

TABLE 1: ALL COMPARISON GOODS - 2016 MARKET SHARE ANALYSIS (%)
 Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	TOTAL STUDY AREA	LOCAL AUTHORITY AREA Zones 1-2
	%	%	%	%	%	%	%	%	%		
OXFORD CITY CENTRE	38.92%	27.12%	24.70%	33.99%	6.72%	9.84%	7.42%	12.89%	10.82%	17.36%	34.22%
DISTRICT CENTRES											
SUMMERTOWN Secondary District	4.02%	0.24%	0.12%	0.10%	0.00%	0.02%	0.00%	0.00%	0.00%	0.64%	2.52%
COWLEY CENTRE Primary District	2.51%	21.99%	3.62%	13.02%	0.23%	0.49%	3.46%	1.07%	0.76%	3.80%	10.26%
HEADINGTON Secondary District	4.36%	1.04%	0.31%	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.77%	3.04%
COWLEY ROAD Secondary District	0.78%	2.15%	1.46%	0.00%	0.00%	0.00%	0.00%	0.06%	0.18%	0.42%	1.33%
BLACKBIRD LEYS Secondary District	0.04%	0.73%	0.00%	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%	0.31%
SUB TOTAL:	11.71%	26.16%	5.52%	13.22%	0.23%	0.51%	3.46%	1.13%	0.94%	5.71%	17.46%
OTHER LOCAL/ NEIGHBOURHOOD CENTRES WITHIN CITY COUNCIL AREA											
BARTON	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.02%
CUTTESLOWE	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
GRANDPONT	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HOLLOW WAY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.02%	0.00%	0.01%	0.00%
IFLEY ROAD	0.00%	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.02%
LITTLEMORE	0.32%	2.01%	0.26%	0.28%	0.00%	0.00%	0.00%	0.17%	0.00%	0.31%	0.99%
MARSTON	0.15%	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.04%	0.16%
NEW BOTLEY	0.00%	0.02%	1.61%	0.06%	0.17%	0.00%	0.00%	0.09%	0.00%	0.10%	0.01%
NEW HEADINGTON	1.66%	0.00%	0.00%	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%	1.00%
NEW HINKSEY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW MARSTON	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.04%	0.17%
RISINGHURST	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ROSE HILL	0.14%	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.03%	0.14%
TEMPLE COWLEY	0.00%	0.37%	0.00%	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.04%	0.15%
WALTON MANOR	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WATLINGTON	0.00%	0.00%	0.00%	0.02%	0.00%	0.00%	0.46%	0.14%	0.00%	0.08%	0.00%
WILKINS ROAD	0.04%	0.00%	0.00%	0.16%	0.09%	0.00%	0.00%	0.00%	0.00%	0.02%	0.02%
WOOD FARM	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
SUB TOTAL:	2.62%	2.74%	1.87%	0.74%	0.27%	0.46%	0.42%	0.00%	0.00%	0.93%	2.67%
MAJOR OUT-OF-CENTRE SHOPPING LOCATIONS / STORES:											
BOTLEY ROAD RP	9.67%	8.94%	13.47%	5.79%	4.94%	4.13%	0.19%	1.46%	1.96%	4.71%	9.38%
OXFORD RP	0.69%	5.61%	0.00%	1.15%	0.46%	0.05%	0.05%	0.02%	0.00%	0.76%	2.65%
HORSPATH Driftway RP	2.51%	0.77%	0.00%	2.23%	0.00%	0.00%	0.00%	0.03%	0.00%	0.52%	1.82%
SUB TOTAL:	12.87%	15.32%	13.47%	9.17%	5.40%	4.18%	0.24%	1.51%	1.96%	5.99%	13.85%
ALL CENTRES/STORES IN OXFORD CITY AREA:	66.12%	71.34%	45.56%	57.12%	12.62%	14.52%	11.58%	15.95%	13.72%	29.98%	68.20%
OTHER STORES OUTSIDE CITY COUNCIL AREA											
ABINGDON	1.66%	1.32%	15.40%	1.17%	0.67%	0.27%	0.56%	16.89%	7.71%	5.84%	1.52%
ABINGDON-Fairacres RP	0.26%	0.25%	5.95%	0.50%	0.24%	0.05%	4.86%	5.14%	1.95%	0.26%	
AYLESBURY	0.00%	0.00%	0.03%	1.20%	0.00%	0.10%	19.93%	0.00%	0.00%	2.04%	0.00%
BANBURY	0.60%	0.00%	0.14%	0.68%	1.65%	8.99%	1.24%	0.09%	0.00%	1.91%	0.36%
BICESTER	0.16%	0.26%	0.07%	1.08%	0.00%	31.18%	1.88%	0.00%	0.84%	5.48%	0.20%
BICESTER VILLAGE	0.44%	0.00%	0.00%	0.00%	0.00%	1.36%	0.00%	0.00%	0.00%	0.29%	0.26%
BICESTER-Launceston Road RP	0.00%	0.00%	0.00%	0.00%	0.00%	2.77%	0.22%	0.00%	0.00%	0.48%	0.00%
BURFORD	0.00%	0.00%	0.00%	0.00%	0.19%	0.00%	0.00%	0.00%	0.00%	0.02%	0.00%
CARTERTON	0.00%	0.00%	0.00%	0.00%	0.19%	0.00%	0.00%	0.00%	0.00%	0.02%	0.00%
CARTERTON-West Oxfordshire RP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CHELTENHAM	0.04%	0.00%	0.00%	0.29%	0.61%	0.00%	0.00%	0.17%	0.00%	0.12%	0.02%
CHINNOR	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.59%	0.00%	0.00%	0.06%	0.00%
DIDCOT	0.05%	0.00%	0.21%	0.00%	0.00%	0.00%	0.00%	20.05%	3.74%	5.13%	0.03%
DIDCOT-Hadden Hill RP	0.00%	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.12%	0.00%	0.03%	0.02%
DIDCOT-Wallingford Road RP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.44%	0.08%	0.11%	0.00%
HADDENHAM	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.11%	0.00%	0.00%	0.11%	0.00%
HENLEY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.14%	0.19%	0.00%	0.06%	0.00%
HIGH WYCOMBE	3.01%	2.45%	1.50%	6.19%	0.86%	1.02%	18.40%	0.79%	0.20%	3.20%	2.79%
KIDLINGTON	1.21%	0.08%	0.00%	0.00%	0.00%	2.14%	0.00%	0.03%	0.00%	0.55%	0.76%
LONDON	1.63%	0.30%	0.36%	0.35%	0.18%	0.08%	0.97%	0.46%	1.07%	0.62%	1.10%
MILTON KEYNES	0.56%	0.51%	0.07%	1.19%	0.93%	7.10%	5.50%	0.00%	0.53%	2.03%	0.54%
NEWBURY	0.00%	0.00%	0.00%	0.30%	0.00%	0.00%	0.00%	1.76%	9.16%	1.17%	0.00%
PRINCES RISEBOROUGH	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%	0.09%	0.00%	0.05%	0.00%
READING	3.04%	0.46%	0.68%	0.36%	0.12%	0.00%	2.97%	7.18%	2.15%	2.75%	2.02%
SEACOURT TOWER RP	0.43%	0.04%	0.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.71%	0.13%	0.28%
SWINDON	0.00%	0.35%	0.00%	0.00%	3.21%	0.00%	0.00%	0.39%	1.88%	0.61%	0.14%
SWINDON-Designer Outlet	0.00%	0.00%	0.00%	0.00%	0.03%	0.00%	0.00%	0.09%	1.18%	0.12%	0.00%
THAME	0.08%	0.00%	0.00%	3.36%	0.00%	0.09%	16.46%	0.10%	0.00%	1.78%	0.05%
WALLINGFORD	0.00%	0.00%	0.00%	0.21%	0.00%	0.00%	0.00%	1.50%	0.06%	0.37%	0.00%
WANTAGE	0.00%	0.00%	0.03%	0.00%	0.00%	0.00%	0.00%	0.38%	22.48%	1.90%	0.00%
WITNEY	0.61%	0.00%	2.20%	0.20%	52.17%	1.96%	0.00%	0.18%	2.10%	6.01%	0.37%
WOODSTOCK	0.03%	0.00%	0.12%	0.00%	0.04%	0.31%	0.00%	0.00%	0.00%	0.06%	0.02%
ALL OTHER CENTRES / STORES:	1.55%	1.28%	3.28%	9.03%	0.86%	2.35%	0.87%	1.12%	1.38%	1.65%	1.44%
ALL OTHER CENTRES / STORES	15.36%	7.36%	30.19%	26.11%	61.95%	59.93%	71.13%	56.88%	60.41%	46.64%	12.17%
SPECIAL FORMS OF TRADING/ INTERNET:	18.52%	21.30%	24.25%	16.77%	25.43%	25.55%	17.29%	27.17%	25.87%	23.38%	19.63%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:

TABLE 2: CLOTHING & FOOTWEAR - 2016 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	TOTAL STUDY AREA	LOCAL AUTHORITY AREA Zones 1-2
		%	%	%	%	%	%	%	%	%		
OXFORD CITY CENTRE		56.38%	50.48%	49.83%	56.58%	5.15%	19.77%	18.02%	25.85%	27.37%	31.23%	54.03%
DISTRICT CENTRES												
SUMMERTOWN	Secondary District	2.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.34%	1.30%
COWLEY CENTRE	Primary District	0.00%	20.67%	6.82%	13.80%	0.00%	0.00%	0.66%	0.98%	1.63%	3.18%	8.24%
HEADINGTON	Secondary District	2.12%	1.12%	0.91%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.49%	1.72%
COWLEY ROAD	Secondary District	0.00%	1.51%	4.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.31%	0.60%
BLACKBIRD LEYS	Secondary District	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
OTHER LOCAL/ NEIGHBOURHOOD CENTRES WITHIN CITY COUNCIL AREA												
BARTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CUTTISLOWE		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
GRANDPONT		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HOLLOW WAY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
IFLEY ROAD		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
LITTMORE		0.00%	0.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.36%	0.00%	0.16%	0.29%
MARSTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW BOTLEY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.33%	0.00%	0.08%	0.00%
NEW HEADINGTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW HINKSEY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW MARSTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
RISINGHURST		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ROSE HILL		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TEMPLE COWLEY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WALTON MANOR		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WATLINGTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WILKINS ROAD		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WOOD FARM		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
MAJOR OUT-OF-CENTRE SHOPPING LOCATIONS / STORES:												
BOTLEY ROAD RP		0.72%	0.00%	0.00%	0.00%	0.60%	0.00%	0.00%	0.00%	0.00%	0.17%	0.43%
OXFORD RP		0.71%	0.71%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.19%	0.71%
HORSNATH Driftway RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Oxford City Council Area		62.10%	75.21%	61.75%	70.38%	5.75%	19.77%	18.68%	27.52%	29.00%	36.17%	67.32%
OTHER STORES OUTSIDE CITY COUNCIL AREA												
ABINGDON		0.00%	0.00%	2.52%	0.00%	0.00%	0.00%	0.73%	5.94%	1.74%	1.71%	0.00%
ABINGDON-Fairacres RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.32%	0.00%	0.08%	0.00%
AYLESBURY		0.00%	0.00%	0.00%	2.16%	0.00%	0.00%	18.56%	0.00%	0.00%	1.82%	0.00%
BANBURY		1.45%	0.00%	0.00%	1.43%	2.44%	15.58%	0.65%	0.32%	0.00%	3.21%	0.87%
BICESTER		0.00%	0.80%	0.00%	0.00%	0.00%	16.98%	0.73%	0.00%	2.48%	3.15%	0.32%
BICESTER VILLAGE		1.52%	0.00%	0.00%	0.00%	0.00%	5.01%	0.00%	0.00%	0.00%	1.07%	0.91%
BICESTER-Launceston Road RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BURFORD		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CARTERTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CARTERTON-West Oxfordshire RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CHELTENHAM		0.00%	0.00%	0.00%	1.13%	1.28%	0.00%	0.00%	0.00%	0.00%	0.15%	0.00%
CHINNOR		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DIDCOT		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	15.39%	3.46%	3.92%	0.00%
DIDCOT-Hadden Hill RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DIDCOT-Wallingford Road RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HADDENHAM		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HENLEY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HIGH WYCOMBE		0.80%	2.18%	0.00%	1.53%	0.67%	0.00%	22.62%	0.66%	0.00%	2.77%	1.35%
KIDLINGTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.50%	0.00%	0.00%	0.00%	0.08%	0.00%
LONDON		2.89%	0.00%	0.00%	0.81%	0.67%	0.00%	1.99%	0.65%	2.19%	1.06%	1.74%
MILTON KEYNES		0.00%	0.00%	0.00%	1.53%	1.80%	13.48%	9.32%	0.00%	0.00%	3.32%	0.00%
NEWBURY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.27%	18.73%	2.48%	0.00%
PRINCES RISEBOROUGH		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.32%	0.00%	0.08%	0.00%
READING		9.52%	1.43%	1.72%	0.81%	0.00%	0.00%	6.01%	13.61%	2.57%	5.75%	6.29%
SEACOURT TOWER RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
SWINDON		0.00%	0.73%	0.00%	0.00%	11.66%	0.00%	0.00%	0.87%	4.90%	1.82%	0.29%
SWINDON-Designer Outlet		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.33%	1.61%	0.20%	0.00%
THAME		0.00%	0.00%	0.00%	3.06%	0.00%	0.00%	11.28%	0.36%	0.00%	1.23%	0.00%
WALLINGFORD		0.00%	0.00%	0.00%	0.81%	0.00%	0.00%	0.00%	1.32%	0.00%	0.33%	0.00%
WANTAGE		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.27%	0.00%	0.26%	0.00%
WITNEY		0.72%	0.00%	1.74%	0.00%	47.75%	4.01%	0.00%	0.51%	5.79%	6.16%	0.43%
WOODSTOCK		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ALL OTHER CENTRES / STORES:		1.50%	1.51%	0.81%	1.45%	1.83%	1.50%	0.65%	0.00%	1.64%	1.08%	1.51%
All other Centres / stores		18.40%	6.65%	6.78%	14.74%	68.11%	57.05%	72.54%	44.87%	48.36%	41.73%	13.71%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:												
		19.50%	18.15%	31.47%	14.89%	26.15%	23.18%	8.78%	27.61%	22.64%	22.10%	18.96%
TOTAL		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Notes:

TABLE 3: RECORDING MEDIA - 2016 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	TOTAL STUDY AREA	LOCAL AUTHORITY AREA Zones 1-2
		%	%	%	%	%	%	%	%	%		
OXFORD CITY CENTRE		14.85%	19.05%	12.19%	16.28%	0.00%	1.90%	10.02%	8.88%	1.55%	8.67%	16.53%
DISTRICT CENTRES												
SUMMERTOWN	Secondary District	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
COWLEY CENTRE	Primary District	0.00%	9.52%	1.29%	1.21%	0.00%	0.00%	0.00%	0.42%	0.00%	1.18%	3.82%
HEADINGTON	Secondary District	1.12%	13.95%	3.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.78%	6.27%
COWLEY ROAD	Secondary District	1.26%	4.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.69%	2.61%
BLACKBIRD LEYS	Secondary District	0.00%	1.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%	0.62%
OTHER LOCAL/ NEIGHBOURHOOD CENTRES WITHIN CITY COUNCIL AREA												
BARTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CUTTISLOWE		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
GRANDPONT		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HOLLOW WAY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
IFLEY ROAD		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
LITTLEMORE		0.00%	0.00%	1.29%	1.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%	0.00%
MARSTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW BOTLEY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW HEADINGTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW HINKSEY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW MARSTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
RISINGHURST		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ROSE HILL		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TEMPLE COWLEY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WALTON MANOR		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WATLINGTON		0.00%	0.00%	0.00%	1.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.03%	0.00%
WILKINS ROAD		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WOOD FARM		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
MAJOR OUT-OF-CENTRE SHOPPING LOCATIONS / STORES:												
BOTLEY ROAD RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
OXFORD RP		0.00%	4.62%	0.00%	1.37%	1.46%	0.00%	0.00%	0.00%	0.00%	0.67%	1.85%
HORSFATH Driftway RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Oxford City Council Area		17.23%	53.29%	18.75%	21.61%	1.46%	1.90%	10.02%	9.30%	1.55%	13.25%	31.71%
OTHER STORES OUTSIDE CITY COUNCIL AREA												
ABINGDON		0.00%	0.00%	6.67%	0.00%	0.00%	0.00%	0.00%	5.82%	0.00%	1.62%	0.00%
ABINGDON-Fairacres RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
AYLESBURY		0.00%	0.00%	0.00%	2.42%	0.00%	0.00%	6.04%	0.00%	0.00%	0.65%	0.00%
BANBURY		1.12%	0.00%	0.00%	0.00%	0.95%	6.01%	0.00%	0.00%	1.26%	0.67%	0.00%
BICESTER		0.00%	0.00%	0.00%	0.00%	0.00%	5.78%	2.10%	0.00%	0.00%	1.15%	0.00%
BICESTER VILLAGE		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BICESTER-Launceston Road RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.64%	0.00%	0.00%	0.00%	0.10%	0.00%
BURFORD		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CARTERTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CARTERTON-West Oxfordshire RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CHELTENHAM		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CHINNOR		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DIDCOT		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.27%	0.00%	2.69%	0.00%
DIDCOT-Hadden Hill RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DIDCOT-Wallingford Road RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HADDENHAM		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HENLEY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HIGH WYCOMBE		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.16%	0.00%	0.00%	0.50%	0.00%
KIDLINGTON		0.00%	0.00%	0.00%	0.00%	0.00%	3.90%	0.00%	0.00%	0.00%	0.64%	0.00%
LONDON		0.00%	1.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%	0.60%
MILTON KEYNES		0.00%	0.00%	0.00%	0.00%	0.00%	1.92%	0.00%	0.00%	0.00%	0.31%	0.00%
NEWBURY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
PRINCES RISEBOROUGH		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
READING		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
SEACOURT TOWER RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
SWINDON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.37%	0.11%	0.00%
SWINDON-Designer Outlet		0.00%	0.00%	0.00%	0.00%	1.46%	0.00%	0.00%	0.00%	0.00%	0.15%	0.00%
THAME		0.00%	0.00%	0.00%	1.21%	0.00%	0.00%	0.97%	0.00%	0.00%	0.12%	0.00%
WALLINGFORD		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.42%	0.00%	0.00%	0.10%	0.00%
WANTAGE		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	10.66%	0.00%	0.85%	0.00%
WITNEY		0.00%	0.00%	3.98%	0.00%	41.17%	0.00%	0.00%	0.66%	0.00%	4.42%	0.00%
WOODSTOCK		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ALL OTHER CENTRES / STORES:		1.26%	0.00%	1.29%	12.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.52%	0.76%
All other Centres / stores		2.38%	1.50%	11.94%	15.65%	43.58%	18.25%	14.27%	18.17%	12.03%	15.35%	2.03%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:		80.39%	45.21%	69.31%	62.75%	54.96%	79.85%	75.72%	72.53%	86.42%	71.41%	66.26%
TOTAL		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Notes: Includes records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.

TABLE 4: AUDIO VISUAL, PHOTOGRAPHIC & COMPUTER ITEMS - 2016 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	TOTAL STUDY AREA	LOCAL AUTHORITY AREA Zones 1-2
		%	%	%	%	%	%	%	%	%		
OXFORD CITY CENTRE		16.40%	12.35%	5.26%	15.40%	2.04%	5.09%	0.00%	5.38%	3.10%	6.75%	14.76%
DISTRICT CENTRES												
SUMMERTOWN	Secondary District	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
COWLEY CENTRE	Primary District	0.00%	3.36%	0.00%	5.43%	0.00%	0.55%	0.00%	0.00%	0.00%	0.56%	1.36%
HEADINGTON	Secondary District	0.86%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.12%	0.51%
COWLEY ROAD	Secondary District	0.97%	3.53%	1.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.52%	2.01%
BLACKBIRD LEYS	Secondary District	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.09%	0.38%
OTHER LOCAL/ NEIGHBOURHOOD CENTRES WITHIN CITY COUNCIL AREA												
BARTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CUTTISLOWE		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
GRANDPONT		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HOLLOW WAY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.39%	0.00%	0.09%	0.00%
IFLEY ROAD		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
LITTMORE		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
MARSTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW BOTLEY		0.00%	0.00%	0.00%	0.87%	0.00%	0.00%	0.00%	0.00%	0.00%	0.02%	0.00%
NEW HEADINGTON		0.00%	0.00%	0.00%	0.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.03%	0.00%
NEW HINKSEY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW MARSTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
RISINGHURST		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ROSE HILL		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TEMPLE COWLEY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WALTON MANOR		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WATLINGTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WILKINS ROAD		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WOOD FARM		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
MAJOR OUT-OF-CENTRE SHOPPING LOCATIONS / STORES:												
BOTLEY ROAD RP		31.33%	37.53%	39.19%	20.05%	11.22%	13.65%	0.89%	5.06%	3.80%	15.29%	33.84%
OXFORD RP		0.00%	0.86%	0.00%	0.00%	0.00%	0.56%	0.00%	0.00%	0.00%	0.17%	0.35%
HORSYPATH Driftway RP		10.54%	0.95%	0.00%	1.37%	0.00%	0.00%	0.00%	0.00%	0.00%	1.63%	6.66%
Oxford City Council Area		60.10%	59.54%	45.47%	44.11%	13.26%	19.85%	0.89%	10.82%	6.91%	25.29%	59.87%
OTHER STORES OUTSIDE CITY COUNCIL AREA												
ABINGDON		2.63%	0.00%	9.62%	0.00%	0.00%	0.00%	0.87%	3.52%	2.98%	1.98%	1.57%
ABINGDON-Fairacres RP		0.00%	0.86%	0.00%	0.00%	0.00%	0.00%	1.52%	2.01%	0.61%	0.35%	0.35%
AYLESBURY		0.00%	0.00%	0.00%	0.87%	0.00%	0.00%	17.28%	0.00%	0.00%	1.85%	0.00%
BANBURY		0.00%	0.00%	0.00%	0.00%	0.68%	13.02%	0.00%	0.00%	2.15%	0.00%	0.00%
BICESTER		0.00%	0.00%	1.02%	0.00%	0.00%	3.93%	0.98%	0.00%	0.00%	0.78%	0.00%
BICESTER VILLAGE		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BICESTER-Launceston Road RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BURFORD		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CARTERTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CARTERTON-West Oxfordshire RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CHELTENHAM		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CHINNOR		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DIDCOT		0.86%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	20.34%	9.07%	5.79%	0.51%
DIDCOT-Hadden Hill RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.43%	0.00%	0.10%	0.00%
DIDCOT-Wallingford Road RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.66%	0.95%	1.21%	0.00%
HADDENHAM		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HENLEY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HIGH WYCOMBE		9.10%	4.46%	2.17%	16.32%	2.08%	1.78%	41.20%	2.88%	0.00%	7.81%	7.22%
KIDLINGTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.55%	0.00%	0.00%	0.00%	0.09%	0.00%
LONDON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.07%	0.09%	0.00%
MILTON KEYNES		0.00%	0.00%	1.02%	0.89%	0.68%	6.71%	9.86%	0.00%	0.00%	2.25%	0.00%
NEWBURY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%	6.83%	0.83%	0.00%
PRINCES RISEBOROUGH		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
READING		0.00%	0.86%	1.15%	0.00%	0.00%	0.00%	0.00%	2.67%	0.95%	0.86%	0.35%
SEACOURT TOWER RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.90%	0.23%	0.00%
SWINDON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.01%	0.16%	0.00%
SWINDON-Designer Outlet		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.90%	0.23%	0.00%
THAME		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WALLINGFORD		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WANTAGE		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.72%	0.94%	0.00%
WITNEY		1.35%	0.00%	0.00%	0.00%	30.98%	0.00%	0.00%	0.00%	0.00%	3.36%	0.81%
WOODSTOCK		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ALL OTHER CENTRES / STORES:		0.97%	0.00%	0.00%	2.60%	0.00%	0.62%	0.00%	0.00%	1.91%	0.46%	0.58%
All other Centres / stores		14.91%	6.19%	14.98%	20.68%	34.41%	26.60%	70.19%	37.16%	45.30%	31.75%	11.38%
SPECIAL FORMS OF TRADING / INTERNET SHOPPING:		24.99%	34.28%	39.54%	35.21%	52.33%	53.55%	28.92%	52.02%	47.80%	42.96%	28.75%
TOTAL		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Notes: Includes stereos, radios, TVs, software, cameras, kindles, ipads, telephones, etc.

TABLE 5: ALL OTHER DOMESTIC ELECTRICAL GOODS/APPLIANCES AND WHITE GOODS - 2016 MARKET SHARE ANALYSIS (%)
 Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	TOTAL STUDY AREA	LOCAL AUTHORITY AREA Zones 1-2
	%	%	%	%	%	%	%	%	%		
OXFORD CITY CENTRE	17.83%	8.59%	3.73%	15.97%	16.37%	1.75%	0.78%	2.25%	3.15%	6.76%	14.02%
DISTRICT CENTRES											
SUMMERTOWN Secondary District	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
COWLEY CENTRE Primary District	2.63%	5.90%	0.00%	2.58%	0.00%	0.55%	0.76%	0.73%	0.00%	1.33%	3.98%
HEADINGTON Secondary District	4.42%	0.84%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.68%	2.94%
COWLEY ROAD Secondary District	0.97%	0.93%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.22%	0.95%
BLACKBIRD LEYS Secondary District	0.00%	0.93%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.09%	0.38%
OTHER LOCAL/ NEIGHBOURHOOD CENTRES WITHIN CITY COUNCIL AREA											
BARTON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CUTTISLOWE	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
GRANDPONT	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HOLLOW WAY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
IFLEY ROAD	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
LITTMORE	0.00%	0.00%	0.00%	0.86%	0.00%	0.00%	0.00%	0.00%	0.00%	0.02%	0.00%
MARSTON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW BOTLEY	0.00%	0.93%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.09%	0.38%
NEW HEADINGTON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW HINKSEY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW MARSTON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
RISINGHURST	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ROSE HILL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TEMPLE COWLEY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WALTON MANOR	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WATLINGTON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.37%	0.00%	0.09%	0.00%
WILKINS ROAD	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WOOD FARM	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
MAJOR OUT-OF-CENTRE SHOPPING LOCATIONS / STORES:											
BOTLEY ROAD RP	25.01%	43.14%	49.02%	25.37%	6.36%	20.02%	0.76%	3.41%	2.68%	15.44%	32.50%
OXFORD RP	0.00%	0.84%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.17%	0.35%
HORSFATH Driftway RP	9.79%	0.00%	0.00%	0.98%	0.00%	0.00%	0.00%	0.00%	0.00%	1.36%	5.75%
Oxford City Council Area	60.65%	62.09%	52.76%	45.75%	22.73%	22.89%	2.30%	6.75%	5.83%	26.25%	61.24%
OTHER STORES OUTSIDE CITY COUNCIL AREA											
ABINGDON	0.00%	0.00%	6.32%	0.00%	0.00%	0.57%	0.00%	6.98%	4.51%	2.46%	0.00%
ABINGDON-Fairacres RP	0.00%	1.77%	5.31%	0.00%	0.64%	0.00%	5.23%	5.18%	2.18%	0.73%	0.00%
AYLESBURY	0.00%	0.00%	0.98%	0.00%	0.00%	0.57%	14.15%	0.00%	0.00%	1.54%	0.00%
BANBURY	0.00%	0.00%	0.00%	0.00%	1.30%	5.06%	0.00%	0.00%	0.00%	0.97%	0.00%
BICESTER	0.00%	0.00%	0.00%	0.98%	0.00%	21.20%	1.64%	0.00%	0.00%	3.67%	0.00%
BICESTER VILLAGE	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BICESTER-Launceston Road RP	0.00%	0.00%	0.00%	0.00%	0.00%	2.25%	0.00%	0.00%	0.00%	0.37%	0.00%
BURFORD	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CARTERTON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CARTERTON-West Oxfordshire RP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CHELTENHAM	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CHINNOR	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DIDCOT	0.00%	0.00%	0.87%	0.00%	0.00%	0.00%	0.00%	29.66%	4.53%	7.77%	0.00%
DIDCOT-Hadden Hill RP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.78%	0.00%	0.19%	0.00%
DIDCOT-Wallingford Road RP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.39%	0.85%	0.91%	0.00%
HADDENHAM	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HENLEY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HIGH WYCOMBE	18.53%	5.62%	3.71%	24.16%	2.73%	1.81%	44.85%	2.26%	0.00%	9.42%	13.20%
KIDLINGTON	0.86%	0.00%	0.00%	0.00%	0.00%	4.05%	0.00%	0.00%	0.00%	0.78%	0.50%
LONDON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.96%	0.08%	0.00%
MILTON KEYNES	0.00%	0.00%	0.00%	0.00%	0.65%	6.27%	0.78%	0.00%	0.00%	1.18%	0.00%
NEWBURY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.12%	2.66%	0.49%	0.00%
PRINCES RISEBOROUGH	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
READING	0.00%	0.00%	0.00%	0.00%	0.64%	0.00%	7.05%	1.46%	0.85%	1.20%	0.00%
SEACOURT TOWER RP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.61%	0.21%	0.00%
SWINDON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.81%	0.14%	0.00%
SWINDON-Designer Outlet	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
THAME	0.00%	0.00%	0.00%	2.69%	0.00%	0.00%	7.81%	0.00%	0.00%	0.84%	0.00%
WALLINGFORD	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.37%	0.00%	0.09%	0.00%
WANTAGE	0.00%	0.00%	0.87%	0.00%	0.00%	0.00%	0.00%	0.00%	32.69%	2.61%	0.00%
WITNEY	0.97%	0.00%	0.87%	0.00%	36.14%	0.57%	0.00%	0.00%	0.00%	4.18%	0.57%
WOODSTOCK	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ALL OTHER CENTRES / STORES:	0.97%	1.66%	0.98%	6.36%	0.00%	5.69%	0.00%	0.58%	0.00%	1.57%	1.25%
All other Centres / stores	21.32%	9.05%	19.92%	34.19%	42.09%	48.03%	76.27%	51.84%	56.66%	42.86%	16.25%
SPECIAL FORMS OF TRADING / INTERNET SHOPPING:	18.03%	28.87%	27.33%	20.07%	35.18%	29.09%	21.43%	41.41%	37.51%	30.89%	22.51%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Notes: Includes irons, kettles, fans, coffee makers, food mixers, fridges, freezers, dishwashers, etc.

TABLE 6: BOOKS, STATIONERY & DRAWING MATERIALS - 2016 MARKET SHARE ANALYSIS (%)
 Including Internet Shopping and other Special Forms of Trading

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	TOTAL STUDY AREA	LOCAL AUTHORITY AREA
		%	%	%	%	%	%	%	%	%	%	Zones 1-2
OXFORD CITY CENTRE		49.29%	28.84%	32.40%	33.40%	7.86%	9.66%	7.27%	5.68%	3.72%	17.97%	41.71%
DISTRICT CENTRES												
SUMMERTOWN	Secondary District	5.28%	0.00%	1.00%	0.85%	0.00%	0.53%	0.00%	0.00%	0.00%	1.04%	3.32%
COWLEY CENTRE	Primary District	0.00%	29.63%	2.14%	4.48%	0.00%	0.53%	0.00%	1.16%	0.00%	3.51%	10.97%
HEADINGTON	Secondary District	4.82%	0.00%	0.00%	1.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	3.03%
COWLEY ROAD	Secondary District	0.00%	3.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.32%	1.20%
BLACKBIRD LEYS	Secondary District	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
OTHER LOCAL/ NEIGHBOURHOOD CENTRES WITHIN CITY COUNCIL AREA												
BARTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CUTTISLOWE		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
GRANDPONT		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HOLLOW WAY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
IFLEY ROAD		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
LITTLEMORE		0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.04%	0.00%
MARSTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW BOTLEY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW HEADINGTON		6.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.13%	4.19%
NEW HINKSEY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW MARSTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
RISINGHURST		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ROSE HILL		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TEMPLE COWLEY		0.00%	0.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%	0.29%
WALTON MANOR		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WATLINGTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.76%	0.00%	0.17%	0.00%
WILKINS ROAD		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WOOD FARM		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
MAJOR OUT-OF-CENTRE SHOPPING LOCATIONS / STORES:												
BOTLEY ROAD RP		0.74%	3.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.44%	1.63%
OXFORD RP		0.00%	2.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%	0.88%
HORSNATH Driftway RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Oxford City Council Area		66.78%	68.00%	36.54%	40.45%	7.86%	10.72%	7.27%	7.59%	3.72%	25.81%	67.23%
OTHER STORES OUTSIDE CITY COUNCIL AREA												
ABINGDON		0.00%	0.00%	21.46%	0.00%	0.00%	0.00%	0.00%	15.31%	1.74%	4.47%	0.00%
ABINGDON-Fairacres RP		0.00%	0.00%	1.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.04%	0.00%
AYLESBURY		0.00%	0.00%	0.00%	1.70%	0.00%	0.00%	8.18%	0.00%	0.00%	0.87%	0.00%
BANBURY		0.74%	0.00%	0.00%	0.00%	0.70%	3.81%	0.00%	0.00%	0.00%	0.79%	0.46%
BICESTER		0.00%	0.77%	0.00%	0.00%	0.00%	39.53%	1.52%	0.00%	0.00%	6.41%	0.29%
BICESTER VILLAGE		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BICESTER-Launceston Road RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BURFORD		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CARTERTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CARTERTON-West Oxfordshire RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CHELTENHAM		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CHINNOR		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.80%	0.00%	0.00%	0.08%	0.00%
DIDCOT		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	28.11%	1.96%	6.62%	0.00%
DIDCOT-Hadden Hill RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.43%	0.00%	0.10%	0.00%
DIDCOT-Wallingford Road RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HADDENHAM		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HENLEY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.39%	0.00%	0.00%	0.09%	0.00%
HIGH WYCOMBE		0.00%	0.00%	0.00%	0.00%	0.00%	1.59%	2.21%	0.39%	0.00%	0.56%	0.00%
KIDLINGTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
LONDON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.17%	0.00%	1.37%	0.33%	0.00%
MILTON KEYNES		0.00%	0.00%	0.00%	0.00%	0.00%	0.53%	0.72%	0.00%	0.00%	0.16%	0.00%
NEWBURY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.56%	0.29%	0.00%
PRINCES RISEBOROUGH		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
READING		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%	0.27%	0.00%
SEACOURT TOWER RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
SWINDON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
SWINDON-Designer Outlet		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
THAME		0.00%	0.00%	0.00%	7.03%	0.00%	0.00%	30.28%	0.00%	0.00%	3.23%	0.00%
WALLINGFORD		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.69%	0.00%	0.62%	0.00%
WANTAGE		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	28.59%	2.33%	0.00%
WITNEY		0.00%	0.00%	2.00%	0.00%	50.36%	0.52%	0.00%	0.00%	0.87%	5.17%	0.00%
WOODSTOCK		0.00%	0.00%	0.00%	0.00%	0.00%	1.05%	0.00%	0.00%	0.00%	0.16%	0.00%
ALL OTHER CENTRES / STORES:		0.81%	0.00%	3.14%	11.84%	0.00%	3.16%	0.00%	0.00%	0.00%	1.05%	0.51%
All other Centres / stores		1.55%	0.77%	27.62%	20.57%	51.06%	50.18%	45.88%	48.49%	38.08%	33.63%	1.26%
SPECIAL FORMS OF TRADING / INTERNET SHOPPING:		31.68%	31.23%	35.83%	38.98%	41.08%	39.09%	46.86%	43.91%	58.19%	40.56%	31.51%
TOTAL		100.00%	100.00%	99.99%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Notes:

TABLE 7: GAMES & TOYS, PETS & PRODUCTS, HOBBY ITEMS, SPORT CLOTHING/FOOTWEAR & EQUIPMENT, CAMPING GOODS, BICYCLES AND MUSICAL INSTRUMENTS - 2016 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	TOTAL STUDY AREA	LOCAL AUTHORITY AREA
		%	%	%	%	%	%	%	%	%		Zones 1-2
OXFORD CITY CENTRE		21.53%	12.21%	11.89%	23.50%	7.37%	4.23%	3.67%	7.11%	7.55%	9.40%	17.59%
DISTRICT CENTRES												
SUMMERTOWN	Secondary District	1.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%	0.66%
COWLEY CENTRE	Primary District	7.26%	17.78%	4.00%	18.61%	0.00%	0.58%	0.93%	1.60%	1.09%	4.05%	11.70%
HEADINGTON	Secondary District	3.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.41%	1.74%
COWLEY ROAD	Secondary District	0.00%	2.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.39%	1.20%	0.41%	0.92%
BLACKBIRD LEYS	Secondary District	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
OTHER LOCAL/ NEIGHBOURHOOD CENTRES WITHIN CITY COUNCIL AREA												
BARTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CUTTISLOWE		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
GRANDPONT		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HOLLOW WAY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
IFLEY ROAD		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
LITTLEMORE		1.14%	8.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.04%	4.41%
MARSTON		0.00%	1.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.11%	0.46%
NEW BOTLEY		0.00%	0.00%	1.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.05%	0.00%
NEW HEADINGTON		9.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	5.39%
NEW HINKSEY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW MARSTON		2.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.29%	1.24%
RISINGHURST		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ROSE HILL		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TEMPLE COWLEY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WALTON MANOR		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WATLINGTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WILKINS ROAD		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WOOD FARM		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
MAJOR OUT-OF-CENTRE SHOPPING LOCATIONS / STORES:												
BOTLEY ROAD RP		22.98%	6.05%	22.13%	9.17%	5.11%	5.95%	0.00%	3.28%	8.64%	7.84%	15.83%
OXFORD RP		0.00%	17.80%	0.00%	1.13%	1.94%	0.00%	0.00%	0.00%	0.00%	2.01%	7.51%
HORSFORD Driftway RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Oxford City Council Area		68.52%	65.98%	39.28%	52.41%	14.41%	10.76%	4.60%	12.39%	18.48%	27.03%	67.45%
OTHER STORES OUTSIDE CITY COUNCIL AREA												
ABINGDON		0.00%	3.25%	14.36%	0.00%	0.81%	0.00%	0.93%	18.01%	2.40%	5.70%	1.37%
ABINGDON-Fairacres RP		0.00%	0.00%	12.86%	0.00%	0.81%	0.00%	0.00%	5.85%	1.09%	2.10%	0.00%
AYLESBURY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	15.07%	0.00%	0.00%	1.48%	0.00%
BANBURY		1.01%	0.00%	0.00%	1.13%	0.73%	4.13%	0.00%	0.00%	0.00%	0.95%	0.58%
BICESTER		0.00%	0.00%	0.00%	5.04%	0.00%	41.19%	2.88%	0.00%	0.00%	7.44%	0.00%
BICESTER VILLAGE		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BICESTER-Launceston Road RP		0.00%	0.00%	0.00%	0.00%	0.00%	3.50%	0.00%	0.00%	0.00%	0.60%	0.00%
BURFORD		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CARTERTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CARTERTON-West Oxfordshire RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CHELTENHAM		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CHINNOR		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DIDCOT		0.00%	0.00%	1.26%	0.00%	0.00%	0.00%	0.00%	16.36%	1.09%	4.20%	0.00%
DIDCOT-Hadden Hill RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.39%	0.00%	0.10%	0.00%
DIDCOT-Wallingford Road RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HADDENHAM		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HENLEY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HIGH WYCOMBE		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.46%	0.00%	0.00%	0.83%	0.00%
KIDLINGTON		7.29%	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	1.09%	4.21%
LONDON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.20%	0.10%	0.00%
MILTON KEYNES		0.00%	0.00%	0.00%	0.00%	0.73%	1.75%	8.46%	0.00%	0.00%	1.21%	0.00%
NEWBURY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.15%	0.17%	0.00%
PRINCES RISEBOROUGH		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.91%	0.00%	0.00%	0.09%	0.00%
READING		1.14%	0.00%	0.00%	0.00%	0.00%	0.00%	8.46%	2.44%	1.09%	1.68%	0.66%
SEACOURT TOWER RP		2.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.26%	0.57%	1.31%
SWINDON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.44%	1.09%	0.20%	0.00%
SWINDON-Designer Outlet		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
THAME		0.00%	0.00%	0.00%	7.04%	0.00%	0.00%	21.08%	0.00%	0.00%	2.25%	0.00%
WALLINGFORD		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.67%	0.00%	0.41%	0.00%
WANTAGE		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	13.16%	0.00%	1.06%	0.00%
WITNEY		0.00%	0.00%	5.12%	0.99%	46.29%	1.15%	0.00%	0.00%	2.12%	5.41%	0.00%
WOODSTOCK		0.00%	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.10%	0.00%
ALL OTHER CENTRES / STORES:		1.01%	0.00%	0.00%	9.43%	0.72%	1.81%	0.00%	0.78%	1.20%	1.04%	0.58%
All other Centres / stores		12.71%	3.25%	33.60%	23.63%	50.09%	54.66%	66.24%	45.95%	29.83%	38.76%	8.72%
SPECIAL FORMS OF TRADING / INTERNET SHOPPING:		18.77%	30.77%	27.13%	23.96%	35.50%	34.58%	29.16%	41.67%	51.69%	34.20%	23.84%
TOTAL		100.00%	100.00%	100.01%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Notes:

TABLE 8: FURNITURE, CARPETS, OTHER FLOOR COVERINGS AND HOUSEHOLD TEXTILES - 2016 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	TOTAL STUDY AREA	LOCAL AUTHORITY AREA Zones 1-2
	%	%	%	%	%	%	%	%	%		
OXFORD CITY CENTRE	15.56%	4.61%	2.70%	24.94%	19.83%	9.55%	0.00%	9.89%	8.42%	10.18%	11.59%
DISTRICT CENTRES											
SUMMERTOWN Secondary District	3.56%	2.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.74%	3.08%
COWLEY CENTRE Primary District	1.23%	9.39%	4.10%	1.10%	0.76%	0.68%	0.00%	1.93%	1.33%	1.95%	4.19%
HEADINGTON Secondary District	1.09%	3.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.46%	1.93%
COWLEY ROAD Secondary District	2.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.37%	1.56%
BLACKBIRD LEYS Secondary District	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
OTHER LOCAL/ NEIGHBOURHOOD CENTRES WITHIN CITY COUNCIL AREA											
BARTON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CUTTISLOWE	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
GRANDPONT	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HOLLOW WAY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
IFLEY ROAD	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
LITTLEMORE	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
MARSTON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW BOTLEY	0.00%	0.00%	0.00%	0.00%	0.76%	0.00%	0.00%	0.00%	0.00%	0.08%	0.00%
NEW HEADINGTON	1.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.17%	0.71%
NEW HINKSEY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW MARSTON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
RISINGHURST	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ROSE HILL	1.09%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%	1.15%
TEMPLE COWLEY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WALTON MANOR	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WATLINGTON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WILKINS ROAD	0.00%	0.00%	0.00%	0.00%	0.76%	0.00%	0.00%	0.00%	0.00%	0.08%	0.00%
WOOD FARM	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
MAJOR OUT-OF-CENTRE SHOPPING LOCATIONS / STORES:											
BOTLEY ROAD RP	14.54%	24.34%	21.24%	11.66%	21.00%	10.14%	0.88%	3.11%	2.68%	10.32%	18.10%
OXFORD RP	0.00%	1.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.10%	0.40%
HORSYPATH Driftway RP	8.47%	1.25%	0.00%	5.84%	0.00%	0.00%	0.00%	0.00%	0.00%	1.56%	5.85%
Oxford City Council Area	49.10%	47.59%	28.04%	43.54%	43.10%	20.36%	0.88%	14.93%	12.42%	26.27%	48.55%
OTHER STORES OUTSIDE CITY COUNCIL AREA											
ABINGDON	11.29%	4.58%	24.85%	7.86%	2.51%	2.08%	0.88%	29.80%	22.14%	12.94%	8.86%
ABINGDON-Fairacres RP	1.09%	1.11%	17.94%	2.83%	0.84%	1.42%	0.00%	15.08%	18.70%	6.52%	1.09%
AYLESBURY	0.00%	0.00%	0.00%	2.19%	0.00%	0.68%	27.27%	0.00%	0.00%	3.10%	0.00%
BANBURY	0.00%	0.00%	0.00%	0.00%	3.78%	7.48%	7.92%	0.00%	0.00%	2.46%	0.00%
BICESTER	1.23%	0.00%	0.00%	0.00%	0.00%	23.07%	0.88%	0.00%	0.00%	4.06%	0.78%
BICESTER VILLAGE	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BICESTER-Launceston Road RP	0.00%	0.00%	0.00%	0.00%	0.00%	4.26%	0.88%	0.00%	0.00%	0.79%	0.00%
BURFORD	0.00%	0.00%	0.00%	0.00%	0.84%	0.00%	0.00%	0.00%	0.00%	0.08%	0.00%
CARTERTON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CARTERTON-West Oxfordshire RP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CHELTENHAM	0.00%	0.00%	0.00%	0.00%	0.76%	0.00%	0.00%	0.00%	0.00%	0.08%	0.00%
CHINNOR	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DIDCOT	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.58%	4.32%	3.11%	0.00%
DIDCOT-Hadden Hill RP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DIDCOT-Wallingford Road RP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.54%	0.00%	0.13%	0.00%
HADDENHAM	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.51%	0.00%	0.00%	0.49%	0.00%
HENLEY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HIGH WYCOMBE	11.07%	6.62%	8.39%	15.22%	2.35%	2.77%	32.17%	0.48%	1.50%	7.40%	9.45%
KIDLINGTON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
LONDON	2.34%	1.25%	1.51%	0.00%	0.00%	0.66%	0.00%	0.00%	1.36%	0.75%	1.94%
MILTON KEYNES	4.42%	4.66%	0.00%	4.47%	1.51%	15.58%	7.92%	0.00%	4.07%	5.10%	4.51%
NEWBURY	0.00%	0.00%	0.00%	2.19%	0.00%	0.00%	0.00%	0.00%	10.31%	0.93%	0.00%
PRINCES RISEBOROUGH	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
READING	1.23%	0.00%	0.00%	1.10%	0.84%	0.00%	0.00%	11.47%	1.36%	3.14%	0.78%
SEACOURT TOWER RP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
SWINDON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.36%	0.11%	0.00%
SWINDON-Designer Outlet	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.07%	0.34%	0.00%
THAME	0.00%	0.00%	0.00%	1.24%	0.00%	0.00%	0.85%	0.00%	0.00%	0.13%	0.00%
WALLINGFORD	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WANTAGE	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.46%	6.30%	0.88%	0.00%
WITNEY	1.23%	0.00%	1.34%	0.00%	23.70%	1.32%	0.00%	0.00%	0.00%	2.85%	0.78%
WOODSTOCK	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ALL OTHER CENTRES / STORES:	2.94%	2.27%	4.10%	4.47%	0.00%	6.12%	0.88%	1.98%	1.50%	2.62%	2.70%
All other Centres / stores	36.82%	20.50%	58.13%	41.59%	37.12%	65.44%	84.13%	72.38%	76.96%	58.01%	30.89%
SPECIAL FORMS OF TRADING / INTERNET SHOPPING:	14.09%	31.92%	13.83%	14.87%	19.78%	14.21%	15.00%	12.70%	10.62%	15.72%	20.56%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Notes: Includes beds, sofas, tables, etc.

TABLE 9: DIY GOODS, DECORATING SUPPLIES AND GARDEN PRODUCTS - 2016 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	TOTAL STUDY AREA	LOCAL AUTHORITY AREA Zones 1-2
	%	%	%	%	%	%	%	%	%		
OXFORD CITY CENTRE	5.37%	9.98%	4.15%	20.82%	1.90%	1.60%	1.70%	1.22%	0.88%	3.31%	7.12%
DISTRICT CENTRES											
SUMMERTOWN Secondary District	2.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.33%	1.55%
COWLEY CENTRE Primary District	15.25%	29.34%	0.96%	33.05%	0.00%	0.54%	8.11%	2.82%	0.00%	7.06%	20.60%
HEADINGTON Secondary District	6.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	4.03%
COWLEY ROAD Secondary District	3.41%	0.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.53%	2.48%
BLACKBIRD LEYS Secondary District	0.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.11%	0.50%
OTHER LOCAL/ NEIGHBOURHOOD CENTRES WITHIN CITY COUNCIL AREA											
BARTON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CUTTISLOWE	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
GRANDPONT	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HOLLOW WAY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
IFLEY ROAD	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
LITTMORE	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
MARSTON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW BOTLEY	0.00%	0.00%	1.92%	0.00%	1.33%	0.00%	0.00%	0.00%	0.00%	0.22%	0.00%
NEW HEADINGTON	0.00%	0.00%	0.00%	0.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.02%	0.00%
NEW HINKSEY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW MARSTON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
RISINGHURST	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ROSE HILL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TEMPLE COWLEY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WALTON MANOR	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WATLINGTON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.32%	0.41%	0.00%	0.92%	0.00%
WILKINS ROAD	0.81%	0.00%	0.00%	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.13%	0.50%
WOOD FARM	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
MAJOR OUT-OF-CENTRE SHOPPING LOCATIONS / STORES:											
BOTLEY ROAD RP	35.20%	34.76%	47.85%	14.30%	9.37%	10.82%	0.00%	2.71%	0.88%	13.32%	35.03%
OXFORD RP	4.33%	0.87%	0.00%	0.85%	0.00%	0.00%	0.81%	0.40%	0.00%	0.85%	3.02%
HORSPATH Driftway RP	12.63%	10.89%	0.00%	17.28%	0.00%	0.00%	0.00%	0.45%	0.00%	3.15%	11.97%
Oxford City Council Area	86.80%	86.81%	54.89%	87.98%	12.60%	12.96%	17.94%	8.00%	1.76%	30.81%	86.80%
OTHER STORES OUTSIDE CITY COUNCIL AREA											
ABINGDON	0.92%	2.58%	11.31%	1.66%	2.60%	0.00%	0.00%	38.22%	30.45%	13.14%	1.55%
ABINGDON-Fairacres RP	2.50%	0.85%	25.76%	1.77%	0.00%	0.54%	0.81%	31.04%	33.31%	12.21%	1.87%
AYLESBURY	0.00%	0.00%	0.00%	0.83%	0.00%	0.00%	58.48%	0.00%	0.00%	6.59%	0.00%
BANBURY	0.00%	0.00%	0.00%	0.00%	0.63%	3.27%	0.00%	0.00%	0.00%	0.61%	0.00%
BICESTER	0.00%	0.00%	0.00%	0.85%	0.00%	48.17%	5.70%	0.00%	0.00%	8.71%	0.00%
BICESTER VILLAGE	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BICESTER-Launceston Road RP	0.00%	0.00%	0.00%	0.00%	0.00%	29.18%	1.62%	0.00%	0.00%	5.05%	0.00%
BURFORD	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CARTERTON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CARTERTON-West Oxfordshire RP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CHELTENHAM	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.40%	0.00%	0.21%	0.52%
CHINNOR	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DIDCOT	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	15.43%	0.99%	3.84%	0.00%
DIDCOT-Hadden Hill RP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DIDCOT-Wallingford Road RP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HADDENHAM	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HENLEY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HIGH WYCOMBE	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.85%	0.00%	0.00%	0.99%	0.00%
KIDLINGTON	0.00%	0.00%	0.00%	0.00%	0.00%	1.05%	0.00%	0.00%	0.00%	0.18%	0.00%
LONDON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
MILTON KEYNES	0.00%	0.00%	0.00%	0.00%	0.00%	0.53%	0.00%	0.00%	0.00%	0.09%	0.00%
NEWBURY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
PRINCES RISEBOROUGH	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
READING	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.85%	2.75%	0.45%	0.00%
SEACOURT TOWER RP	2.58%	0.96%	2.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.54%	1.97%
SWINDON	0.00%	0.00%	0.00%	0.00%	0.62%	0.00%	0.00%	0.00%	0.99%	0.15%	0.00%
SWINDON-Designer Outlet	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.88%	0.08%	0.00%
THAME	0.00%	0.00%	0.00%	0.83%	0.00%	0.00%	4.89%	0.00%	0.00%	0.57%	0.00%
WALLINGFORD	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.61%	0.90%	0.47%	0.00%
WANTAGE	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	24.21%	2.18%	2.18%	0.00%
WITNEY	0.81%	0.00%	1.09%	0.83%	78.46%	0.53%	0.00%	0.00%	0.99%	8.67%	0.50%
WOODSTOCK	0.00%	0.00%	0.00%	0.00%	0.00%	0.53%	0.00%	0.00%	0.00%	0.09%	0.00%
ALL OTHER CENTRES / STORES:	1.73%	0.96%	0.00%	4.29%	1.93%	2.73%	0.00%	2.02%	0.90%	1.66%	1.44%
All other Centres / stores	9.37%	5.36%	41.11%	11.07%	84.24%	86.50%	80.36%	89.56%	96.37%	66.49%	7.85%
SPECIAL FORMS OF TRADING / INTERNET SHOPPING:	3.83%	7.84%	4.00%	0.94%	3.16%	0.54%	1.70%	2.44%	1.87%	2.70%	5.35%
TOTAL	100.00%	100.00%	100.00%	99.99%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Notes: Includes drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc.

TABLE 10: PERSONAL CARE, NON-ELECTRIC APPLIANCES, COSMETICS, PERFUME - 2016 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	TOTAL STUDY AREA	LOCAL AUTHORITY AREA
		%	%	%	%	%	%	%	%	%	%	Zones 1-2
OXFORD CITY CENTRE		54.76%	29.52%	32.33%	29.40%	3.19%	8.47%	1.55%	2.83%	1.83%	16.50%	44.28%
DISTRICT CENTRES												
SUMMERTOWN	Secondary District	11.88%	0.00%	0.86%	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	1.93%	6.95%
COWLEY CENTRE	Primary District	5.32%	39.16%	3.77%	16.80%	0.00%	1.49%	8.22%	0.34%	0.00%	6.87%	19.37%
HEADINGTON	Secondary District	12.63%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.00%	7.39%
COWLEY ROAD	Secondary District	1.60%	3.70%	2.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.76%	2.47%
BLACKBIRD LEYS	Secondary District	0.00%	0.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%	0.30%
OTHER LOCAL/ NEIGHBOURHOOD CENTRES WITHIN CITY COUNCIL AREA												
BARTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CUTTISLOWE		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
GRANDPONT		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HOLLOW WAY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
IFLEY ROAD		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
LITTLEMORE		0.74%	2.38%	1.74%	0.84%	0.00%	0.00%	0.00%	0.39%	0.00%	0.56%	1.42%
MARSTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW BOTLEY		0.00%	0.00%	4.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%	0.00%
NEW HEADINGTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW HINKSEY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW MARSTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
RISINGHURST		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ROSE HILL		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TEMPLE COWLEY		0.00%	0.00%	0.00%	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.02%	0.00%
WALTON MANOR		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WATLINGTON		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.34%	0.00%	0.08%	0.00%
WILKINS ROAD		0.00%	0.00%	0.00%	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.02%	0.00%
WOOD FARM		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
MAJOR OUT-OF-CENTRE SHOPPING LOCATIONS / STORES:												
BOTLEY ROAD RP		0.74%	1.55%	0.88%	0.00%	0.00%	0.50%	0.00%	0.34%	0.00%	0.49%	1.08%
OXFORD RP		0.00%	16.51%	0.00%	6.14%	0.96%	0.00%	0.00%	0.00%	0.00%	2.09%	6.85%
HORSUPATH Driftway RP		0.00%	0.82%	0.00%	1.92%	0.00%	0.00%	0.00%	0.00%	0.00%	0.14%	0.34%
Oxford City Council Area		87.67%	94.37%	46.60%	57.32%	4.15%	10.45%	9.77%	4.24%	1.83%	31.71%	90.45%
OTHER STORES OUTSIDE CITY COUNCIL AREA												
ABINGDON		0.00%	0.75%	39.65%	0.00%	0.00%	0.00%	0.72%	29.65%	7.86%	9.25%	0.31%
ABINGDON-Fairacres RP		0.00%	0.00%	0.86%	0.00%	0.00%	0.00%	0.35%	1.70%	0.24%	0.00%	0.00%
AYLESBURY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	28.01%	0.00%	0.00%	2.63%	0.00%
BANBURY		0.00%	0.00%	0.00%	0.00%	0.00%	4.55%	0.00%	0.00%	0.74%	0.00%	0.00%
BICESTER		0.00%	0.00%	0.00%	0.00%	0.00%	59.45%	3.74%	0.00%	0.00%	10.04%	0.00%
BICESTER VILLAGE		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BICESTER-Launceston Road RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BURFORD		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CARTERTON		0.00%	0.00%	0.00%	0.00%	0.63%	0.00%	0.00%	0.00%	0.00%	0.06%	0.00%
CARTERTON-West Oxfordshire RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CHELTENHAM		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CHINNOR		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	0.00%	0.00%	0.11%	0.00%
DIDCOT		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	41.79%	5.46%	10.36%	0.00%
DIDCOT-Hadden Hill RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DIDCOT-Wallingford Road RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HADDENHAM		0.00%	0.00%	0.00%	0.00%	0.00%	0.72%	0.00%	0.00%	0.00%	0.07%	0.00%
HENLEY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.09%	0.00%	0.26%	0.00%	0.00%
HIGH WYCOMBE		0.00%	1.15%	0.00%	2.25%	0.00%	0.00%	12.73%	0.69%	0.00%	1.54%	0.48%
KIDLINGTON		0.74%	0.75%	0.00%	0.00%	0.00%	8.17%	0.00%	0.35%	0.00%	1.62%	0.74%
LONDON		0.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.12%	0.44%
MILTON KEYNES		0.00%	0.00%	0.00%	0.00%	0.00%	1.48%	0.00%	0.00%	0.00%	0.24%	0.00%
NEWBURY		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.05%	1.83%	0.39%	0.00%
PRINCES RISEBOROUGH		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
READING		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.86%	1.81%	1.06%	0.00%	0.00%
SEACOURT TOWER RP		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
SWINDON		0.00%	0.00%	0.00%	0.00%	0.63%	0.00%	0.00%	0.00%	0.00%	0.06%	0.00%
SWINDON-Designer Outlet		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
THAME		0.76%	0.00%	0.00%	2.32%	0.00%	0.00%	31.24%	0.00%	0.00%	3.10%	0.44%
WALLINGFORD		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.78%	0.00%	0.42%	0.00%
WANTAGE		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	67.62%	5.19%	0.00%	0.00%
WITNEY		0.74%	0.00%	2.69%	0.00%	89.62%	1.48%	0.00%	0.35%	1.81%	9.47%	0.43%
WOODSTOCK		0.00%	0.00%	0.86%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.03%	0.00%
ALL OTHER CENTRES / STORES:		0.00%	0.00%	2.58%	31.93%	0.00%	0.98%	3.68%	2.46%	1.70%	2.06%	0.00%
All other Centres / stores		3.00%	2.65%	46.63%	36.49%	90.87%	76.11%	81.98%	83.42%	89.76%	59.06%	2.85%
SPECIAL FORMS OF TRADING / INTERNET SHOPPING:		9.32%	2.99%	6.76%	6.18%	4.98%	13.44%	8.25%	12.34%	8.42%	9.24%	6.69%
TOTAL		100.00%	100.00%	99.99%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Notes: Personal Care included electric appliances, such as electric razors, hair dryers, curling tongs, electric toothbrushes; and Non-elect appliances includes scissors, hand razors, bathroom scales.

TABLE 11: MEDICAL GOODS, OTHER PHARMACEUTICAL PRODUCTS & THERAPEUTIC PRODUCTS - 2016 MARKET SHARE ANALYSIS (%)
 Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	TOTAL STUDY AREA	LOCAL AUTHORITY AREA Zones 1-2
	%	%	%	%	%	%	%	%	%		
OXFORD CITY CENTRE	33.16%	30.00%	12.75%	19.62%	0.65%	1.57%	0.84%	2.12%	0.89%	9.15%	31.90%
DISTRICT CENTRES											
SUMMERTOWN Secondary District	22.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.94%	13.19%
COWLEY CENTRE Primary District	0.73%	34.74%	4.18%	19.21%	0.00%	1.61%	14.54%	1.40%	0.00%	6.04%	14.35%
HEADINGTON Secondary District	21.93%	0.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.02%	13.53%
COWLEY ROAD Secondary District	0.81%	8.72%	0.78%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.92%	3.98%
BLACKBIRD LEYS Secondary District	0.00%	3.02%	0.00%	0.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.29%	1.21%
OTHER LOCAL/ NEIGHBOURHOOD CENTRES WITHIN CITY COUNCIL AREA											
BARTON	0.71%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.10%	0.43%
CUTTISLOWE	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
GRANDPONT	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HOLLOW WAY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
IFLEY ROAD	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%	0.38%
LITTLEMORE	2.19%	2.05%	0.78%	3.07%	0.00%	0.00%	0.00%	0.74%	0.00%	0.76%	2.13%
MARSTON	3.63%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.48%	2.18%
NEW BOTLEY	0.00%	0.00%	18.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.73%	0.00%
NEW HEADINGTON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW HINKSEY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW MARSTON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
RISINGHURST	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ROSE HILL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TEMPLE COWLEY	0.00%	0.95%	0.00%	0.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.10%	0.38%
WALTON MANOR	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WATLINGTON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.04%	0.00%	0.25%	0.00%
WILKINS ROAD	0.00%	0.00%	0.00%	0.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.02%	0.00%
WOOD FARM	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
MAJOR OUT-OF-CENTRE SHOPPING LOCATIONS / STORES:											
BOTLEY ROAD RP	2.25%	0.00%	7.63%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.61%	1.35%
OXFORD RP	6.61%	12.72%	0.00%	6.81%	1.00%	0.00%	0.00%	0.00%	0.00%	2.31%	9.06%
HORSNATH Driftway RP	0.00%	0.00%	0.00%	0.75%	0.00%	0.00%	0.00%	0.00%	0.00%	0.02%	0.00%
Oxford City Council Area	94.03%	94.10%	44.36%	51.63%	1.65%	3.18%	15.38%	5.30%	0.89%	27.80%	94.06%
OTHER STORES OUTSIDE CITY COUNCIL AREA											
ABINGDON	0.81%	0.00%	37.18%	0.00%	0.00%	0.00%	0.00%	29.94%	9.02%	9.53%	0.48%
ABINGDON-Fairacres RP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.79%	0.07%	0.00%
AYLESBURY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	14.46%	0.00%	0.00%	1.56%	0.00%
BANBURY	0.00%	0.00%	0.00%	0.00%	0.00%	3.33%	0.00%	0.00%	0.00%	0.55%	0.00%
BICESTER	0.00%	0.00%	0.00%	0.00%	0.00%	72.38%	2.26%	0.00%	0.00%	12.26%	0.00%
BICESTER VILLAGE	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BICESTER-Launceston Road RP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BURFORD	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CARTERTON	0.00%	0.00%	0.00%	0.00%	2.66%	0.00%	0.00%	0.00%	0.00%	0.29%	0.00%
CARTERTON-West Oxfordshire RP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CHELTENHAM	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.17%	0.00%	0.75%	0.00%
CHINNOR	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.90%	0.00%	0.00%	0.96%	0.00%
DIDCOT	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	44.07%	8.14%	11.22%	0.00%
DIDCOT-Hadden Hill RP	0.00%	1.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.10%	0.43%
DIDCOT-Wallingford Road RP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HADDENHAM	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.38%	0.00%	0.00%	0.90%	0.00%
HENLEY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.35%	0.00%	0.08%	0.00%
HIGH WYCOMBE	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.76%	0.00%	0.00%	0.08%	0.00%
KIDLINGTON	0.00%	0.00%	0.00%	0.00%	0.00%	10.32%	0.00%	0.00%	0.00%	1.71%	0.00%
LONDON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
MILTON KEYNES	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEWBURY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.81%	0.07%	0.00%
PRINCES RISEBOROUGH	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.28%	0.00%	0.00%	0.25%	0.00%
READING	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.79%	0.07%	0.00%
SEACOURT TOWER RP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
SWINDON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
SWINDON-Designer Outlet	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
THAME	0.00%	0.00%	0.00%	2.19%	0.00%	0.00%	45.22%	0.00%	0.00%	4.93%	0.00%
WALLINGFORD	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.93%	0.00%	1.41%	0.00%
WANTAGE	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.21%	71.34%	7.49%	0.00%
WITNEY	0.71%	0.00%	2.45%	0.00%	92.34%	1.06%	0.00%	0.00%	0.00%	10.38%	0.43%
WOODSTOCK	0.71%	0.00%	0.78%	0.00%	0.72%	3.32%	0.00%	0.00%	0.00%	0.76%	0.43%
ALL OTHER CENTRES / STORES:	2.23%	4.82%	12.86%	43.87%	1.35%	1.59%	0.00%	5.61%	1.58%	4.29%	3.27%
All other Centres / stores	4.46%	5.90%	53.28%	46.06%	97.07%	92.00%	82.26%	93.27%	92.47%	69.70%	5.04%
SPECIAL FORMS OF TRADING / INTERNET SHOPPING:	1.52%	0.00%	2.37%	2.30%	1.28%	4.82%	2.36%	1.43%	6.63%	2.50%	0.91%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Notes: Includes spectacles, contact lenses, hearing aids, wheelchairs, etc

TABLE 12: ALL OTHER GOODS - 2016 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	TOTAL STUDY AREA	LOCAL AUTHORITY AREA Zones 1-2
	%	%	%	%	%	%	%	%	%		
OXFORD CITY CENTRE	58.68%	24.84%	33.72%	42.10%	3.95%	8.26%	13.06%	21.43%	6.33%	22.60%	45.22%
DISTRICT CENTRES											
SUMMERTOWN	2.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.39%	1.52%
COWLEY CENTRE	0.00%	30.96%	0.00%	12.67%	1.20%	0.00%	10.22%	0.00%	0.00%	4.59%	12.31%
HEADINGTON	2.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.39%	1.52%
COWLEY ROAD	0.00%	1.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.12%	0.46%
BLACKBIRD LEYS	0.00%	3.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.36%	1.40%
OTHER LOCAL/ NEIGHBOURHOOD CENTRES WITHIN CITY COUNCIL AREA											
BARTON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CUTTISLOWE	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
GRANDPONT	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HOLLOW WAY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
IFLEY ROAD	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
LITTLEMORE	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.12%	0.47%
MARSTON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW BOTLEY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW HEADINGTON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW HINKSEY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NEW MARSTON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
RISINGHURST	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ROSE HILL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TEMPLE COWLEY	0.00%	2.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%	1.03%
WALTON MANOR	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WATLINGTON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WILKINS ROAD	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WOOD FARM	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
MAJOR OUT-OF-CENTRE SHOPPING LOCATIONS / STORES:											
BOTLEY ROAD RP	2.53%	2.44%	1.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.70%	2.49%
OXFORD RP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HORSFATH Driftway RP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Oxford City Council Area	66.26%	66.67%	35.21%	54.77%	5.15%	8.26%	23.27%	21.43%	6.33%	29.54%	66.42%
OTHER STORES OUTSIDE CITY COUNCIL AREA											
ABINGDON	0.00%	1.18%	13.56%	0.00%	0.76%	0.00%	0.00%	12.04%	4.77%	3.96%	0.47%
ABINGDON-Fairacres RP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
AYLESBURY	0.00%	0.00%	0.00%	1.18%	0.00%	0.00%	3.50%	0.00%	0.00%	0.37%	0.00%
BANBURY	0.00%	0.00%	1.32%	1.33%	2.33%	11.33%	0.00%	0.00%	0.00%	2.20%	0.00%
BICESTER	0.00%	0.00%	0.00%	2.51%	0.00%	28.52%	1.25%	0.00%	1.72%	5.07%	0.00%
BICESTER VILLAGE	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BICESTER-Launceston Road RP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BURFORD	0.00%	0.00%	0.00%	0.00%	0.76%	0.00%	0.00%	0.00%	0.00%	0.08%	0.00%
CARTERTON	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CARTERTON-West Oxfordshire RP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CHELTENHAM	0.00%	0.00%	0.00%	0.00%	1.56%	0.00%	0.00%	0.00%	0.00%	0.15%	0.00%
CHINNOR	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DIDCOT	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	15.46%	3.44%	3.98%	0.00%
DIDCOT-Hadden Hill RP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
DIDCOT-Wallingford Road RP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HADDENHAM	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HENLEY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	0.50%	0.00%	0.24%	0.00%
HIGH WYCOMBE	3.56%	4.92%	1.35%	16.87%	1.64%	4.11%	11.35%	2.08%	0.00%	3.95%	4.10%
KIDLINGTON	1.19%	0.00%	0.00%	0.00%	0.00%	3.20%	0.00%	0.00%	0.00%	0.72%	0.00%
LONDON	3.64%	1.15%	1.49%	1.33%	0.00%	0.00%	3.38%	2.55%	0.00%	1.71%	2.65%
MILTON KEYNES	0.00%	0.00%	0.00%	1.21%	0.78%	4.00%	1.13%	0.00%	0.00%	0.88%	0.00%
NEWBURY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.64%	15.89%	2.11%	0.00%
PRINCES RISEBOROUGH	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
READING	0.00%	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	9.35%	6.20%	2.78%	0.00%
SEACOURT TOWER RP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
SWINDON	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%	0.31%	0.47%
SWINDON-Designer Outlet	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
THAME	0.00%	0.00%	0.00%	6.07%	0.00%	0.79%	32.08%	0.00%	0.00%	3.37%	0.00%
WALLINGFORD	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.09%	0.00%	0.50%	0.00%
WANTAGE	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	40.41%	0.00%	3.15%	0.00%
WITNEY	0.00%	0.00%	2.08%	0.00%	56.48%	2.41%	0.00%	0.00%	0.00%	6.10%	0.00%
WOODSTOCK	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ALL OTHER CENTRES / STORES:	2.56%	2.59%	13.53%	2.51%	0.78%	2.48%	2.20%	1.07%	1.56%	2.30%	2.57%
All other Centres / stores	10.95%	11.01%	34.67%	33.01%	65.08%	56.84%	56.13%	49.56%	73.99%	43.95%	10.97%
SPECIAL FORMS OF TRADING / INTERNET SHOPPING:	22.79%	22.33%	30.13%	12.23%	29.77%	34.90%	20.60%	29.01%	19.68%	26.52%	22.61%
TOTAL	100.00%	100.00%	100.01%	100.01%	100.00%	100.00%	100.01%	100.00%	100.00%	100.00%	100.00%

Notes: Includes jewellery & watches; glassware, china, tableware and household utensils; and other personal effects, such as travel goods, suitcases, prams, sunglasses