TABLE 1: ALL CONVENIENCE 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												
RAILWAY STATION	MARKS & SPENCER	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%	0.0%	0.1%	0.1%
QUEEN STREET	MARKS & SPENCER	2.4%	2.8%	1.7%	0.2%	0.0%	0.0%	0.0%	0.3%	0.2%	0.8%	2.6%
MAGDALEN STREET	SAINSBURYS LOCAL	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.0%	0.3%	0.2%
MAGDALEN STREET	TESCO METRO	2.5%	0.4%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%	1.6%
WESTGATE CENTRE	SAINSBURYS	1.8%	1.5%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	1.9%	0.6%	1.7%
SPEEDWELL STREET	TESCO EXPRESS	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
MARKET STREET	COVERED MARKET	0.9%	1.9%	0.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.3%
OTHER LOCAL SHOPS IN THE CITY CENTRE		1.1%	3.7%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.6%	2.2%
	SUB TOTAL:	**9.3%**	**10.5%**	**2.8%**	**1.1%**	**0.0%**	**0.0%**	**0.4%**	**1.1%**	**4.0%**	**3.4%**	**9.8%**
DISTRICT CENTRES												
SUMMERTOWN	SECONDARY DISTRICT	13.3%	1.1%	1.6%	1.2%	0.7%	0.4%	0.0%	0.3%	0.0%	2.5%	8.1%
COWLEY CENTRE	PRIMARY DISTRICT	1.2%	6.8%	0.6%	1.5%	0.0%	0.0%	0.0%	2.6%	0.2%	1.7%	3.6%
HEADINGTON	SECONDARY DISTRICT	22.8%	1.4%	0.9%	1.3%	0.0%	0.5%	0.0%	0.6%	0.2%	4.0%	13.7%
COWLEY ROAD	SECONDARY DISTRICT	3.8%	9.4%	3.4%	4.7%	0.0%	0.0%	0.4%	0.9%	0.2%	2.2%	6.2%
BLACKBIRD LEYS	SECONDARY DISTRICT	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.0%
	SUB TOTAL:	**41.0%**	**21.1%**	**6.5%**	**8.7%**	**0.7%**	**0.9%**	**0.4%**	**4.5%**	**0.6%**	**10.6%**	**32.5%**
OTHER LOCAL & NEIGHBOURHOOD CENTRES/ STORES WITHIN CITY COUNCIL AREA												
ABINGDON ROAD	NISA LOCAL	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
ABINGDON ROAD	TESCO EXPRESS	0.4%	0.4%	8.2%	0.0%	0.9%	0.0%	0.0%	5.1%	1.6%	1.8%	0.4%
ALBERT STREET	ALI JERICHO	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
CHERWELL DRIVE	CO-OP	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
IFFLEY ROAD	CO-OP	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.7%
OLD MARSTON ROAD	CO-OP	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
ROSE HILL	CO-OP	0.1%	2.7%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.2%
WALTON STREET	CO-OP	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.8%
WALTON STREET	LONDIS	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	SUB TOTAL:	**2.4%**	**5.7%**	**8.2%**	**0.4%**	**0.9%**	**0.0%**	**0.0%**	**5.1%**	**1.6%**	**2.7%**	**3.8%**
MAJOR OUT-OF-CENTRE STORES												
OXFORD RETAIL PARK	TESCO SUPERSTORE	1.5%	18.9%	2.7%	16.5%	0.6%	0.4%	0.0%	0.5%	1.4%	3.2%	8.9%
BOTLEY ROAD	ALDI	4.0%	2.6%	13.1%	1.5%	0.3%	0.2%	0.0%	0.6%	0.9%	1.7%	3.4%
BOTLEY ROAD	WAITROSE	4.3%	1.9%	10.8%	1.1%	0.0%	0.6%	0.0%	0.0%	0.0%	1.4%	3.3%
HEYFORD HILL	SAINSBURYS	7.7%	22.6%	8.9%	5.9%	0.5%	0.0%	1.0%	4.6%	0.5%	5.5%	14.1%
PEARTREE	WAITROSE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
WATLINGTON ROAD	LIDL	1.6%	4.8%	0.5%	3.1%	0.3%	0.0%	0.0%	1.0%	0.0%	1.2%	3.0%
	SUB TOTAL:	**19.2%**	**50.9%**	**36.0%**	**28.2%**	**1.7%**	**1.2%**	**1.0%**	**6.7%**	**3.0%**	**13.0%**	**32.7%**
ALL STORES IN OXFORD CITY COUNCIL AREA:		**71.9%**	**88.2%**	**53.4%**	**38.5%**	**3.3%**	**2.1%**	**1.9%**	**17.4%**	**9.3%**	**29.7%**	**78.9%**
OTHER STORES OUTSIDE CITY COUNCIL AREA												
ABINGDON		0.0%	0.4%	12.7%	0.4%	0.2%	0.1%	0.0%	14.8%	3.8%	4.3%	0.2%
AYLESBURY		0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	6.0%	0.0%	0.0%	0.6%	0.0%
BICESTER		0.2%	0.4%	0.2%	0.0%	0.0%	58.9%	4.7%	0.0%	0.0%	10.0%	0.3%
BRACKLEY		0.3%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.2%	0.2%
BOTLEY		0.6%	0.0%	9.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.5%	0.4%	0.3%
BUCKINGHAM		0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%	0.0%	0.0%	0.1%	0.0%
CARTERTON		0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%
CHINNOR		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.6%	0.0%
CHIPPING NORTON		0.0%	0.0%	1.8%	0.0%	0.0%	0.2%	0.0%	0.0%	0.5%	0.1%	0.0%
CROUGHTON		0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DIDCOT		0.0%	0.0%	1.2%	0.0%	0.0%	0.1%	0.9%	40.3%	8.4%	10.3%	0.0%
KIDLINGTON		13.3%	0.1%	1.4%	0.4%	0.7%	15.3%	0.2%	0.2%	1.4%	4.9%	7.7%
LONG HARBOROUGH		0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
THAME		0.0%	0.0%	0.0%	3.2%	0.0%	0.1%	37.0%	0.0%	0.9%	3.7%	0.0%
WALLINGFORD		0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.8%	0.1%
WANTAGE		0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.9%	51.6%	4.3%	0.0%
WHEATLEY		1.8%	1.6%	0.3%	49.7%	0.0%	0.6%	10.1%	0.8%	0.0%	2.9%	1.8%
WITNEY		0.6%	0.0%	0.0%	0.0%	64.9%	0.8%	0.0%	0.6%	1.5%	7.0%	0.3%
WOOTTON		0.0%	0.0%	6.4%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
ALL OTHER CENTRES / STORES:		4.2%	5.5%	6.1%	4.5%	17.1%	9.9%	22.9%	11.6%	13.8%	10.9%	4.7%
ALL OTHER CENTRES / STORES:		**21.0%**	**8.2%**	**38.9%**	**58.5%**	**92.2%**	**87.4%**	**88.9%**	**72.6%**	**82.3%**	**62.4%**	**15.5%**
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:		**7.1%**	**3.5%**	**7.7%**	**3.0%**	**4.5%**	**10.5%**	**9.2%**	**10.0%**	**8.3%**	**7.9%**	**5.6%**
TOTAL		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

TABLE 2: MAIN FOOD PURCHASES - 2016 MARKET SHARE ANALYSIS (%) **Q1**

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												
RAILWAY STATION	MARKS & SPENCER	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%	0.0%
QUEEN STREET	MARKS & SPENCER	1.4%	2.7%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	2.0%
MAGDALEN STREET	SAINSBURYS LOCAL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.7%	0.4%	0.0%
MAGDALEN STREET	TESCO METRO	2.8%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.5%	1.6%
WESTGATE CENTRE	SAINSBURYS	3.0%	2.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	3.2%	1.0%	2.6%
SPEEDWELL STREET	TESCO EXPRESS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MARKET STREET	COVERED MARKET	0.0%	0.8%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
OTHER LOCAL SHOPS IN THE CITY CENTRE		0.7%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.0%
	SUB TOTAL:	**7.9%**	**6.8%**	**2.2%**	**1.5%**	**0.0%**	**0.0%**	**0.7%**	**1.0%**	**5.7%**	**2.9%**	**7.4%**
DISTRICT CENTRES												
SUMMERTOWN		8.6%	0.0%	1.7%	1.5%	0.0%	0.0%	0.0%	0.4%	0.0%	1.5%	5.0%
COWLEY CENTRE		1.4%	8.1%	0.8%	0.8%	0.0%	0.0%	0.0%	4.1%	0.0%	2.2%	4.2%
HEADINGTON		16.3%	1.4%	0.0%	0.7%	0.0%	0.0%	0.0%	0.3%	0.0%	2.8%	9.9%
COWLEY ROAD		3.4%	8.2%	5.1%	5.5%	0.0%	0.0%	0.0%	1.3%	0.0%	2.1%	5.5%
BLACKBIRD LEYS		0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
	SUB TOTAL:	**29.7%**	**18.4%**	**7.6%**	**8.6%**	**0.0%**	**0.0%**	**0.0%**	**6.1%**	**0.0%**	**8.6%**	**24.9%**
OTHER LOCAL & NEIGHBOURHOOD CENTRES/ STORES WITHIN CITY COUNCIL AREA												
ABINGDON ROAD	NISA LOCAL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ABINGDON ROAD	TESCO EXPRESS	0.0%	0.0%	11.6%	0.0%	0.6%	0.0%	0.0%	5.5%	2.3%	1.9%	0.0%
ALBERT STREET	ALI JERICHO	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CHERWELL DRIVE	CO-OP	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
IFFLEY ROAD	CO-OP	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.9%
OLD MARSTON ROAD	CO-OP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ROSE HILL	CO-OP	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%
WALTON STREET	CO-OP	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
WALTON STREET	LONDIS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	SUB TOTAL:	**0.7%**	**4.2%**	**11.6%**	**0.0%**	**0.6%**	**0.0%**	**0.0%**	**5.5%**	**2.3%**	**2.5%**	**2.2%**
MAJOR OUT-OF-CENTRE STORES												
OXFORD RETAIL PARK	TESCO SUPERSTORE	1.3%	26.3%	4.1%	11.9%	0.9%	0.0%	0.0%	0.7%	2.3%	4.1%	12.0%
BOTLEY ROAD	ALDI	5.8%	0.0%	15.1%	2.2%	0.0%	0.0%	0.0%	1.0%	1.6%	1.8%	3.3%
BOTLEY ROAD	WAITROSE	4.1%	1.4%	9.9%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	1.3%	3.0%
HEYFORD HILL	SAINSBURYS	12.2%	27.1%	8.0%	7.5%	0.0%	0.0%	1.4%	4.8%	0.8%	6.8%	18.6%
PEARTREE	WAITROSE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
WATLINGTON ROAD	LIDL	2.7%	5.6%	0.0%	2.9%	0.0%	0.0%	0.0%	0.3%	0.0%	1.2%	4.0%
	SUB TOTAL:	**26.1%**	**60.5%**	**37.1%**	**24.4%**	**0.9%**	**1.0%**	**1.4%**	**6.8%**	**4.7%**	**15.2%**	**40.8%**
ALL STORES IN OXFORD CITY COUNCIL AREA:		**64.5%**	**89.9%**	**58.4%**	**34.5%**	**1.6%**	**1.0%**	**2.1%**	**19.4%**	**12.7%**	**29.2%**	**75.3%**
OTHER STORES OUTSIDE CITY COUNCIL AREA												
ABINGDON		0.0%	0.7%	16.0%	0.7%	0.0%	0.0%	0.0%	13.6%	4.7%	4.2%	0.3%
AYLESBURY		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.5%	0.0%
BICESTER		0.0%	0.7%	0.0%	0.0%	0.0%	57.1%	5.3%	0.0%	0.0%	9.8%	0.3%
BRACKLEY		0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.2%	0.0%
BOTLEY		0.7%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.3%	0.4%
BUCKINGHAM		0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.7%	0.0%	0.0%	0.1%	0.0%
CARTERTON		0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
CHINNOR		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.3%	0.0%
CHIPPING NORTON		0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.1%	0.0%
CROUGHTON		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DIDCOT		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	48.2%	10.4%	12.4%	0.0%
KIDLINGTON		19.6%	0.0%	0.8%	0.7%	0.0%	19.6%	0.0%	0.3%	2.4%	6.5%	11.2%
LONG HARBOROUGH		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
THAME		0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	39.5%	0.0%	1.5%	3.9%	0.0%
WALLINGFORD		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.4%	0.0%
WANTAGE		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	52.5%	4.4%	0.0%
WHEATLEY		2.8%	2.0%	0.0%	57.0%	0.0%	1.0%	12.0%	1.0%	0.0%	3.6%	2.4%
WITNEY		0.7%	0.0%	0.0%	0.0%	74.4%	1.0%	0.0%	0.3%	1.7%	8.0%	0.4%
WOOTTON		0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
ALL OTHER CENTRES / STORES:		2.7%	1.7%	0.0%	0.0%	7.4%	3.8%	16.1%	1.1%	2.3%	3.9%	2.3%
ALL OTHER CENTRES / STORES:		**26.3%**	**5.1%**	**28.8%**	**60.7%**	**91.7%**	**83.9%**	**82.6%**	**67.3%**	**77.1%**	**59.7%**	**17.3%**
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:		**9.2%**	**5.0%**	**12.8%**	**4.8%**	**6.7%**	**15.1%**	**15.3%**	**13.3%**	**10.2%**	**11.1%**	**7.4%**
TOTAL		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

TABLE 3: OTHER ('SECONDARY') MAIN FOOD PURCHASES - 2016 MARKET SHARE ANALYSIS (%) **Q6**

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												
RAILWAY STATION	MARKS & SPENCER	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
QUEEN STREET	MARKS & SPENCER	6.5%	1.3%	1.7%	1.5%	0.0%	0.0%	0.0%	1.2%	1.4%	1.6%	4.3%
MAGDALEN STREET	SAINSBURYS LOCAL	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.8%
MAGDALEN STREET	TESCO METRO	1.3%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.3%
WESTGATE CENTRE	SAINSBURYS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SPEEDWELL STREET	TESCO EXPRESS	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%
MARKET STREET	COVERED MARKET	1.3%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.9%
OTHER LOCAL SHOPS IN THE CITY CENTRE		0.0%	13.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	5.7%
	SUB TOTAL:	**10.5%**	**20.2%**	**1.7%**	**1.5%**	**0.0%**	**0.0%**	**0.0%**	**1.2%**	**1.4%**	**4.4%**	**14.6%**
DISTRICT CENTRES												
SUMMERTOWN		12.1%	1.3%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	7.5%
COWLEY CENTRE		1.3%	6.6%	0.0%	4.5%	0.0%	0.0%	0.0%	0.6%	1.5%	1.3%	3.5%
HEADINGTON		23.9%	1.3%	3.6%	4.5%	0.0%	0.0%	0.0%	0.6%	1.4%	4.3%	14.3%
COWLEY ROAD		2.6%	9.6%	0.0%	4.7%	0.0%	0.0%	0.0%	0.6%	0.0%	1.8%	5.6%
BLACKBIRD LEYS		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	SUB TOTAL:	**39.9%**	**18.8%**	**7.2%**	**13.7%**	**0.0%**	**0.0%**	**0.0%**	**1.9%**	**2.9%**	**9.6%**	**30.9%**
OTHER LOCAL & NEIGHBOURHOOD CENTRES/ STORES WITHIN CITY COUNCIL AREA												
ABINGDON ROAD	NISA LOCAL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ABINGDON ROAD	TESCO EXPRESS	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	2.5%	1.4%	0.8%	0.0%
ALBERT STREET	ALI JERICHO	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CHERWELL DRIVE	CO-OP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
IFFLEY ROAD	CO-OP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OLD MARSTON ROAD	CO-OP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ROSE HILL	CO-OP	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%
WALTON STREET	CO-OP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
WALTON STREET	LONDIS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	SUB TOTAL:	**0.0%**	**1.5%**	**3.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**2.5%**	**1.4%**	**1.0%**	**0.6%**
MAJOR OUT-OF-CENTRE STORES												
OXFORD RETAIL PARK	TESCO SUPERSTORE	3.9%	10.9%	0.0%	32.2%	0.0%	0.0%	0.0%	0.6%	0.0%	2.8%	6.9%
BOTLEY ROAD	ALDI	3.9%	17.6%	17.8%	1.5%	1.9%	1.4%	0.0%	0.0%	0.0%	3.7%	9.7%
BOTLEY ROAD	WAITROSE	10.4%	7.0%	11.9%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	9.0%
HEYFORD HILL	SAINSBURYS	2.6%	14.4%	17.7%	9.2%	0.0%	0.0%	1.4%	3.9%	0.0%	3.9%	7.6%
PEARTREE	WAITROSE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.1%	0.0%
WATLINGTON ROAD	LIDL	0.0%	4.1%	3.4%	4.7%	2.1%	0.0%	0.0%	3.2%	0.0%	1.7%	1.8%
	SUB TOTAL:	**20.7%**	**54.0%**	**50.9%**	**52.2%**	**4.0%**	**1.4%**	**1.4%**	**7.8%**	**1.5%**	**15.1%**	**34.9%**
ALL STORES IN OXFORD CITY COUNCIL AREA:		**71.0%**	**94.4%**	**63.2%**	**67.4%**	**4.0%**	**1.4%**	**1.4%**	**13.5%**	**7.2%**	**30.1%**	**81.0%**
OTHER STORES OUTSIDE CITY COUNCIL AREA												
ABINGDON		0.0%	0.0%	12.6%	0.0%	1.1%	0.0%	0.0%	14.2%	7.0%	4.4%	0.0%
AYLESBURY		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.8%	0.0%	0.0%	1.1%	0.0%
BICESTER		1.4%	0.0%	0.0%	0.0%	0.0%	76.0%	1.4%	0.0%	0.0%	12.6%	0.8%
BRACKLEY		2.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.4%	1.1%
BOTLEY		1.3%	0.0%	10.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.7%
BUCKINGHAM		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CARTERTON		0.0%	0.0%	0.0%	0.0%	11.5%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
CHINNOR		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%	0.0%	0.0%	0.7%	0.0%
CHIPPING NORTON		0.0%	0.0%	1.9%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.2%	0.0%
CROUGHTON		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DIDCOT		0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	48.8%	10.3%	12.4%	0.0%
KIDLINGTON		8.5%	0.0%	3.4%	0.0%	2.6%	8.5%	1.3%	0.0%	0.0%	3.2%	4.9%
LONG HARBOROUGH		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
THAME		0.0%	0.0%	0.0%	10.5%	0.0%	0.7%	23.5%	0.0%	0.0%	2.6%	0.0%
WALLINGFORD		0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	1.4%	0.6%
WANTAGE		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.6%	3.4%	0.0%
WHEATLEY		1.3%	2.8%	1.7%	20.4%	0.0%	0.0%	15.5%	1.3%	0.0%	2.8%	1.9%
WITNEY		1.3%	0.0%	0.0%	0.0%	71.7%	0.7%	0.0%	2.5%	2.9%	8.4%	0.7%
WOOTTON		0.0%	0.0%	1.7%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
ALL OTHER CENTRES / STORES:		4.0%	1.5%	5.1%	0.0%	6.0%	1.4%	37.2%	1.2%	15.3%	6.8%	2.9%
ALL OTHER CENTRES / STORES:		**19.7%**	**5.6%**	**36.8%**	**32.6%**	**92.9%**	**89.4%**	**98.6%**	**73.1%**	**78.1%**	**62.3%**	**13.7%**
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:		**9.2%**	**0.0%**	**0.0%**	**0.0%**	**3.1%**	**9.2%**	**0.0%**	**13.4%**	**14.7%**	**7.6%**	**5.3%**
TOTAL		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

TABLE 4: TOP UP FOOD PURCHASES - 2016 MARKET SHARE ANALYSIS (%) **Q7**

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												
RAILWAY STATION	MARKS & SPENCER	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.5%	0.6%
QUEEN STREET	MARKS & SPENCER	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.8%	2.2%
MAGDALEN STREET	SAINSBURYS LOCAL	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%
MAGDALEN STREET	TESCO METRO	2.9%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	2.1%
WESTGATE CENTRE	SAINSBURYS	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.8%
SPEEDWELL STREET	TESCO EXPRESS	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
MARKET STREET	COVERED MARKET	0.0%	4.7%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	2.0%
OTHER LOCAL SHOPS IN THE CITY CENTRE		4.5%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	3.8%
	SUB TOTAL:	**13.3%**	**11.3%**	**1.1%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**2.0%**	**0.0%**	**3.9%**	**12.5%**
DISTRICT CENTRES												
SUMMERTOWN		16.9%	0.0%	0.0%	0.0%	1.2%	1.8%	0.0%	0.7%	0.0%	3.2%	9.7%
COWLEY CENTRE		1.1%	4.6%	1.1%	2.1%	0.0%	0.0%	0.0%	0.7%	0.0%	1.0%	2.6%
HEADINGTON		41.6%	0.0%	0.0%	1.0%	0.0%	3.6%	0.0%	2.1%	0.0%	7.5%	23.9%
COWLEY ROAD		1.9%	16.1%	2.4%	1.0%	0.0%	0.0%	0.0%	0.0%	1.2%	2.3%	8.0%
BLACKBIRD LEYS		0.0%	13.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	5.7%
	SUB TOTAL:	**61.5%**	**34.1%**	**3.5%**	**4.1%**	**1.2%**	**5.4%**	**0.0%**	**3.5%**	**1.2%**	**15.5%**	**49.8%**
OTHER LOCAL & NEIGHBOURHOOD CENTRES/ STORES WITHIN CITY COUNCIL AREA												
ABINGDON ROAD	NISA LOCAL	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
ABINGDON ROAD	TESCO EXPRESS	2.9%	0.9%	4.7%	0.0%	3.3%	0.0%	0.0%	9.8%	0.0%	3.4%	2.1%
ALBERT STREET	ALI JERICHO	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CHERWELL DRIVE	CO-OP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
IFFLEY ROAD	CO-OP	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.2%
OLD MARSTON ROAD	CO-OP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ROSE HILL	CO-OP	1.0%	8.6%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	4.2%
WALTON STREET	CO-OP	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	2.8%
WALTON STREET	LONDIS	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%
	SUB TOTAL:	**9.8%**	**13.2%**	**4.7%**	**3.0%**	**3.3%**	**0.0%**	**0.0%**	**9.8%**	**0.0%**	**5.9%**	**11.3%**
MAJOR OUT-OF-CENTRE STORES												
OXFORD RETAIL PARK	TESCO SUPERSTORE	1.0%	7.6%	1.3%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	3.8%
BOTLEY ROAD	ALDI	0.0%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
OSNEY MEAD	WAITROSE	2.1%	0.0%	13.6%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.2%
HEYFORD HILL	SAINSBURYS	0.0%	6.8%	7.1%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	1.5%	2.9%
PEARTREE	WAITROSE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
WATLINGTON ROAD	LIDL	0.0%	1.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
	SUB TOTAL:	**3.0%**	**15.5%**	**28.9%**	**11.1%**	**0.0%**	**0.0%**	**0.0%**	**2.1%**	**0.0%**	**4.0%**	**8.3%**
ALL STORES IN OXFORD CITY COUNCIL AREA:		**87.6%**	**74.0%**	**38.3%**	**18.2%**	**4.6%**	**5.4%**	**0.0%**	**17.4%**	**1.2%**	**29.3%**	**81.8%**
OTHER STORES OUTSIDE CITY COUNCIL AREA												
ABINGDON		0.0%	0.0%	6.0%	0.0%	0.0%	0.7%	0.0%	22.7%	0.0%	5.7%	0.0%
AYLESBURY		0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	3.2%	0.0%	0.0%	0.6%	0.0%
BICESTER		0.0%	0.0%	1.3%	0.0%	0.0%	54.7%	4.0%	0.0%	0.0%	9.3%	0.0%
BRACKLEY		0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.1%	0.0%
BOTLEY		0.0%	0.0%	21.4%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.8%	0.0%
BUCKINGHAM		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CARTERTON		0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
CHINNOR		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.1%	0.0%	0.0%	2.0%	0.0%
CHIPPING NORTON		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CROUGHTON		0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
DIDCOT		0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	18.2%	1.2%	4.4%	0.0%
KIDLINGTON		1.9%	0.9%	0.0%	0.0%	2.3%	10.4%	0.0%	0.0%	0.0%	2.3%	1.5%
LONG HARBOROUGH		0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
THAME		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.1%	0.0%	0.0%	3.1%	0.0%
WALLINGFORD		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.9%	0.0%	1.6%	0.0%
WANTAGE		0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	2.1%	57.6%	5.2%	0.0%
WHEATLEY		0.0%	0.0%	0.0%	67.7%	0.0%	0.0%	1.6%	0.0%	0.0%	1.8%	0.0%
WITNEY		0.0%	0.0%	0.0%	0.0%	33.1%	0.6%	0.0%	0.0%	0.0%	3.4%	0.0%
WOOTTON		0.0%	0.0%	16.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
ALL OTHER CENTRES / STORES:		9.3%	24.0%	15.7%	13.1%	49.6%	25.3%	36.3%	32.7%	39.9%	28.5%	15.6%
ALL OTHER CENTRES / STORES:		**11.3%**	**24.9%**	**61.7%**	**80.9%**	**95.5%**	**94.0%**	**100.0%**	**82.6%**	**98.8%**	**70.3%**	**17.1%**
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:		**1.1%**	**1.0%**	**0.0%**	**1.0%**	**0.0%**	**0.6%**	**0.0%**	**0.0%**	**0.0%**	**0.4%**	**1.1%**
TOTAL		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

TABLE 5: OTHER TOP UP FOOD PURCHASES - 2016 MARKET SHARE ANALYSIS (%) **Q8**

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												
RAILWAY STATION	MARKS & SPENCER	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
QUEEN STREET	MARKS & SPENCER	0.0%	9.6%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	4.1%
MAGDALEN STREET	SAINSBURYS LOCAL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MAGDALEN STREET	TESCO METRO	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.5%
WESTGATE CENTRE	SAINSBURYS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SPEEDWELL STREET	TESCO EXPRESS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MARKET STREET	COVERED MARKET	6.6%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	5.1%
OTHER LOCAL SHOPS IN THE CITY CENTRE		0.0%	4.8%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	1.0%	2.0%
	SUB TOTAL:	**9.3%**	**17.4%**	**10.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**4.3%**	**4.1%**	**12.7%**
DISTRICT CENTRES												
SUMMERTOWN		37.5%	9.3%	0.0%	3.1%	5.4%	1.2%	0.0%	0.0%	0.0%	7.7%	25.5%
COWLEY CENTRE		0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.3%
HEADINGTON		32.0%	3.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	19.7%
COWLEY ROAD		10.5%	6.1%	0.0%	5.5%	0.0%	0.0%	4.1%	0.0%	0.0%	2.8%	8.6%
BLACKBIRD LEYS		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	SUB TOTAL:	**80.0%**	**21.5%**	**3.3%**	**8.6%**	**5.4%**	**1.2%**	**4.1%**	**0.0%**	**0.0%**	**16.3%**	**55.1%**
OTHER LOCAL & NEIGHBOURHOOD CENTRES/ STORES WITHIN CITY COUNCIL AREA												
ABINGDON ROAD	NISA LOCAL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ABINGDON ROAD	TESCO EXPRESS	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.3%
ALBERT STREET	ALI JERICHO	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.5%
CHERWELL DRIVE	CO-OP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
IFFLEY ROAD	CO-OP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OLD MARSTON ROAD	CO-OP	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.5%
ROSE HILL	CO-OP	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.5%
WALTON STREET	CO-OP	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.5%
WALTON STREET	LONDIS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	SUB TOTAL:	**5.2%**	**10.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.9%**	**7.2%**
MAJOR OUT-OF-CENTRE STORES												
OXFORD RETAIL PARK	TESCO SUPERSTORE	0.0%	3.0%	0.0%	35.3%	0.0%	3.7%	0.0%	0.0%	0.0%	1.8%	1.3%
BOTLEY ROAD	ALDI	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
BOTLEY ROAD	WAITROSE	0.0%	0.0%	10.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
HEYFORD HILL	SAINSBURYS	0.0%	31.6%	3.4%	0.0%	5.4%	0.0%	0.0%	8.3%	0.0%	6.2%	13.5%
PEARTREE	WAITROSE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
WATLINGTON ROAD	LIDL	0.0%	6.9%	0.0%	5.5%	0.0%	0.0%	0.0%	2.7%	0.0%	1.6%	2.9%
	SUB TOTAL:	**0.0%**	**41.5%**	**17.4%**	**40.7%**	**5.4%**	**3.7%**	**0.0%**	**10.9%**	**0.0%**	**10.1%**	**17.7%**
ALL STORES IN OXFORD CITY COUNCIL AREA:		**94.5%**	**90.4%**	**31.2%**	**49.4%**	**10.8%**	**4.9%**	**4.1%**	**10.9%**	**4.3%**	**32.4%**	**92.7%**
OTHER STORES OUTSIDE CITY COUNCIL AREA												
ABINGDON		0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	11.2%	0.0%	2.8%	0.0%
AYLESBURY		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.3%	0.0%	0.0%	0.7%	0.0%
BICESTER		0.0%	0.0%	0.0%	0.0%	0.0%	50.6%	7.3%	0.0%	0.0%	8.9%	0.0%
BRACKLEY		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BOTLEY		0.0%	0.0%	17.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
BUCKINGHAM		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CARTERTON		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CHINNOR		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.7%	0.0%
CHIPPING NORTON		0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.2%	0.0%
CROUGHTON		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DIDCOT		0.0%	0.0%	10.2%	0.0%	0.0%	0.0%	0.0%	13.6%	3.9%	3.9%	0.0%
KIDLINGTON		0.0%	0.0%	3.8%	0.0%	0.0%	7.5%	0.0%	0.0%	0.0%	1.3%	0.0%
LONG HARBOROUGH		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
THAME		0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	47.7%	0.0%	0.0%	4.6%	0.0%
WALLINGFORD		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	0.0%	1.3%	0.0%
WANTAGE		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.9%	4.0%	0.0%
WHEATLEY		0.0%	0.0%	0.0%	22.5%	0.0%	0.0%	3.7%	0.0%	0.0%	0.9%	0.0%
WITNEY		0.0%	0.0%	0.0%	0.0%	45.3%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%
WOOTTON		0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
ALL OTHER CENTRES / STORES:		5.5%	6.1%	29.5%	25.4%	44.0%	35.8%	22.1%	58.7%	41.0%	32.6%	5.8%
ALL OTHER CENTRES / STORES:		**5.5%**	**6.1%**	**68.8%**	**50.6%**	**89.3%**	**95.1%**	**95.9%**	**89.1%**	**95.7%**	**67.2%**	**5.8%**
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:		**0.0%**	**3.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.4%**	**1.5%**
TOTAL		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**