre, Grimsby Road, Laceby	0	.0%	0	.0%	1	1.2%
		Scunthorpe		15	22.4%	21	25.3%	0	.0%
		B&Q, Gallagher Retail Park, Doncaster Road, Scunthorpe		14	20.9%	7	8.4%	0	.0%
		Homebase, Lakeside Retail Park, Scunthorpe		1	1.5%	10	12.0%	0	.0%
	North Lincolnshire	Other	Wickes, Glebe Road, Scunthorpe	0	.0%	2	2.4%	0	.0%
			Silica Lodge Garden Centre, Scotter Road South, Scunthorpe	0	.0%	1	1.2%	0	.0%
			TJ Hughes, Cole Street, Scunthorpe	1	1.5%	0	.0%	0	.0%
			The Range, Holyrood Drive, Scunthorpe	0	.0%	0	.0%	0	.0%
			Screwfix, Parkway Business Park, Mannaberg Way, Scunthorpe	0	.0%	1	1.2%	0	.0%
			Homebase, Scunthorpe	0	.0%	1	1.2%	0	.0%
			Dulux Centre, Ashby	0	.0%	1	1.2%	0	.0%
	Nottingham	Nottingham		0	.0%	0	.0%	0	.0%
	Rushcliffe	Other	East Bridgford	0	.0%	0	.0%	0	.0%
	Sheffield	Sheffield		0	.0%	0	.0%	0	.0%
	South Holland	Spalding		0	.0%	0	.0%	0	.0%

(cont.)



Q22. Where did you last go to buy DIY or gardening goods?

			Zone					
			12		13		14	
			Num	%	Num	%	Num	%
Outside Study Area	South Kesteven	Grantham	0	.0%	0	.0%	0	.0%
		B&Q, Grantham Retail Park, London Road, Grantham	0	.0%	0	.0%	0	.0%
		Downtown Garden Centre/Boundary Mills, Gonerby Moor, Grantham	0	.0%	0	.0%	0	.0%
		Wickes, Gonerby Road, Grantham	0	.0%	0	.0%	0	.0%
		Homebase, Dysart Road, Grantham	0	.0%	0	.0%	0	.0%
	Southend-on-Sea	Other Bourne	0	.0%	0	.0%	0	.0%
		Other Southend-on-Sea	0	.0%	0	.0%	0	.0%
		Other Layham	0	.0%	0	.0%	0	.0%
	Other	Internet/ Home Delivery	2	3.0%	2	2.4%	2	2.4%

(cont.)

Q22. Where did you last go to buy DIY or gardening goods?

				Zone	
				15	
				Num	%
Base: All respondents (ex DK, varies, don't buy)				84	100.0%
Zone 1	Bassetlaw	Retford		0	.0%
			Wilkinsons, Carolgate, Retford	0	.0%
			Focus, Moorgate, Retford	0	.0%
			Retford Garden Centre, Bar Road, Retford	0	.0%
		Other	Morrisons, Idle Valley Road, Retford	0	.0%
			Local stores, Retford	0	.0%
			Bawtry	0	.0%
			Argos, Market Place, Retford	0	.0%
			Aldi, Carolgate, Retford	0	.0%
			Scothern Nurseries, Dunholme Road, Welton	0	.0%
Zone 2	West Lindsey	Living Gardens, Saxilby		0	.0%
			Saxilby	0	.0%
		Other	Harpwell	0	.0%
			Dunholme	0	.0%
		Louth		0	.0%
			Horncastle	0	.0%
Zone 3	East Lindsey	Other	Wyevale Garden Centre, Legbourne Road, Louth	0	.0%
			Crowders Garden Centre, Horncastle	0	.0%
			Focus, Belvoir Way, Louth	0	.0%
			Local stores, Horncastle	0	.0%
			Kemps, North Street, Horncastle	0	.0%
			Argos, Louth	0	.0%
			A Church & Sons, Market Place, Horncastle	0	.0%

(cont.)

**Q22. Where did you last go to buy DIY or gardening goods?**

				Zone	
				15	
				Num	%
Zone 4	East Lindsey	Other	Woodhall Spa	0	.0%
			Local stores, Woodhall Spa	0	.0%
			Goodwins, Tattershall Road, Woodhall Spa	0	.0%
Zone 5	North Kesteven	Whisby Garden Centre		0	.0%
		Other	North Hykeham	0	.0%
Zone 6	West Lindsey	Other	Cherry Willingham, Lincoln	0	.0%
			B&Q Tritton Road, Lincoln	0	.0%
			Local stores, Lincoln	0	.0%
			Tritton Road Retail Park, Lincoln	0	.0%
			Garden Show, Lincoln	0	.0%
			Asda, High Street, Lincoln	0	.0%
			Screwfix, Tritton Road, Lincoln	0	.0%
			Morrisons, Tritton Road, Lincoln	0	.0%
			Lincoln City Centre market	0	.0%
			Jackson Building Centres, Canwick Road, Lincoln	0	.0%
Zone 7	Lincoln	Other	Co-op, High Street, Lincoln	0	.0%
			Asda, Valentine Road, Lincoln	0	.0%
			B&Q, Beevor Street, Lincoln	0	.0%
			Focus, The Carlton Centre, Outer Circle Road, Lincoln	0	.0%
			Homebase, The Sidings, Lincoln	0	.0%
			Lincoln City Centre	0	.0%
			Local stores, Lincoln	0	.0%
			Wilkinsons, Waterside South, Lincoln	0	.0%
			Tesco, Wragby Road, Lincoln	0	.0%
			Jewsons, Deacon Road, Lincoln	0	.0%
Zone 8	Lincoln	Other	Countdown Drugstore, Burton Road, Lincoln	0	.0%
			Wickes, Outer Circle Road, Lincoln	0	.0%
				0	.0%

(cont.)

Q22. Where did you last go to buy DIY or gardening goods?

				Zone	
				15	
				Num	%
Zone 9	North Kesteven	Other	Ruskington Garden Centre	0	.0%
			Ruskington Garden Centre, White House Farm, Ruskington	0	.0%
			Ruskington	0	.0%
			J Parker, Anwick	0	.0%
			Heckington	0	.0%
			Garden Centre, Ruskington	0	.0%
			Anwick	0	.0%
Zone 10	North Kesteven	Other	Homebase, Shorehan Road, Sleaford	0	.0%
			Sleaford	0	.0%
			Four Seasons Garden Centre, Silk Willoughby, Sleaford	0	.0%
			Garden Centre, Anwick, Sleaford	0	.0%
			Silk Willoughby	0	.0%
			Local stores, Sleaford	0	.0%
			Jewsons, Oak Park, East Road, Sleaford	0	.0%
Zone 12	South Kesteven	Other	Aldi, Mareham Lane, Sleaford	0	.0%
			Sudbrook	0	.0%
			Epworth	0	.0%
	North Lincolnshire	Other	Holmes and Gardens, Belton Road, Epworth	0	.0%
	West Lindsey	Gainsborough		0	.0%

(cont.)

Q22. Where did you last go to buy DIY or gardening goods?

				Zone	
				15	
				Num	%
Zone 12	West Lindsey	Other	Focus, Lea Road, Gainsborough	0	.0%
			Wilkinsons, Marshalls Yard, Gainsborough	0	.0%
			Fairgardens Plant Centre, Kirton Lindsey, Gainsborough	0	.0%
			Garden Centre, Kirton Lindsey	0	.0%
			Tesco, Beaumont Street, Gainsborough	0	.0%
			Morrisons, Heapham Road, Gainsborough	0	.0%
			Local stores, Gainsborough	0	.0%
			Argos, Silver Street, Gainsborough	0	.0%
Zone 14	North East Lincolnshire	Other	Waltham	0	.0%
		Market Rasen		0	.0%
	West Lindsey	Caistor		0	.0%
		Other	Priceless, Market Place, Market Rasen	0	.0%
		Brigg Garden Centre		18	21.4%
Zone 15	North Lincolnshire	Other	Brigg	23	27.4%
			Brians, Brigg	1	1.2%
			Wilkinsons, Cary Lane, Brigg	1	1.2%
			Local stores, Brigg	1	1.2%
			Frost Garden Centre, Bigby High Road, Brigg	0	.0%
			B&Q, Sandy Lane Retail Park, Babbage Way, Worksop	0	.0%
			Worksop	0	.0%
Outside Study Area	Bassetlaw	Other	Wickes, Babbage Way, Worksop	0	.0%
			Local stores, Worksop	0	.0%
			Dukeries Garden Centre, Welbeck, Worksop	0	.0%

(cont.)

Q22. Where did you last go to buy DIY or gardening goods?

				Zone	
				15	
				Num	%
Outside Study Area	Boston	Boston		0	.0%
			B&Q, New Hammond Beck Road, Boston	0	.0%
		Other	Homebase, Grantham Road, Boston	0	.0%
			Local Stores, Kirton Lindsey	0	.0%
			B&Q, Boston	0	.0%
	Doncaster	Doncaster		0	.0%
			B&Q, White Rose Way, Doncaster	0	.0%
			Wickes, Leger Way, Doncaster	0	.0%
		Other	Walkers Nurseries, Mosham Road, Doncaster	0	.0%
			Tickhill Garden Centre, Bawtry Road, Doncaster	0	.0%
			Blaxton, Doncaster	0	.0%
	East Lindsey	Other	Woodthorpe Hall Garden Centre, Alford	0	.0%
	Greater Manchester	Other	Manchester	0	.0%
	Leeds	Other	Garden Centre, Wetherby	0	.0%
			Thorsby	0	.0%
			Pennells, Newark Road, South Hykeham	0	.0%
	Newark and Sherwood	Newark		0	.0%
			Homebase, Northgate Retail Park, Newark	0	.0%
		Other	Hykeham DIY, Newark Road, North Hykeham	0	.0%
	Norfolk	Other	Norfolk	0	.0%
	North East Lincolnshire	Grimsby		16	19.0%
			B&Q, Peakes Parkway, Robinson Street West, Grimsby	5	6.0%

(cont.)

Q22. Where did you last go to buy DIY or gardening goods?

				Zone	
				15	
				Num	%
Outside Study Area	North East Lincolnshire	Other	Homebase, Victoria Street, Grimsby	1	1.2%
			Pennells, Humberston Road, Grimsby	0	.0%
			Wilkinsons, Freeman Street, Grimsby	1	1.2%
			Sainsbury's, Corporation Road, Grimsby	1	1.2%
			Morrisons, Hilmore Road, Laceby	0	.0%
			Lidl, Ladysmith Road, Grimsby	1	1.2%
			Alford Garden Centre, Grimsby Road, Laceby	0	.0%
		Scunthorpe	8	9.5%	
		B&Q, Gallagher Retail Park, Doncaster Road, Scunthorpe	1	1.2%	
		Homebase, Lakeside Retail Park, Scunthorpe	2	2.4%	
	North Lincolnshire	Other	Wickes, Glebe Road, Scunthorpe	0	.0%
			Silica Lodge Garden Centre, Scotter Road South, Scunthorpe	0	.0%
			TJ Hughes, Cole Street, Scunthorpe	0	.0%
			The Range, Holyrood Drive, Scunthorpe	0	.0%
			Screwfix, Parkway Business Park, Mannaberg Way, Scunthorpe	0	.0%
			Homebase, Scunthorpe	0	.0%
			Dulux Centre, Ashby	0	.0%
	Nottingham	Nottingham	0	.0%	
	Rushcliffe	Other	East Bridgford	0	.0%
	Sheffield	Sheffield	0	.0%	
	South Holland	Spalding	0	.0%	

(cont.)

Q22. Where did you last go to buy DIY or gardening goods?

				Zone	
				15	
				Num	%
Outside Study Area	South Kesteven	Grantham		0	.0%
		B&Q, Grantham Retail Park, London Road, Grantham		1	1.2%
		Downtown Garden Centre/Boundary Mills, Gonerby Moor, Grantha		0	.0%
		Wickes, Gonerby Road, Grantham		0	.0%
		Homebase, Dysart Road, Grantham		0	.0%
	Southend-on-Sea	Other	Bourne	0	.0%
		Other	Southend-on-Sea	0	.0%
		Other	Layham	0	.0%
	Suffolk			0	.0%
Other	Internet/ Home Delivery			3	3.6%



**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

				Zone			
				1		2	
				Base: All respondents (ex DK, varies, don't buy)			
				Num	%	Num	%
			Base: All respondents (ex DK, varies, don't buy)	1088	100.0%	75	100.0%
Zone 1	Bassetlaw	Retford		40	3.7%	28	37.3%
		Other	Watsons, Carolgate, Retford	1	.1%	1	1.3%
Zone 2	West Lindsey	Other	Hemswell	3	.3%	0	.0%
		Louth		26	2.4%	0	.0%
Zone 3	East Lindsey		Horncastle	12	1.1%	0	.0%
			T Marris Carpets, Eastgate, Louth	1	.1%	0	.0%
		Other	Harveys, Eastgate, Louth	1	.1%	0	.0%
			Fotherby	1	.1%	0	.0%
Zone 4	East Lindsey	Other	Woodhall Spa	11	1.0%	0	.0%
			Broadway Carpets, The Broadway, Woodhall Spa	3	.3%	0	.0%
Zone 5	North Kesteven	Other	Metheringham	1	.1%	0	.0%
		Other	North Hykeham	2	.2%	0	.0%
Zone 6	North Kesteven	Other	Co-op, Park Lane Shopping Centre, Lincoln	3	.3%	0	.0%
		Other	Cherry Willingham, Lincoln	1	.1%	0	.0%

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

			Zone						
			Base: All respondents (ex DK, varies, don't buy)		1		2		
					Num	%	Num	%	Num
Zone 7	Lincoln	Other	Co-op, Tritton Road, Lincoln	8	.7%	0	.0%	1	1.4%
			B&Q, Beevor Street, Lincoln	7	.6%	0	.0%	1	1.4%
			Tritton Road Retail Park, Lincoln	6	.6%	0	.0%	0	.0%
			Co-op, Moorland Centre, Moorland Way, Lincoln	6	.6%	0	.0%	0	.0%
			Allied Carpets, Valentine Retail Park, Lincoln	4	.4%	0	.0%	1	1.4%
			Valentine Retail Park, Lincoln	1	.1%	0	.0%	0	.0%
			Shah, Dixon Street, Lincoln	1	.1%	0	.0%	0	.0%
			Saint Marks Retail Park, Lincoln	1	.1%	0	.0%	0	.0%
			Next, High Street, Lincoln	1	.1%	0	.0%	0	.0%
			Mawer Thomas & Son, Portland Street, Lincoln	1	.1%	0	.0%	1	1.4%
			House of Shah, Dixons Street, Lincoln	1	.1%	0	.0%	0	.0%
			Harveys, St Marks Retail Park, Lincoln	1	.1%	0	.0%	0	.0%
			G H Shaw, High Street, Lincoln	1	.1%	0	.0%	0	.0%
			Dreams, Valentine Retail Park, Lincoln	1	.1%	1	1.3%	0	.0%
			BHS, The Sidings, St Marks Retail Park, Lincoln	1	.1%	0	.0%	0	.0%
			Bargate, Lincoln	1	.1%	0	.0%	0	.0%
			Allders, Tritton Road, Lincoln	1	.1%	0	.0%	0	.0%
	North Kesteven	Claytons Carpets, Lincoln West Retail Park, Lincoln	35	3.2%	0	.0%	4	5.8%	
		Carpet Right, Tritton Road Retail Warehousing, Lincoln	20	1.8%	0	.0%	4	5.8%	
		SCS, Tritton Road Retail Warehousing, Lincoln	10	.9%	0	.0%	0	.0%	
		Floors to Go, Tritton Road Retail Warehousing, Lincoln	2	.2%	0	.0%	0	.0%	
Zone 7/8	North Kesteven	Lincoln City Centre	255	23.4%	8	10.7%	29	42.0%	

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

				Zone					
				Base: All respondents (ex DK, varies, don't buy)		1		2	
				Num	%	Num	%	Num	%
Zone 8	Lincoln	Other	United Carpets, Deacon Road, Lincoln	6	.6%	0	.0%	3	4.3%
			Lincolnshire Flooring, Outer Circle Road, Lincoln	3	.3%	0	.0%	1	1.4%
			Focus, Outer Circle Road, Lincoln	2	.2%	0	.0%	0	.0%
			Croft Carpets, Wragby Road, Lincoln	2	.2%	0	.0%	0	.0%
			Jewsons, Deacon Road, Lincoln	1	.1%	0	.0%	0	.0%
Zone 9	North Kesteven	Other	Co-op, Burton Road, Lincoln	1	.1%	0	.0%	0	.0%
			Ruskington	3	.3%	0	.0%	0	.0%
			Sleaford	40	3.7%	0	.0%	0	.0%
Zone 10	North Kesteven	Other	Hornbrothers, Sleaford High Street, Sleaford	1	.1%	0	.0%	0	.0%
			DFS, Sleaford	1	.1%	0	.0%	0	.0%
	North Lincolnshire	Other	Messingham	2	.2%	0	.0%	0	.0%
			Epworth	2	.2%	0	.0%	0	.0%
			Gainsborough	62	5.7%	3	4.0%	13	18.8%
			Laura Ashley, Marshalls Yard, Gainsborough	1	.1%	1	1.3%	0	.0%
Zone 12	West Lindsey	Other	Horsleys, Church Street, Gainsborough	1	.1%	0	.0%	0	.0%
			Co-op, Queensway, Gainsborough	1	.1%	0	.0%	0	.0%
			Carpetright, Gainsborough	1	.1%	0	.0%	0	.0%
			Market Rasen	4	.4%	0	.0%	0	.0%
Zone 14	West Lindsey	Caistor		2	.2%	0	.0%	0	.0%
			Brigg	56	5.1%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	Parkers Carpets, Wrawby Street, Brigg	4	.4%	0	.0%	0	.0%
			DFS, Scawby Road, Brigg	4	.4%	0	.0%	0	.0%
			E&M Carpets, Bridge Street, Brigg	3	.3%	0	.0%	0	.0%
			A&F Carpets, Bridge Street, Brigg	3	.3%	0	.0%	0	.0%
			Rowlands, King Edward Street, Brigg	1	.1%	0	.0%	0	.0%

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

			Zone					
			Base: All respondents (ex DK, varies, don't buy)					
					1		2	
			Num	%	Num	%	Num	%
Outside Study Area	Bassetlaw	Worksop	10	.9%	9	12.0%	0	.0%
		B&Q, Sandy Lane Retail Park, Worksop	2	.2%	2	2.7%	0	.0%
		Other						
		Wickes, Babbage Way, Worksop	1	.1%	0	.0%	0	.0%
	Bolton	Carpetright, Worksop	1	.1%	1	1.3%	0	.0%
		Other						
		Bolton	1	.1%	0	.0%	0	.0%
	Boston	Boston	43	4.0%	0	.0%	0	.0%
		United Carpets, Main Ridge, Boston	1	.1%	0	.0%	0	.0%
		Other						
		Oldrids and Downtown, Grantham Road, Boston	1	.1%	0	.0%	0	.0%
	City of Kingston upon Hull	Boston	1	.1%	0	.0%	0	.0%
		Hull	1	.1%	0	.0%	0	.0%
		Other						
		Barker & Stonehouse, Junction Retail Park, Hull	1	.1%	0	.0%	0	.0%
	Doncaster	Doncaster	39	3.6%	4	5.3%	1	1.4%
		Thorne Road Retail Park, Doncaster	1	.1%	0	.0%	0	.0%
		Wheatley Shopping Centre, Wheatley Hall Road, Doncaster	1	.1%	0	.0%	0	.0%
		Other						
	East Lindsey	M Burrows Furniture World, Doncaster Road, Doncaster	1	.1%	0	.0%	0	.0%
		DFS, High Street, Carcroft, Doncaster	1	.1%	0	.0%	0	.0%
		Woodthorpe	1	.1%	0	.0%	0	.0%
		Spilsby	1	.1%	0	.0%	0	.0%
	Gedling	Arnold	1	.1%	0	.0%	0	.0%
		Leeds	2	.2%	0	.0%	0	.0%
	Leeds	Ikea, Leeds	2	.2%	0	.0%	0	.0%
		Other						
	London	Horse Trials, London	1	.1%	0	.0%	0	.0%
	Mansfield	Mansfield	2	.2%	2	2.7%	0	.0%
	Newark	Newark	19	1.7%	9	12.0%	0	.0%
	Newark and Sherwood	Other						
		Carpetright, Northgate Retail Park, Newark	1	.1%	1	1.3%	0	.0%

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

			Zone					
			Base: All respondents (ex DK, varies, don't buy)					
					1		2	
			Num	%	Num	%	Num	%
Outside Study Area	North East Lincolnshire	Grimsby	80	7.4%	0	.0%	1	1.4%
		Cleethorpes	4	.4%	0	.0%	0	.0%
		Carpetright, High Point Retail Park, Grimsby	2	.2%	0	.0%	0	.0%
		Other	2	.2%	0	.0%	0	.0%
		Allenby Stevenson, Victoria Street, Grimsby	2	.2%	0	.0%	0	.0%
	North Lincolnshire	Humberston	1	.1%	0	.0%	0	.0%
		Scunthorpe	67	6.2%	0	.0%	3	4.3%
		Dunelm, Scunthorpe	2	.2%	0	.0%	1	1.4%
		Winterton, Scunthorpe	1	.1%	0	.0%	0	.0%
		Wilsons, Scunthorpe	1	.1%	0	.0%	0	.0%
	Other	TJ Hughes, Cole Street, Scunthorpe	1	.1%	0	.0%	0	.0%
		Harveys, Lakeside, Scunthorpe	1	.1%	0	.0%	0	.0%
		Dreams, Lakeside Retail Park, Scunthorpe	1	.1%	0	.0%	0	.0%
		Carpetright, Lakeside Retail Park, Scunthorpe	1	.1%	0	.0%	0	.0%
		BHS, High Street, Scunthorpe	1	.1%	0	.0%	0	.0%
	Nottingham	Barton-upon-Humber	1	.1%	0	.0%	0	.0%
		Ashby Carpet, Bottesord Road, Scunthorpe	1	.1%	0	.0%	0	.0%
		Nottingham	14	1.3%	3	4.0%	0	.0%
		Other	1	.1%	0	.0%	1	1.4%
		John Lewis, Victoria Centre, Nottingham	1	.1%	0	.0%	1	1.4%
	Peterborough	Peterborough	2	.2%	0	.0%	0	.0%
		Other	2	.2%	0	.0%	0	.0%
	Rutland	Other	1	.1%	0	.0%	0	.0%
	Selby	Other	1	.1%	0	.0%	0	.0%
	Sheffield	Sheffield	4	.4%	0	.0%	0	.0%
		John Lewis, Barkers Pool, Sheffield	2	.2%	0	.0%	0	.0%
		Other	1	.1%	1	1.3%	0	.0%
	South Holland	Spalding	1	.1%	0	.0%	0	.0%

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

				Zone						
				Base: All respondents (ex DK, varies, don't buy)		1		2		
				Num	%	Num	%	Num	%	
Outside Study Area	Grantham			27	2.5%	0	.0%	1	1.4%	
	Downtown/Boundary Mills, Gonerby Moor, Grantham			7	.6%	0	.0%	0	.0%	
	South Kesteven	Homebase, Grantham			1	.1%	0	.0%	0	.0%
		DFS, Gonerby Road, Grantham			1	.1%	0	.0%	0	.0%
	Other	Carpetright, London Road, Grantham			1	.1%	0	.0%	0	.0%
		Bourne			1	.1%	0	.0%	0	.0%
	Stoke-On-Trent	Other	Stoke-on-Trent	1	.1%	0	.0%	0	.0%	
	Tyne and Wear	Other	Ikea, Gateshead, Tyne & Wear	1	.1%	0	.0%	0	.0%	
	York	Other	York	1	.1%	0	.0%	0	.0%	
	Other	Internet/ Home Delivery			36	3.3%	1	1.3%	3	4.3%
		Other Abroad			1	.1%	0	.0%	0	.0%

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Base: All respondents (ex DK, varies, don't buy)				73	100.0%	71	100.0%	78	100.0%
Zone 1	Bassetlaw	Retford		0	.0%	0	.0%	0	.0%
		Other	Watsons, Carolgate, Retford	0	.0%	0	.0%	0	.0%
Zone 2	West Lindsey	Other	Hemswell	1	1.4%	0	.0%	0	.0%
		Louth		23	31.5%	1	1.4%	0	.0%
Zone 3	East Lindsey		Horncastle	7	9.6%	5	7.0%	0	.0%
			T Marris Carpets, Eastgate, Louth	1	1.4%	0	.0%	0	.0%
		Other	Harveys, Eastgate, Louth	1	1.4%	0	.0%	0	.0%
			Fotherby	1	1.4%	0	.0%	0	.0%
			Woodhall Spa	0	.0%	10	14.1%	0	.0%
Zone 4	East Lindsey	Other	Broadway Carpets, The Broadway, Woodhall Spa	0	.0%	3	4.2%	0	.0%
Zone 5	North Kesteven	Other	Metheringham	0	.0%	0	.0%	0	.0%
		Other	North Hykeham	0	.0%	0	.0%	2	2.6%
Zone 6	North Kesteven	Other	Co-op, Park Lane Shopping Centre, Lincoln	0	.0%	0	.0%	1	1.3%
		Other	Cherry Willingham, Lincoln	0	.0%	0	.0%	0	.0%

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

			Zone						
			3		4		5		
			Num	%	Num	%	Num	%	
Zone 7	Lincoln	Other	Co-op, Tritton Road, Lincoln	0	.0%	1	1.4%	4	5.1%
			B&Q, Beevor Street, Lincoln	1	1.4%	1	1.4%	0	.0%
			Tritton Road Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Moorland Centre, Moorland Way, Lincoln	0	.0%	0	.0%	2	2.6%
			Allied Carpets, Valentine Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Valentine Retail Park, Lincoln	0	.0%	0	.0%	1	1.3%
			Shah, Dixon Street, Lincoln	0	.0%	0	.0%	0	.0%
			Saint Marks Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Next, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Mawer Thomas & Son, Portland Street, Lincoln	0	.0%	0	.0%	0	.0%
			House of Shah, Dixons Street, Lincoln	0	.0%	0	.0%	1	1.3%
			Harveys, St Marks Retail Park, Lincoln	0	.0%	0	.0%	1	1.3%
			G H Shaw, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Dreams, Valentine Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			BHS, The Sidings, St Marks Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Bargate, Lincoln	0	.0%	0	.0%	0	.0%
			Allders, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
	North Kesteven	Claytons Carpets, Lincoln West Retail Park, Lincoln	0	.0%	0	.0%	12	15.4%	
		Carpet Right, Tritton Road Retail Warehousing, Lincoln	0	.0%	0	.0%	4	5.1%	
		SCS, Tritton Road Retail Warehousing, Lincoln	1	1.4%	0	.0%	1	1.3%	
		Floors to Go, Tritton Road Retail Warehousing, Lincoln	0	.0%	0	.0%	0	.0%	
Zone 7/8	North Kesteven	Lincoln City Centre	16	21.9%	22	31.0%	29	37.2%	

(cont.)



**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

				Zone					
				3		4		5	
				Num	%	Num	%	Num	%
Zone 8	Lincoln	Other	United Carpets, Deacon Road, Lincoln	0	.0%	0	.0%	0	.0%
			Lincolnshire Flooring, Outer Circle Road, Lincoln	0	.0%	0	.0%	0	.0%
			Focus, Outer Circle Road, Lincoln	1	1.4%	0	.0%	0	.0%
			Croft Carpets, Wragby Road, Lincoln	0	.0%	0	.0%	0	.0%
			Jewsons, Deacon Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 9	North Kesteven	Other	Co-op, Burton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Ruskington	0	.0%	0	.0%	0	.0%
			Sleaford	0	.0%	1	1.4%	0	.0%
Zone 10	North Kesteven	Other	Hornbrothers, Sleaford High Street, Sleaford	0	.0%	0	.0%	0	.0%
			DFS, Sleaford	0	.0%	1	1.4%	0	.0%
	North Lincolnshire	Other	Messingham	0	.0%	0	.0%	0	.0%
			Epworth	0	.0%	0	.0%	0	.0%
Zone 12	West Lindsey	Other	Gainsborough	0	.0%	1	1.4%	0	.0%
			Laura Ashley, Marshalls Yard, Gainsborough	0	.0%	0	.0%	0	.0%
			Horsleys, Church Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Queensway, Gainsborough	0	.0%	0	.0%	0	.0%
			Carpetright, Gainsborough	0	.0%	0	.0%	0	.0%
Zone 14	West Lindsey	Market Rasen		0	.0%	0	.0%	0	.0%
		Caistor		0	.0%	0	.0%	0	.0%
			Brigg	2	2.7%	0	.0%	1	1.3%
Zone 15	North Lincolnshire	Other	Parkers Carpets, Wrawby Street, Brigg	0	.0%	0	.0%	0	.0%
			DFS, Scawby Road, Brigg	0	.0%	0	.0%	0	.0%
			E&M Carpets, Bridge Street, Brigg	0	.0%	0	.0%	0	.0%
			A&F Carpets, Bridge Street, Brigg	0	.0%	0	.0%	0	.0%
			Rowlands, King Edward Street, Brigg	0	.0%	0	.0%	0	.0%

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

			Zone					
			3		4		5	
			Num	%	Num	%	Num	%
Outside Study Area	Bassetlaw	Worksop	0	.0%	0	.0%	0	.0%
		B&Q, Sandy Lane Retail Park, Worksop	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Wickes, Babbage Way, Worksop	0	.0%	0	.0%	0	.0%
	Bolton	Carpetright, Worksop	0	.0%	0	.0%	0	.0%
		Bolton	0	.0%	0	.0%	0	.0%
	Boston	Boston	1	1.4%	20	28.2%	0	.0%
		United Carpets, Main Ridge, Boston	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Oldrids and Downtown, Grantham Road, Boston	0	.0%	0	.0%	0	.0%
	City of Kingston upon Hull	Boston	0	.0%	1	1.4%	0	.0%
		Hull	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Barker & Stonehouse, Junction Retail Park, Hull	0	.0%	0	.0%	0	.0%
	Doncaster	Doncaster	0	.0%	0	.0%	0	.0%
		Thorne Road Retail Park, Doncaster	0	.0%	0	.0%	0	.0%
		Wheatley Shopping Centre, Wheatley Hall Road, Doncaster	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
	East Lindsey	M Burrows Furniture World, Doncaster Road, Doncaster	0	.0%	0	.0%	0	.0%
		DFS, High Street, Carcroft, Doncaster	0	.0%	0	.0%	0	.0%
		Woodthorpe	1	1.4%	0	.0%	0	.0%
		Spilsby	0	.0%	1	1.4%	0	.0%
	Gedling	Arnold	0	.0%	0	.0%	0	.0%
		Leeds	0	.0%	0	.0%	0	.0%
	Leeds	Ikea, Leeds	0	.0%	0	.0%	0	.0%
		Horse Trials, London	0	.0%	0	.0%	0	.0%
	Mansfield	Mansfield	0	.0%	0	.0%	0	.0%
		Newark	0	.0%	0	.0%	8	10.3%
	Newark and Sherwood	Other	0	.0%	0	.0%	0	.0%
		Carpetright, Northgate Retail Park, Newark	0	.0%	0	.0%	0	.0%

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

			Zone					
			3		4		5	
			Num	%	Num	%	Num	%
Outside Study Area	North East Lincolnshire	Grimsby	9	12.3%	0	.0%	0	.0%
		Cleethorpes	2	2.7%	0	.0%	0	.0%
		Carpetright, High Point Retail Park, Grimsby	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Allenby Stevenson, Victoria Street, Grimsby	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Humberston	0	.0%	0	.0%	0	.0%
		Scunthorpe	0	.0%	0	.0%	0	.0%
		Dunelm, Scunthorpe	0	.0%	0	.0%	0	.0%
		Winterton, Scunthorpe	0	.0%	0	.0%	0	.0%
		Wilsons, Scunthorpe	0	.0%	0	.0%	0	.0%
	Other	TJ Hughes, Cole Street, Scunthorpe	0	.0%	0	.0%	0	.0%
		Harveys, Lakeside, Scunthorpe	0	.0%	0	.0%	0	.0%
		Dreams, Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
		Carpetright, Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
		BHS, High Street, Scunthorpe	0	.0%	0	.0%	0	.0%
	Nottingham	Barton-upon-Humber	0	.0%	0	.0%	0	.0%
		Ashby Carpet, Bottesord Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Nottingham	0	.0%	0	.0%	2	2.6%
		Other	0	.0%	0	.0%	0	.0%
		John Lewis, Victoria Centre, Nottingham	0	.0%	0	.0%	0	.0%
	Peterborough	Peterborough	1	1.4%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
	Rutland	Other	0	.0%	0	.0%	0	.0%
	Selby	Other	0	.0%	0	.0%	0	.0%
	Sheffield	Other	0	.0%	0	.0%	0	.0%
	Sheffield	John Lewis, Barkers Pool, Sheffield	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
	South Holland	Marks and Spencers, The Arcade, Meadowhall Centre, Sheffield	0	.0%	0	.0%	0	.0%
		Spalding	0	.0%	0	.0%	0	.0%

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

			Zone					
			3		4		5	
			Num	%	Num	%	Num	%
Outside Study Area	Grantham		1	1.4%	0	.0%	4	5.1%
	Downtown/Boundary Mills, Gonerby Moor, Grantham		0	.0%	0	.0%	0	.0%
	South Kesteven	Homebase, Grantham	0	.0%	0	.0%	0	.0%
		DFS, Gonerby Road, Grantham	0	.0%	0	.0%	1	1.3%
	Other	Carpetright, London Road, Grantham	0	.0%	0	.0%	0	.0%
		Bourne	0	.0%	0	.0%	0	.0%
		Stoke-On-Trent	0	.0%	0	.0%	0	.0%
	Tyne and Wear	Other	0	.0%	0	.0%	0	.0%
	York	Other	0	.0%	0	.0%	0	.0%
	Other	Internet/ Home Delivery	3	4.1%	3	4.2%	4	5.1%
		Other	0	.0%	0	.0%	0	.0%

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Base: All respondents (ex DK, varies, don't buy)				65	100.0%	70	100.0%	69	100.0%
Zone 1	Bassetlaw	Retford		0	.0%	0	.0%	0	.0%
		Other	Watsons, Carolgate, Retford	0	.0%	0	.0%	0	.0%
Zone 2	West Lindsey	Other	Hemswell	0	.0%	0	.0%	1	1.4%
		Louth		1	1.5%	0	.0%	0	.0%
Zone 3	East Lindsey		Horncastle	0	.0%	0	.0%	0	.0%
			T Marris Carpets, Eastgate, Louth	0	.0%	0	.0%	0	.0%
		Other	Harveys, Eastgate, Louth	0	.0%	0	.0%	0	.0%
			Fotherby	0	.0%	0	.0%	0	.0%
Zone 4	East Lindsey		Woodhall Spa	1	1.5%	0	.0%	0	.0%
		Other	Broadway Carpets, The Broadway, Woodhall Spa	0	.0%	0	.0%	0	.0%
Zone 5	North Kesteven	Other	Metheringham	0	.0%	1	1.4%	0	.0%
		Other	North Hykeham	0	.0%	0	.0%	0	.0%
Zone 6	North Kesteven	Other	Co-op, Park Lane Shopping Centre, Lincoln	1	1.5%	0	.0%	0	.0%
		Other	Cherry Willingham, Lincoln	1	1.5%	0	.0%	0	.0%

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

			Zone						
			6		7		8		
			Num	%	Num	%	Num	%	
Zone 7	Lincoln	Other	Co-op, Tritton Road, Lincoln	0	.0%	1	1.4%	1	1.4%
			B&Q, Beevor Street, Lincoln	0	.0%	1	1.4%	1	1.4%
			Tritton Road Retail Park, Lincoln	3	4.6%	3	4.3%	0	.0%
			Co-op, Moorland Centre, Moorland Way, Lincoln	2	3.1%	2	2.9%	0	.0%
			Allied Carpets, Valentine Retail Park, Lincoln	0	.0%	1	1.4%	2	2.9%
			Valentine Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Shah, Dixon Street, Lincoln	1	1.5%	0	.0%	0	.0%
			Saint Marks Retail Park, Lincoln	0	.0%	0	.0%	1	1.4%
			Next, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Mawer Thomas & Son, Portland Street, Lincoln	0	.0%	0	.0%	0	.0%
			House of Shah, Dixons Street, Lincoln	0	.0%	0	.0%	0	.0%
			Harveys, St Marks Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			G H Shaw, High Street, Lincoln	0	.0%	0	.0%	1	1.4%
			Dreams, Valentine Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			BHS, The Sidings, St Marks Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Bargate, Lincoln	0	.0%	0	.0%	1	1.4%
			Allders, Tritton Road, Lincoln	0	.0%	0	.0%	1	1.4%
	North Kesteven	Claytons Carpets, Lincoln West Retail Park, Lincoln	6	9.2%	8	11.4%	5	7.2%	
		Carpet Right, Tritton Road Retail Warehousing, Lincoln	0	.0%	5	7.1%	6	8.7%	
		SCS, Tritton Road Retail Warehousing, Lincoln	1	1.5%	2	2.9%	3	4.3%	
		Floors to Go, Tritton Road Retail Warehousing, Lincoln	1	1.5%	1	1.4%	0	.0%	
Zone 7/8	North Kesteven	Lincoln City Centre	39	60.0%	35	50.0%	33	47.8%	

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

				Zone					
				6		7		8	
				Num	%	Num	%	Num	%
Zone 8	Lincoln	Other	United Carpets, Deacon Road, Lincoln	1	1.5%	1	1.4%	1	1.4%
			Lincolnshire Flooring, Outer Circle Road, Lincoln	1	1.5%	0	.0%	1	1.4%
			Focus, Outer Circle Road, Lincoln	0	.0%	0	.0%	1	1.4%
			Croft Carpets, Wragby Road, Lincoln	0	.0%	2	2.9%	0	.0%
			Jewsons, Deacon Road, Lincoln	0	.0%	0	.0%	1	1.4%
			Co-op, Burton Road, Lincoln	0	.0%	0	.0%	1	1.4%
Zone 9	North Kesteven	Other	Ruskington	0	.0%	0	.0%	0	.0%
			Sleaford	0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Other	Hornbrothers, Sleaford High Street, Sleaford	0	.0%	0	.0%	0	.0%
			DFS, Sleaford	0	.0%	0	.0%	0	.0%
Zone 12	North Lincolnshire	Other	Messingham	0	.0%	0	.0%	0	.0%
			Epworth	0	.0%	0	.0%	0	.0%
			Gainsborough	0	.0%	0	.0%	0	.0%
			Laura Ashley, Marshalls Yard, Gainsborough	0	.0%	0	.0%	0	.0%
			West Lindsey	0	.0%	0	.0%	0	.0%
			Other	0	.0%	0	.0%	0	.0%
Zone 14	West Lindsey	Market Rasen	Co-op, Queensway, Gainsborough	0	.0%	0	.0%	0	.0%
			Carpetright, Gainsborough	0	.0%	0	.0%	0	.0%
			Caistor	0	.0%	0	.0%	0	.0%
			Brigg	0	.0%	0	.0%	1	1.4%
			Parkers Carpets, Wrawby Street, Brigg	0	.0%	0	.0%	0	.0%
			DFS, Scawby Road, Brigg	0	.0%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	E&M Carpets, Bridge Street, Brigg	0	.0%	0	.0%	0	.0%
			A&F Carpets, Bridge Street, Brigg	0	.0%	0	.0%	0	.0%
			Rowlands, King Edward Street, Brigg	0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

			Zone					
			6		7		8	
			Num	%	Num	%	Num	%
Outside Study Area	Bassetlaw	Worksop	0	.0%	0	.0%	0	.0%
		B&Q, Sandy Lane Retail Park, Worksop	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Wickes, Babbage Way, Worksop	0	.0%	0	.0%	0	.0%
	Bolton	Carpetright, Worksop	0	.0%	0	.0%	0	.0%
		Bolton	1	1.5%	0	.0%	0	.0%
	Boston	Boston	0	.0%	0	.0%	0	.0%
		United Carpets, Main Ridge, Boston	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Oldrids and Downtown, Grantham Road, Boston	0	.0%	0	.0%	0	.0%
	City of Kingston upon Hull	Boston	0	.0%	0	.0%	0	.0%
		Hull	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Barker & Stonehouse, Junction Retail Park, Hull	0	.0%	0	.0%	0	.0%
	Doncaster	Doncaster	0	.0%	1	1.4%	0	.0%
		Thorne Road Retail Park, Doncaster	0	.0%	0	.0%	0	.0%
		Wheatley Shopping Centre, Wheatley Hall Road, Doncaster	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
	East Lindsey	M Burrows Furniture World, Doncaster Road, Doncaster	0	.0%	0	.0%	0	.0%
		DFS, High Street, Carcroft, Doncaster	0	.0%	0	.0%	0	.0%
		Woodthorpe	0	.0%	0	.0%	0	.0%
		Spilsby	0	.0%	0	.0%	0	.0%
	Gedling	Arnold	0	.0%	0	.0%	0	.0%
		Leeds	0	.0%	0	.0%	0	.0%
	Leeds	Ikea, Leeds	0	.0%	0	.0%	0	.0%
		Horse Trials, London	0	.0%	0	.0%	0	.0%
	Mansfield	Mansfield	0	.0%	0	.0%	0	.0%
		Newark	1	1.5%	0	.0%	0	.0%
	Newark and Sherwood	Other	0	.0%	0	.0%	0	.0%
		Carpetright, Northgate Retail Park, Newark	0	.0%	0	.0%	0	.0%

(cont.)



**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

			Zone					
			6		7		8	
			Num	%	Num	%	Num	%
Outside Study Area	North East Lincolnshire	Grimsby	0	.0%	0	.0%	0	.0%
		Cleethorpes	0	.0%	0	.0%	0	.0%
		Carpetright, High Point Retail Park, Grimsby	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Allenby Stevenson, Victoria Street, Grimsby	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Humberston	0	.0%	0	.0%	0	.0%
		Scunthorpe	0	.0%	0	.0%	0	.0%
		Dunelm, Scunthorpe	0	.0%	0	.0%	0	.0%
		Winterton, Scunthorpe	0	.0%	0	.0%	0	.0%
		Wilsons, Scunthorpe	0	.0%	0	.0%	0	.0%
	Other	TJ Hughes, Cole Street, Scunthorpe	0	.0%	0	.0%	0	.0%
		Harveys, Lakeside, Scunthorpe	0	.0%	0	.0%	0	.0%
		Dreams, Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
		Carpetright, Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
		BHS, High Street, Scunthorpe	0	.0%	0	.0%	0	.0%
	Nottingham	Barton-upon-Humber	0	.0%	0	.0%	0	.0%
		Ashby Carpet, Bottesord Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Nottingham	1	1.5%	1	1.4%	2	2.9%
		Other	0	.0%	0	.0%	0	.0%
	Peterborough	Peterborough	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
	Rutland	Other	0	.0%	0	.0%	1	1.4%
	Selby	Other	0	.0%	0	.0%	0	.0%
	Sheffield	Sheffield	0	.0%	0	.0%	0	.0%
		John Lewis, Barkers Pool, Sheffield	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
	South Holland	Spalding	0	.0%	0	.0%	0	.0%

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

			Zone					
			6		7		8	
			Num	%	Num	%	Num	%
Outside Study Area	Grantham		2	3.1%	2	2.9%	0	.0%
	Downtown/Boundary Mills, Gonerby Moor, Grantham		0	.0%	0	.0%	0	.0%
	South Kesteven	Homebase, Grantham	0	.0%	0	.0%	0	.0%
		DFS, Gonerby Road, Grantham	0	.0%	0	.0%	0	.0%
	Other	Carpetright, London Road, Grantham	0	.0%	0	.0%	0	.0%
		Bourne	0	.0%	0	.0%	0	.0%
		Stoke-on-Trent	0	.0%	0	.0%	1	1.4%
	Tyne and Wear	Other	0	.0%	0	.0%	1	1.4%
	York	Other	0	.0%	0	.0%	0	.0%
	Other	Internet/ Home Delivery	1	1.5%	3	4.3%	2	2.9%
		Other	0	.0%	0	.0%	0	.0%

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Base: All respondents (ex DK, varies, don't buy)				66	100.0%	71	100.0%	78	100.0%
Zone 1	Bassetlaw	Retford		0	.0%	0	.0%	12	15.4%
		Other	Watsons, Carolgate, Retford	0	.0%	0	.0%	0	.0%
Zone 2	West Lindsey	Other	Hemswell	0	.0%	0	.0%	0	.0%
		Louth		0	.0%	0	.0%	0	.0%
Zone 3	East Lindsey		Horncastle	0	.0%	0	.0%	0	.0%
			T Marris Carpets, Eastgate, Louth	0	.0%	0	.0%	0	.0%
		Other	Harveys, Eastgate, Louth	0	.0%	0	.0%	0	.0%
			Fotherby	0	.0%	0	.0%	0	.0%
Zone 4	East Lindsey		Woodhall Spa	0	.0%	0	.0%	0	.0%
		Other	Broadway Carpets, The Broadway, Woodhall Spa	0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%
Zone 5	North Kesteven	Other	Metheringham	0	.0%	0	.0%	0	.0%
		Other	North Hykeham	0	.0%	0	.0%	0	.0%
Zone 6	North Kesteven	Other	Co-op, Park Lane Shopping Centre, Lincoln	0	.0%	0	.0%	0	.0%
		Other	Cherry Willingham, Lincoln	0	.0%	0	.0%	0	.0%

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

			Zone						
			9		10		11		
			Num	%	Num	%	Num	%	
Zone 7	Lincoln	Other	Co-op, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			B&Q, Beevor Street, Lincoln	1	1.5%	0	.0%	0	.0%
			Tritton Road Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Moorland Centre, Moorland Way, Lincoln	0	.0%	0	.0%	0	.0%
			Allied Carpets, Valentine Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Valentine Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Shah, Dixon Street, Lincoln	0	.0%	0	.0%	0	.0%
			Saint Marks Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Next, High Street, Lincoln	0	.0%	1	1.4%	0	.0%
			Mawer Thomas & Son, Portland Street, Lincoln	0	.0%	0	.0%	0	.0%
			House of Shah, Dixons Street, Lincoln	0	.0%	0	.0%	0	.0%
			Harveys, St Marks Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			G H Shaw, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Dreams, Valentine Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			BHS, The Sidings, St Marks Retail Park, Lincoln	1	1.5%	0	.0%	0	.0%
			Bargate, Lincoln	0	.0%	0	.0%	0	.0%
			Allders, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
	North Kesteven	Claytons Carpets, Lincoln West Retail Park, Lincoln	0	.0%	0	.0%	0	.0%	
		Carpet Right, Tritton Road Retail Warehousing, Lincoln	0	.0%	0	.0%	0	.0%	
		SCS, Tritton Road Retail Warehousing, Lincoln	0	.0%	0	.0%	0	.0%	
		Floors to Go, Tritton Road Retail Warehousing, Lincoln	0	.0%	0	.0%	0	.0%	
Zone 7/8	North Kesteven	Lincoln City Centre	7	10.6%	18	25.4%	1	1.3%	

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Zone 8	Lincoln	Other	United Carpets, Deacon Road, Lincoln	0	.0%	0	.0%	0	.0%
			Lincolnshire Flooring, Outer Circle Road, Lincoln	0	.0%	0	.0%	0	.0%
			Focus, Outer Circle Road, Lincoln	0	.0%	0	.0%	0	.0%
			Croft Carpets, Wragby Road, Lincoln	0	.0%	0	.0%	0	.0%
			Jewsons, Deacon Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 9	North Kesteven	Other	Co-op, Burton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Ruskington	3	4.5%	0	.0%	0	.0%
		Sleaford		15	22.7%	24	33.8%	0	.0%
Zone 10	North Kesteven	Other	Hornbrothers, Sleaford High Street, Sleaford	1	1.5%	0	.0%	0	.0%
			DFS, Sleaford	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Other	Messingham	0	.0%	0	.0%	0	.0%
			Epworth	0	.0%	0	.0%	0	.0%
Zone 12	West Lindsey	Other	Gainsborough	0	.0%	0	.0%	10	12.8%
			Laura Ashley, Marshalls Yard, Gainsborough	0	.0%	0	.0%	0	.0%
			Horsleys, Church Street, Gainsborough	0	.0%	0	.0%	1	1.3%
			Co-op, Queensway, Gainsborough	0	.0%	0	.0%	1	1.3%
			Carpetright, Gainsborough	0	.0%	0	.0%	0	.0%
Zone 14	West Lindsey	Market Rasen		0	.0%	0	.0%	0	.0%
		Caistor		0	.0%	0	.0%	1	1.3%
			Brigg	0	.0%	0	.0%	1	1.3%
			Parkers Carpets, Wrawby Street, Brigg	0	.0%	0	.0%	0	.0%
Zone 15	North Lincolnshire	Other	DFS, Scawby Road, Brigg	0	.0%	0	.0%	1	1.3%
			E&M Carpets, Bridge Street, Brigg	0	.0%	0	.0%	0	.0%
			A&F Carpets, Bridge Street, Brigg	0	.0%	0	.0%	0	.0%
			Rowlands, King Edward Street, Brigg	0	.0%	0	.0%	0	.0%
				0	.0%	0	.0%	0	.0%

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

			Zone					
			9		10		11	
			Num	%	Num	%	Num	%
Outside Study Area	Bassetlaw	Worksop	0	.0%	0	.0%	1	1.3%
		B&Q, Sandy Lane Retail Park, Worksop	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	1	1.3%
		Wickes, Babbage Way, Worksop	0	.0%	0	.0%	0	.0%
	Bolton	Carpetright, Worksop	0	.0%	0	.0%	0	.0%
		Bolton	0	.0%	0	.0%	0	.0%
	Boston	Boston	20	30.3%	2	2.8%	0	.0%
		United Carpets, Main Ridge, Boston	1	1.5%	0	.0%	0	.0%
		Other	1	1.5%	0	.0%	0	.0%
		Oldrids and Downtown, Grantham Road, Boston	0	.0%	0	.0%	0	.0%
	City of Kingston upon Hull	Boston	0	.0%	0	.0%	0	.0%
		Hull	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Barker & Stonehouse, Junction Retail Park, Hull	0	.0%	0	.0%	0	.0%
	Doncaster	Doncaster	0	.0%	0	.0%	30	38.5%
		Thorne Road Retail Park, Doncaster	0	.0%	0	.0%	1	1.3%
		Wheatley Shopping Centre, Wheatley Hall Road, Doncaster	0	.0%	0	.0%	1	1.3%
		Other	0	.0%	0	.0%	0	.0%
	East Lindsey	M Burrows Furniture World, Doncaster Road, Doncaster	0	.0%	0	.0%	0	.0%
		DFS, High Street, Carcroft, Doncaster	0	.0%	0	.0%	1	1.3%
		Woodthorpe	0	.0%	0	.0%	0	.0%
		Spilsby	0	.0%	0	.0%	0	.0%
	Gedling	Arnold	0	.0%	1	1.4%	0	.0%
		Leeds	0	.0%	0	.0%	1	1.3%
	Leeds	Ikea, Leeds	0	.0%	0	.0%	0	.0%
		Leeds	0	.0%	0	.0%	1	1.3%
	London	Horse Trials, London	0	.0%	0	.0%	0	.0%
		London	0	.0%	0	.0%	0	.0%
	Mansfield	Mansfield	0	.0%	0	.0%	0	.0%
		Mansfield	0	.0%	0	.0%	0	.0%
	Newark and Sherwood	Newark	1	1.5%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Carpetright, Northgate Retail Park, Newark	0	.0%	0	.0%	0	.0%

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

			Zone					
			9		10		11	
			Num	%	Num	%	Num	%
Outside Study Area	North East Lincolnshire	Grimsby	0	.0%	0	.0%	0	.0%
		Cleethorpes	0	.0%	0	.0%	0	.0%
		Carpetright, High Point Retail Park, Grimsby	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Allenby Stevenson, Victoria Street, Grimsby	0	.0%	0	.0%	0	.0%
	North Lincolnshire	Humberston	0	.0%	0	.0%	0	.0%
		Scunthorpe	0	.0%	0	.0%	6	7.7%
		Dunelm, Scunthorpe	0	.0%	0	.0%	0	.0%
		Winterton, Scunthorpe	0	.0%	0	.0%	0	.0%
		Wilsons, Scunthorpe	0	.0%	0	.0%	1	1.3%
	Other	TJ Hughes, Cole Street, Scunthorpe	0	.0%	0	.0%	0	.0%
		Harveys, Lakeside, Scunthorpe	0	.0%	0	.0%	0	.0%
		Dreams, Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
		Carpetright, Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
		BHS, High Street, Scunthorpe	0	.0%	0	.0%	0	.0%
	Nottingham	Barton-upon-Humber	0	.0%	0	.0%	0	.0%
		Ashby Carpet, Bottesord Road, Scunthorpe	0	.0%	0	.0%	0	.0%
		Nottingham	3	4.5%	1	1.4%	1	1.3%
		Other	0	.0%	0	.0%	0	.0%
	Peterborough	Peterborough	1	1.5%	0	.0%	0	.0%
		Other	1	1.5%	1	1.4%	0	.0%
	Rutland	Other	0	.0%	0	.0%	0	.0%
	Selby	Other	0	.0%	0	.0%	0	.0%
	Sheffield	Sheffield	0	.0%	1	1.4%	2	2.6%
		John Lewis, Barkers Pool, Sheffield	0	.0%	0	.0%	2	2.6%
		Other	0	.0%	0	.0%	0	.0%
	South Holland	Spalding	1	1.5%	0	.0%	0	.0%

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

				Zone					
				9		10		11	
				Num	%	Num	%	Num	%
Outside Study Area	South Kesteven	Grantham		4	6.1%	13	18.3%	0	.0%
		Downtown/Boundary Mills, Gonerby Moor, Grantham		3	4.5%	4	5.6%	0	.0%
		Homebase, Grantham	0	.0%	1	1.4%	0	.0%	
			DFS, Gonerby Road, Grantham	0	.0%	0	.0%	0	.0%
		Other	Carpetright, London Road, Grantham	0	.0%	1	1.4%	0	.0%
	Stoke-On-Trent	Bourne	1	1.5%	0	.0%	0	.0%	
		Other	Stoke-on-Trent	0	.0%	0	.0%	0	.0%
		Tyne and Wear	Other	Ikea, Gateshead, Tyne & Wear	0	.0%	0	.0%	0
	York	Other	York	0	.0%	0	.0%	0	.0%
	Other	Internet/ Home Delivery		1	1.5%	2	2.8%	2	2.6%
Other		Abroad	0	.0%	1	1.4%	0	.0%	

(cont.)



**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

				Zone	
				12	
				Num	%
Base: All respondents (ex DK, varies, don't buy)				79	100.0%
Zone 1	Bassetlaw	Retford		0	.0%
		Other	Watsons, Carolgate, Retford	0	.0%
Zone 2	West Lindsey	Other	Hemswell	0	.0%
		Louth		0	.0%
Zone 3	East Lindsey	Other	Horncastle	0	.0%
			T Marris Carpets, Eastgate, Louth	0	.0%
			Harveys, Eastgate, Louth	0	.0%
			Fotherby	0	.0%
Zone 4	East Lindsey	Other	Woodhall Spa	0	.0%
			Broadway Carpets, The Broadway, Woodhall Spa	0	.0%
Zone 5	North Kesteven	Other	Metheringham	0	.0%
		Other	North Hykeham	0	.0%
Zone 6	North Kesteven	Other	Co-op, Park Lane Shopping Centre, Lincoln	1	1.3%
	West Lindsey	Other	Cherry Willingham, Lincoln	0	.0%

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

			Zone		
			12		
			Num	%	
Zone 7	Lincoln	Other	Co-op, Tritton Road, Lincoln	0	.0%
			B&Q, Beevor Street, Lincoln	0	.0%
			Tritton Road Retail Park, Lincoln	0	.0%
			Co-op, Moorland Centre, Moorland Way, Lincoln	0	.0%
			Allied Carpets, Valentine Retail Park, Lincoln	0	.0%
			Valentine Retail Park, Lincoln	0	.0%
			Shah, Dixon Street, Lincoln	0	.0%
			Saint Marks Retail Park, Lincoln	0	.0%
			Next, High Street, Lincoln	0	.0%
			Mawer Thomas & Son, Portland Street, Lincoln	0	.0%
			House of Shah, Dixons Street, Lincoln	0	.0%
			Harveys, St Marks Retail Park, Lincoln	0	.0%
			G H Shaw, High Street, Lincoln	0	.0%
			Dreams, Valentine Retail Park, Lincoln	0	.0%
			BHS, The Sidings, St Marks Retail Park, Lincoln	0	.0%
			Bargate, Lincoln	0	.0%
			Allders, Tritton Road, Lincoln	0	.0%
	North Kesteven	Claytons Carpets, Lincoln West Retail Park, Lincoln	0	.0%	
		Carpet Right, Tritton Road Retail Warehousing, Lincoln	0	.0%	
		SCS, Tritton Road Retail Warehousing, Lincoln	1	1.3%	
		Floors to Go, Tritton Road Retail Warehousing, Lincoln	0	.0%	
Zone 7/8	North Kesteven	Lincoln City Centre	2	2.5%	

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

				Zone	
				12	
				Num	%
Zone 8	Lincoln	Other	United Carpets, Deacon Road, Lincoln	0	.0%
			Lincolnshire Flooring, Outer Circle Road, Lincoln	0	.0%
			Focus, Outer Circle Road, Lincoln	0	.0%
			Croft Carpets, Wragby Road, Lincoln	0	.0%
			Jewsons, Deacon Road, Lincoln	0	.0%
Zone 9	North Kesteven	Other	Co-op, Burton Road, Lincoln	0	.0%
			Ruskington	0	.0%
			Sleaford	0	.0%
Zone 10	North Kesteven	Other	Hornbrothers, Sleaford High Street, Sleaford	0	.0%
			DFS, Sleaford	0	.0%
Zone 12	North Lincolnshire	Other	Messingham	2	2.5%
			Epworth	2	2.5%
			Gainsborough	31	39.2%
	West Lindsey	Other	Laura Ashley, Marshalls Yard, Gainsborough	0	.0%
			Horsleys, Church Street, Gainsborough	0	.0%
Zone 14	West Lindsey	Market Rasen	Co-op, Queensway, Gainsborough	0	.0%
			Carpetright, Gainsborough	1	1.3%
			Caistor	0	.0%
			Brigg	1	1.3%
			Parkers Carpets, Wrawby Street, Brigg	0	.0%
Zone 15	North Lincolnshire	Other	DFS, Scawby Road, Brigg	2	2.5%
			E&M Carpets, Bridge Street, Brigg	0	.0%
			A&F Carpets, Bridge Street, Brigg	0	.0%
			Rowlands, King Edward Street, Brigg	0	.0%

(cont.)

Q23. Where did you last go to buy furniture, carpets and floor coverings?

				Zone	
				12	
				Num	%
Outside Study Area	Bassetlaw	Worksop		0	.0%
		B&Q, Sandy Lane Retail Park, Worksop		0	.0%
		Other	Wickes, Babbage Way, Worksop	0	.0%
			Carpetright, Worksop	0	.0%
	Bolton	Other	Bolton	0	.0%
		Boston		0	.0%
	Boston		United Carpets, Main Ridge, Boston	0	.0%
		Other	Oldrids and Downtown, Grantham Road, Boston	0	.0%
			Boston	0	.0%
	City of Kingston upon Hull		Hull	0	.0%
		Other	Barker & Stonehouse, Junction Retail Park, Hull	0	.0%
	Doncaster	Doncaster		3	3.8%
			Thorne Road Retail Park, Doncaster	0	.0%
			Wheatley Shopping Centre, Wheatley Hall Road, Doncaster	0	.0%
		Other	M Burrows Furniture World, Doncaster Road, Doncaster	1	1.3%
	East Lindsey		DFS, High Street, Carcroft, Doncaster	0	.0%
		Other	Woodthorpe	0	.0%
			Spilsby	0	.0%
	Gedling	Other	Arnold	0	.0%
	Leeds		Leeds	1	1.3%
		Other	Ikea, Leeds	0	.0%
	London	Other	Horse Trials, London	0	.0%
	Mansfield	Mansfield		0	.0%
	Newark and Sherwood	Newark		0	.0%
		Other	Carpetright, Northgate Retail Park, Newark	0	.0%

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

			Zone	
			12	
			Num	%
Outside Study Area	North East Lincolnshire	Grimsby	2	2.5%
		Cleethorpes	0	.0%
		Carpetright, High Point Retail Park, Grimsby	0	.0%
		Other	0	.0%
		Allenby Stevenson, Victoria Street, Grimsby	0	.0%
	North Lincolnshire	Humberston	0	.0%
		Scunthorpe	24	30.4%
		Dunelm, Scunthorpe	0	.0%
		Winterton, Scunthorpe	0	.0%
		Wilsons, Scunthorpe	0	.0%
	Other	TJ Hughes, Cole Street, Scunthorpe	1	1.3%
		Harveys, Lakeside, Scunthorpe	0	.0%
		Dreams, Lakeside Retail Park, Scunthorpe	1	1.3%
		Carpetright, Lakeside Retail Park, Scunthorpe	1	1.3%
		BHS, High Street, Scunthorpe	0	.0%
	Nottingham	Barton-upon-Humber	0	.0%
		Ashby Carpet, Bottesord Road, Scunthorpe	0	.0%
		Nottingham	0	.0%
		Other	0	.0%
		John Lewis, Victoria Centre, Nottingham	0	.0%
	Peterborough	Peterborough	0	.0%
		Other	0	.0%
	Rutland	Other	0	.0%
	Selby	Other	0	.0%
	Sheffield	Other	0	.0%
		John Lewis, Barkers Pool, Sheffield	0	.0%
	South Holland	Other	0	.0%
		Marks and Spencers, The Arcade, Meadowhall Centre, Sheffield	0	.0%
	Spalding		0	.0%

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

				Zone	
				12	
				Num	%
Outside Study Area	Grantham			0	.0%
	Downtown/Boundary Mills, Gonerby Moor, Grantham			0	.0%
	South Kesteven	Homebase, Grantham		0	.0%
		DFS, Gonerby Road, Grantham		0	.0%
	Other	Carpetright, London Road, Grantham		0	.0%
		Bourne		0	.0%
	Stoke-On-Trent	Other	Stoke-on-Trent	0	.0%
	Tyne and Wear	Other	Ikea, Gateshead, Tyne & Wear	0	.0%
	York	Other	York	0	.0%
	Other	Internet/ Home Delivery		2	2.5%
		Other		0	.0%

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

				Zone					
				13		14		15	
				Num	%	Num	%	Num	%
Base: All respondents (ex DK, varies, don't buy)				72	100.0%	73	100.0%	79	100.0%
Zone 1	Bassetlaw	Retford		0	.0%	0	.0%	0	.0%
		Other	Watsons, Carolgate, Retford	0	.0%	0	.0%	0	.0%
Zone 2	West Lindsey	Other	Hemswell	1	1.4%	0	.0%	0	.0%
		Louth		0	.0%	1	1.4%	0	.0%
Zone 3	East Lindsey		Horncastle	0	.0%	0	.0%	0	.0%
			T Marris Carpets, Eastgate, Louth	0	.0%	0	.0%	0	.0%
		Other	Harveys, Eastgate, Louth	0	.0%	0	.0%	0	.0%
			Fotherby	0	.0%	0	.0%	0	.0%
Zone 4	East Lindsey		Woodhall Spa	0	.0%	0	.0%	0	.0%
		Other	Broadway Carpets, The Broadway, Woodhall Spa	0	.0%	0	.0%	0	.0%
Zone 5	North Kesteven	Other	Metheringham	0	.0%	0	.0%	0	.0%
		Other	North Hykeham	0	.0%	0	.0%	0	.0%
Zone 6	North Kesteven	Other	Co-op, Park Lane Shopping Centre, Lincoln	0	.0%	0	.0%	0	.0%
		Other	Cherry Willingham, Lincoln	0	.0%	0	.0%	0	.0%

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

			Zone						
			13		14		15		
			Num	%	Num	%	Num	%	
Zone 7	Lincoln	Other	Co-op, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
			B&Q, Beevor Street, Lincoln	0	.0%	1	1.4%	0	.0%
			Tritton Road Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Co-op, Moorland Centre, Moorland Way, Lincoln	0	.0%	0	.0%	0	.0%
			Allied Carpets, Valentine Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Valentine Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Shah, Dixon Street, Lincoln	0	.0%	0	.0%	0	.0%
			Saint Marks Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Next, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Mawer Thomas & Son, Portland Street, Lincoln	0	.0%	0	.0%	0	.0%
			House of Shah, Dixons Street, Lincoln	0	.0%	0	.0%	0	.0%
			Harveys, St Marks Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			G H Shaw, High Street, Lincoln	0	.0%	0	.0%	0	.0%
			Dreams, Valentine Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			BHS, The Sidings, St Marks Retail Park, Lincoln	0	.0%	0	.0%	0	.0%
			Bargate, Lincoln	0	.0%	0	.0%	0	.0%
			Allders, Tritton Road, Lincoln	0	.0%	0	.0%	0	.0%
	North Kesteven	Claytons Carpets, Lincoln West Retail Park, Lincoln	0	.0%	0	.0%	0	.0%	
		Carpet Right, Tritton Road Retail Warehousing, Lincoln	0	.0%	1	1.4%	0	.0%	
		SCS, Tritton Road Retail Warehousing, Lincoln	0	.0%	1	1.4%	0	.0%	
		Floors to Go, Tritton Road Retail Warehousing, Lincoln	0	.0%	0	.0%	0	.0%	
Zone 7/8	North Kesteven	Lincoln City Centre	5	6.9%	10	13.7%	1	1.3%	

(cont.)



**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

				Zone					
				13		14		15	
				Num	%	Num	%	Num	%
Zone 8	Lincoln	Other	United Carpets, Deacon Road, Lincoln	0	.0%	0	.0%	0	.0%
			Lincolnshire Flooring, Outer Circle Road, Lincoln	0	.0%	0	.0%	0	.0%
			Focus, Outer Circle Road, Lincoln	0	.0%	0	.0%	0	.0%
			Croft Carpets, Wragby Road, Lincoln	0	.0%	0	.0%	0	.0%
			Jewsons, Deacon Road, Lincoln	0	.0%	0	.0%	0	.0%
Zone 9	North Kesteven	Other	Co-op, Burton Road, Lincoln	0	.0%	0	.0%	0	.0%
			Ruskington	0	.0%	0	.0%	0	.0%
			Sleaford	0	.0%	0	.0%	0	.0%
Zone 10	North Kesteven	Other	Hornbrothers, Sleaford High Street, Sleaford	0	.0%	0	.0%	0	.0%
			DFS, Sleaford	0	.0%	0	.0%	0	.0%
Zone 12	North Lincolnshire	Other	Messingham	0	.0%	0	.0%	0	.0%
			Epworth	0	.0%	0	.0%	0	.0%
			Gainsborough	4	5.6%	0	.0%	0	.0%
			Laura Ashley, Marshalls Yard, Gainsborough	0	.0%	0	.0%	0	.0%
			West Lindsey						
Zone 14	West Lindsey	Other	Horsleys, Church Street, Gainsborough	0	.0%	0	.0%	0	.0%
			Co-op, Queensway, Gainsborough	0	.0%	0	.0%	0	.0%
			Carpetright, Gainsborough	0	.0%	0	.0%	0	.0%
			Market Rasen	0	.0%	4	5.5%	0	.0%
			Caistor	0	.0%	1	1.4%	0	.0%
Zone 15	North Lincolnshire	Other	Brigg	20	27.8%	4	5.5%	26	32.9%
			Parkers Carpets, Wrawby Street, Brigg	3	4.2%	0	.0%	1	1.3%
			DFS, Scawby Road, Brigg	1	1.4%	0	.0%	0	.0%
			E&M Carpets, Bridge Street, Brigg	1	1.4%	0	.0%	2	2.5%
			A&F Carpets, Bridge Street, Brigg	2	2.8%	0	.0%	1	1.3%
			Rowlands, King Edward Street, Brigg	1	1.4%	0	.0%	0	.0%

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

			Zone					
			13		14		15	
			Num	%	Num	%	Num	%
Outside Study Area	Bassetlaw	Worksop	0	.0%	0	.0%	0	.0%
		B&Q, Sandy Lane Retail Park, Worksop	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Wickes, Babbage Way, Worksop	0	.0%	0	.0%	0	.0%
	Bolton	Carpetright, Worksop	0	.0%	0	.0%	0	.0%
		Bolton	0	.0%	0	.0%	0	.0%
		Boston	0	.0%	0	.0%	0	.0%
	Boston	United Carpets, Main Ridge, Boston	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		Oldrids and Downtown, Grantham Road, Boston	0	.0%	0	.0%	0	.0%
		Boston	0	.0%	0	.0%	0	.0%
	City of Kingston upon Hull	Hull	1	1.4%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	1	1.3%
		Barker & Stonehouse, Junction Retail Park, Hull	0	.0%	0	.0%	0	.0%
	Doncaster	Doncaster	0	.0%	0	.0%	0	.0%
		Thorne Road Retail Park, Doncaster	0	.0%	0	.0%	0	.0%
		Wheatley Shopping Centre, Wheatley Hall Road, Doncaster	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
	Doncaster	M Burrows Furniture World, Doncaster Road, Doncaster	0	.0%	0	.0%	0	.0%
		DFS, High Street, Carcroft, Doncaster	0	.0%	0	.0%	0	.0%
		Woodthorpe	0	.0%	0	.0%	0	.0%
		Spilsby	0	.0%	0	.0%	0	.0%
	East Lindsey	Other	0	.0%	0	.0%	0	.0%
		Arnold	0	.0%	0	.0%	0	.0%
	Gedling	Other	0	.0%	0	.0%	0	.0%
		Leeds	0	.0%	0	.0%	0	.0%
	Leeds	Other	1	1.4%	1	1.4%	0	.0%
		Ikea, Leeds	0	.0%	0	.0%	0	.0%
	London	Other	0	.0%	1	1.4%	0	.0%
		Horse Trials, London	0	.0%	0	.0%	0	.0%
	Mansfield	Mansfield	0	.0%	0	.0%	0	.0%
		Newark	0	.0%	0	.0%	0	.0%
	Newark and Sherwood	Other	0	.0%	0	.0%	0	.0%
		Carpetright, Northgate Retail Park, Newark	0	.0%	0	.0%	0	.0%

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

			Zone					
			13		14		15	
			Num	%	Num	%	Num	%
Outside Study Area	North East Lincolnshire	Grimsby	3	4.2%	38	52.1%	27	34.2%
		Cleethorpes	0	.0%	2	2.7%	0	.0%
		Carpetright, High Point Retail Park, Grimsby	0	.0%	1	1.4%	1	1.3%
		Other	0	.0%	1	1.4%	1	1.3%
		Allenby Stevenson, Victoria Street, Grimsby	0	.0%	1	1.4%	1	1.3%
	North Lincolnshire	Humberston	0	.0%	1	1.4%	0	.0%
		Scunthorpe	22	30.6%	0	.0%	12	15.2%
		Dunelm, Scunthorpe	1	1.4%	0	.0%	0	.0%
		Winterton, Scunthorpe	1	1.4%	0	.0%	0	.0%
		Wilsons, Scunthorpe	0	.0%	0	.0%	0	.0%
	Other	TJ Hughes, Cole Street, Scunthorpe	0	.0%	0	.0%	0	.0%
		Harveys, Lakeside, Scunthorpe	0	.0%	0	.0%	1	1.3%
		Dreams, Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
		Carpetright, Lakeside Retail Park, Scunthorpe	0	.0%	0	.0%	0	.0%
		BHS, High Street, Scunthorpe	1	1.4%	0	.0%	0	.0%
	Nottingham	Barton-upon-Humber	0	.0%	0	.0%	1	1.3%
		Ashby Carpet, Bottesord Road, Scunthorpe	1	1.4%	0	.0%	0	.0%
		Nottingham	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
		John Lewis, Victoria Centre, Nottingham	0	.0%	0	.0%	0	.0%
	Peterborough	Peterborough	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
	Rutland	Other	0	.0%	0	.0%	0	.0%
	Selby	Other	1	1.4%	0	.0%	0	.0%
	Sheffield	Sheffield	0	.0%	0	.0%	1	1.3%
		John Lewis, Barkers Pool, Sheffield	0	.0%	0	.0%	0	.0%
		Other	0	.0%	0	.0%	0	.0%
	South Holland	Spalding	0	.0%	0	.0%	0	.0%
		Marks and Spencers, The Arcade, Meadowhall Centre, Sheffield	0	.0%	0	.0%	0	.0%

(cont.)

**Q23. Where did you last go to buy furniture, carpets and floor coverings?**

			Zone					
			13		14		15	
			Num	%	Num	%	Num	%
Outside Study Area	Grantham		0	.0%	0	.0%	0	.0%
	Downtown/Boundary Mills, Gonerby Moor, Grantham		0	.0%	0	.0%	0	.0%
	South Kesteven	Homebase, Grantham	0	.0%	0	.0%	0	.0%
		DFS, Gonerby Road, Grantham	0	.0%	0	.0%	0	.0%
	Other	Carpetright, London Road, Grantham	0	.0%	0	.0%	0	.0%
		Bourne	0	.0%	0	.0%	0	.0%
		Stoke-on-Trent	0	.0%	0	.0%	0	.0%
	Tyne and Wear	Other	0	.0%	0	.0%	0	.0%
	York	Other	0	.0%	1	1.4%	0	.0%
	Other	Internet/ Home Delivery	2	2.8%	4	5.5%	3	3.8%
		Other	0	.0%	0	.0%	0	.0%