

## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q01 In which store or shopping centre do you NORMALLY shop at for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?</b>																				
<i>Excl. Nulls</i>																				
Aldi, Alvescote Road, Carterton	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Banbury Road, Chipping Norton	0.1%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford City	1.7%	17	5.8%	8	0.0%	0	15.1%	5	2.2%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.6%	1
Aldi, Broadway, Didcot	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	9	4.3%	3
Aldi, Launton Road, Bicester	2.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	23	0.7%	1	0.0%	0	0.0%	0
Aldi, Osier Way, Buckingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Budgens, Peachcroft Shopping Centre, Abingdon	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Banbury Road, Oxford City	0.1%	1	0.7%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cherwell Drive, Oxford City	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cowley Road, Oxford City	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kidlington	0.4%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Iffley Road, Oxford City	0.3%	3	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kingsley Road, Bicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Headington	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oakley Road, Chinnor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Co-op, Rose Hill, Oxford City	0.2%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St.Helen Street, Abingdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Co-op, Templars Square, Oxford City	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walton Street (#42, Northern end, near the Post Office), Oxford City	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wootton Fields Centre, Wootton	0.2%	2	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Headington, Oxford City	0.2%	2	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Sheep Street, Bicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0

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Lidl, Launton Road Retail Park, Bicester	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	12	0.6%	1	0.0%	0	0.0%	0
Lidl, Watlington Road, Oxford	1.3%	12	2.7%	4	5.6%	7	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
M&S Simply Food, Rail Station, Oxford City	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Marks & Spencer, Banbury Road, Oxford City	0.7%	7	4.6%	7	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Queen Street, City Centre, Oxford	0.6%	6	1.4%	2	2.7%	3	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Cowley Road, Oxford	0.1%	1	0.0%	0	0.8%	1	0.8%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, London Road, Headington	0.4%	4	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Magdalen Street, Oxford City	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.7%	1
Sainsbury's Local, Suffolk House, Banbury Road, Oxford City	0.5%	5	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Sainsburys, Heyford Hill Roundabout, Oxford	7.1%	69	12.2%	18	27.1%	34	8.0%	2	7.5%	2	0.0%	0	0.0%	0	1.4%	1	4.8%	11	0.8%	1
Sainsbury's, High Street, Thame	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0
Sainsbury's, Market Place, Chipping Norton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Sainsbury's, Oxford Road, Kidlington	5.5%	54	18.9%	27	0.0%	0	0.8%	0	0.7%	0	0.0%	0	14.7%	23	0.0%	0	0.3%	1	2.4%	2
Sainsburys, The John Allen Centre, Between Towns Road (Templars Retail Park), Cowley	2.0%	19	0.7%	1	6.7%	8	0.8%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	9	0.0%	0
Sainsbury's, Westgate, Oxford City	1.0%	10	3.0%	4	2.0%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Sainsbury's, Witan Way, Witney	3.8%	37	0.7%	1	0.0%	0	0.0%	0	0.0%	0	35.7%	35	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Abingdon Road, Oxford	1.9%	18	0.0%	0	0.0%	0	11.6%	4	0.0%	0	0.6%	1	0.0%	0	0.0%	0	5.5%	12	2.3%	2
Tesco Express, Banbury Road, Oxford City	0.1%	1	0.7%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Cowley Road, Oxford	1.9%	18	3.4%	5	6.2%	8	4.3%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Tesco Metro, High Street, Kidlington	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Magdalen Street, Oxford City	0.5%	5	2.8%	4	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco, Lakeview Drive, Bicester	4.7%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.2%	44	2.6%	2	0.0%	0	0.0%	0

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Tesco, Oxford Retail Park, Oxford	4.4%	43	1.3%	2	26.3%	33	4.1%	1	11.1%	2	0.9%	1	0.0%	0	0.0%	0	0.7%	2	2.3%	2
Tesco, Oxford Road, Brackley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Wallingford Road, Didcot	8.4%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	34.6%	79	3.2%	2
Waitrose Express (Petrol Station), Headington, Headington	0.3%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Waitrose, Abbey Close, Abingdon	1.8%	18	0.0%	0	0.7%	1	5.1%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	14	1.5%	1
Waitrose, Botley Road, Oxford City	1.3%	12	4.1%	6	1.4%	2	9.9%	3	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Greyhound Lane, Thame	3.1%	30	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	32.9%	29	0.0%	0	1.5%	1
Waitrose, High Street, Meadow Walk, Buckingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Old High Street, Headington, Oxford	1.6%	16	10.1%	15	0.8%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Woolgate Centre, Market Square, Witney	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	13	0.5%	1	0.0%	0	0.3%	1	0.9%	1
Covered Market, City Centre, Oxford	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	11.0%	107	9.2%	13	5.0%	6	12.8%	4	4.8%	1	6.7%	7	15.1%	24	15.3%	13	13.3%	30	10.2%	8
Other	3.9%	38	2.7%	4	1.7%	2	0.0%	0	0.0%	0	7.4%	7	3.8%	6	16.1%	14	1.1%	2	2.3%	2
Asda, London Road, Wheatley	3.4%	33	2.8%	4	2.0%	3	0.0%	0	56.3%	12	0.0%	0	1.0%	2	12.0%	10	1.0%	2	0.0%	0
Co-op, Grovelands Shopping Centre, Saville Way, Wantage	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Co-op, High Street, Thame	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Co-op, High Street, Witney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ladder Hill, Station Road, Wheatley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Westway Shopping Centre, Botley	0.3%	3	0.7%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Iceland, Cowley Centre, Oxford	0.2%	2	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ducklington Lane, Witney	2.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.9%	25	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Nisa, Blackbird Leys Road, Oxford	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cowley Road	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oxford City Centre	0.3%	3	0.7%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Oxford Retail Park, Cowley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Central Drive, Didcot	2.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	9.8%	22	2.9%	2
Sainsbury's, Limborough Road, Wantage	2.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	32.7%	25
Sainsbury's, Pioneer Square, Bure Place, Bicester	1.3%	13	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	6.8%	11	1.3%	1	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon	2.2%	22	0.0%	0	0.0%	0	10.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	16	3.1%	2
Waitrose, St Martin's Street, Wallingford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0
Waitrose, Wallingford Street, Wantage	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	13
Weighted base:	974	145		126	31	22		98	160		87		228		77					
Sample:	966	106		96	93	98		98	115		97		164		99					

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<b>Q02 What do you like about (LOCATION MENTIONED AT Q01)? [MR]</b>																				
<i>Those who gave a location at Q01</i>																				
Clean store	0.8%	8	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.6%	1	0.3%	1	0.0%	0
Close to family / friends	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	2.3%	2
Convenient to home	41.3%	402	37.0%	54	31.7%	40	36.6%	11	68.2%	15	40.7%	40	44.9%	72	32.0%	28	45.6%	104	50.8%	39
Convenient to work	1.5%	15	0.0%	0	0.7%	1	0.9%	0	1.6%	0	1.2%	1	1.0%	2	3.4%	3	1.4%	3	5.5%	4
Delivery service	2.9%	28	1.8%	3	1.4%	2	0.8%	0	0.0%	0	2.4%	2	7.3%	12	0.7%	1	1.7%	4	7.0%	5
Easy to get to by car	1.9%	19	3.6%	5	0.7%	1	0.8%	0	6.3%	1	2.5%	2	2.4%	4	0.0%	0	1.7%	4	1.2%	1
Easy to get to by foot	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by public transport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.2%	1
Ethical policy	0.4%	4	1.3%	2	0.8%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Friendly / helpful staff	2.9%	28	6.1%	9	4.6%	6	2.2%	1	2.2%	0	2.1%	2	0.5%	1	2.7%	2	2.0%	5	3.5%	3
Good layout / easy to get around	2.3%	22	2.0%	3	8.3%	10	3.2%	1	0.0%	0	1.3%	1	1.4%	2	1.3%	1	1.4%	3	0.0%	0
Good offers	0.9%	9	3.0%	4	0.8%	1	0.0%	0	0.0%	0	0.6%	1	2.0%	3	0.0%	0	0.0%	0	0.0%	0
Habit / always used it / familiarity	6.8%	66	3.8%	5	15.8%	20	4.6%	1	3.0%	1	9.5%	9	5.3%	9	3.3%	3	6.2%	14	4.6%	4
Has a café	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Has a petrol station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Large store	1.9%	19	6.1%	9	0.0%	0	0.8%	0	0.0%	0	0.6%	1	0.0%	0	1.7%	2	3.1%	7	0.8%	1
Long opening hours	0.1%	1	0.0%	0	0.8%	1	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low prices / value for money	15.1%	147	15.0%	22	12.4%	16	23.0%	7	12.8%	3	32.8%	32	17.7%	28	9.2%	8	11.6%	26	7.0%	5
Loyalty scheme / reward points	0.8%	8	0.7%	1	0.7%	1	0.8%	0	0.8%	0	0.0%	0	0.5%	1	0.6%	1	2.0%	5	0.0%	0
Online shopping is convenient / easier	5.8%	57	5.4%	8	4.3%	5	4.5%	1	0.7%	0	3.1%	3	3.9%	6	11.2%	10	9.6%	22	1.6%	1
Only one in the area	1.0%	10	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	7	0.6%	1	0.4%	1	0.8%	1
Parking is free	1.5%	15	0.7%	1	0.0%	0	0.9%	0	0.0%	0	1.3%	1	3.9%	6	0.7%	1	2.2%	5	0.8%	1
Parking prices are low	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.5%	1	0.7%	1	0.3%	1	1.5%	1
Parking provision is good	4.0%	39	4.2%	6	2.8%	3	1.6%	0	3.7%	1	3.8%	4	9.3%	15	2.6%	2	2.4%	5	2.0%	2
Pleasant shopping environment	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.5%	1	0.0%	0	0.4%	1	2.3%	2
Preference for retailer	1.9%	19	5.6%	8	0.8%	1	4.9%	2	0.0%	0	0.0%	0	0.5%	1	1.4%	1	1.7%	4	3.2%	2
Quality of food goods available	9.5%	93	11.3%	16	4.8%	6	10.8%	3	7.6%	2	8.7%	9	10.7%	17	11.9%	10	7.3%	17	16.3%	13
Self-service checkouts	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of non-food goods available	1.1%	11	0.7%	1	2.0%	3	0.0%	0	1.4%	0	0.0%	0	2.4%	4	1.4%	1	0.7%	2	0.0%	0
Range of food goods available	13.0%	126	19.9%	29	14.8%	19	21.1%	6	5.8%	1	5.1%	5	5.8%	9	32.6%	28	9.0%	21	10.2%	8
Range of non-food goods available	2.5%	25	1.4%	2	5.5%	7	1.6%	0	0.0%	0	0.0%	0	3.9%	6	9.3%	8	0.3%	1	0.0%	0
Safe shopping environment	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.9%	1
Small / quiet store	1.4%	14	0.0%	0	2.7%	3	1.8%	1	1.5%	0	2.6%	3	2.4%	4	0.0%	0	0.7%	2	1.6%	1
Staff discount / work there	1.5%	15	0.7%	1	0.0%	0	0.0%	0	2.3%	1	0.6%	1	0.0%	0	8.0%	7	2.1%	5	1.5%	1

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Supporting local business	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.1%	11	2.0%	3	1.4%	2	2.5%	1	1.5%	0
Convenient generally	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Has everything I need (Don't know)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1
	3.6%	35	0.7%	1	5.2%	7	8.4%	3	2.9%	1
Weighted base:	974	145	126	31	22	98	160	87	228	77
Sample:	966	106	96	93	98	98	115	97	164	99

**Q03 How do you normally travel to (STORE MENTIONED AT Q01)?***Not 'Don't know' and not 'Internet' at Q01*

Car / van (as driver)	79.8%	692	64.4%	85	64.3%	77	78.3%	21	86.0%	18	87.4%	80	88.1%	120	80.2%	59	88.6%	175	82.1%	57
Car / van (as passenger)	3.6%	31	2.3%	3	5.9%	7	7.2%	2	11.6%	2	2.7%	3	3.4%	5	2.7%	2	2.3%	5	4.4%	3
Bus, minibus or coach	2.8%	25	5.2%	7	7.8%	9	5.9%	2	0.7%	0	0.6%	1	0.6%	1	2.4%	2	1.1%	2	1.7%	1
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	10.4%	90	21.0%	28	16.8%	20	6.8%	2	0.7%	0	3.3%	3	7.4%	10	14.7%	11	5.3%	11	8.3%	6
Taxi	0.4%	3	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.4%	12	5.6%	7	2.3%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.9%	1
Mobility scooter / wheelchair	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0
(Varies)	1.2%	10	0.7%	1	0.0%	0	0.9%	0	0.0%	0	6.0%	5	0.0%	0	0.0%	0	0.8%	2	2.6%	2
Weighted base:	867	131	120	27	21	92	136	74	198	69										
Sample:	878	97	89	84	94	87	102	86	149	90										

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q04 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]</b>																				
<i>Not 'Don't know' and not 'Internet' at Q01</i>																				
Yes - non-food shopping	9.1%	79	7.4%	10	4.3%	5	5.3%	1	10.9%	2	18.9%	17	12.7%	17	15.7%	12	2.7%	5	13.4%	9
Yes - other food shopping	5.8%	50	4.4%	6	1.6%	2	8.0%	2	11.6%	2	6.1%	6	10.8%	15	10.1%	7	1.9%	4	8.7%	6
Yes - bars / pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - bingo	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - cafés	1.4%	12	0.0%	0	0.7%	1	0.9%	0	0.8%	0	1.9%	2	1.7%	2	1.6%	1	2.0%	4	2.6%	2
Yes - cinemas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - get petrol	2.8%	24	0.8%	1	8.1%	10	1.0%	0	10.9%	2	2.6%	2	3.5%	5	0.9%	1	1.6%	3	0.0%	0
Yes - go to park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - gyms / health and fitness	1.1%	10	0.0%	0	0.7%	1	0.0%	0	1.5%	0	6.0%	5	0.6%	1	1.5%	1	0.4%	1	0.9%	1
Yes - library	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Yes - markets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - meeting family	1.1%	9	3.8%	5	0.0%	0	0.0%	0	0.8%	0	1.4%	1	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Yes - meeting friends	0.3%	3	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.9%	1
Yes - museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.9%	1
Yes - personal service (e.g. hairdressers, beauty salon etc.)	0.7%	6	0.7%	1	0.0%	0	0.9%	0	0.8%	0	0.0%	0	1.7%	2	0.0%	0	0.4%	1	2.7%	2
Yes - restaurants	0.5%	5	2.4%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Yes - swimming	0.4%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Yes - theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting services such as banks and other financial institutions	1.9%	17	0.0%	0	0.7%	1	2.9%	1	1.9%	0	0.0%	0	6.9%	9	0.8%	1	0.4%	1	6.0%	4
Yes - work	2.2%	19	0.0%	0	4.3%	5	3.0%	1	3.4%	1	1.3%	1	0.0%	0	3.1%	2	1.8%	4	8.4%	6
Yes - other	0.2%	2	0.7%	1	0.0%	0	1.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - school run	0.8%	7	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.0%	4	0.0%	0
(No)	74.8%	649	76.2%	100	77.4%	93	71.2%	19	61.3%	13	62.5%	57	69.4%	94	74.8%	55	87.0%	172	65.6%	45
(Don't know)	1.1%	10	1.5%	2	0.7%	1	5.7%	2	1.5%	0	0.6%	1	0.0%	0	0.9%	1	0.8%	2	3.2%	2
Weighted base:		867		131		120		27		21		92		136		74		198		69
Sample:		878		97		89		84		94		87		102		86		149		90

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q05 When you combine your trip with other activities, where do you normally go?</b>										
<i>Those who link their trip at Q04 AND Excl. Nulls</i>										
Westgate Shopping Centre, Oxford	0.9%	2	3.4%	1	3.8%	1	0.0%	0	0.0%	0
Templars Square, Cowley	0.9%	2	0.0%	0	8.2%	2	0.0%	0	0.0%	0
Abingdon	3.3%	6	0.0%	0	0.0%	0	26.5%	2	0.0%	0
Aylesbury	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	1.2%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Bicester Centre	12.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton	1.3%	3	0.0%	0	0.0%	0	0.0%	0	7.5%	3
Cowley District Centre	4.4%	9	3.4%	1	23.6%	5	4.5%	0	11.3%	1
Cowley Road District Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot	4.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Headington District Centre	3.8%	8	17.2%	5	11.8%	3	0.0%	0	2.2%	0
Littlemore (Cowley Road)	0.1%	0	0.0%	0	0.0%	0	4.5%	0	0.0%	0
Milton Keynes	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Botley	1.0%	2	3.4%	1	0.0%	0	16.5%	1	0.0%	0
Oxford City Centre	5.9%	12	13.7%	4	13.0%	3	18.8%	1	7.0%	1
Oxford (Wilkins Road)	0.5%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Princes Risborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.5%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Summertown District Centre	3.0%	6	20.9%	6	0.0%	0	0.0%	0	0.0%	0
Thame	5.9%	12	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Wallingford	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton Manor	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage	8.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	16.5%	33	0.0%	0	0.0%	0	0.0%	0	92.5%	31
Woodstock	0.4%	1	0.0%	0	0.0%	0	12.2%	1	0.0%	0
Botley Road, Oxford	1.4%	3	3.4%	1	0.0%	0	8.1%	0	8.8%	1
Launton Road Retail Park, Bicester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchard Centre, Didcot	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Retail Park, Oxford	6.1%	12	10.3%	3	35.7%	8	4.5%	0	15.6%	1
Templars Retail Park, Cowley	0.6%	1	0.0%	0	3.8%	1	0.0%	0	4.6%	0
Others	2.6%	5	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Kidlington	6.5%	13	10.1%	3	0.0%	0	0.0%	0	0.0%	0
Oxford (Heyford Hill Roundabout)	0.6%	1	3.8%	1	0.0%	0	0.0%	0	2.4%	0
Wheatley	1.4%	3	0.0%	0	0.0%	0	0.0%	0	38.9%	3
Wootton	0.1%	0	0.0%	0	0.0%	0	4.5%	0	0.0%	0
Weighted base:	199	28	22	6	7	34	41	17	23	21
Sample:	230	23	11	21	34	33	36	20	22	30



# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q06 In addition to (STORE MENTIONED AT Q01), is there any other store that you regularly use for your main-food shopping?</b>																				
<i>Excl. Nulls</i>																				
Aldi, Alvescote Road, Carterton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford City	3.6%	20	3.9%	3	17.6%	11	17.8%	3	1.5%	0	1.9%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Broadway, Didcot	3.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	12.5%	15	7.2%	3
Aldi, Launton Road, Bicester	3.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	17	0.0%	0	0.0%	0	0.0%	0
Budgens, Peachcroft Shopping Centre, Abingdon	0.2%	1	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Co-op, Albion Street, Chipping Norton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Banbury Road, Oxford City	0.2%	1	1.4%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cowley Road, Oxford City	0.5%	3	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kidlington	0.5%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Headington	0.8%	4	5.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oakley Road, Chinnor	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	3	0.0%	0	0.0%	0
Co-op, Rose Hill, Oxford City	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St.Helen Street, Abingdon	0.3%	2	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Co-op, Wootton Fields Centre, Wootton	0.1%	0	0.0%	0	0.0%	0	1.7%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Headington, Oxford City	0.3%	2	1.4%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Kidlington	0.3%	2	0.0%	0	0.0%	0	1.7%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Sheep Street, Bicester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road Retail Park, Bicester	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.0%	0
Lidl, Watlington Road, Oxford	1.6%	9	0.0%	0	4.1%	3	3.4%	0	4.7%	0	2.1%	1	0.0%	0	0.0%	0	3.2%	4	0.0%	0
M&S Simply Food, Sheep Street, Bicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Banbury Road, Oxford City	1.1%	6	6.6%	5	1.3%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Queen Street, City Centre, Oxford	1.5%	8	6.5%	5	1.3%	1	1.7%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.4%	1
Sainsbury's Local, London	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Road, Headington										
Sainsbury's Local, Magdalen Street, Oxford City	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Suffolk House, Banbury Road, Oxford City	0.4%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Heyford Hill Roundabout, Oxford	3.7%	20	2.6%	2	14.4%	9	17.7%	3	9.2%	1
Sainsbury's, High Street, Thame	0.7%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	0
Sainsbury's, Market Place, Chipping Norton	0.1%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0
Sainsbury's, Oxford Road, Kidlington	2.3%	13	7.3%	5	0.0%	0	1.7%	0	0.0%	0
Sainsburys, The John Allen Centre, Between Towns Road (Templars Retail Park), Cowley	1.0%	5	1.3%	1	4.0%	3	0.0%	0	4.5%	0
Sainsbury's, Witan Way, Witney	5.6%	31	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Abingdon Road, Oxford	0.8%	4	0.0%	0	0.0%	0	3.4%	0	0.0%	0
Tesco Express, London Road, Headington	0.6%	3	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Aldates, Oxford City	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Tesco Metro, Cowley Road, Oxford	1.0%	6	1.3%	1	5.6%	4	0.0%	0	3.2%	0
Tesco Metro, High Street, Kidlington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Magdalen Street, Oxford City	0.3%	2	1.3%	1	1.3%	1	0.0%	0	0.0%	0
Tesco, Lakeview Drive, Bicester	4.5%	24	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxford Retail Park, Oxford	2.5%	14	3.9%	3	10.9%	7	0.0%	0	30.7%	3
Tesco, Oxford Road, Brackley	0.4%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Wallingford Road, Didcot	2.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose Express (Petrol Station), Headington, Headington	1.5%	8	9.0%	7	1.3%	1	0.0%	0	4.5%	0
Waitrose, Abbey Close, Abingdon	1.8%	10	0.0%	0	0.0%	0	5.3%	1	0.0%	0
Waitrose, Botley Road, Oxford City	2.7%	15	10.4%	8	7.0%	5	11.9%	2	4.6%	0

## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Waitrose, Greyhound Lane, Thame	1.4%	7	0.0%	0	0.0%	0	0.0%	0	7.6%	1	0.0%	0	0.7%	1	13.2%	6	0.0%	0	0.0%	0
Waitrose, Old High Street, Headington, Oxford	0.5%	3	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Pear-tree Roundabout, A44, Oxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Waitrose, The Woolgate Centre, Market Square, Witney	1.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	9	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Covered Market, City Centre, Oxford	0.5%	3	1.3%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	7.6%	42	9.2%	7	0.0%	0	0.0%	0	0.0%	0	3.1%	2	9.2%	10	0.0%	0	13.4%	16	14.7%	6
Other	6.3%	35	4.0%	3	1.5%	1	5.1%	1	0.0%	0	6.0%	4	1.4%	2	37.2%	17	1.2%	2	15.3%	7
Asda, London Road, Wheatley	2.4%	13	1.3%	1	2.8%	2	1.7%	0	17.4%	2	0.0%	0	0.0%	0	15.5%	7	1.3%	2	0.0%	0
Co-op, Grovelands Shopping Centre, Saville Way, Wantage	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3
Co-op, High Street, Thame	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Co-op, High Street, Witney	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ladder Hill, Station Road, Wheatley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Westway Shopping Centre, Botley	0.4%	2	1.3%	1	0.0%	0	10.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Cowley Centre, Oxford	0.3%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ducklington Lane, Witney	1.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	9	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Local shops, Cowley Road	0.2%	1	1.3%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oxford City Centre	1.6%	9	0.0%	0	13.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Summertown	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Retail Park, Cowley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Black Bourton Road, Carterton	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Central Drive, Didcot	5.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	28	3.1%	1
Sainsbury's, Limbrough Road, Wantage	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	8
Sainsbury's, Pioneer Square, Bure Place, Bicester	6.7%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	36	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	5	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon	1.9%	10	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	8	4.1%	2
Waitrose, St Martin's Street,	1.3%	7	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	6	0.0%	0

## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Wallingford										
Waitrose, Wallingford Street, Wantage	1.4% 8	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	17.9% 8
Weighted base:	546	75	64	14	11	62	110	44	121	43
Sample:	529	61	55	48	45	55	77	46	87	55

## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q07 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week to buy bread, milk, etc., on a day-to-day basis)?</b>																				
<i>Excl. Nulls</i>																				
Aldi, Alvescote Road, Carterton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Botley Road, Oxford City	0.2%	1	0.0%	0	0.0%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Broadway, Didcot	0.6%	4	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0
Aldi, Launton Road, Bicester	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.0%	0
Budgens, Peachcroft Shopping Centre, Abingdon	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0
Co-op, Banbury Road, Oxford City	1.1%	7	4.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Cowley Road, Oxford City	1.1%	7	0.0%	0	7.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kidlington	1.1%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	3.6%	5	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Wallingford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Co-op, Iffley Road, Oxford City	0.4%	3	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kingsley Road, Bicester	2.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	13	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Headington	1.8%	12	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	2.1%	2	0.0%	0
Co-op, Main Road, Long Hanborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oakley Road, Chinnor	2.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	14	0.0%	0	0.0%	0
Co-op, Park End, Croughton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rose Hill, Oxford City	1.4%	9	1.0%	1	8.6%	8	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St.Helen Street, Abingdon	0.8%	5	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0
Co-op, Templars Square, Oxford City	0.5%	3	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Co-op, Walton Street (#123-125, Southern end, opposite Raoul's Bar), Oxford City	0.5%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walton Street (#42, Northern end, near the Post Office), Oxford City	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wootton Fields Centre, Wootton	0.6%	4	0.0%	0	0.0%	0	16.2%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Iceland, Headington, Oxford City	0.6%	4	3.9%	4	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Kidlington	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Sheep Street, Bicester	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road Retail Park, Bicester	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6	0.0%	0	0.0%	0	0.0%	0
Lidl, Watlington Road, Oxford	0.2%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, High Street, Chalgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Londis, Walton Street, Oxford City	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Rail Station, Oxford City	0.4%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
M&S Simply Food, Sheep Street, Bicester	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	2.4%	2	0.0%	0	0.0%	0
Marks & Spencer, Banbury Road, Oxford City	1.0%	6	6.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Queen Street, City Centre, Oxford	0.7%	5	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
My Local, Welch Way, Witney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Abingdon Road, Oxford	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Cowley Road, Oxford	0.3%	2	0.0%	0	2.1%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, London Road, Headington	0.4%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Magdalen Street, Oxford City	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Suffolk House, Banbury Road, Oxford City	0.3%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Heyford Hill Roundabout, Oxford	1.6%	10	0.0%	0	6.8%	6	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Sainsbury's, High Street, Thame	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	7	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Kidlington	1.0%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	0.0%	0	0.0%	0	0.0%	0
Sainsburys, The John Allen Centre, Between Towns Road (Templars Retail Park), Cowley	0.5%	3	1.1%	1	1.8%	2	1.1%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Westgate, Oxford City	0.3%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Sainsbury's, Witan Way, Witney	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Church Road, Chinor	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Tesco Express, Abingdon Road, Oxford	2.7%	17	2.9%	3	0.9%	1	4.7%	1	0.0%	0	3.3%	2	0.0%	0	0.0%	0	9.8%	11	0.0%	0
Tesco Express, Banbury Road, Oxford City	0.4%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Express, St Aldates, Oxford City	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Cowley Road, Oxford	0.7%	5	0.0%	0	4.0%	4	1.3%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tesco Metro, High Street, Kidlington	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Magdalen Street, Oxford City	0.6%	4	2.9%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Lakeview Drive, Bicester	3.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	20	1.6%	1	0.0%	0	0.0%	0
Tesco, Oxford Retail Park, Oxford	1.4%	9	1.0%	1	7.6%	7	1.3%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxford Road, Brackley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Wallingford Road, Didcot	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	8	1.2%	1
Waitrose Express (Petrol Station), Headington, Headington	2.0%	13	10.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon	2.0%	13	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	12	0.0%	0
Waitrose, Botley Road, Oxford City	0.9%	5	2.1%	2	0.0%	0	13.6%	3	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Greyhound Lane, Thame	1.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	12	0.0%	0	0.0%	0
Waitrose, Old High Street, Headington, Oxford	2.7%	17	17.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Woolgate Centre, Market Square, Witney	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Covered Market, City Centre, Oxford	0.7%	5	0.0%	0	4.7%	4	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.5%	3	1.1%	1	1.0%	1	0.0%	0	1.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other	27.6%	177	9.3%	9	24.0%	22	15.7%	3	13.1%	2	49.6%	27	25.3%	33	36.3%	26	32.0%	36	39.9%	19
Asda, London Road, Wheatley	0.8%	5	0.0%	0	0.0%	0	0.0%	0	23.8%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Co-op, Grovelands Shopping Centre, Saville Way, Wantage	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	7
Co-op, High Street, Thame	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0

## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Co-op, High Street, Witney	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ladder Hill, Station Road, Wheatley	1.1%	7	0.0%	0	0.0%	0	0.0%	0	44.0%	7
Co-op, Westway Shopping Centre, Botley	0.8%	5	0.0%	0	0.0%	0	21.4%	5	0.0%	0
Lidl, Ducklington Lane, Witney	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Blackbird Leys Road, Oxford	1.9%	12	0.0%	0	13.4%	12	0.0%	0	0.0%	0
Local shops, Cowley Road	0.6%	4	1.9%	2	2.4%	2	0.0%	0	0.0%	0
Local shops, Oxford City Centre	1.1%	7	4.5%	4	2.8%	3	0.0%	0	0.0%	0
Local shops, Summertown	0.4%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Oxford Retail Park, Cowley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Morrisons, Black Bourton Road, Carterton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Central Drive, Didcot	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Limborough Road, Wantage	2.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Pioneer Square, Bure Place, Bicester	3.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Marcham Road, Abingdon	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Waitrose, St Martin's Street, Wallingford	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	643	99	91	22	16	54	130	71	111	49
Sample:	645	73	60	68	72	56	84	82	93	57



# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q08 In addition to (STORE MENTIONED AT Q07), is there any other store that you regularly use for your household's small scale top-up food shopping?</b>																				
<i>Those who do top-up shopping at Q07 AND Excl. Nulls</i>																				
Aldi, Botley Road, Oxford City	0.1%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Broadway, Didcot	0.6%	1	0.0%	0	0.0%	0	10.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Aldi, Launton Road, Bicester	4.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	9	0.0%	0	0.0%	0	0.0%	0
Ali Jericho Store, Albert Street, Oxford City	0.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Peachcroft Shopping Centre, Abingdon	0.1%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Albion Street, Chipping Norton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Banbury Road, Oxford City	4.0%	8	15.9%	6	9.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kidlington	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Wallingford	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Co-op, Kingsley Road, Bicester	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	5	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Headington	3.5%	8	18.2%	7	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Oakley Road, Chinnor	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Co-op, Rose Hill, Oxford City	0.4%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St.Helen Street, Abingdon	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0
Co-op, Walton Street (#42, Northern end, near the Post Office), Oxford City	0.5%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wootton Fields Centre, Wootton	0.1%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Old Marston Road, Oxford City	0.4%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Headington, Oxford City	0.1%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Kidlington	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Launton Road Retail Park, Bicester	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	3.7%	1	0.0%	0	0.0%	0
Lidl, Watlington Road, Oxford	1.4%	3	0.0%	0	6.9%	2	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
M&S Simply Food, Sheep Street, Bicester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Marks & Spencer, Banbury Road, Oxford City	2.6%	6	10.6%	4	0.0%	0	0.0%	0	3.1%	0	5.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Queen Street, City Centre, Oxford	1.5%	3	0.0%	0	9.6%	3	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, London Road, Headington	1.0%	2	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Suffolk House, Banbury Road, Oxford City	0.5%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Heyford Hill Roundabout, Oxford	5.6%	12	0.0%	0	31.6%	9	3.4%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	8.3%	2	0.0%	0
Sainsbury's, High Street, Thame	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.3%	3	0.0%	0	0.0%	0
Sainsbury's, Oxford Road, Kidlington	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Witan Way, Witney	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Abingdon Road, Oxford	0.4%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Banbury Road, Oxford City	1.0%	2	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Headington	0.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Cowley Road, Oxford	2.5%	5	7.9%	3	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0
Tesco Metro, High Street, Kidlington	0.5%	1	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Magdalen Street, Oxford City	0.5%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Lakeview Drive, Bicester	5.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.6%	12	0.0%	0	0.0%	0	0.0%	0
Tesco, Oxford Retail Park, Oxford	1.3%	3	0.0%	0	3.0%	1	0.0%	0	32.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Wallingford Road, Didcot	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Waitrose Express (Petrol Station), Headington, Headington	1.0%	2	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Abbey Close, Abingdon	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0
Waitrose, Botley Road, Oxford City	0.4%	1	0.0%	0	0.0%	0	10.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Greyhound Lane, Thame	1.7%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	22.8%	4	0.0%	0	0.0%	0
Waitrose, The Woolgate Centre, Market Square, Witney	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Covered Market, City Centre, Oxford	1.5%	3	6.6%	2	3.0%	1	0.0%	0	0.0%	0
Internet / delivered	0.4%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Other	29.1%	62	5.5%	2	6.1%	2	29.5%	2	25.4%	1
Asda, London Road, Wheatley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Co-op, Grovelands Shopping Centre, Saville Way, Wantage	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Thame	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Witney	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ladder Hill, Station Road, Wheatley	0.5%	1	0.0%	0	0.0%	0	0.0%	0	19.7%	1
Co-op, Westway Shopping Centre, Botley	0.6%	1	0.0%	0	0.0%	0	17.8%	1	0.0%	0
Iceland, Cowley Centre, Oxford	0.4%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Lidl, Ducklington Lane, Witney	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cowley Road	0.6%	1	2.6%	1	0.0%	0	0.0%	0	5.5%	0
Local shops, Oxford City Centre	1.1%	2	0.0%	0	4.8%	1	3.3%	0	0.0%	0
Local shops, Summertown	0.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Oxford Retail Park, Cowley	1.2%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Sainsbury's, Central Drive, Didcot	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Limborough Road, Wantage	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Pioneer Square, Bure Place, Bicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Broadfields Retail Park, Bicester Road, Aylesbury	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Martin's Street, Wallingford	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wallingford Street, Wantage	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	212		37		28		7		6	
Sample:	216		31		21		22		23	

## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Mean score [%]:</b>																				
<b>Q09 Of all the money you spend on your main and top-up food shopping, what share goes to your main food shopping?</b>																				
<i>Those who do top-up shopping at Q07</i>																				
0 - 10%	0.7%	5	3.4%	4	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
11 - 20%	0.6%	4	1.7%	2	0.0%	0	0.0%	0	7.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
21 - 30%	0.7%	5	3.4%	4	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
31 - 40%	0.9%	6	0.8%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.4%	3	0.0%	0
41 - 50%	5.3%	37	8.7%	10	0.9%	1	3.2%	1	6.9%	1	4.8%	3	3.5%	5	7.3%	5	2.5%	3	15.3%	8
51 - 60%	7.8%	54	7.8%	9	3.6%	3	15.3%	4	10.4%	2	12.9%	8	7.7%	10	4.1%	3	8.2%	10	9.9%	5
61 - 70%	15.7%	109	16.9%	19	15.2%	15	27.9%	6	6.1%	1	7.0%	4	18.1%	24	20.3%	15	15.5%	20	10.0%	5
71 - 80%	31.2%	217	31.9%	36	37.9%	37	14.6%	3	31.0%	6	23.2%	14	37.7%	50	34.5%	25	27.0%	34	23.0%	12
81 - 90%	17.3%	121	9.1%	10	15.1%	15	17.7%	4	27.9%	5	32.6%	20	24.8%	33	16.4%	12	11.2%	14	13.9%	7
91 - 100%	6.1%	43	3.4%	4	12.5%	12	4.5%	1	3.7%	1	9.7%	6	4.7%	6	2.5%	2	3.7%	5	11.7%	6
(Don't know / varies)	12.8%	89	12.8%	14	12.1%	12	8.6%	2	2.6%	0	9.7%	6	3.5%	5	11.6%	8	28.4%	36	11.3%	6
(Refused)	0.9%	6	0.0%	0	2.7%	3	4.9%	1	2.6%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1	1.3%	1
<i>Mean:</i>	<i>75.34</i>		<i>68.17</i>		<i>81.30</i>		<i>72.40</i>		<i>71.65</i>		<i>80.07</i>		<i>78.09</i>		<i>74.54</i>		<i>74.30</i>		<i>72.26</i>	
Weighted base:	696		113		97		23		18		62		133		71		127		52	
Sample:	695		79		67		73		76		65		88		82		103		62	

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q10 Where do you normally do most of your household's shopping for mens, womens, childrens and baby clothing and footwear (fashion items - not sports clothing and footwear)?</b>										
<i>Excl. Nulls</i>										
Clarendon Shopping Centre, Oxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westgate Shopping Centre, Oxford	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Templars Square, Cowley	1.4%	14	0.0%	0	11.1%	13	0.0%	0	1.9%	0
Abingdon	1.7%	17	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Aylesbury	1.7%	17	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Banbury	2.6%	25	0.7%	1	0.0%	0	0.0%	0	0.7%	0
Bicester Centre	3.0%	29	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Cheltenham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Cowley District Centre	1.5%	15	0.0%	0	5.9%	7	6.8%	2	10.5%	2
Cowley Road District Centre	0.3%	3	0.0%	0	1.5%	2	4.2%	1	0.0%	0
Didcot	3.2%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Headington District Centre	0.5%	4	2.1%	3	1.1%	1	0.9%	0	0.0%	0
High Wycombe	2.7%	26	0.8%	1	2.2%	3	0.0%	0	1.5%	0
Milton Keynes	3.3%	31	0.0%	0	0.0%	0	0.0%	0	1.5%	0
New Botley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury	2.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	30.7%	292	55.6%	75	50.5%	60	49.8%	15	56.6%	12
Princes Risborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	5.7%	54	9.5%	13	1.4%	2	1.7%	1	0.8%	0
Summertown District Centre	0.3%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0
Swindon Centre	1.9%	18	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Thame	1.2%	11	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Wallingford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Wantage	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	6.3%	60	0.7%	1	0.0%	0	1.7%	1	0.0%	0
Banbury Cross Retail Park, Banbury	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Gateway Shopping Park, Banbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Bicester Avenue, Bicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Outlet Shopping	1.0%	10	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Botley Road, Oxford	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.6%	1
Fairacres Retail Park, Abingdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchard Centre, Didcot	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Retail Park, Oxford	0.2%	2	0.7%	1	0.7%	1	0.0%	0	0.0%	0
Swindon Designer Outlet, Swindon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Retail Park, Cowley	0.6%	6	0.0%	0	3.7%	4	0.0%	0	1.5%	0
Internet / catalogue / mail	22.2%	211	19.5%	26	18.1%	21	31.5%	10	14.9%	3

## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
order / TV shopping																				
Others	0.8%	7	0.7%	1	0.7%	1	0.0%	0	1.5%	0	1.8%	2	1.5%	2	0.6%	1	0.0%	0	0.8%	1
Abroad	0.3%	3	0.8%	1	0.8%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
London	1.0%	10	2.9%	4	0.0%	0	0.0%	0	0.8%	0	0.7%	1	0.0%	0	2.0%	2	0.7%	2	2.2%	2
Kidlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Oxford (Heyford Hill Roundabout)	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Weighted base:	953	134	118	30	22	99	155	86	235	73										
Sample:	943	97	89	91	97	99	111	96	169	94										

**Q11 How do you normally travel to (STORE OR CENTRE MENTIONED AT Q10)?***Those who gave a location at Q10*

Car / van (as driver)	57.2%	424	30.2%	33	23.5%	23	40.1%	8	62.3%	12	81.4%	60	70.5%	84	73.2%	58	64.3%	110	67.4%	38
Car / van (as passenger)	2.6%	19	1.8%	2	1.0%	1	5.5%	1	2.2%	0	2.5%	2	2.6%	3	2.6%	2	3.6%	6	2.7%	2
Bus, minibus or coach	20.0%	148	28.1%	30	44.6%	43	36.4%	8	23.4%	4	5.9%	4	21.0%	25	8.6%	7	10.6%	18	15.1%	8
Using park & ride facility	1.6%	12	0.0%	0	0.0%	0	7.1%	1	8.7%	2	0.0%	0	0.7%	1	3.9%	3	1.9%	3	3.3%	2
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.5%	71	21.4%	23	18.1%	17	4.8%	1	2.6%	0	9.3%	7	2.0%	2	8.7%	7	6.6%	11	2.1%	1
Taxi	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Train	3.5%	26	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	2.2%	2	11.0%	19	2.4%	1
Bicycle	3.4%	25	10.0%	11	11.9%	11	1.2%	0	0.9%	0	0.9%	1	0.6%	1	0.0%	0	0.5%	1	0.0%	0
Mobility scooter / wheelchair	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride	0.2%	2	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.0%	0
(Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
(Varies)	1.4%	10	4.6%	5	1.0%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	5.5%	3
Weighted base:	742	108	97	21	19	73	119	79	170	56										
Sample:	766	78	76	68	79	79	89	85	136	76										

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q12 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs &amp; DVDs, unexposed films for photographic use, etc.) (Excluding video games)?</b>																				
<i>Excl. Nulls</i>																				
Templars Square, Cowley	0.2%	1	0.0%	0	1.7%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abingdon	1.8%	12	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	11	0.0%	0	0.0%	0
Aylesbury	0.6%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0
Banbury	1.4%	9	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	6.0%	7	0.0%	0	0.0%	0	0.0%	0
Bicester Centre	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	7	2.1%	1	0.0%	0	0.0%	0
Blackbird Leys (Barns Road)	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley District Centre	0.8%	5	0.0%	0	7.8%	4	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Cowley Road District Centre	0.6%	4	1.3%	1	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot	3.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	19	0.0%	0	0.0%	0
Headington District Centre	1.5%	9	1.1%	1	14.0%	8	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0
Milton Keynes	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	8.2%	52	14.8%	13	19.0%	11	12.2%	2	16.3%	2	0.0%	0	1.9%	2	10.0%	6	8.9%	16	1.5%	1
Swindon Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Thame	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Wallingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Wantage	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	5
Watlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	4.4%	28	0.0%	0	0.0%	0	4.0%	1	0.0%	0	41.2%	26	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Launton Road Retail Park, Bicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Orchard Centre, Didcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Oxford Retail Park, Oxford	0.6%	4	0.0%	0	4.6%	3	0.0%	0	1.4%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Bicester Avenue, Bicester	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / mail order / TV shopping	71.8%	458	80.4%	68	45.2%	25	69.3%	13	62.7%	8	55.0%	35	79.9%	97	75.7%	44	72.5%	131	86.4%	37
Others	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	5	0.0%	0	0.0%	0	0.0%	0
Oxford (Heyford Hill Roundabout)	0.1%	0	0.0%	0	0.0%	0	1.3%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	12.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		638		85		56		19		13		64		121		58		180		43
Sample:		576		60		44		52		53		65		81		57		109		55

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q13 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, Kindles, iPads, telephones, etc.)?</b>										
<i>Excl. Nulls</i>										
Clarendon Shopping Centre, Oxford	0.3%	3	0.9%	1	0.8%	1	0.0%	0	0.0%	0
Templars Square, Cowley	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Abingdon	1.8%	15	2.6%	3	0.0%	0	9.6%	2	0.0%	0
Aylesbury	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Banbury	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Bicester Centre	0.7%	6	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Blackbird Leys (Elsewhere)	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cowley District Centre	0.2%	2	0.0%	0	1.7%	2	0.0%	0	1.9%	0
Cowley Road District Centre	0.6%	5	1.0%	1	3.5%	4	1.0%	0	0.0%	0
Didcot	3.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Headington District Centre	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
High Wycombe	6.8%	55	9.1%	10	4.5%	4	2.2%	1	16.3%	3
Milton Keynes	2.1%	17	0.0%	0	0.0%	0	1.0%	0	0.9%	0
New Botley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
New Headington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Newbury	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	6.6%	54	15.5%	17	11.5%	11	5.3%	1	15.4%	3
Oxford (Hollow Way)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.9%	7	0.0%	0	0.9%	1	1.2%	0	0.0%	0
Swindon Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	3.6%	29	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Avenue, Bicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road, Oxford	15.7%	127	31.3%	35	37.5%	37	39.2%	9	20.1%	4
Fairacres Retail Park, Abingdon	0.6%	5	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Hadden Hill Retail Park, Didcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horspath Driftway Retail Park, Headington	1.6%	13	10.5%	12	1.0%	1	0.0%	0	1.4%	0
Orchard Centre, Didcot	2.0%	16	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Oxford Retail Park, Oxford	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Seacourt Tower Retail Park, Oxford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Swindon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Retail Park, Cowley	0.3%	2	0.0%	0	0.8%	1	0.0%	0	3.6%	1
Wallingford Road Retail Park, Didcot	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / mail	43.5%	351	25.0%	28	34.3%	34	39.5%	10	35.2%	6



## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
order / TV shopping										
Others	0.4% 3	1.0% 1	0.0% 0	0.0% 0	0.9% 0	0.0% 0	0.6% 1	0.0% 0	0.0% 0	1.9% 1
London	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.1% 1
Kidlington	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.5% 1	0.0% 0	0.0% 0	0.0% 0
Wheatley	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.7% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	807	111	100	24	18	89	138	64	201	62
Sample:	786	78	70	71	84	87	99	75	142	80

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q14 Where do you normally do most of your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?</b>										
<i>Excl. Nulls</i>										
Templars Square, Cowley	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Abingdon	2.4%	20	0.0%	0	0.0%	0	6.3%	2	0.0%	0
Aylesbury	1.4%	11	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Banbury	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Centre	3.6%	30	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Blackbird Leys (Elsewhere)	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Cowley District Centre	1.1%	9	2.6%	3	4.3%	4	0.0%	0	0.9%	0
Cowley Road District Centre	0.2%	2	1.0%	1	0.9%	1	0.0%	0	0.0%	0
Didcot	4.9%	41	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Headington District Centre	0.7%	6	4.4%	5	0.8%	1	0.0%	0	0.0%	0
High Wycombe	8.9%	74	18.5%	21	5.6%	6	3.7%	1	24.2%	4
Milton Keynes	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.7%	1
New Botley	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Newbury	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	6.9%	57	17.8%	20	8.6%	9	3.7%	1	16.0%	3
Reading	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Swindon Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame	0.7%	6	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Wallingford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage	2.7%	23	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Watlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	4.2%	36	1.0%	1	0.0%	0	0.9%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road, Oxford	15.9%	133	25.0%	28	43.1%	44	49.0%	14	25.4%	5
Fairacres Retail Park, Abingdon	2.2%	18	0.0%	0	1.8%	2	5.3%	1	0.0%	0
Hadden Hill Retail Park, Didcot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horspath Driftway Retail Park, Headington	1.3%	11	9.8%	11	0.0%	0	0.0%	0	1.0%	0
Launton Road Retail Park, Bicester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchard Centre, Didcot	2.9%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Retail Park, Oxford	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.6%	1
Seacourt Tower Retail Park, Oxford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Retail Park, Cowley	0.3%	2	0.0%	0	0.8%	1	0.0%	0	1.7%	0
Wallingford Road Retail Park, Didcot	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / mail order / TV shopping	31.1%	260	18.0%	20	28.9%	30	27.3%	8	20.1%	4

## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Others	1.4% 12	1.0% 1	1.7% 2	1.0% 0	0.0% 0	0.0% 0	5.7% 8	0.0% 0	0.6% 1	0.0% 0
London	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.0% 1
Kidlington	0.8% 6	0.9% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	4.0% 6	0.0% 0	0.0% 0	0.0% 0
Oxford (Heyford Hill Roundabout)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.9% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Wheatley	0.1% 1	0.0% 0	0.0% 0	0.0% 0	6.4% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	838	111	102	28	18	93	137	74	207	69
Sample:	835	84	73	83	85	91	105	83	143	88

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q15 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?</b>										
<i>Excl. Nulls</i>										
Clarendon Shopping Centre, Oxford	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Templars Square, Cowley	1.6%	14	0.0%	0	10.5%	11	0.0%	0	0.0%	0
Abingdon	4.3%	37	0.0%	0	0.0%	0	21.5%	5	0.0%	0
Aylesbury	0.8%	7	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Banbury	0.8%	7	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Centre	6.8%	59	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Cowley District Centre	2.4%	20	0.0%	0	16.7%	18	2.1%	1	4.5%	1
Cowley Road District Centre	0.4%	4	0.0%	0	3.2%	4	0.0%	0	0.0%	0
Didcot	5.6%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Headington District Centre	0.8%	7	4.8%	6	0.0%	0	0.0%	0	1.7%	0
Henley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
New Headington	1.0%	9	6.7%	9	0.0%	0	0.0%	0	0.0%	0
Newbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	17.3%	149	48.6%	64	28.8%	31	32.4%	8	33.4%	6
Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Summertown District Centre	0.9%	8	5.3%	7	0.0%	0	1.0%	0	0.9%	0
Temple Cowley	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Thame	2.9%	25	0.0%	0	0.0%	0	0.0%	0	7.0%	1
Wallingford	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage	2.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	5.2%	45	0.0%	0	0.0%	0	2.0%	0	0.0%	0
Woodstock	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Avenue, Bicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Botley Road, Oxford	0.5%	4	0.7%	1	3.1%	3	0.0%	0	0.0%	0
Fairacres Retail Park, Abingdon	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Hadden Hill Retail Park, Didcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchard Centre, Didcot	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Retail Park, Oxford	0.3%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Templars Retail Park, Cowley	0.3%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Internet / catalogue / mail order / TV shopping	40.4%	348	31.7%	42	31.2%	34	35.8%	9	39.0%	7
Others	0.7%	6	0.8%	1	0.0%	0	2.1%	1	0.9%	0
London	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinnor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford (Heyford Hill Roundabout)	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0

## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Wheatley	0.2% 2	0.0% 0	0.0% 0	0.0% 0	11.0% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Wootton	0.0% 0	0.0% 0	0.0% 0	1.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	862	132	108	24	18	86	146	79	200	68
Sample:	842	95	76	74	85	87	101	84	153	87

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q16 Where do you normally do most of your household's shopping for games &amp; toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?</b>										
<i>Excl. Nulls</i>										
Clarendon Shopping Centre, Oxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Square, Cowley	0.3%	3	1.6%	1	1.0%	1	1.3%	0	0.0%	0
Abingdon	5.8%	43	0.0%	0	3.3%	3	14.4%	3	0.0%	0
Aylesbury	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	0.9%	6	1.0%	1	0.0%	0	0.0%	0	1.1%	0
Bicester Centre	5.6%	42	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Cowley District Centre	2.8%	20	5.7%	5	9.8%	9	1.3%	0	17.5%	3
Cowley Road District Centre	0.4%	3	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Didcot	4.2%	31	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Headington District Centre	0.4%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0
High Wycombe	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littlemore (Cowley Road)	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Marston	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Milton Keynes	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.7%	1
New Botley	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
New Headington	1.2%	9	9.3%	9	0.0%	0	0.0%	0	0.0%	0
New Marston	0.3%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	9.2%	68	21.5%	20	12.2%	11	11.9%	2	23.5%	4
Princes Risborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	1.6%	12	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Summertown District Centre	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Swindon Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame	1.9%	14	0.0%	0	0.0%	0	0.0%	0	7.0%	1
Wallingford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wantage	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney	5.7%	42	0.0%	0	0.0%	0	5.1%	1	1.0%	0
Woodstock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Avenue, Bicester	2.1%	15	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Botley Road, Oxford	7.5%	56	23.0%	22	6.1%	5	22.1%	4	9.2%	1
Fairacres Retail Park, Abingdon	2.0%	15	0.0%	0	0.0%	0	12.9%	3	0.0%	0
Hadden Hill Retail Park, Didcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Bicester	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchard Centre, Didcot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Retail Park, Oxford	2.3%	17	0.0%	0	17.8%	16	0.0%	0	1.1%	0
Seacourt Tower Retail Park, Oxford	0.5%	4	2.3%	2	0.0%	0	0.0%	0	0.0%	0

## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Templars Retail Park, Cowley	1.1%	8	0.0%	0	7.0%	6	1.4%	0	1.1%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0
Wyevale Garden Centre, Bicester Avenue, Bicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / mail order / TV shopping	34.5%	256	18.8%	18	30.8%	27	27.1%	5	24.0%	4	35.5%	29	34.6%	46	29.2%	18	41.7%	80	51.7%	29
Others	0.4%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	1.2%	1
London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Kidlington	1.0%	8	7.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Oxford (Heyford Hill Roundabout)	1.0%	8	0.0%	0	8.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatley	0.5%	3	0.0%	0	0.0%	0	0.0%	0	8.4%	1	0.7%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0
Weighted base:		742		94		87		19		16		82		133		61		193		55
Sample:		651		61		58		54		68		76		86		64		117		67

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q17 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?</b>																				
<i>Excl. Nulls</i>																				
Abingdon	12.3%	81	11.3%	10	4.6%	3	24.8%	5	7.9%	1	2.5%	2	2.1%	2	0.9%	1	29.8%	47	22.1%	10
Aylesbury	2.9%	19	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.7%	1	27.3%	18	0.0%	0	0.0%	0
Banbury	2.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	6.1%	7	7.9%	5	0.0%	0	0.0%	0
Bicester Centre	3.3%	22	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	20	0.9%	1	0.0%	0	0.0%	0
Burford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley District Centre	1.2%	8	0.0%	0	4.7%	4	4.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.5%	2	1.3%	1
Cowley Road District Centre	0.3%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot	2.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	17	4.3%	2
Headington District Centre	0.5%	4	1.1%	1	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe	7.0%	46	11.1%	10	6.6%	5	8.4%	2	15.2%	2	2.4%	2	2.8%	3	32.2%	21	0.5%	1	1.5%	1
Milton Keynes	5.2%	34	4.4%	4	4.7%	4	0.0%	0	4.5%	1	1.5%	1	15.6%	18	7.9%	5	0.0%	0	4.1%	2
New Botley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Headington	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury	0.7%	5	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	5
Oxford City Centre	10.2%	67	15.6%	14	4.6%	3	2.7%	0	24.9%	4	19.8%	16	9.5%	11	0.0%	0	9.9%	16	8.4%	4
Oxford (Rose Hill)	0.3%	2	1.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford (Wilkins Road)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	3.2%	21	1.2%	1	0.0%	0	0.0%	0	1.1%	0	0.8%	1	0.0%	0	0.0%	0	11.5%	18	1.4%	1
Summertown District Centre	0.7%	5	3.6%	3	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Thame	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Wantage	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	6.3%	3
Witney	3.3%	22	1.2%	1	0.0%	0	1.3%	0	0.0%	0	23.7%	19	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, Banbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Bicester Avenue, Bicester	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	6	0.0%	0	0.0%	0	0.0%	0
Botley Road, Oxford	10.8%	71	14.5%	13	24.3%	18	19.9%	4	10.5%	2	21.0%	17	10.1%	12	0.9%	1	3.1%	5	2.7%	1
Fairacres Retail Park, Abingdon	6.1%	40	1.1%	1	1.1%	1	17.9%	3	2.8%	0	0.8%	1	1.4%	2	0.0%	0	15.1%	24	18.7%	8
Horspath Driftway Retail Park, Headington	1.4%	9	8.5%	7	1.3%	1	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton Road Retail Park, Bicester	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.9%	1	0.0%	0	0.0%	0
Meadowside Retail Park, Oxford	0.1%	0	0.0%	0	0.0%	0	1.4%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchard Centre, Didcot	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Oxford Retail Park, Oxford	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Swindon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Templars Retail Park, Cowley	0.9%	6	1.2%	1	4.7%	4	0.0%	0	1.1%	0	0.8%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Wallingford Road Retail Park, Didcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0



## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Internet / catalogue / mail order / TV shopping	16.4% 108	14.1% 12	31.9% 24	13.8% 3	14.9% 2	19.8% 16	14.2% 16	15.0% 10	12.7% 20	10.6% 5
Others	2.6% 17	2.9% 3	2.3% 2	4.1% 1	3.4% 0	0.0% 0	6.1% 7	0.9% 1	2.0% 3	1.5% 1
London	0.7% 5	2.3% 2	1.3% 1	1.5% 0	0.0% 0	0.0% 0	0.7% 1	0.0% 0	0.0% 0	1.4% 1
Haddenham	0.4% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	4.5% 3	0.0% 0	0.0% 0
Wheatley	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.1% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	659	87	75	18	14	80	115	66	159	44
Sample:	631	63	52	51	63	72	85	65	118	62

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q18 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?</b>																				
<i>Excl. Nulls</i>																				
Templars Square, Cowley	0.3%	3	0.0%	0	1.8%	2	1.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Abingdon	12.4%	102	0.9%	1	2.6%	3	11.3%	3	1.7%	0	2.6%	2	0.0%	0	0.0%	0	38.2%	73	30.5%	20
Aylesbury	5.0%	42	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	58.5%	41	0.0%	0	0.0%	0
Banbury	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.7%	4	0.0%	0	0.0%	0	0.0%	0
Bicester Centre	6.3%	52	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	32.9%	47	5.7%	4	0.0%	0	0.0%	0
Blackbird Leys (Barns Road)	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Cowley District Centre	4.3%	36	6.0%	7	13.3%	13	0.0%	0	31.4%	6	0.0%	0	0.0%	0	7.3%	5	2.4%	5	0.0%	0
Cowley Road District Centre	0.6%	5	3.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot	3.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	28	1.0%	1
Headington District Centre	0.9%	8	6.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	6	0.0%	0	0.0%	0
Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
New Botley	0.2%	2	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
New Headington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	3.5%	29	5.4%	6	10.0%	10	4.2%	1	20.8%	4	1.9%	2	1.6%	2	1.7%	1	1.2%	2	0.9%	1
Oxford (Wilkins Road)	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	2.7%	2
Summertown District Centre	0.4%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Thame	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0
Wallingford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.9%	1
Wantage	1.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	14
Watlington	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	5	0.4%	1	0.0%	0
Witney	9.4%	78	0.8%	1	0.0%	0	1.1%	0	0.8%	0	78.5%	75	0.5%	1	0.0%	0	0.0%	0	1.0%	1
Woodstock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Bicester Avenue, Bicester	2.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	22	0.0%	0	0.0%	0	0.0%	0
Botley Road, Oxford	14.5%	120	35.2%	41	34.8%	34	47.9%	12	13.4%	3	9.4%	9	10.8%	16	0.0%	0	2.7%	5	0.9%	1
Fairacres Retail Park, Abingdon	11.3%	93	2.5%	3	0.9%	1	25.8%	7	1.8%	0	0.0%	0	0.5%	1	0.8%	1	31.0%	59	33.3%	22
Horspath Driftway Retail Park, Headington	3.6%	30	12.6%	15	10.9%	11	0.0%	0	17.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Kings Park, Wantage	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Launton Road Retail Park, Bicester	5.2%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.2%	42	1.6%	1	0.0%	0	0.0%	0
Meadowside Retail Park, Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchard Centre, Didcot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Oxford Retail Park, Oxford	0.9%	7	4.3%	5	0.9%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.8%	1	0.4%	1	0.0%	0
Seacourt Tower Retail Park, Oxford	0.6%	5	2.6%	3	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southam Road, Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet.	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1

## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Swindon																				
Templars Retail Park, Cowley	3.2%	26	9.3%	11	14.2%	14	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.8%	1	0.4%	1	0.0%	0
Frosts Garden Centre, Millets Farm, Frilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Notcutts Garden Centre, Nuneham Courtenay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Bicester Avenue, Bicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, South Hinksey (A34)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / mail order / TV shopping	2.9%	24	3.8%	4	7.8%	8	4.0%	1	0.9%	0	3.2%	3	0.5%	1	1.7%	1	2.4%	5	1.9%	1
Others	1.3%	10	1.7%	2	1.0%	1	0.0%	0	0.8%	0	0.6%	1	2.1%	3	0.0%	0	1.6%	3	0.9%	1
Kidlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Wheatley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		827		117		98		25		19		95		144		71		190		67
Sample:		809		84		70		73		81		93		105		78		141		84

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q19 Where do you normally do most of your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.</b>																				
<i>Excl. Nulls</i>																				
Templars Square, Cowley	1.0%	9	2.3%	3	5.3%	6	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abingdon	9.2%	84	0.0%	0	0.7%	1	39.6%	11	0.0%	0	0.0%	0	0.0%	0	0.7%	1	29.7%	66	7.9%	5
Aylesbury	2.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.0%	22	0.0%	0	0.0%	0
Banbury	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	7	0.0%	0	0.0%	0	0.0%	0
Bicester Centre	10.5%	96	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.5%	93	3.7%	3	0.0%	0	0.0%	0
Blackbird Leys (Elsewhere)	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley District Centre	3.4%	31	3.0%	4	12.8%	15	2.8%	1	14.6%	3	0.0%	0	1.5%	2	7.4%	6	0.0%	0	0.0%	0
Cowley Road District Centre	0.8%	7	1.6%	2	3.7%	4	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot	9.0%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.6%	79	5.5%	4
Headington District Centre	1.8%	16	12.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
High Wycombe	1.5%	13	0.0%	0	1.2%	1	0.0%	0	2.3%	0	0.0%	0	0.0%	0	12.7%	10	0.7%	2	0.0%	0
Littlemore (Cowley Road)	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
New Botley	0.1%	1	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.8%	1
Oxford City Centre	15.8%	144	54.8%	70	29.5%	34	32.3%	9	29.4%	6	3.2%	3	8.5%	13	1.6%	1	2.8%	6	1.8%	1
Oxford (Wilkins Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	9	1.8%	1
Summertown District Centre	1.7%	16	11.9%	15	0.0%	0	0.9%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Temple Cowley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame	2.8%	26	0.8%	1	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	31.2%	24	0.0%	0	0.0%	0
Wallingford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0
Wantage	5.1%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	67.6%	47
Watlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Witney	10.2%	93	0.7%	1	0.0%	0	2.7%	1	0.0%	0	89.6%	87	1.5%	2	0.0%	0	0.4%	1	1.8%	1
Woodstock	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road, Oxford	0.5%	5	0.7%	1	1.6%	2	0.9%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.0%	0
Fairacres Retail Park, Abingdon	0.2%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.7%	1
Horspath Driftway Retail Park, Headington	0.1%	1	0.0%	0	0.8%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchard Centre, Didcot	1.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	14	0.0%	0	0.0%	0
Oxford Retail Park, Oxford	2.3%	21	0.0%	0	16.5%	19	0.0%	0	6.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Retail Park, Cowley	2.9%	26	0.0%	0	21.0%	24	1.0%	0	1.5%	0	0.0%	0	0.0%	0	0.8%	1	0.3%	1	0.0%	0
Internet / catalogue / mail order / TV shopping	9.2%	84	9.3%	12	3.0%	3	6.8%	2	6.2%	1	5.0%	5	13.4%	21	8.3%	6	12.3%	27	8.4%	6
Others	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.2%	2	2.1%	5	1.7%	1
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
London	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Chinnor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haddenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington	1.7%	15	0.7%	1	0.7%	1	0.0%	0	0.0%	0
Oxford (Heyford Hill Roundabout)	0.5%	4	0.7%	1	1.6%	2	1.7%	0	0.8%	0
Wheatley	1.0%	9	0.0%	0	0.0%	0	0.9%	0	31.9%	7
Wootton	0.1%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Weighted base:	913	128	115	29	21	97	156	78	221	69
Sample:	893	91	84	86	95	95	112	89	153	88

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9								
<b>Q20 Where do you normally do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.)?</b>																		
<i>Excl. Nulls</i>																		
Templars Square, Cowley	0.5%	4	0.0%	0	4.2%	4	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abingdon	9.7%	86	0.8%	1	0.0%	0	37.2%	12	0.0%	0	0.0%	0	0.0%	0	29.9%	66	9.0%	7
Aylesbury	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	11	0.0%	0	0.0%	0
Banbury	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0
Barton	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Centre	12.0%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	72.4%	104	2.3%	2	0.0%	0
Blackbird Leys (Balfour Road)	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackbird Leys (Barns Road)	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackbird Leys (Elsewhere)	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carterton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Cheltenham	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	7	0.0%	0
Cowley District Centre	4.2%	37	0.7%	1	16.7%	15	4.2%	1	15.8%	3	0.0%	0	1.6%	2	14.5%	11	1.4%	3
Cowley Road District Centre	1.0%	9	0.8%	1	8.7%	8	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot	11.4%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.6%	94	8.1%	6
Headington District Centre	3.4%	30	21.9%	29	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Littlemore (Cowley Road)	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littlemore (Elsewhere)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marston	0.5%	5	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Botley	0.6%	6	0.0%	0	0.0%	0	18.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Oxford City Centre	9.9%	88	33.2%	44	30.0%	26	12.8%	4	19.6%	4	0.6%	1	1.6%	2	0.8%	1	2.1%	5
Oxford (Iffley Road)	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford (Wilkins Road)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Summertown District Centre	3.3%	29	22.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Temple Cowley	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame	3.9%	35	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	45.2%	34	0.0%	0
Wallingford	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	13	0.0%	0
Wantage	7.1%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	9	71.3%	53
Watlington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Witney	10.1%	89	0.7%	1	0.0%	0	2.5%	1	0.0%	0	92.3%	86	1.1%	2	0.0%	0	0.0%	0
Woodstock	0.8%	7	0.7%	1	0.0%	0	0.8%	0	0.0%	0	0.7%	1	3.3%	5	0.0%	0	0.0%	0
Botley Road, Oxford	0.6%	5	2.2%	3	0.0%	0	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairacres Retail Park, Abingdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Hadden Hill Retail Park, Didcot	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horspath Driftway Retail Park, Headington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Orchard Centre, Didcot	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Retail Park, Oxford	2.5%	22	6.6%	9	12.7%	11	0.0%	0	6.8%	1
Templars Retail Park, Cowley	1.4%	13	0.0%	0	13.8%	12	0.0%	0	2.0%	0
Internet / catalogue / mail order / TV shopping	2.4%	21	1.5%	2	0.0%	0	2.4%	1	2.3%	0
Others	2.6%	23	2.2%	3	4.8%	4	3.2%	1	0.0%	0
Chinnor	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haddenham	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington	1.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford (Heyford Hill Roundabout)	0.7%	6	2.2%	3	1.0%	1	0.8%	0	0.8%	0
Wheatley	1.3%	11	0.0%	0	0.0%	0	0.8%	0	43.9%	9
Wootton	0.4%	3	0.0%	0	0.0%	0	8.8%	3	0.0%	0
Weighted base:	882	133	88	31	22	93	144	75	221	74
Sample:	883	96	73	95	95	91	105	81	152	95

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q21 Where do you normally do most of your household's shopping on all other goods including jewellery &amp; watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses)?</b>																				
<i>Excl. Nulls</i>																				
Westgate Shopping Centre, Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templars Square, Cowley	1.7%	10	0.0%	0	13.1%	10	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abingdon	4.0%	24	0.0%	0	1.2%	1	13.6%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	12.0%	18	4.8%	2
Aylesbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0
Banbury	2.2%	13	0.0%	0	0.0%	0	1.3%	0	1.3%	0	2.3%	2	11.3%	11	0.0%	0	0.0%	0	0.0%	0
Bicester Centre	4.9%	29	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	28.5%	27	1.2%	1	0.0%	0	1.7%	1
Blackbird Leys (Balfour Road)	0.4%	3	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley District Centre	3.2%	19	0.0%	0	16.7%	12	0.0%	0	8.4%	1	1.2%	1	0.0%	0	10.2%	5	0.0%	0	0.0%	0
Cowley Road District Centre	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didcot	3.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	22	3.4%	1
Headington District Centre	0.3%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.5%	1	0.0%	0
High Wycombe	3.8%	23	3.6%	3	4.9%	4	1.3%	0	16.9%	2	1.6%	1	4.1%	4	11.3%	6	2.1%	3	0.0%	0
Milton Keynes	0.9%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.8%	1	4.0%	4	1.1%	1	0.0%	0	0.0%	0
Newbury	1.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	15.9%	6
Oxford City Centre	21.6%	129	58.7%	47	24.8%	18	33.7%	6	40.8%	5	4.0%	3	8.3%	8	13.1%	7	21.4%	32	6.3%	2
Reading	2.8%	17	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	14	6.2%	2
Summertown District Centre	0.3%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Centre	0.3%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Temple Cowley	0.3%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame	3.0%	18	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.8%	1	32.1%	16	0.0%	0	0.0%	0
Wallingford	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Wantage	2.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.4%	16
Witney	7.8%	47	0.0%	0	0.0%	0	2.1%	0	0.0%	0	56.5%	44	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Botley Road, Oxford	0.7%	4	2.5%	2	2.4%	2	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchard Centre, Didcot	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Templars Retail Park, Cowley	0.2%	1	0.0%	0	1.1%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / mail order / TV shopping	26.8%	160	22.8%	18	22.3%	16	30.1%	6	12.2%	2	29.8%	23	34.9%	34	20.6%	10	29.0%	44	19.7%	8
Others	1.5%	9	2.6%	2	1.3%	1	9.5%	2	1.2%	0	0.8%	1	0.9%	1	1.1%	1	1.1%	2	1.6%	1
Abroad	0.6%	4	0.0%	0	1.3%	1	4.0%	1	0.0%	0	0.0%	0	1.6%	2	1.1%	1	0.0%	0	0.0%	0
London	1.6%	10	3.6%	3	1.1%	1	1.5%	0	1.3%	0	0.0%	0	0.0%	0	3.4%	2	2.5%	4	0.0%	0
Kidlington	0.7%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Oxford (Heyford Hill Roundabout)	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		599		80		73		19		13		78		96		51		151		39
Sample:		554		55		50		52		59		70		65		51		100		52



## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25</b>										
<b>Q22 How often do you or your household visit Oxford City Centre for your shopping and lesiure reasons?</b>										
Daily	1.5%	15	3.8%	5	6.6%	9	0.0%	0	0.0%	0
4-6 days a week	0.5%	5	1.3%	2	1.4%	2	0.7%	0	0.0%	0
2-3 days a week	4.5%	45	17.3%	25	9.1%	12	8.8%	3	2.2%	0
One day a week	9.1%	91	27.8%	40	24.7%	32	12.7%	4	6.5%	1
Every two weeks	9.2%	92	13.6%	20	10.2%	13	11.7%	4	13.1%	3
Monthly	16.8%	168	17.3%	25	7.4%	10	24.1%	8	19.2%	4
Once every two months	11.1%	111	9.5%	14	4.0%	5	10.8%	4	4.3%	1
Three-four times a year	16.1%	161	5.4%	8	16.4%	21	7.4%	2	32.7%	7
Once a year	9.2%	92	2.7%	4	6.8%	9	3.9%	1	5.1%	1
Less often	5.5%	55	0.0%	0	2.7%	4	9.4%	3	5.4%	1
Never	16.0%	160	0.7%	1	9.3%	12	10.4%	3	11.5%	3
(Don't know)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.4%	4	0.7%	1	1.4%	2	0.0%	0	0.0%	0
<i>Mean:</i>	<i>27.11</i>	<i>60.70</i>	<i>62.84</i>	<i>29.62</i>	<i>14.87</i>	<i>7.35</i>	<i>12.17</i>	<i>8.40</i>	<i>11.96</i>	<i>8.07</i>
Weighted base:	1000	145	129	33	22	100	162	89	242	78
Sample:	1000	106	100	100	100	100	118	100	176	100

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		
<b>Q23 What do you like about Oxford City Centre ? [MR]</b>																				
<i>Those who visit Oxford City Centre at Q22</i>																				
Attractive environment / nice place	16.2%	136	18.0%	26	12.0%	14	7.9%	2	15.5%	3	3.7%	3	23.2%	29	43.9%	31	9.2%	19	14.9%	9
Close to friends or relatives	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Close to home	15.8%	132	28.4%	41	26.5%	31	22.3%	7	14.8%	3	11.5%	8	6.2%	8	2.4%	2	16.5%	34	0.0%	0
Close to work	2.7%	23	6.1%	9	0.0%	0	0.8%	0	2.6%	1	1.8%	1	8.2%	10	0.0%	0	0.4%	1	2.0%	1
Compact / good layout	2.1%	18	2.8%	4	1.5%	2	4.3%	1	8.2%	2	0.9%	1	1.9%	2	5.7%	4	1.1%	2	0.0%	0
Easy to get to by bike	0.4%	4	1.8%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	3.7%	31	6.3%	9	1.4%	2	6.4%	2	5.7%	1	0.0%	0	10.6%	13	0.0%	0	0.7%	2	3.8%	2
Easy to get to by car	0.5%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.9%	2	0.8%	1	0.0%	0	0.0%	0
Easy to park	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.9%	1	0.8%	2	0.0%	0
Good facilities	1.0%	9	0.7%	1	1.5%	2	0.0%	0	1.6%	0	0.9%	1	0.0%	0	2.5%	2	0.4%	1	3.9%	2
Good food stores	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	3.1%	26	2.1%	3	0.0%	0	3.5%	1	0.0%	0	6.2%	4	6.8%	8	4.1%	3	1.9%	4	4.0%	2
Good range of non-food shops	15.4%	129	17.4%	25	23.6%	28	0.0%	0	7.5%	1	5.3%	4	15.1%	19	15.4%	11	12.8%	26	24.8%	15
Good range of independent shops	4.4%	37	2.7%	4	1.5%	2	1.8%	1	3.3%	1	1.8%	1	10.0%	12	12.1%	9	1.9%	4	6.0%	4
Good range of 'High Street' retailers / multiples	6.0%	51	2.7%	4	4.4%	5	6.5%	2	8.4%	2	3.6%	2	4.5%	6	5.6%	4	10.3%	21	8.1%	5
Affordable shops	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	7	0.0%	0
High quality shops	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Makes a change from other places	0.2%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Quiet	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	1.3%	11	4.2%	6	0.8%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	2	1.1%	1
Traditional	3.1%	26	3.7%	5	2.3%	3	2.7%	1	2.4%	0	1.8%	1	3.7%	5	8.9%	6	1.5%	3	2.0%	1
Traffic free shopping centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other	1.7%	14	0.0%	0	2.2%	3	0.8%	0	0.9%	0	1.0%	1	0.0%	0	0.9%	1	2.7%	5	6.9%	4
Familiarity / know my way around	0.3%	3	0.7%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.1%	1
Good / pleasant atmosphere	0.4%	3	0.7%	1	0.0%	0	0.0%	0	0.8%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Good choice of bookshops	0.3%	3	0.7%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0
Good range of all types of shops	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	0	3.6%	2	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Good range of cultural / leisure activities	2.4%	20	1.3%	2	0.0%	0	0.8%	0	0.0%	0	0.9%	1	0.0%	0	1.7%	1	7.3%	15	2.1%	1
Good range of museums	1.0%	8	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	5.6%	7	0.9%	1	0.0%	0	0.0%	0
Has everything I need	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.4%	1	0.0%	0
(Nothing / very little)	32.7%	274	31.1%	45	30.1%	35	47.7%	14	40.7%	8	60.7%	42	23.8%	30	18.8%	13	29.9%	61	43.3%	27
(Dont know)	1.7%	14	0.7%	1	3.4%	4	0.0%	0	0.8%	0	0.9%	1	1.9%	2	0.0%	0	3.0%	6	0.0%	0
Weighted base:		840		144		117		29		20		69		125		71		203		61
Sample:		809		105		86		87		85		66		88		72		143		77

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

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Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
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# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q24 What could be improved about Oxford City Centre that would make you visit more often? [MR]</b>																				
Better access by road	7.4%	74	2.0%	3	4.2%	5	4.6%	2	6.5%	1	16.7%	17	11.1%	18	6.0%	5	3.1%	8	19.6%	15
Better public transport	4.3%	43	10.0%	15	3.4%	4	4.0%	1	8.7%	2	3.8%	4	5.9%	10	1.4%	1	1.6%	4	2.7%	2
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.8%	8	1.4%	2	0.6%	1	1.6%	1	0.0%	0	0.7%	1	0.5%	1	0.6%	1	1.0%	2	0.0%	0
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	11.1%	111	5.4%	8	3.3%	4	13.2%	4	16.8%	4	24.8%	25	7.8%	13	3.9%	3	9.9%	24	33.1%	26
Jewellery / food markets / other events	0.5%	5	0.7%	1	0.7%	1	0.0%	0	2.2%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	5.6%	56	8.2%	12	1.3%	2	9.4%	3	2.2%	0	2.5%	2	5.8%	9	4.5%	4	8.3%	20	3.3%	3
More / better entertainment	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	1.0%	10	5.5%	8	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
More / better food shops	0.4%	4	0.0%	0	2.0%	3	0.8%	0	0.7%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
More / better parking	15.7%	157	5.5%	8	8.1%	11	24.0%	8	14.6%	3	21.3%	21	20.6%	33	19.8%	18	16.5%	40	18.8%	15
More / better pedestrianised streets	2.9%	29	4.5%	7	7.5%	10	4.8%	2	9.4%	2	0.7%	1	1.4%	2	0.0%	0	1.6%	4	3.1%	2
More / better public conveniences	0.3%	3	0.7%	1	1.4%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.5%	5	0.7%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.4%	2	0.0%	0	0.6%	2	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	10.6%	106	19.3%	28	14.8%	19	13.9%	5	11.1%	2	10.4%	10	11.0%	18	10.0%	9	5.2%	13	2.5%	2
Protection from the weather (ie. covered shopping malls)	1.5%	15	1.3%	2	0.7%	1	0.0%	0	2.2%	0	0.0%	0	0.5%	1	6.5%	6	1.9%	5	0.0%	0
Shops / services open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.3%	23	3.5%	5	3.3%	4	3.5%	1	3.6%	1	1.2%	1	2.4%	4	0.7%	1	2.2%	5	0.8%	1
Better layout of shops (e.g. closer to railway, more compact etc.)	0.4%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	1	1.4%	2	0.6%	1	0.0%	0	0.0%	0
Better Park & Ride service (e.g. free parking)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	1.0%	2	0.0%	0
Cheaper parking	0.3%	3	0.0%	0	0.0%	0	0.7%	0	0.7%	0	1.9%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.5%	5	1.3%	2	0.0%	0	0.8%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Complete the Westgate development	1.4%	14	0.0%	0	3.9%	5	0.7%	0	1.5%	0	5.5%	5	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Easier access in general	0.2%	2	0.7%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Fewer cycle lanes / cyclists	0.4%	4	0.0%	0	2.0%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.7%	1	0.4%	1	0.0%	0
Less busy / crowded	1.8%	18	6.7%	10	0.0%	0	0.7%	0	1.4%	0	0.0%	0	2.4%	4	0.6%	1	0.3%	1	3.0%	2
Less undesirables (e.g. beggars, drunks, drug addicts, gangs of foreigners etc.)	0.4%	4	0.7%	1	0.7%	1	1.6%	1	1.1%	0	0.6%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Lower prices generally	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.3%	1	0.0%	0
Make City Centre bus-free	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.0%	0
More / better cycle lanes / parking	0.7%	7	3.2%	5	1.4%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better shops of all types	0.6%	6	0.7%	1	0.6%	1	0.0%	0	6.5%	1	0.6%	1	1.0%	2	0.0%	0	0.3%	1	0.0%	0
More attractive / updated environment	1.1%	11	3.5%	5	0.7%	1	1.5%	0	2.1%	0	0.6%	1	0.0%	0	0.6%	1	0.8%	2	1.5%	1
More independent shops	3.0%	30	7.9%	11	3.4%	4	3.9%	1	2.3%	1	0.6%	1	2.0%	3	0.0%	0	3.2%	8	0.8%	1
Open a John Lewis store	1.0%	10	0.7%	1	0.0%	0	1.5%	0	3.6%	1	0.0%	0	0.0%	0	5.9%	5	1.0%	2	0.0%	0
Reduce traffic congestion	3.8%	38	3.8%	6	1.4%	2	10.0%	3	3.0%	1	2.5%	2	7.2%	12	4.5%	4	2.6%	6	2.3%	2
(Nothing)	33.2%	332	29.7%	43	39.1%	51	18.4%	6	23.9%	5	32.6%	33	32.1%	52	31.5%	28	36.4%	88	34.1%	26
(Don't know)	8.3%	83	6.3%	9	7.2%	9	10.8%	4	2.1%	0	3.6%	4	8.1%	13	6.8%	6	13.8%	33	5.1%	4
Weighted base:	1000		145		129		33		22		100		162		89		242		78	
Sample:	1000		106		100		100		100		100		118		100		176		100	

**Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25**

## Q25 How often do you or your household visit Cowley District Centre for your shopping and leisure reasons?

Daily	1.2%	12	0.0%	0	9.3%	12	0.8%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	2.0%	20	1.5%	2	11.5%	15	1.5%	0	3.6%	1	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.0%	0
One day a week	5.7%	57	5.4%	8	27.5%	36	2.4%	1	17.8%	4	0.0%	0	1.9%	3	0.6%	1	1.3%	3	2.3%	2
Every two weeks	3.1%	31	3.3%	5	10.6%	14	2.2%	1	8.7%	2	1.8%	2	1.5%	2	0.0%	0	1.9%	5	0.8%	1
Monthly	6.9%	69	9.0%	13	12.0%	16	6.2%	2	18.4%	4	6.1%	6	1.5%	2	7.1%	6	7.6%	18	2.0%	2
Once every two months	4.1%	41	8.7%	13	3.4%	4	3.8%	1	10.2%	2	2.4%	2	4.8%	8	1.9%	2	2.9%	7	1.6%	1
Three - four times a year	10.4%	104	7.2%	10	5.3%	7	13.1%	4	10.0%	2	19.2%	19	6.7%	11	13.0%	12	13.5%	33	7.1%	5
Once a year	5.3%	53	4.7%	7	0.0%	0	5.5%	2	3.6%	1	3.2%	3	4.3%	7	10.5%	9	7.3%	18	8.7%	7
Less often	2.7%	27	7.5%	11	0.6%	1	4.1%	1	3.6%	1	4.2%	4	1.9%	3	0.0%	0	1.3%	3	3.8%	3
Never	57.4%	574	51.4%	74	17.1%	22	58.6%	19	20.6%	5	62.4%	62	75.0%	122	66.7%	59	63.1%	153	73.6%	57
(Don't know)	0.4%	4	0.0%	0	0.6%	1	1.6%	1	1.4%	0	0.6%	1	0.5%	1	0.0%	0	0.3%	1	0.0%	0
(Varies)	0.8%	8	1.3%	2	2.0%	3	0.0%	0	0.7%	0	0.0%	0	1.4%	2	0.0%	0	0.5%	1	0.0%	0
Mean:	29.83		15.78		84.22		20.85		30.44		5.49		11.77		5.63		8.78		7.88	
Weighted base:	1000		145		129		33		22		100		162		89		242		78	
Sample:	1000		106		100		100		100		100		118		100		176		100	

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q26 What do you like about Cowley District Centre? [MR]</b>																				
<i>Those who visit Cowley at Q25</i>																				
Attractive environment / nice place	2.0%	9	2.7%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	4.0%	2	4.0%	1	1.8%	2	9.1%	2
Close to friends or relatives	1.2%	5	0.0%	0	0.8%	1	5.6%	1	1.0%	0	4.8%	2	1.9%	1	0.0%	0	0.0%	0	2.9%	1
Close to home	18.3%	78	7.2%	5	49.4%	53	5.7%	1	30.0%	5	4.8%	2	7.6%	3	1.9%	1	8.7%	8	2.9%	1
Close to work	1.3%	6	0.0%	0	0.8%	1	2.0%	0	8.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	11.8%	2
Compact	5.8%	25	6.9%	5	4.8%	5	5.5%	1	1.0%	0	1.8%	1	0.0%	0	19.5%	6	6.0%	5	8.8%	2
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	2.1%	9	0.0%	0	1.7%	2	0.0%	0	0.9%	0	0.0%	0	17.3%	7	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	3.3%	14	2.8%	2	0.8%	1	0.0%	0	4.6%	1	0.0%	0	19.2%	8	1.9%	1	2.6%	2	0.0%	0
Easy to park	9.7%	41	8.4%	6	6.5%	7	18.6%	3	21.3%	4	14.6%	5	3.8%	2	5.8%	2	11.0%	10	16.9%	3
Good facilities	0.8%	3	0.0%	0	0.8%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Good food stores	0.7%	3	0.0%	0	0.8%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Good pubs, cafés or restaurants	3.1%	13	5.5%	4	0.8%	1	0.0%	0	0.9%	0	0.0%	0	17.3%	7	3.8%	1	0.0%	0	0.0%	0
Good range of non-food shops	19.7%	84	19.6%	14	11.6%	12	11.1%	2	6.5%	1	31.5%	12	26.8%	11	7.9%	2	28.7%	26	21.2%	4
Good range of independent shops	4.9%	21	0.0%	0	3.3%	4	1.8%	0	4.4%	1	16.2%	6	3.8%	2	4.0%	1	7.8%	7	2.9%	1
Good range of 'High Street' retailers / multiples	7.6%	33	1.3%	1	0.8%	1	11.2%	2	11.8%	2	16.4%	6	7.6%	3	2.1%	1	16.6%	15	12.1%	2
Affordable shops	3.9%	17	4.2%	3	8.0%	9	3.7%	1	4.5%	1	1.6%	1	0.0%	0	0.0%	0	3.5%	3	0.0%	0
High quality shops	2.5%	11	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	17.6%	5	4.4%	4	0.0%	0
Makes a change from other places	1.6%	7	0.0%	0	0.9%	1	0.0%	0	0.9%	0	6.4%	2	0.0%	0	4.3%	1	0.9%	1	5.7%	1
Quiet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0
Traditional	0.9%	4	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.9%	1
Traffic free shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.9%	8	1.5%	1	0.8%	1	2.0%	0	3.5%	1	2.5%	1	1.9%	1	1.9%	1	3.4%	3	0.0%	0
Cheap parking	1.0%	4	0.0%	0	0.0%	0	0.0%	0	16.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.9%	1
Covered shopping centre	1.9%	8	2.7%	2	3.2%	3	3.6%	0	1.0%	0	0.0%	0	0.0%	0	1.9%	1	0.8%	1	2.9%	1
Free parking	1.8%	8	2.9%	2	0.9%	1	1.9%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0
Good range of charity shops	0.7%	3	2.9%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Has a TK Maxx store	1.3%	6	4.4%	3	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.8%	1	2.9%	1
Has everything I need	1.0%	4	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	1	0.0%	0
It's quirky / different (Nothing / very little)	0.5%	2	0.0%	0	0.0%	0	8.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1
(Dont know)	22.2%	95	41.2%	29	11.9%	13	23.9%	3	10.1%	2	29.5%	11	23.3%	9	29.3%	9	16.4%	15	20.9%	4
	1.1%	5	0.0%	0	0.8%	1	4.1%	1	2.7%	0	3.4%	1	1.9%	1	0.0%	0	0.9%	1	0.0%	0
Weighted base:		426		70		107		14		18		37		40		30		89		20
Sample:		426		50		78		40		75		29		30		23		72		29

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q27 What could be improved about Cowley District Centre that would make you visit more often? [MR]</b>																				
Better access by road	2.7%	27	2.1%	3	0.6%	1	0.7%	0	2.3%	1	8.0%	8	4.8%	8	0.0%	0	0.3%	1	8.3%	6
Better public transport	0.8%	8	0.7%	1	0.0%	0	0.0%	0	5.8%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	2	2.7%	2
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	1.5%	15	6.1%	9	0.0%	0	0.0%	0	6.4%	1	0.7%	1	0.5%	1	0.7%	1	0.3%	1	3.1%	2
Facilities which would assist you if shopping with children	0.3%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	2.8%	28	2.7%	4	0.7%	1	0.8%	0	0.0%	0	6.1%	6	0.0%	0	6.5%	6	3.7%	9	3.1%	2
Jewellery / food markets / other events	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
More / better comparison retailers (i.e. non-food shops)	0.9%	9	1.3%	2	2.0%	3	2.4%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.6%	1
More / better entertainment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0
More / better food shops	0.3%	3	0.7%	1	1.4%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking	6.1%	61	11.5%	17	6.0%	8	4.6%	2	3.6%	1	10.9%	11	0.9%	2	4.6%	4	5.5%	13	6.2%	5
More / better pedestrianised streets	0.2%	2	0.7%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	2.5%	25	1.4%	2	9.3%	12	5.3%	2	5.7%	1	0.0%	0	3.9%	6	0.0%	0	0.3%	1	0.8%	1
Protection from the weather (ie. covered shopping malls)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Shops / services open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.0%	10	0.7%	1	1.3%	2	0.0%	0	7.9%	2	0.0%	0	1.0%	2	1.3%	1	1.0%	2	0.0%	0
Less charity shops	0.3%	3	0.0%	0	2.0%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less undesirables (e.g. beggars, drunks, drug addicts, gangs of foreigners etc.)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More attractive / updated environment	1.6%	16	1.4%	2	2.7%	3	0.0%	0	6.5%	1	0.0%	0	0.0%	0	6.5%	6	1.3%	3	0.8%	1
More independent shops	0.5%	5	0.0%	0	3.4%	4	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Reduce traffic congestion	0.4%	4	0.7%	1	0.7%	1	2.3%	1	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
(Nothing)	61.7%	617	57.6%	83	55.8%	72	44.9%	15	50.4%	11	81.4%	81	71.8%	116	53.1%	47	58.8%	143	61.8%	48

## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
(Don't know)	19.8%	198	15.3%	22	14.7%	19	42.7%	14	3.6%	1	3.8%	4	17.2%	28	28.6%	25	28.5%	69	20.2%	16
Weighted base:	1000	145	129	33	22	100	162	89	242	78										
Sample:	1000	106	100	100	100	100	118	100	176	100										

**Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25**

### Q28 How often do you or your household visit Summertown District Centre for your shopping and leisure reasons?

Daily	1.1%	11	6.4%	9	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	1.8%	18	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.3%	7	5.9%	5	0.0%	0	0.0%	0
2-3 days a week	2.5%	25	15.1%	22	2.0%	3	0.7%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
One day a week	2.4%	24	11.3%	16	2.0%	3	2.3%	1	1.5%	0	0.0%	0	1.4%	2	0.6%	1	0.3%	1	0.0%	0
Every two weeks	1.7%	17	6.1%	9	2.0%	3	1.6%	1	2.2%	0	0.6%	1	1.9%	3	0.0%	0	0.0%	0	0.8%	1
Monthly	4.7%	47	12.4%	18	1.4%	2	5.5%	2	10.7%	2	1.9%	2	3.4%	5	5.9%	5	3.8%	9	0.9%	1
Once every two months	2.3%	23	3.5%	5	2.7%	3	2.3%	1	3.7%	1	3.0%	3	1.5%	2	7.2%	6	0.4%	1	0.8%	1
Three - four times a year	3.7%	37	1.0%	1	3.9%	5	7.3%	2	5.3%	1	5.0%	5	9.1%	15	2.0%	2	1.6%	4	2.3%	2
Once a year	6.3%	63	8.8%	13	4.1%	5	6.9%	2	5.0%	1	4.4%	4	5.0%	8	3.9%	4	9.0%	22	4.5%	3
Less often	1.3%	13	2.0%	3	0.6%	1	0.0%	0	3.6%	1	0.7%	1	3.3%	5	0.6%	1	0.0%	0	2.3%	2
Never	71.7%	717	28.0%	41	79.2%	102	70.4%	23	68.0%	15	83.1%	83	69.6%	113	73.9%	66	84.9%	206	88.6%	69
(Don't know)	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.5%	5	2.0%	3	0.6%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>	<i>50.24</i>	<i>85.62</i>	<i>37.36</i>	<i>13.77</i>	<i>9.60</i>	<i>26.93</i>	<i>42.19</i>	<i>58.47</i>	<i>5.24</i>	<i>4.05</i>										
Weighted base:	1000	145	129	33	22	100	162	89	242	78										
Sample:	1000	106	100	100	100	100	118	100	176	100										



# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q29 What do you like about Summertown District Centre? [MR]</b>																				
<i>Those who visit Summertown at Q28</i>																				
Attractive environment / nice place	15.3%	43	10.4%	11	3.1%	1	30.2%	3	6.6%	0	33.4%	6	25.4%	13	27.6%	6	8.5%	3	6.7%	1
Close to friends or relatives	4.8%	13	1.0%	1	3.2%	1	0.0%	0	25.1%	2	3.6%	1	15.8%	8	2.4%	1	2.1%	1	0.0%	0
Close to home	12.3%	35	28.1%	29	0.0%	0	4.0%	0	4.4%	0	0.0%	0	8.0%	4	0.0%	0	0.0%	0	10.5%	1
Close to work	2.8%	8	2.8%	3	0.0%	0	0.0%	0	2.5%	0	10.7%	2	4.7%	2	0.0%	0	2.1%	1	0.0%	0
Compact	1.5%	4	1.9%	2	0.0%	0	0.0%	0	2.2%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	13.5%	1
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	1.0%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	2.6%	7	1.0%	1	0.0%	0	0.0%	0	4.7%	0	0.0%	0	6.5%	3	2.4%	1	6.3%	2	0.0%	0
Easy to park	6.7%	19	6.5%	7	6.4%	2	15.3%	1	4.7%	0	7.9%	1	12.5%	6	0.0%	0	0.0%	0	13.3%	1
Good facilities	1.9%	5	4.6%	5	0.0%	0	2.5%	0	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	2.8%	8	3.0%	3	0.0%	0	8.0%	1	2.2%	0	0.0%	0	6.4%	3	0.0%	0	2.1%	1	0.0%	0
Good pubs, cafés or restaurants	10.3%	29	4.4%	5	6.2%	2	12.9%	1	18.2%	1	14.3%	2	7.8%	4	34.9%	8	12.9%	5	13.5%	1
Good range of non-food shops	10.7%	30	14.3%	15	6.6%	2	13.7%	1	11.4%	1	0.0%	0	5.0%	2	30.1%	7	2.1%	1	13.5%	1
Good range of independent shops	20.4%	58	22.5%	23	26.4%	7	23.4%	2	22.8%	2	26.2%	4	15.9%	8	32.6%	8	4.4%	2	21.1%	2
Good range of 'High Street' retailers / multiples	3.0%	8	2.8%	3	6.7%	2	5.0%	0	2.2%	0	4.0%	1	4.7%	2	0.0%	0	0.0%	0	0.0%	0
Affordable shops	0.9%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	6.7%	1
High quality shops	2.7%	8	2.8%	3	6.2%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	6.8%	1
Makes a change from other places	1.1%	3	0.0%	0	6.6%	2	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Quiet / not too big	1.1%	3	1.0%	1	3.5%	1	2.9%	0	2.5%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe and secure	3.1%	9	8.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Traditional	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1
Traffic free shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.9%	11	4.8%	5	12.6%	3	0.0%	0	0.0%	0	7.5%	1	0.0%	0	2.7%	1	0.0%	0	7.5%	1
Easy access to shops	1.6%	5	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Has a large Marks & Spencer store	0.9%	3	1.8%	2	0.0%	0	2.5%	0	6.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	15.6%	44	12.3%	13	22.4%	6	8.0%	1	8.9%	1	7.9%	1	7.9%	4	2.5%	1	42.5%	16	27.5%	2
(Dont know)	3.2%	9	0.0%	0	3.1%	1	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	8	0.0%	0
Weighted base:		283		104		27		10		7		17		49		23		37		9
Sample:		278		75		25		29		32		23		45		16		19		14

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q30 What could be improved about Summertown District Centre that would make you visit more often? [MR]</b>																				
Better access by road	0.5%	5	0.0%	0	0.6%	1	1.6%	1	1.5%	0	1.2%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	2.5%	25	7.1%	10	2.7%	3	1.7%	1	2.9%	1	1.8%	2	4.3%	7	1.4%	1	0.0%	0	0.8%	1
Jewellery / food markets / other events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	0.9%	9	4.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
More / better entertainment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	0.3%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking	7.7%	77	11.9%	17	5.3%	7	7.0%	2	6.6%	1	9.4%	9	10.8%	17	4.1%	4	6.2%	15	4.8%	4
More / better pedestrianised streets	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	1.0%	10	6.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	1.5%	15	4.1%	6	0.6%	1	0.0%	0	0.0%	0	0.6%	1	1.4%	2	5.9%	5	0.0%	0	0.0%	0
Protection from the weather (ie. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.8%	8	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.7%	2	0.0%	0
Bring back the bank and post office	0.4%	4	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower prices	0.2%	2	0.0%	0	0.0%	0	2.3%	1	0.8%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.6%	6	2.0%	3	0.0%	0	0.0%	0	1.5%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	0.2%	2	0.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	1	0.0%	0
(Nothing)	62.4%	624	52.6%	76	56.4%	73	43.5%	14	86.8%	19	83.2%	83	65.8%	107	67.9%	60	55.4%	134	74.1%	57
(Don't know)	23.3%	233	11.8%	17	36.3%	47	43.1%	14	2.8%	1	5.0%	5	13.9%	22	22.1%	20	37.4%	91	21.2%	16
Weighted base:	1000		145		129		33		22		100		162		89		242		78	
Sample:	1000		106		100		100		100		100		118		100		176		100	

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25</b>																				
<b>Q31 How often do you or your household visit Headington District Centre for your shopping and lesiure reasons?</b>																				
Daily	1.4%	14	6.2%	9	2.7%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
4-6 days a week	1.0%	10	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	5	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	2.7%	27	13.1%	19	6.0%	8	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One day a week	1.9%	19	5.7%	8	5.3%	7	3.0%	1	9.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Every two weeks	1.0%	10	2.7%	4	2.4%	3	0.0%	0	5.9%	1	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0
Monthly	3.8%	38	16.9%	24	3.7%	5	0.7%	0	7.7%	2	0.0%	0	0.0%	0	6.5%	6	0.3%	1	0.0%	0
Once every two months	2.1%	21	8.1%	12	1.9%	3	0.8%	0	5.3%	1	0.0%	0	0.5%	1	1.3%	1	1.3%	3	0.0%	0
Three - four times a year	4.8%	48	3.2%	5	8.1%	10	2.4%	1	24.6%	6	1.3%	1	5.3%	9	2.7%	2	4.8%	12	3.0%	2
Once a year	3.6%	36	2.7%	4	4.2%	5	3.9%	1	4.4%	1	1.3%	1	3.9%	6	1.4%	1	5.0%	12	4.0%	3
Less often	1.3%	13	0.7%	1	4.1%	5	2.4%	1	0.7%	0	3.0%	3	0.5%	1	0.0%	0	0.6%	2	0.0%	0
Never	75.1%	751	34.3%	50	60.8%	79	84.3%	28	40.6%	9	93.8%	94	86.1%	140	81.3%	72	86.8%	211	90.9%	71
(Don't know)	0.4%	4	0.0%	0	0.7%	1	0.7%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.3%	1	1.2%	1
(Varies)	1.0%	10	2.3%	3	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	6.8%	6	0.0%	0	0.0%	0
<i>Mean:</i>		55.36		87.40		57.04		51.74		15.99		1.19		52.49		8.11		12.60		7.50
Weighted base:		1000		145		129		33		22		100		162		89		242		78
Sample:		1000		106		100		100		100		100		118		100		176		100

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q32 What do you like about Headington District Centre? [MR]</b>																				
<i>Those who visit Headington at Q31</i>																				
Attractive environment / nice place	6.9%	17	5.2%	5	1.7%	1	4.8%	0	1.3%	0	0.0%	0	6.9%	2	0.0%	0	29.2%	9	0.0%	0
Close to friends or relatives	4.5%	11	1.0%	1	17.0%	9	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	2.4%	1	0.0%	0
Close to home	20.7%	51	45.6%	43	8.4%	4	0.0%	0	18.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	9.4%	1
Close to work	2.5%	6	0.0%	0	1.7%	1	15.6%	1	6.2%	1	0.0%	0	0.0%	0	0.0%	0	9.7%	3	8.5%	1
Compact	0.8%	2	1.1%	1	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Easy to get to by bike	1.6%	4	3.1%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.8%	2	1.0%	1	1.7%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.5%	1	0.0%	0	1.9%	1	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	2.2%	5	3.1%	3	1.7%	1	0.0%	0	2.6%	0	0.0%	0	3.3%	1	3.4%	1	0.0%	0	0.0%	0
Good facilities	3.7%	9	5.1%	5	6.9%	4	4.9%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	8.5%	21	5.0%	5	5.4%	3	0.0%	0	6.3%	1	0.0%	0	20.5%	5	34.7%	6	7.3%	2	0.0%	0
Good pubs, cafés or restaurants	6.6%	16	5.3%	5	1.7%	1	14.6%	1	6.3%	1	9.8%	1	23.9%	5	3.5%	1	7.3%	2	0.0%	0
Good range of non-food shops	8.7%	22	7.1%	7	3.5%	2	0.0%	0	7.5%	1	40.3%	2	20.7%	5	13.6%	2	8.6%	3	0.0%	0
Good range of independent shops	9.8%	24	7.2%	7	12.7%	6	5.4%	0	8.6%	1	0.0%	0	3.3%	1	42.2%	7	6.2%	2	0.0%	0
Good range of 'High Street' retailers / multiples	3.0%	8	3.0%	3	1.9%	1	0.0%	0	3.7%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	3	0.0%	0
Affordable shops	0.4%	1	1.0%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High quality shops	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	3.7%	1	0.0%	0
Makes a change from other places	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Quiet / not too big	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	1
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.3%	1	0.0%	0	0.0%	0	14.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	1
Traffic free shopping centre	0.8%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of charity shops	0.8%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	9.4%	1
Has a Waitrose supermarket	2.0%	5	3.1%	3	3.3%	2	5.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
My bank is there	0.9%	2	1.0%	1	0.0%	0	5.4%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	27.8%	69	24.4%	23	25.1%	13	24.6%	1	35.0%	5	49.9%	3	41.7%	9	7.6%	1	29.2%	9	59.4%	4
(Dont know)	4.5%	11	3.1%	3	12.7%	6	0.0%	0	1.2%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	13.2%	1
Weighted base:		249		95		51		5		13		6		23		17		32		7
Sample:		247		65		41		16		57		8		19		12		18		11

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q33 What could be improved about Headington District Centre that would make you visit more often? [MR]</b>																				
Better access by road	1.2%	12	2.0%	3	0.6%	1	0.8%	0	3.7%	1	1.8%	2	1.9%	3	0.0%	0	0.7%	2	1.5%	1
Better public transport	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	1.7%	17	3.3%	5	4.7%	6	0.0%	0	1.5%	0	1.8%	2	1.0%	2	0.0%	0	1.1%	3	0.0%	0
Jewellery / food markets / other events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	2.8%	28	11.6%	17	0.7%	1	0.0%	0	5.1%	1	0.0%	0	0.5%	1	0.6%	1	3.2%	8	0.0%	0
More / better entertainment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	0.6%	6	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
More / better food shops	0.6%	6	3.5%	5	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
More / better parking	6.6%	66	17.5%	25	7.5%	10	3.8%	1	17.4%	4	2.4%	2	3.4%	5	7.2%	6	4.5%	11	1.5%	1
More / better pedestrianised streets	0.3%	3	0.7%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
More / better seats / flower displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	3.5%	35	10.9%	16	3.4%	4	0.8%	0	6.5%	1	0.0%	0	2.9%	5	7.3%	6	0.0%	0	2.3%	2
Protection from the weather (ie. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.9%	9	5.4%	8	0.0%	0	0.7%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.5%	5	0.7%	1	2.7%	3	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less estate agents	0.4%	4	2.7%	4	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cycle lanes / parking	0.5%	5	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	1.7%	17	3.4%	5	2.0%	3	1.6%	1	2.1%	0	0.0%	0	2.9%	5	0.7%	1	1.0%	2	1.5%	1
(Nothing)	59.1%	591	39.8%	58	56.1%	73	40.5%	13	59.9%	13	91.4%	91	73.1%	118	52.3%	46	51.1%	124	70.5%	55
(Don't know)	23.6%	236	12.6%	18	24.3%	31	51.7%	17	1.4%	0	4.4%	4	14.8%	24	31.2%	28	39.1%	95	23.3%	18
Weighted base:	1000		145		129		33		22		100		162		89		242		78	
Sample:	1000		106		100		100		100		100		118		100		176		100	

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
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Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

**Q34 How often do you or your household visit Cowley Road District Centre for shopping and leisure reasons?**

Daily	0.4%	4	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	0.9%	9	0.0%	0	7.1%	9	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One day a week	1.0%	10	3.2%	5	3.4%	4	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Every two weeks	4.2%	42	7.5%	11	12.7%	16	2.3%	1	7.2%	2	0.0%	0	0.0%	0	5.9%	5	2.9%	7	0.0%	0
Monthly	3.9%	39	16.4%	24	6.1%	8	2.3%	1	1.5%	0	0.6%	1	0.5%	1	0.0%	0	1.9%	5	0.8%	1
Once every two months	1.8%	18	3.5%	5	0.6%	1	1.2%	0	2.1%	0	0.7%	1	4.8%	8	0.0%	0	1.3%	3	0.0%	0
Three - four times a year	5.7%	57	8.8%	13	3.9%	5	7.9%	3	8.8%	2	17.0%	17	4.8%	8	2.7%	2	1.6%	4	4.9%	4
Once a year	5.1%	51	7.0%	10	3.4%	4	1.7%	1	6.1%	1	1.9%	2	3.8%	6	1.3%	1	10.0%	24	1.6%	1
Less often	1.6%	16	3.3%	5	1.4%	2	0.8%	0	1.4%	0	5.5%	5	0.0%	0	0.0%	0	0.3%	1	2.7%	2
Never	73.7%	737	44.7%	65	53.9%	70	83.2%	27	69.8%	16	73.8%	74	86.1%	140	89.4%	79	81.7%	198	88.9%	69
(Don't know)	0.8%	8	1.8%	3	2.7%	3	0.0%	0	1.5%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
(Varies)	0.8%	8	4.0%	6	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
<i>Mean:</i>		<i>21.02</i>		<i>12.13</i>		<i>65.08</i>		<i>12.84</i>		<i>11.02</i>		<i>2.89</i>		<i>3.97</i>		<i>15.36</i>		<i>7.23</i>		<i>2.89</i>
Weighted base:		1000		145		129		33		22		100		162		89		242		78
Sample:		1000		106		100		100		100		100		118		100		176		100

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	
<b>Q35 What do you like about Cowley Road District Centre? [MR]</b>											
<i>Those who visit Cowley Road at Q34</i>											
Attractive environment / nice place	8.1%	21 16.1%	13 5.7%	3 9.4%	1 16.6%	1 2.5%	1 6.8%	2 0.0%	0 0.0%	0 14.7%	1
Close to friends or relatives	0.4%	1 1.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Close to home	9.5%	25 12.3%	10 18.9%	11 0.0%	0 2.3%	0 2.5%	1 0.0%	0 0.0%	0 5.4%	2 7.7%	1
Close to work	0.1%	0 0.0%	0 0.0%	0 0.0%	0 2.6%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Compact	1.6%	4 0.0%	0 4.3%	3 0.0%	0 0.0%	0 0.0%	0 3.4%	1 0.0%	0 1.7%	1 0.0%	0
Easy to get to by bike	0.4%	1 1.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Easy to get to by bus	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Easy to get to by car	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Easy to park	2.9%	8 0.0%	0 1.4%	1 5.0%	0 2.6%	0 20.9%	5 3.4%	1 0.0%	0 0.0%	0 0.0%	0
Good facilities	0.9%	2 1.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.4%	1 0.0%	0 0.0%	0 7.0%	1
Good food stores	5.2%	14 2.6%	2 19.1%	11 0.0%	0 2.6%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Good pubs, cafés or restaurants	25.6%	67 14.2%	11 6.0%	4 32.3%	2 36.4%	2 34.8%	9 20.6%	5 81.2%	8 56.0%	25 21.7%	2
Good range of non-food shops	16.4%	43 6.9%	6 14.0%	8 23.1%	1 11.9%	1 20.9%	5 37.9%	9 12.9%	1 22.7%	10 21.7%	2
Good range of independent shops	14.9%	39 17.1%	14 22.1%	13 27.5%	2 16.6%	1 4.6%	1 10.3%	2 12.7%	1 7.0%	3 21.5%	2
Good range of 'High Street' retailers / multiples	4.2%	11 1.2%	1 13.0%	8 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 5.2%	2 0.0%	0
Affordable shops	1.4%	4 1.3%	1 4.3%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
High quality shops	4.1%	11 12.3%	10 1.4%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Makes a change from other places	3.6%	10 4.8%	4 6.8%	4 27.3%	2 2.6%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Quiet	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Safe and secure	1.1%	3 3.6%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
The market	0.4%	1 0.0%	0 1.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Traditional	0.9%	2 2.5%	2 0.0%	0 4.4%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Traffic free shopping centre	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Other	0.6%	1 0.0%	0 1.4%	1 0.0%	0 9.5%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Cultural diversity	4.3%	11 2.5%	2 4.4%	3 4.5%	0 26.6%	2 0.0%	0 17.5%	4 0.0%	0 1.7%	1 0.0%	0
Good music shops / venues	3.7%	10 1.9%	1 0.0%	0 5.0%	0 0.0%	0 0.0%	0 0.0%	0 61.5%	6 3.7%	2 7.0%	1
(Nothing / very little)	14.7%	39 35.7%	29 4.3%	3 5.0%	0 8.4%	1 11.4%	3 3.4%	1 0.0%	0 1.7%	1 24.4%	2
(Dont know)	3.4%	9 3.1%	2 5.8%	3 7.0%	0 5.0%	0 2.3%	1 0.0%	0 0.0%	0 1.7%	1 10.8%	1
Weighted base:		263	80	60	6	7	26	23	9	44	9
Sample:		207	49	44	13	25	15	17	8	23	13

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q36 What could be improved about Cowley Road District Centre that would make you visit more often? [MR]</b>																				
Better access by road	1.0%	10	0.7%	1	3.5%	4	0.0%	0	0.8%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0	4.4%	3
Better public transport	0.6%	6	1.3%	2	0.0%	0	0.8%	0	2.2%	0	0.6%	1	0.0%	0	0.0%	0	1.3%	3	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	1.0%	10	1.3%	2	3.4%	4	0.7%	0	2.9%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	2	0.0%	0
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	1.5%	15	3.4%	5	0.7%	1	0.0%	0	0.0%	0	5.5%	5	1.4%	2	0.0%	0	0.3%	1	0.8%	1
Jewellery / food markets / other events	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	0.4%	4	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
More / better entertainment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	0.5%	5	0.7%	1	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking	6.6%	66	9.5%	14	14.7%	19	7.0%	2	7.3%	2	7.3%	7	2.9%	5	2.1%	2	4.5%	11	5.5%	4
More / better pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	1.0%	10	0.7%	1	6.7%	9	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Protection from the weather (ie. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other	3.6%	36	14.1%	20	4.6%	6	0.0%	0	0.7%	0	0.0%	0	0.5%	1	0.0%	0	2.9%	7	2.3%	2
Better maintenance / appearance	0.3%	3	1.7%	2	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cycle lanes / parking	0.6%	6	3.4%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	1.1%	11	4.5%	7	0.7%	1	2.3%	1	1.4%	0	0.0%	0	0.5%	1	0.6%	1	0.7%	2	0.0%	0
(Nothing)	62.0%	620	49.3%	71	43.2%	56	35.1%	12	84.0%	19	86.5%	86	79.0%	128	58.9%	52	58.6%	142	69.1%	54
(Don't know)	23.1%	231	16.8%	24	25.7%	33	56.4%	19	2.1%	0	5.6%	6	16.2%	26	37.6%	33	30.8%	75	18.3%	14
Weighted base:	1000		145		129		33		22		100		162		89		242		78	
Sample:	1000		106		100		100		100		100		118		100		176		100	



## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
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Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

**Q37 How often do you or your household visit Blackbird Leys District Centre for shopping and leisure reasons?**

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Daily	0.2%	2	0.0%	0	1.4%	2	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.6%	6	2.0%	3	2.0%	3	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	0.4%	4	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One day a week	1.4%	14	0.7%	1	8.7%	11	3.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every two weeks	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monthly	0.3%	3	0.0%	0	0.7%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Once every two months	0.5%	5	0.0%	0	2.0%	3	0.0%	0	1.1%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three - four times a year	0.7%	7	2.0%	3	2.0%	3	0.8%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Once a year	0.5%	5	0.7%	1	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Less often	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Never	94.4%	944	90.9%	132	77.1%	100	96.2%	32	89.6%	20	97.0%	97	99.5%	161	98.1%	87	98.7%	239	98.8%	77
(Don't know)	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
(Varies)	0.3%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>	<i>71.99</i>	<i>84.20</i>	<i>83.32</i>	<i>42.25</i>	<i>125.63</i>	<i>4.57</i>	<i>3.50</i>	<i>1.00</i>	<i>9.13</i>	<i>0.00</i>										
Weighted base:	1000	145	129	33	22	100	162	89	242	78										
Sample:	1000	106	100	100	100	100	118	100	176	100										

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q38 What do you like about Blackbird Leys District Centre? [MR]</b>																				
<i>Those who visit Blackbird Leys at Q37</i>																				
Attractive environment / nice place	1.8%	1	0.0%	0	2.9%	1	0.0%	0	6.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends or relatives	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	24.0%	13	0.0%	0	44.1%	13	0.0%	0	13.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	1.7%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	0.3%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities	8.0%	4	22.1%	3	3.2%	1	0.0%	0	27.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	1.8%	1	0.0%	0	2.8%	1	0.0%	0	6.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	60.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	4.4%	2	0.0%	0	0.0%	0	0.0%	0	6.8%	0	0.0%	0	0.0%	0	0.0%	0	75.4%	2	0.0%	0
Good range of independent shops	1.6%	1	0.0%	0	0.0%	0	0.0%	0	6.8%	0	0.0%	0	0.0%	0	0.0%	0	24.6%	1	0.0%	0
Good range of 'High Street' retailers / multiples	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	75.4%	2	0.0%	0
Affordable shops	0.3%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High quality shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	4.6%	3	0.0%	0	8.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free shopping centre	0.9%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	8.1%	5	7.2%	1	8.7%	3	0.0%	0	10.7%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities	18.2%	10	22.1%	3	11.7%	3	79.9%	1	20.8%	0	20.0%	1	0.0%	0	100.0%	2	0.0%	0	0.0%	0
(Nothing / very little)	17.3%	10	37.2%	5	14.7%	4	20.1%	0	6.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Dont know)	5.4%	3	11.4%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Weighted base:		56		13		30		1		2		3		1		2		3		1
Sample:		48		9		18		3		10		3		1		1		2		1

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q39 What could be improved about Blackbird Leys District Centre that would make you visit more often? [MR]</b>																				
Better access by road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.3%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.3%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery / food markets / other events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	0.3%	3	0.7%	1	1.4%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better entertainment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
More / better pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0
Protection from the weather (ie. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.7%	7	1.7%	2	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
More / better policing / security	0.6%	6	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.6%	1	1.4%	2	0.0%	0	0.0%	0	0.8%	1
(Nothing)	68.7%	687	63.0%	91	61.6%	80	36.0%	12	93.6%	21	94.4%	94	80.4%	130	60.2%	53	60.3%	146	75.7%	59
(Don't know)	29.1%	291	32.5%	47	30.4%	39	64.0%	21	4.3%	1	5.0%	5	17.7%	29	38.4%	34	39.7%	96	23.5%	18
Weighted base:	1000		145		129		33		22		100		162		89		242		78	
Sample:	1000		106		100		100		100		100		118		100		176		100	

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q40 Do you or your household visit the following leisure attractions? [MR/PR]</b>																				
Bingo / casino / bookmaker	4.6%	46	4.0%	6	6.0%	8	3.0%	1	4.4%	1	7.9%	8	6.7%	11	0.0%	0	3.5%	9	4.7%	4
Cinema	60.2%	602	67.4%	98	37.6%	49	56.4%	19	46.6%	10	63.3%	63	71.8%	116	59.0%	52	60.7%	147	61.2%	47
Gym / health club / sports facility	23.0%	230	25.3%	37	21.5%	28	23.9%	8	19.1%	4	19.6%	20	33.1%	54	25.9%	23	13.6%	33	31.2%	24
Theatre/ concert / music venue	44.5%	445	51.6%	75	30.4%	39	44.2%	14	50.3%	11	47.5%	47	49.2%	80	64.4%	57	33.8%	82	50.5%	39
Museum / gallery or place of historical / cultural interest	44.8%	448	59.5%	86	35.2%	46	45.0%	15	46.0%	10	44.8%	45	54.8%	89	59.6%	53	26.2%	64	53.6%	42
Pub / bar / nightclub	51.6%	516	45.6%	66	47.4%	61	37.0%	12	61.9%	14	50.0%	50	62.9%	102	73.0%	65	41.6%	101	58.2%	45
Restaurant / café	67.1%	671	71.8%	104	54.1%	70	66.1%	22	77.5%	17	63.2%	63	83.1%	135	74.2%	66	55.1%	134	78.1%	61
Family entertainment (e.g. tenpin bowling, skating rink)	20.9%	209	8.1%	12	28.3%	37	13.2%	4	25.1%	6	28.2%	28	29.3%	47	14.4%	13	19.6%	47	19.1%	15
Other activity	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	9.6%	96	11.5%	17	21.5%	28	13.8%	5	2.8%	1	5.2%	5	3.3%	5	1.9%	2	11.7%	28	7.7%	6
Weighted base:		1000		145		129		33		22		100		162		89		242		78
Sample:		1000		106		100		100		100		100		118		100		176		100

**Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021**

**Q41 How often do you or your household play bingo or visit casinos or bookmakers?**

*Those who play bingo / casino / use a bookmaker at Q40*

More than once a week	8.9%	4	16.4%	1	21.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	2	0.0%	0
Once a week	12.9%	6	16.4%	1	32.4%	3	0.0%	0	33.9%	0	7.5%	1	0.0%	0	0.0%	0	18.8%	2	0.0%	0
Once a fortnight	24.5%	11	16.8%	1	11.0%	1	24.5%	0	0.0%	0	0.0%	0	85.9%	9	0.0%	0	0.0%	0	0.0%	0
Once a month	15.0%	7	50.4%	3	12.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.2%	3	0.0%	0
Once every two months	8.5%	4	0.0%	0	23.1%	2	0.0%	0	15.9%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	1	33.4%	1
Once every six months	21.3%	10	0.0%	0	0.0%	0	0.0%	0	50.2%	0	92.5%	7	7.0%	1	0.0%	0	9.0%	1	16.7%	1
Once a year or less	7.2%	3	0.0%	0	0.0%	0	75.4%	1	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	50.0%	2
(Dont know / varies)	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	1	0.0%	0
<i>Mean:</i>		<i>0.49</i>		<i>0.73</i>		<i>0.87</i>		<i>0.12</i>		<i>0.36</i>		<i>0.08</i>		<i>0.43</i>		<i>0.00</i>		<i>0.73</i>		<i>0.03</i>
Weighted base:		46		6		8		1		1		8		11		0		9		4
Sample:		41		4		9		2		6		3		4		0		9		4

## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q42 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?</b>																				
<i>Those who play bingo / casino / use a bookmaker at Q40 AND Excl. Nulls</i>																				
Gala Bingo, Oxford	61.5%	24	67.2%	4	56.6%	4	24.5%	0	34.3%	0	92.5%	7	39.7%	2	0.0%	0	70.4%	5	16.7%	1
Coronet Bingo, Didcot	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	2	33.4%	1
Gala Bingo, Swindon	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	2
Other	2.4%	1	0.0%	0	0.0%	0	0.0%	0	33.9%	0	7.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	60.3%	2	0.0%	0	0.0%	0	0.0%	0
Cowley Road	6.5%	3	0.0%	0	32.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.4%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	8.6%	3	16.4%	1	11.0%	1	75.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	1	0.0%	0
Summertown	2.5%	1	16.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatley	0.4%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		39		6		8		1		1		8		4		0		8		4
Sample:		39		4		9		2		6		3		3		0		8		4

**Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021**

**Q43 How often do you or your household go to the cinema?***Those who go to the cinema at Q40*

More than once a week	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	7	0.0%	0
Once a week	1.1%	7	0.0%	0	1.9%	1	0.0%	0	3.2%	0	0.0%	0	2.7%	3	0.0%	0	1.1%	2	1.3%	1
Once a fortnight	9.6%	57	12.8%	13	10.9%	5	6.7%	1	4.6%	0	12.5%	8	6.8%	8	11.0%	6	9.5%	14	5.2%	2
Once a month	25.3%	152	21.9%	21	25.9%	13	27.4%	5	32.8%	3	26.2%	17	38.3%	45	15.3%	8	21.1%	31	19.4%	9
Once every two months	30.1%	181	31.0%	30	37.4%	18	44.7%	8	29.7%	3	26.1%	16	32.7%	38	33.7%	18	20.5%	30	40.0%	19
Once every six months	26.1%	157	27.8%	27	14.7%	7	15.1%	3	26.5%	3	26.1%	16	14.2%	17	34.3%	18	36.7%	54	25.5%	12
Once a year or less (Dont know / varies)	5.0%	30	4.0%	4	5.4%	3	4.1%	1	3.2%	0	9.1%	6	4.1%	5	3.5%	2	5.3%	8	5.3%	3
	1.7%	10	2.5%	2	3.7%	2	2.1%	0	0.0%	0	0.0%	0	1.3%	2	2.2%	1	1.0%	2	3.2%	2
<i>Mean:</i>		<i>0.19</i>		<i>0.17</i>		<i>0.20</i>		<i>0.16</i>		<i>0.18</i>		<i>0.17</i>		<i>0.21</i>		<i>0.14</i>		<i>0.24</i>		<i>0.14</i>
Weighted base:		602		98		49		19		10		63		116		52		147		47
Sample:		544		64		39		50		46		57		79		58		95		56

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q44 Where do you or members of your household normally go to the cinema?</b>																				
<i>Those who go to the cinema at Q40 AND Excl. Nulls</i>																				
Cineworld, Dicot	22.1%	129	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	64.5%	94	77.1%	35
Cineworld, Witney	13.7%	80	1.1%	1	1.9%	1	4.4%	1	0.0%	0	97.1%	61	7.6%	9	10.0%	5	0.0%	0	6.7%	3
Corn Exchange, Wallingford	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	1.3%	1
Odeon, Aylesbury	3.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.8%	22	0.0%	0	0.0%	0
Odeon, Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Odeon, George Street, Oxford	7.3%	42	25.4%	24	3.7%	2	4.5%	1	8.2%	1	1.0%	1	2.0%	2	2.4%	1	6.9%	10	2.8%	1
Odeon, Magdalan Street, Oxford	3.4%	20	5.3%	5	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	9.6%	14	0.0%	0
Phoenix Picturehouse, Oxford	7.1%	42	33.0%	31	7.5%	3	25.7%	4	3.2%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	1	2.8%	1
The Beacon, Wantage	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
The Ultimate Picture Palace, Oxford	0.8%	5	1.1%	1	6.1%	3	0.0%	0	1.6%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Vue, Bicester	16.6%	97	0.0%	0	0.0%	0	13.4%	2	1.6%	0	0.0%	0	80.7%	92	5.5%	3	0.0%	0	0.0%	0
Vue, Oxford	21.3%	125	34.0%	32	78.8%	36	47.4%	8	85.3%	8	0.9%	1	7.7%	9	19.1%	10	12.9%	19	6.8%	3
Other	0.5%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.9%	1	0.7%	1	0.0%	0	0.0%	0	1.3%	1
Cineworld, High Wycombe	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.5%	1	0.0%	0
Cineworld, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Empire, High Wycombe	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	8	0.0%	0	0.0%	0
High Wycombe - Unnamed	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Weighted base:		585		93		45		17		10		62		114		52		146		45
Sample:		520		60		35		46		43		56		76		57		94		53

**Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021**

**Q45 How often do you or your household use a gym / healthclub / sports facility?***Those who use a gym / health club / sports facility at Q40*

More than once a week	55.5%	127	54.2%	20	71.4%	20	32.2%	3	80.7%	3	56.2%	11	37.7%	20	80.2%	18	54.5%	18	58.6%	14
Once a week	31.4%	72	43.2%	16	9.2%	3	57.9%	5	19.2%	1	37.7%	7	47.7%	26	14.9%	3	14.6%	5	29.9%	7
Once a fortnight	3.0%	7	0.0%	0	3.4%	1	3.1%	0	0.0%	0	3.1%	1	5.8%	3	2.5%	1	2.6%	1	2.7%	1
Once a month	7.4%	17	2.6%	1	9.6%	3	3.2%	0	0.0%	0	3.0%	1	7.4%	4	0.0%	0	23.6%	8	3.8%	1
Once every two months	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Once every six months	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Once a year or less (Dont know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	2.2%	5	0.0%	0	6.4%	2	3.5%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	4.7%	2	2.5%	1
<i>Mean:</i>		<i>1.49</i>		<i>1.52</i>		<i>1.67</i>		<i>1.30</i>		<i>1.81</i>		<i>1.53</i>		<i>1.30</i>		<i>1.77</i>		<i>1.39</i>		<i>1.54</i>
Weighted base:		230		37		28		8		4		20		54		23		33		24
Sample:		192		21		20		19		20		12		35		18		22		25



## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Bicester Leisure Centre, Queens Avenue, Bicester	7.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.6%	15	2.9%	1	0.0%	0	0.0%	0
Blackbird Leys	5.8%	12	0.0%	0	33.7%	9	14.2%	1	23.5%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.5%	1
Oxford - other	1.9%	4	2.7%	1	6.5%	2	3.5%	0	3.8%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	207	36	26	7	4	18	45	20	28	24										
Sample:	172	20	18	16	19	11	32	14	18	24										

**Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021**

### Q47 How often do you or your household visit the theatre, watch a concert or watch live music?

*Those who visit theatres / concert / music venues at Q40*

More than once a week	0.5%	2	1.4%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.4%	2	1.3%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	2.4%	11	1.4%	1	8.7%	3	0.0%	0	1.4%	0	3.8%	2	0.0%	0	1.1%	1	2.8%	2	3.2%	1
Once a month	11.3%	50	24.2%	18	12.2%	5	14.0%	2	8.8%	1	6.5%	3	5.0%	4	4.1%	2	15.0%	12	7.3%	3
Once every two months	22.2%	99	18.4%	14	20.4%	8	25.1%	4	27.3%	3	34.2%	16	14.7%	12	23.1%	13	23.7%	19	24.7%	10
Once every six months	42.8%	191	35.6%	27	34.3%	13	36.9%	5	34.3%	4	34.7%	16	61.5%	49	30.2%	17	45.5%	37	53.9%	21
Once a year or less (Dont know / varies)	18.7%	83	13.2%	10	19.9%	8	16.0%	2	25.3%	3	19.5%	9	17.8%	14	38.4%	22	12.9%	11	10.9%	4
Mean:	0.08	0.15	0.15	0.09	0.06	0.07	0.04	0.04	0.08	0.06										
Weighted base:	445	75	39	14	11	47	80	57	82	39										
Sample:	480	59	40	48	45	39	64	66	60	59										



## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q48 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?</b>																				
<i>Those who visit theatres / concert / music venues at Q40 AND Excl. Nulls</i>																				
Corn Exchange, Wallingford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Cornerstone Arts Centre, Didcot	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	9.6%	4
Creation Theatre Company, Oxford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Moser Theatre, Oxford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
North Wall Arts Centre, Oxford	1.5%	6	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	1.8%	1
O2 Oxford, Oxford	3.2%	12	13.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	3.2%	1
Old Fire Station Theatre, Oxford	0.5%	2	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Playhouse, Oxford	25.9%	100	40.6%	29	40.3%	13	40.0%	5	32.6%	3	21.6%	10	29.4%	18	17.8%	9	10.4%	7	17.9%	7
Oxford New Theatre, Oxford	39.4%	153	18.4%	13	34.8%	11	42.9%	5	22.3%	2	66.3%	30	43.7%	27	29.5%	15	51.8%	35	37.6%	14
Pegasus Theatre, Oxford	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Beacon, Wantage	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
The Players Theatre, Thame	0.4%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
The Sheldonian Theatre, Oxford	1.0%	4	4.0%	3	2.9%	1	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Teature at Chipping Norton, Chipping Norton	0.6%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Other	3.6%	14	1.4%	1	5.2%	2	2.3%	0	1.8%	0	4.7%	2	3.8%	2	3.4%	2	1.2%	1	9.7%	4
Aylesbury Waterside Theatre, Aylesbury	3.4%	13	0.0%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	6.3%	4	17.6%	9	0.0%	0	0.0%	0
Central London	13.3%	52	7.1%	5	2.9%	1	12.8%	2	18.7%	2	5.8%	3	11.8%	7	30.6%	16	18.2%	12	12.0%	5
Oxford New Theatre, Oxford	3.1%	12	5.4%	4	7.9%	3	0.0%	0	18.7%	2	0.0%	0	2.5%	2	0.0%	0	3.5%	2	0.0%	0
Reading	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0
Weighted base:		388		71		32		12		9		45		61		51		68		38
Sample:		423		56		34		41		41		37		46		58		53		57

## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
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**Mean score [Times a week]:** More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

**Q49 How often do you or your household go to a museum, gallery, or other place of historical / cultural interest?**

*Those who go to museums / galleries or places of historical / cultural interest at Q40*

More than once a week	0.3%	1	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Once a week	0.6%	3	1.1%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	1.5%	7	3.4%	3	3.7%	2	5.2%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	14.9%	67	25.0%	22	24.7%	11	12.0%	2	17.5%	2	1.3%	1	13.2%	12	8.7%	5	18.4%	12	4.5%	2
Once every two months	19.6%	88	17.3%	15	29.3%	13	20.8%	3	17.4%	2	10.9%	5	28.7%	26	8.8%	5	15.2%	10	24.3%	10
Once every six months	40.9%	183	46.4%	40	10.8%	5	34.5%	5	36.4%	4	47.7%	21	38.5%	34	42.1%	22	47.1%	30	52.2%	22
Once a year or less (Dont know / varies)	19.4%	87	3.4%	3	24.7%	11	20.6%	3	23.9%	2	35.7%	16	14.3%	13	36.0%	19	18.1%	12	19.1%	8
	2.9%	13	3.3%	3	2.9%	1	3.4%	0	4.8%	0	1.5%	1	4.4%	4	4.5%	2	1.2%	1	0.0%	0
<i>Mean:</i>		<i>0.09</i>		<i>0.13</i>		<i>0.17</i>		<i>0.16</i>		<i>0.07</i>		<i>0.03</i>		<i>0.09</i>		<i>0.04</i>		<i>0.07</i>		<i>0.04</i>
Weighted base:		448		86		46		15		10		45		89		53		64		42
Sample:		429		61		39		46		37		35		62		56		41		52

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q50 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?</b>																				
<i>Those who go to museums / galleries or places of historical / cultural interest at Q40 AND Excl. Nulls</i>																				
Ashmolean Museum, Oxford	58.8%	200	63.2%	51	71.4%	26	61.6%	7	75.9%	5	57.2%	20	37.8%	26	52.0%	19	87.2%	26	56.9%	19
Banbury Museum, Banbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Bate Collection of Musical Instruments, Oxford	0.5%	2	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Blenheim Palace, Woodstock	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Modern Art Oxford, Oxford	0.4%	1	1.2%	1	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museum of Oxford, Oxford	1.3%	4	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	5.4%	2
Museum of the History of Science, Oxford	1.1%	4	2.5%	2	3.6%	1	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Castle, Oxford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Museums Resource Centre, Oxford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford University Museum of Natural History, Oxford	9.1%	31	5.8%	5	4.7%	2	12.8%	2	2.6%	0	0.0%	0	27.2%	19	1.6%	1	7.8%	2	3.5%	1
Oxfordshire History Centre, Oxford	0.9%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	0	1.8%	1	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Pitt Rivers Museum, Oxford	10.5%	35	22.3%	18	5.9%	2	4.1%	0	9.5%	1	12.3%	4	9.1%	6	1.6%	1	0.0%	0	8.9%	3
River & Rowing Museum, Henley-on-Thames	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2
Soldiers of Oxfordshire Museum, Woodstock	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
The Oxfordshire Museum, Woodstock	0.8%	3	0.0%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Story Museum, Oxford	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
University of Oxford Botanic Garden, Oxford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Vale and Downland Museum, Wantage	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	3
Witney Museum & Historical Society, Witney	2.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.9%	3	0.0%	0	2.3%	1	0.0%	0	2.3%	0	1.9%	1	1.1%	1	0.0%	0	0.0%	0	1.8%	1
Abroad	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Central London	9.1%	31	1.3%	1	0.0%	0	12.9%	2	2.3%	0	1.9%	1	13.5%	9	43.3%	16	2.5%	1	5.5%	2
Oxford - Unnamed	1.6%	5	2.5%	2	2.6%	1	2.1%	0	0.0%	0	1.9%	1	1.1%	1	0.0%	0	2.5%	1	0.0%	0
Weighted base:		339		81		37		12		7		34		69		36		30		33
Sample:		328		58		29		37		30		28		42		38		26		40

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		
<b>Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021</b>																				
<b>Q51 How often do you or your household go to pubs / bars / nightclubs / music venue?</b>																				
<i>Those who go to pubs / bars / nightclubs at Q40</i>																				
More than once a week	6.7%	35	4.7%	3	1.5%	1	6.4%	1	3.6%	0	2.4%	1	9.1%	9	8.6%	6	10.8%	11	5.5%	2
Once a week	26.4%	136	36.1%	24	34.1%	21	26.0%	3	17.1%	2	26.0%	13	25.1%	26	16.2%	11	18.9%	19	39.1%	18
Once a fortnight	24.9%	129	22.7%	15	26.2%	16	20.7%	3	17.8%	2	30.6%	15	24.5%	25	27.6%	18	25.5%	26	19.6%	9
Once a month	23.8%	123	24.5%	16	24.1%	15	31.3%	4	42.2%	6	21.0%	10	21.4%	22	17.7%	11	29.3%	30	19.0%	9
Once every two months	9.2%	48	1.4%	1	2.9%	2	11.2%	1	19.3%	3	10.1%	5	9.2%	9	24.3%	16	7.0%	7	8.1%	4
Once every six months	5.5%	28	6.0%	4	4.2%	3	2.1%	0	0.0%	0	6.3%	3	9.2%	9	2.7%	2	6.1%	6	2.6%	1
Once a year or less (Dont know / varies)	1.2%	6	2.9%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.8%	1	1.5%	1
	2.2%	12	1.6%	1	4.2%	3	2.3%	0	0.0%	0	3.6%	2	0.8%	1	2.0%	1	1.6%	2	4.7%	2
<i>Mean:</i>		<i>0.62</i>		<i>0.65</i>		<i>0.60</i>		<i>0.61</i>		<i>0.48</i>		<i>0.56</i>		<i>0.63</i>		<i>0.56</i>		<i>0.64</i>		<i>0.70</i>
Weighted base:		516		66		61		12		14		50		102		65		101		45
Sample:		481		46		44		35		50		45		71		69		67		54

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q52 What location (e.g. town centre, shopping centre, retail / leisure park) do you or members of your household normally go to for pub / bar / nightclub / music venue?</b>																				
<i>Those who go to pubs / bars / nightclubs at Q40 AND Excl. Nulls</i>																				
Abingdon	10.8%	48	0.0%	0	0.0%	0	11.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.1%	42	12.2%	5
Aylesbury	2.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	10	0.0%	0	0.0%	0
Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bicester Centre	12.0%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	57.4%	51	3.1%	2	0.0%	0	0.0%	0
Blackbird Leys (Barns Road)	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackbird Leys (Elsewhere)	0.4%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley District Centre	0.8%	4	2.1%	1	3.2%	2	6.8%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Road District Centre	2.5%	11	1.9%	1	17.2%	10	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Didcot	5.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.8%	24	3.0%	1
Headington District Centre	2.4%	11	21.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littlemore (Cowley Road)	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marston	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Botley	0.1%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Headington	0.7%	3	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	25.0%	112	43.3%	22	61.8%	34	48.4%	5	40.3%	4	17.7%	8	21.7%	19	23.1%	13	3.5%	3	6.9%	3
Oxford (Iffley Road)	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Summertown District Centre	1.0%	5	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.9%	1	0.0%	0
Thame	4.2%	19	0.0%	0	0.0%	0	0.0%	0	7.5%	1	0.0%	0	0.0%	0	32.6%	18	0.0%	0	0.0%	0
Wallingford	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Wantage	5.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	58.5%	24
Watlington	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Witney	7.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	76.6%	34	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Woodstock	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Other	12.4%	56	15.8%	8	9.7%	5	10.7%	1	27.9%	3	2.8%	1	15.6%	14	9.8%	5	11.3%	10	17.9%	7
Central London	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Chinnor	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	5	0.0%	0	0.0%	0
Cumnor	0.5%	2	0.0%	0	0.0%	0	20.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford - Unnamed	0.5%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	22.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		447		51		55		11		11		45		89		55		90		40
Sample:		405		35		39		31		42		37		57		56		61		47

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021</b>																				
<b>Q53 How often do you or your household eat out at cafes or restaurants?</b>																				
<i>Those who visit restaurants / cafés at Q40</i>																				
More than once a week	7.7%	52	15.2%	16	7.3%	5	4.8%	1	0.0%	0	17.5%	11	8.1%	11	0.9%	1	3.5%	5	4.0%	2
Once a week	20.2%	135	26.2%	27	24.7%	17	10.5%	2	16.3%	3	13.7%	9	20.8%	28	34.6%	23	10.0%	13	21.5%	13
Once a fortnight	22.6%	151	15.7%	16	33.9%	24	15.2%	3	20.8%	4	17.6%	11	15.0%	20	20.7%	14	29.9%	40	31.9%	19
Once a month	27.9%	187	23.3%	24	17.6%	12	30.4%	7	27.2%	5	29.1%	18	30.0%	40	27.6%	18	36.3%	49	23.1%	14
Once every two months	13.8%	93	13.0%	14	9.0%	6	27.0%	6	20.8%	4	13.5%	8	18.5%	25	10.4%	7	12.2%	16	11.0%	7
Once every six months	4.6%	31	4.7%	5	3.8%	3	6.1%	1	13.0%	2	4.8%	3	4.7%	6	2.6%	2	4.1%	5	4.9%	3
Once a year or less (Dont know / varies)	0.4%	2	0.0%	0	2.4%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
	2.9%	20	1.8%	2	1.2%	1	6.0%	1	1.0%	0	3.8%	2	2.9%	4	2.3%	2	4.0%	5	3.6%	2
<i>Mean:</i>		0.58		0.74		0.63		0.42		0.37		0.70		0.57		0.57		0.46		0.55
Weighted base:		671		104		70		22		17		63		135		66		134		61
Sample:		690		71		58		63		80		67		95		78		103		75

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
<b>Q54 What location (e.g. town centre, shopping centre, retail / leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)?</b>																				
<i>Those who visit restaurants / cafés at Q40 AND Excl. Nulls</i>																				
Abingdon	7.4%	39	0.0%	0	0.0%	0	29.5%	6	1.3%	0	0.0%	0	0.0%	0	28.2%	26	14.4%	7		
Aylesbury	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	4	0.0%	0	0.0%	0		
Banbury	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.8%	1		
Bicester Centre	14.4%	76	0.0%	0	0.0%	0	1.4%	0	4.0%	0	1.1%	1	66.8%	73	2.4%	1	0.0%	0	0.0%	
Blackbird Leys (Elsewhere)	0.7%	4	0.0%	0	6.2%	3	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Cowley District Centre	0.8%	4	1.3%	1	1.5%	1	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	
Cowley Road District Centre	1.5%	8	2.4%	2	9.5%	5	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Didcot	6.6%	35	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.6%	30	8.4%	
Headington District Centre	2.4%	13	13.8%	12	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Henley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	
High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	
Littlemore (Cowley Road)	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Milton Keynes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	
New Headington	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0		
New Hinksey	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Newbury	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.5%	2		
Oxford City Centre	30.3%	160	56.6%	48	59.3%	33	42.8%	8	37.9%	5	15.6%	9	19.1%	21	30.0%	15	16.4%	15	13.2%	
Oxford (Iffley Road)	0.4%	2	0.0%	0	3.1%	2	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Princes Risborough	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Summertown District Centre	3.7%	19	18.9%	16	0.0%	0	1.3%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.9%	1	0.0%	
Thame	4.0%	21	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	41.4%	21	0.0%	0		
Wallingford	1.6%	8	0.0%	0	1.5%	1	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	7	0.0%	
Walton Manor	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wantage	4.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	46.0%	
Watlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Witney	8.6%	45	0.0%	0	0.0%	0	2.6%	0	0.0%	0	79.7%	43	0.0%	0	0.0%	0	0.0%	0		
Woodstock	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.2%	2	1.3%	1	0.0%	0		
Botley Road, Oxford	0.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Fairacres Retail Park, Abingdon	0.1%	1	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Oxford Retail Park, Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Templars Retail Park, Cowley	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Other	4.6%	24	2.4%	2	4.9%	3	11.8%	2	12.4%	2	1.1%	1	6.3%	7	0.0%	0	4.7%	4	7.6%	
Central London	1.3%	7	1.1%	1	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	3.4%	2	3.4%	3	1.3%	
Chinnor	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	4	0.0%	0		
Cumnor	0.2%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Oxford - Unnamed	0.7%	4	1.3%	1	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wheatley	0.4%	2	0.0%	0	0.0%	0	0.0%	0	18.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Weighted base:		527		85		55		19		12		55		110		50		91		51
Sample:		533		57		41		53		61		55		73		55		78		60

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
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Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

**Q55 How often do you or your household go to family entertainment venues?***Those who go to family entertainment venues at Q40*

More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	2
Once a fortnight	3.3%	7	0.0%	0	7.0%	3	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	6.5%	3	4.1%	1
Once a month	7.7%	16	0.0%	0	0.0%	0	5.6%	0	2.9%	0	19.5%	5	6.5%	3	13.5%	2	11.4%	5	0.0%	0
Once every two months	15.9%	33	24.9%	3	4.9%	2	5.8%	0	14.6%	1	2.2%	1	16.3%	8	9.0%	1	24.9%	12	41.2%	6
Once every six months	46.4%	97	25.6%	3	64.2%	24	46.3%	2	28.9%	2	43.4%	12	58.9%	28	54.6%	7	32.7%	16	28.3%	4
Once a year or less (Dont know / varies)	20.4%	43	41.3%	5	7.2%	3	36.5%	2	44.7%	3	32.8%	9	16.5%	8	22.9%	3	18.8%	9	14.3%	2
	5.5%	11	8.3%	1	16.6%	6	5.8%	0	8.8%	0	0.0%	0	1.8%	1	0.0%	0	5.8%	3	0.0%	0
<i>Mean:</i>		<i>0.07</i>		<i>0.03</i>		<i>0.05</i>		<i>0.02</i>		<i>0.03</i>		<i>0.07</i>		<i>0.04</i>		<i>0.05</i>		<i>0.10</i>		<i>0.18</i>
Weighted base:		209		12		37		4		6		28		47		13		47		15
Sample:		158		8		18		11		18		18		31		12		30		12

**Q56 Where do you or members of your household normally go for family entertainment?***Those who go to family entertainment venues at Q40 AND Excl. Nulls*

Bicester Bowl, Bicester	12.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.1%	20	0.0%	0	0.0%	0	0.0%	0
Bicester Village, Bicester	0.2%	0	0.0%	0	0.0%	0	7.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowlplex, Oxford	28.8%	47	64.0%	7	32.3%	10	56.8%	2	30.3%	1	47.1%	9	7.7%	3	14.9%	2	27.4%	9	41.8%	4
Farmer Gows Activity Farm, Farringdon	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
High Rope Oxford, Abingdon	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Hollywood Bowl, Oxford	20.9%	34	0.0%	0	27.1%	9	0.0%	0	47.8%	2	9.6%	2	5.7%	2	49.9%	6	39.2%	13	6.7%	1
MFA Bowl, Banbury	4.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	8	0.0%	0	0.0%	0	0.0%	0
Oxford Ice Rink, Oxford	4.8%	8	36.0%	4	10.7%	3	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford River Cruises, Oxford	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1
Pendon Indoor Model Village and Railways, Abingdon	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0
The Pottery Place, Whitney	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	6.0%	10	0.0%	0	2.6%	1	6.9%	0	0.0%	0	3.1%	1	7.7%	3	19.8%	2	0.0%	0	31.1%	3
Blackbird Leys - Unnamed	1.0%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Cowley Road - Unnamed	4.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.9%	5	0.0%	0	0.0%	0	4.6%	2	0.0%	0
Kassam Stadium, Oxford	13.0%	21	0.0%	0	27.2%	9	28.4%	1	17.6%	1	6.2%	1	3.8%	2	9.9%	1	17.4%	6	13.5%	1
Oxford Stadium, Sandy Lane, Cowley	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	5.5%	1	0.0%	0	0.0%	0
Weighted base:		164		11		32		4		4		20		40		12		34		9
Sample:		122		7		13		8		11		14		26		10		23		10



## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
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Mean score [Times a week]: More than once a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Once every six months = 0.042, Once a year or less often = 0.021

**Q57 How often do you or your household do (OTHER FROM Q40)?**

*Those who do something else at Q40*

More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every six months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year or less (Dont know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	99.9%	0	0.0%	0	0.0%	0	99.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>	<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>	
Weighted base:	0		0		0		0		0		0		0		0		0		0	
Sample:	1		0		0		1		0		0		0		0		0		0	

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
<b>Q59 What improvements could be made to Oxford City Council's leisure offer that would make you visit / partake in leisure activities more often? [MR]</b>										
A casino	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A swimming pool	4.0%	40	3.3%	5	2.6%	3	10.1%	3	8.1%	2
A theatre	0.5%	5	0.7%	1	0.0%	0	0.7%	0	0.0%	0
A multi-screen cinema	1.0%	10	1.0%	1	0.0%	0	0.8%	0	0.0%	0
An art house cinema	0.7%	7	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	4.6%	46	5.5%	8	2.8%	4	1.6%	1	8.7%	2
Improved access by foot and cycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved public transport	2.0%	20	0.0%	0	0.6%	1	1.6%	1	5.0%	1
Improved security / CCTV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street furniture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements in the built environment	0.7%	7	0.7%	1	2.0%	3	0.8%	0	0.7%	0
More / better car parking	4.7%	47	2.2%	3	2.7%	3	3.9%	1	0.0%	0
More / better cultural facilities	0.7%	7	1.3%	2	2.0%	3	0.0%	0	0.0%	0
More / better disabled access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better health clubs / gyms	0.6%	6	0.0%	0	2.6%	3	0.8%	0	0.0%	0
More / better policing	0.1%	1	0.7%	1	0.0%	0	0.8%	0	0.0%	0
More / better public houses	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0
More / better seats	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better signposting and information	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More better parks / green spaces	1.1%	11	0.7%	1	0.0%	0	0.0%	0	0.0%	0
More for children	1.9%	19	2.8%	4	5.3%	7	0.7%	0	0.7%	0
More local sports & recreation facilities	2.1%	21	1.5%	2	0.6%	1	0.0%	0	0.0%	0
More nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pavement cafes	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
More quality restaurants	1.3%	13	1.4%	2	0.0%	0	0.0%	0	0.0%	0
More street cleaning	0.1%	1	0.7%	1	0.0%	0	0.7%	0	0.0%	0
Provision of public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ten-pin bowling	1.0%	10	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other	3.2%	32	3.1%	4	1.3%	2	1.7%	1	0.7%	0
A concert hall	0.5%	5	0.7%	1	2.0%	3	1.6%	1	1.5%	0
Better access in general	0.4%	4	0.0%	0	0.0%	0	1.6%	1	2.2%	0
Better cycling facilities	0.5%	5	0.0%	0	0.7%	1	0.7%	0	0.0%	0
Better range of all leisure activities	0.5%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	0.7%	7	0.7%	1	0.0%	0	0.7%	0	0.0%	0
Improved access by car	0.5%	5	0.0%	0	0.0%	0	0.0%	0	3.6%	4
Improved leisure centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.9%	2

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
More / better advertising	1.3%	13	0.0%	0	0.7%	1	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0	2.2%	5	1.6%	1
More facilities for older people	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Reduce traffic congestion (Nothing)	0.2%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	2	0.0%	0
(Dont do leisure activities)	57.5%	575	68.5%	99	59.3%	77	54.7%	18	66.2%	15	58.9%	59	60.6%	98	53.2%	47	52.9%	128	43.1%	33
(Don't know)	2.2%	22	0.0%	0	2.6%	3	7.8%	3	1.4%	0	1.9%	2	2.8%	5	1.3%	1	3.1%	7	1.5%	1
Weighted base:	1000	145	129	33	22	100	162	89	242	78										
Sample:	1000	106	100	100	100	100	118	100	176	100										

**GEN Gender of respondent:**

Male	34.9%	349	37.7%	55	32.1%	41	40.1%	13	38.7%	9	33.7%	34	37.1%	60	32.1%	29	32.9%	80	36.7%	28
Female	65.1%	651	62.3%	90	67.9%	88	59.9%	20	61.3%	14	66.3%	66	62.9%	102	67.9%	60	67.1%	163	63.3%	49
Weighted base:	1000	145	129	33	22	100	162	89	242	78										
Sample:	1000	106	100	100	100	100	118	100	176	100										

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

18-24	10.5%	105	6.1%	9	12.0%	16	0.0%	0	6.5%	1	0.0%	0	13.0%	21	11.7%	10	17.3%	42	7.0%	5
25-34	12.9%	129	6.1%	9	12.0%	16	6.9%	2	13.0%	3	27.4%	27	13.0%	21	17.6%	16	14.5%	35	0.0%	0
35-44	20.7%	207	22.1%	32	15.9%	21	20.7%	7	12.9%	3	20.0%	20	30.1%	49	11.6%	10	21.1%	51	18.6%	14
45-54	17.8%	178	10.7%	16	11.3%	15	10.0%	3	13.7%	3	24.8%	25	22.0%	36	25.2%	22	17.9%	43	20.2%	16
55-64	14.0%	140	20.0%	29	18.3%	24	20.3%	7	17.5%	4	14.0%	14	9.0%	15	14.3%	13	9.5%	23	16.3%	13
65+	21.0%	210	28.8%	42	28.5%	37	35.1%	12	33.0%	7	11.8%	12	13.1%	21	17.7%	16	16.8%	41	29.5%	23
(Refused)	3.2%	32	6.2%	9	2.0%	3	7.1%	2	3.3%	1	1.9%	2	0.0%	0	2.0%	2	3.0%	7	8.4%	6
Weighted base:	1000	145	129	33	22	100	162	89	242	78										
Sample:	1000	106	100	100	100	100	118	100	176	100										

**EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]**

Working full time	56.3%	563	41.8%	61	29.4%	38	43.1%	14	55.8%	12	72.3%	72	73.7%	120	70.1%	62	58.3%	141	55.2%	43
Working part time	8.9%	89	6.8%	10	19.6%	25	4.8%	2	4.5%	1	8.0%	8	6.3%	10	6.7%	6	10.2%	25	3.2%	3
Unemployed	1.3%	13	0.7%	1	6.0%	8	0.8%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.6%	2	0.8%	1
Retired	23.1%	231	35.8%	52	30.5%	39	36.0%	12	31.6%	7	11.5%	11	15.7%	25	17.9%	16	18.7%	45	29.8%	23
A housewife	0.3%	3	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.3%	1	0.0%	0
A student	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Self employed	2.8%	28	5.3%	8	1.5%	2	6.7%	2	3.0%	1	2.0%	2	1.0%	2	2.0%	2	2.6%	6	5.5%	4
Sick / disabled	1.3%	13	0.7%	1	4.7%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.9%	5	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	6.0%	60	8.9%	13	8.3%	11	6.2%	2	5.1%	1	4.9%	5	1.9%	3	3.3%	3	7.3%	18	5.5%	4
Weighted base:	1000	145	129	33	22	100	162	89	242	78										
Sample:	1000	106	100	100	100	100	118	100	176	100										

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		
<b>HOM How many people live in your home including yourself and children?</b>																				
One	11.5%	115	15.0%	22	23.9%	31	17.5%	6	11.5%	3	5.5%	5	8.1%	13	9.7%	9	6.7%	16	13.8%	11
Two	32.7%	327	34.4%	50	31.9%	41	41.3%	14	43.7%	10	36.3%	36	26.9%	44	33.6%	30	30.9%	75	36.5%	28
Three	20.0%	200	16.3%	24	17.6%	23	7.9%	3	23.5%	5	26.5%	26	20.1%	33	33.8%	30	19.4%	47	13.0%	10
Four	17.6%	176	15.2%	22	12.1%	16	14.8%	5	11.7%	3	14.0%	14	26.8%	44	14.3%	13	19.9%	48	15.7%	12
Five	8.5%	85	8.1%	12	4.7%	6	10.1%	3	4.4%	1	3.0%	3	14.1%	23	5.2%	5	9.6%	23	11.8%	9
Six	3.9%	39	0.7%	1	6.7%	9	0.0%	0	0.0%	0	8.6%	9	2.4%	4	0.6%	1	6.4%	16	0.8%	1
Seven or more	0.3%	3	0.7%	1	0.0%	0	2.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
(Refused)	5.4%	54	9.6%	14	3.0%	4	6.2%	2	5.1%	1	5.5%	5	1.5%	2	2.6%	2	6.8%	16	8.6%	7
Weighted base:		1000		145		129		33		22		100		162		89		242		78
Sample:		1000		106		100		100		100		100		118		100		176		100
<b>ADU How many adults aged 16 years and over, including yourself, live in your household?</b>																				
One	15.3%	153	15.0%	22	36.6%	47	17.5%	6	13.7%	3	18.9%	19	9.6%	16	10.3%	9	7.9%	19	15.3%	12
Two	53.7%	537	51.2%	74	40.6%	52	61.3%	20	58.3%	13	52.7%	53	63.3%	103	54.5%	48	54.9%	133	52.5%	41
Three	14.1%	141	15.3%	22	15.7%	20	8.6%	3	18.3%	4	11.3%	11	9.6%	16	22.8%	20	14.9%	36	10.9%	8
Four or more	11.5%	115	8.8%	13	4.1%	5	6.4%	2	4.6%	1	11.7%	12	16.1%	26	9.8%	9	15.4%	37	12.7%	10
(Refused)	5.4%	54	9.6%	14	3.0%	4	6.2%	2	5.1%	1	5.5%	5	1.5%	2	2.6%	2	6.8%	16	8.6%	7
Weighted base:		1000		145		129		33		22		100		162		89		242		78
Sample:		1000		106		100		100		100		100		118		100		176		100
<b>CHI How many children aged 15 years and under, live in your household?</b>																				
None	60.9%	609	69.1%	100	62.3%	81	63.6%	21	68.8%	15	47.7%	48	56.4%	91	72.0%	64	56.7%	138	66.8%	52
One	15.5%	155	7.7%	11	16.0%	21	6.2%	2	14.6%	3	22.5%	22	20.6%	33	14.3%	13	16.3%	40	12.9%	10
Two	11.9%	119	8.8%	13	10.1%	13	13.9%	5	9.4%	2	20.1%	20	12.9%	21	9.2%	8	13.1%	32	7.8%	6
Three	4.5%	45	4.8%	7	2.7%	3	6.9%	2	2.2%	0	4.2%	4	6.7%	11	1.9%	2	5.1%	12	3.9%	3
Four or more	1.6%	16	0.0%	0	6.0%	8	2.3%	1	0.0%	0	0.0%	0	1.9%	3	0.0%	0	1.9%	5	0.0%	0
(Refused)	5.5%	55	9.6%	14	3.0%	4	7.1%	2	5.1%	1	5.5%	5	1.5%	2	2.6%	2	6.8%	16	8.6%	7
Weighted base:		1000		145		129		33		22		100		162		89		242		78
Sample:		1000		106		100		100		100		100		118		100		176		100
<b>CAR How many cars does your household own or have the use of?</b>																				
None	8.3%	83	6.1%	9	23.5%	30	5.3%	2	5.1%	1	3.6%	4	8.1%	13	9.2%	8	5.5%	13	3.8%	3
One	33.5%	335	58.2%	84	51.4%	67	28.4%	9	27.4%	6	34.8%	35	22.6%	37	18.2%	16	27.1%	66	20.6%	16
Two	36.1%	361	24.0%	35	18.6%	24	48.8%	16	49.7%	11	34.1%	34	44.7%	72	45.3%	40	37.9%	92	47.2%	37
Three or more	16.7%	167	2.8%	4	3.4%	4	10.4%	3	12.7%	3	22.1%	22	23.6%	38	24.7%	22	22.5%	55	19.8%	15
(Refused)	5.4%	54	8.9%	13	3.0%	4	7.1%	2	5.1%	1	5.5%	5	1.0%	2	2.6%	2	7.1%	17	8.7%	7
Weighted base:		1000		145		129		33		22		100		162		89		242		78
Sample:		1000		106		100		100		100		100		118		100		176		100

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
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Mean score [£k]: £0 - £15,000 = 7.5, £15,001 - £20,000 = 17.5, £20,001 - £30,000 = 25, £30,001 - £40,000 = 35, £40,001 - £50,000 = 45, £50,001 - £60,000 = 55, £60,001 - £70,000 = 65, £70,001 - £80,000 = 75, £80,001 - £90,000 = 85, £90,001 - £100,000 = 95, £100,001 - £150,000 = 125, £150,001+ = 200

**INC** Approximately what is your total household income?

£0 - £15,000	4.3%	43	4.7%	7	12.1%	16	6.1%	2	2.8%	1	6.0%	6	1.5%	2	2.5%	2	1.3%	3	5.3%	4
£15,001 - £20,000	2.3%	23	1.4%	2	6.0%	8	0.0%	0	2.1%	0	1.2%	1	2.4%	4	0.6%	1	2.2%	5	2.3%	2
£20,001 - £30,000	3.4%	34	3.4%	5	2.7%	4	2.3%	1	6.6%	1	5.0%	5	3.3%	5	2.6%	2	2.3%	6	6.2%	5
£30,001 - £40,000	5.8%	58	13.0%	19	2.1%	3	5.4%	2	2.1%	0	15.9%	16	2.5%	4	2.7%	2	3.7%	9	4.0%	3
£40,001 - £50,000	5.7%	57	4.7%	7	2.1%	3	0.8%	0	1.4%	0	3.2%	3	13.0%	21	4.6%	4	5.8%	14	5.5%	4
£50,001 - £60,000	3.8%	38	2.0%	3	1.5%	2	3.9%	1	8.0%	2	3.6%	4	7.7%	12	3.3%	3	3.5%	9	4.0%	3
£60,001 - £70,000	3.5%	35	0.7%	1	0.6%	1	0.7%	0	5.0%	1	9.7%	10	2.9%	5	8.6%	8	3.9%	9	0.0%	0
£70,001 - £80,000	3.2%	32	0.7%	1	0.7%	1	5.4%	2	2.9%	1	3.0%	3	3.3%	5	1.3%	1	6.1%	15	3.9%	3
£80,001 - £90,000	2.2%	22	2.8%	4	0.7%	1	0.7%	0	2.3%	1	1.8%	2	4.3%	7	0.0%	0	1.9%	5	3.2%	2
£90,001 - £100,000	1.6%	16	6.7%	10	0.7%	1	0.8%	0	0.0%	0	0.7%	1	1.9%	3	1.4%	1	0.0%	0	0.9%	1
£100,001 - £150,000	3.2%	32	2.1%	3	0.7%	1	1.6%	1	2.1%	0	1.9%	2	6.8%	11	5.2%	5	3.8%	9	0.0%	0
£150,001+	1.4%	14	4.2%	6	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.5%	1	1.9%	2	1.0%	2	3.1%	2
(Dont know / refused)	59.7%	597	53.7%	78	70.1%	91	71.4%	23	64.5%	14	48.0%	48	49.9%	81	65.3%	58	64.4%	156	61.7%	48
<i>Mean:</i>		<i>57.11</i>		<i>64.56</i>		<i>27.21</i>		<i>52.19</i>		<i>51.07</i>		<i>46.15</i>		<i>63.17</i>		<i>69.02</i>		<i>63.15</i>		<i>54.99</i>
Weighted base:		1000		145		129		33		22		100		162		89		242		78
Sample:		1000		106		100		100		100		100		118		100		176		100

**FUT** Would you be willing to be recontacted for future quality control purposes?

Yes	56.9%	569	56.2%	81	54.3%	70	50.0%	16	56.4%	13	61.5%	61	70.7%	115	59.0%	52	47.3%	115	58.6%	45
No	43.1%	431	43.8%	63	45.7%	59	50.0%	16	43.6%	10	38.5%	38	29.3%	47	41.0%	36	52.7%	128	41.4%	32
Weighted base:		1000		145		129		33		22		100		162		89		242		78
Sample:		1000		106		100		100		100		100		118		100		176		100

**QUOTA** Zone:

Zone 1	14.5%	145	100.0%	145	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	12.9%	129	0.0%	0	100.0%	129	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	3.3%	33	0.0%	0	0.0%	0	100.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	2.2%	22	0.0%	0	0.0%	0	0.0%	0	100.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	16.2%	162	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	162	0.0%	0	0.0%	0	0.0%	0
Zone 7	8.9%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	89	0.0%	0	0.0%	0
Zone 8	24.3%	242	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	242	0.0%	0
Zone 9	7.8%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	78
Weighted base:		1000		145		129		33		22		100		162		89		242		78
Sample:		1000		106		100		100		100		100		118		100		176		100

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9								
<b>WARD Ward:</b>																		
Jericho and Osney Ward	1.2%	12	8.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolvercote Ward	1.2%	12	8.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barton and Sandhills Ward	1.7%	17	11.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holywell Ward	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Churchill Ward	0.3%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quarry and Risinghurst Ward	2.2%	22	14.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Margaret's Ward	1.2%	12	8.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marston Ward	2.2%	22	15.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Summertown Ward	1.7%	17	11.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Headington Hill and Northway Ward	0.9%	9	6.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carfax Ward	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Ward	0.8%	8	5.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Headington Ward	1.0%	10	7.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinksey Park Ward	1.5%	15	0.0%	0	11.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye Valley Ward	2.1%	21	0.0%	0	15.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littlemore Ward	1.8%	18	0.0%	0	14.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rose Hill and Iffley Ward	1.7%	17	0.0%	0	13.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Ward	0.6%	6	0.0%	0	4.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackbird Leys Ward	0.9%	9	0.0%	0	6.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Marsh Ward	0.7%	7	0.0%	0	5.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Clement's Ward	0.3%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield Brook Ward	2.1%	21	0.0%	0	16.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iffley Fields Ward	0.7%	7	0.0%	0	5.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Mary's Ward	0.6%	6	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cumnor Ward	1.2%	12	0.0%	0	0.0%	0	37.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley & Sunningwell Ward	1.0%	10	0.0%	0	0.0%	0	29.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Ward	1.1%	11	0.0%	0	0.0%	0	34.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Hill & Holton Ward	0.3%	3	0.0%	0	0.0%	0	0.0%	0	13.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garsington & Horspath Ward	0.6%	6	0.0%	0	0.0%	0	0.0%	0	29.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheatley Ward	1.3%	13	0.0%	0	0.0%	0	0.0%	0	57.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Standlake, Aston and Stanton Harcourt Ward	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	15	0.0%	0	0.0%	0	0.0%	0
Hailey, Minster Lovell and Leafield Ward	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	9	0.0%	0	0.0%	0	0.0%	0
Eynsham and Cassington Ward	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	6	0.0%	0	0.0%	0	0.0%	0
Ducklington Ward	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0
North Leigh Ward	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	7	0.0%	0	0.0%	0	0.0%	0
Freeland and Hanborough Ward	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Witney West Ward	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Witney South Ward	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	11	0.0%	0	0.0%	0	0.0%	0

# Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Witney Central Ward	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney East Ward	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witney North Ward	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Launton & Otmoor Ward	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	27	0.0%	0	0.0%	0	0.0%	0
Fringford & Heyfords Ward	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	9	0.0%	0	0.0%	0	0.0%	0
Kidlington East Ward	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	12	0.0%	0	0.0%	0	0.0%	0
Kidlington West Ward	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	7	0.0%	0	0.0%	0	0.0%	0
Bicester South & Ambrosden Ward	3.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	30	0.0%	0	0.0%	0	0.0%	0
Bicester North & Caversfield Ward	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	13	0.0%	0	0.0%	0	0.0%	0
Bicester East Ward	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	26	0.0%	0	0.0%	0	0.0%	0
Bicester West Ward	2.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	29	0.0%	0	0.0%	0	0.0%	0
Stonesfield and Tackley Ward	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	5	0.0%	0	0.0%	0	0.0%	0
The Bartons Ward	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Woodstock and Bladon Ward	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Long Crendon Ward	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Oakley Ward	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Haddenham & Stone Ward	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	12	0.0%	0	0.0%	0
Grendon Underwood & Brill Ward	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	6	0.0%	0	0.0%	0
Waddesdon Ward	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	6	0.0%	0	0.0%	0
Haseley Brook Ward	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	9	0.0%	0	0.0%	0
Chinnor Ward	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.4%	25	0.0%	0	0.0%	0
Thame Ward	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.8%	26	0.0%	0	0.0%	0
Blewbury & Harwell Ward	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	10	0.0%	0
Sutton Courtenay Ward	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	4	0.0%	0
Marcham Ward	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0
Kennington & Radley Ward	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	5	0.0%	0
Drayton Ward	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	12	0.0%	0
Abingdon Fitzharris Ward	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	21	0.0%	0
Abingdon Abbey Northcourt Ward	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	5	0.0%	0
Abingdon Peachcroft Ward	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	12	0.0%	0
Abingdon Caldecott Ward	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	8	0.0%	0
Abingdon Dunmore Ward	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	5	0.0%	0
Cholsey Ward	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	26	0.0%	0
Benson & Crowmarsh Ward	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	14	0.0%	0
Sandford & the Wittenhams Ward	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	12	0.0%	0
Chalgrove Ward	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	7	0.0%	0
Watlington Ward	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	4	0.0%	0
Berinsfield Ward	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	7	0.0%	0
Didcot South Ward	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	25	0.0%	0
Didcot West Ward	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	17	0.0%	0

## Oxford City Retail & Leisure Needs Assessment for Carter Jonas

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Didcot North East Ward	3.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	36	0.0%	0
Wallingford Ward	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	7	0.0%	0
Stanford Ward	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Thames Ward	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Ridgeway Ward	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	6
Wantage Charlton Ward	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.9%	17
Steventon & the Hanneys Ward	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	8
Kingston Bagpuize Ward	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	5
Hendreds Ward	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	7
Wantage & Grove Brook Ward	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	12
Grove North Ward	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.3%	17
Weighted base:	1000	145	129	33	22	100	162	89	242	78										
Sample:	1000	106	100	100	100	100	118	100	176	100										