Torbay Council

Torbay Retail Study 2008 Update

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Torbay Council

Local Development Framework
Torbay Retail Study
2008 Update

Preface

This Study has been commissioned by Torbay Council as independent research to provide an objective evidence base for the Torbay Local Development Framework (LDF). It provides an update to parts of the Torbay Retail Study published in January 2006. The contents of this report do not necessarily represent the policy of Torbay Council and any views expressed herein are those solely of GVA Grimley LLP.

GVA Grimley
International Property Advisers

Planning, Development & Regeneration Consultancy
University Gate
Park Row
Bristol
BS1 5UB

Tel 0870 900 89 90
Fax 0117 926 0607

Report author: Matthew Morris
T: 0117 988 5334
E: matthew.morris@gvagrimley.co.uk

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1.0 Introduction

1.1 Scope and Purpose

1.1.1 This report has been prepared by GVA Grimley LLP in response to an instruction by Torbay Council (TC), dated May 2006, to prepare a update to the Retail Study for the Torbay administrative area, first published in January 2007 (hereafter known as 'the 2006 study'). This study (hereafter referred to as 'the 2008 update') is intended to supplement and update parts of the 2006 study and provide further background information to assist TC in the production of a Local Development Framework (LDF). TC commenced work on its Local Development Scheme in 2004 and it was originally submitted to the Government Office for the South West (GOSW) in March 2005. The LDS was re-submitted with amendments on 14th November 2005. Following GOSW approval, the Council resolved on 13th December 2005 that the LDS should take effect from 15th December 2005. However, the approved LDS has been subject to a further review, with a revised version submitted to GOSW in March 2007 and finaised in March 2008 . The progress made in relation to Torbay's LDF is recorded later in this document (see paragraph 2.4.1).

1.2 Objectives of the Retail Study Update

1.2.1 The rationale for the 2008 update stems from the need to consider retail and town centre issues over the period up to 2026, in order to match the life span of the South West Regional Spatial Strategy and the Torbay LDF (2005-2026). As a result, there is a need to update the assessment of need for additional retail floorspace in Torbay beyond the 2005-2016 time period set out in the 2006 study. As a result of updating of the need assessment, there is the knock-on requirement to re-visit the previous policy options analysis and retail strategy for Torbay. All three exercises are interlinked and therefore there is a need to ensure that when one element is updated, the others are re-visited at the same time.

1.2.2 In order to update the need assessment, policy options and retail strategy elements of the 2006 study, the following actions have been undertaken for this 2008 update:

- A new household survey of shopping patterns in the Torbay and surrounding area has been commissioned. Whilst the previous household survey was undertaken in 2005, it is important that this 2008 update takes account of the latest shopping patterns in and around the Torbay administrative area. In particular, since the completion of the previous survey, a new Asda supermarket has commenced trading in Newton Abbot and the Drakes Circus shopping development in Plymouth city centre has opened. In addition, the Princesshay shopping development in Exeter city centre is now open. All of these schemes have the potential to have an impact on shopping patterns in Torbay. In addition, the former Iceland food store is Torquay town centre is occupied by a Marks & Spencer Simply Food unit. It should also be noted that since the completion of the household survey informing this study, the Somerfield store in Torquay town centre has closed and the effect of this closure is assessed later in this report.

- Taking into account the updated survey information, we have prepared an updated quantitative need analysis for food and non-food retail floorspace in Torbay. This analysis also takes account of updated population and expenditure data and provides an updated assessment of retail performance levels in Torbay.

- In order to inform the quantitative analysis, we have also undertaken an assessment of up-to-date retail floorspace within Torbay. This analysis has used information within the Torbay Retail Monitor, plus Experian information, in order to update the retail composition of Torquay, Brixham and Paignton town centres, plus Preston District Centre in Paignton and the Willows and St Marychurch District Centres in Torquay.

- We have also re-visited the qualitative analysis of need in Torbay, the policy options analysis for each settlement and assessed whether there are any factors which will change the conclusions and retail strategy within the 2006 study.

1.2.3 This 2008 update report is not intended to revisit every part of the 2006 study, given that large parts of the study remain relevant to the preparation of the Torbay LDF. Alternatively, selected parts of the 2006 report will be updated and each section of this report clearly records which parts of the 2006 work are now superseded. **Therefore, both the 2006 study and 2008 update reports will remain part of the retail strategy for Torbay and should be read together**. However, this latest work continues to work towards the objectives of the 2006 study, which are:

- To assess the retail performance of Torbay's towns and key centres;
- To identify the Council's retail floorspace needs over the period 2005 to 2026 (previously 2016); and
- To highlight action required to maintain and improve the competitive position of the Torbay towns in the sub-region.

1.3 Structure of Report

1.3.1 The remainder of this report is structured as follows:

- **Section 2** of this report provides an overview of those changes in national, regional and local planning policy which are relevant for the purposes of this study.

- In **Section 3** we update the retail composition analysis for each town and district centre in Torbay, comparing the results with the previous 2006 study. This section also provides an updated overview of the sub-regional retail hierarchy and highlights any changes in relation to retailer requirements for Torbay since the previous report.

- **Section 4** sets out an updated assessment for the need for additional retail floorspace provision in Torbay over the life span of the LDF (up to 2026). It examines both quantitative and qualitative considerations of need and expresses estimates of need for each of the town centres in terms of convenience (food) and comparison (non-food) goods.

- Drawing upon the findings of the preceding chapters, **Section 5** outlines the broad policy options for the Torbay LDF, examining different approaches to food and non-food retail in each town.

- **Section 7** provides an updated retail strategy for each Torbay town, drawing upon the contents of this update report and outlining whether there needs to be a change in the strategy outlined in the 2006 study.

1.3.2 All plans, statistical tables and other documents referred to in the text of this report are contained in appendices at the rear of this document.

2.0 Policy Framework

2.1 Introduction

2.1.1 Rather than repeating the contents of the Policy Framework chapter of the 2006 study, this chapter sets out the changes in retail and town centres planning policy which have occurred since January 2006. In particular, it examines policy changes at the national, regional and local level.

2.2 National Planning Policy

2.2.1 At the time of preparing the 2006 Report, National Planning Policy Guidance on retailing and town centres was contained within Planning Policy Statement 6: Planning for Town Centres (2005). PPS6 remains the key source of government planning policy and the comments that we have made in relation to PPS6 in the 2006 report remain applicable for this 2008 update.

2.2.2 The only other salient statement by Central Government in relation to retailing and town centres came in May 2007 when a Planning White Paper was published, outlining a series of major planning reforms. Part of the proposals within the White Paper outline improvements to the effectiveness of town centre planning policies. Section 7 of the White Paper notes that it is essential that local authorities have robust, evidence based plans and strategies that are up-to-date and which set out a clear and proactive vision for town centres, based on a sound understanding of both the need and demand for new facilities. The White Paper notes that where development outside the town centre would not impact detrimentally on the town centre, and it is otherwise acceptable in planning terms, both plans and planning decisions should reflect this.

2.2.3 The White Paper goes on to note that the current need test has proved in some respects to be a blunt instrument and can have the unintended effect of restricting competition and limiting consumer choice. For example, it is possible under current policy for a new retail development on the edge of the town centre to be refused because there is an existing or proposed out of town development which meets the identified need even though the new retail development would bring wider benefits and help support the town centre.

2.2.4 The Government therefore intends to review the current approach in PPS6 to assessing the impact of proposals outside of town centres and will replace the need and impact tests with a new test which has a strong focus on the current town centre first planning policy and which promotes competition and improves consumer choice. Recent statements by DCLG Ministers indicate a revised PPS6 for consultation during Summer/Autumn 2008.

2.3 Regional Planning Policy

2.3.1 Since the publication of the 2006 Study, further progress has been made on the draft Regional Spatial Strategy. In June 2006 the draft document was submitted to the Secretary of State and an Examination in Public finished in July 2007. In relation to town centres and retailing, Policy TC1 of the draft document notes that local authorities and other agencies should work together to ensure that the vitality and viability of the region's existing network of towns and city centres is maintained and enhanced. In doing so, it will be important to ensure that such centres are not adversely affected by inappropriate development elsewhere and that provision is made for a mix of uses within town centres, including retail, cultural facilities, offices, other employment and housing.

2.3.2 Policy TC1 also notes that the central areas of the strategically significant cities and towns identified in Development Policy A of the document will be the main focus for new investment in retail and other major facilities requiring high levels of accessibility to the communities they serve, recognising their function as focal points for extensive catchment area populations. Within those settlements identified in the context of Development Policy B of the draft RSS document, the range and quality of central area facilities will also be maintained and enhanced to meet future needs. In all settlements, measures should be introduced to improve accessibility by sustainable modes and to enhance the public realm and quality of the town centre environment. In doing so local authorities and other agencies must recognise the role of central area investment in supporting regeneration objectives.

2.3.3 The scale of new investment in retail and other facilities within town centres should take full account of changing patterns of behaviour and future levels of population growth. The development of major new regional shopping facilities outside the centres will not be supported.

2.3.4 Torbay is one of the locations identified within Development Policy A of the draft RSS document as a strategically significant city or town. As such, Torbay is considered to be a primary focus for development and offers a significant opportunity for employment and the greatest levels of accessibility by means other than the car to cultural, transport, health, education and other services. Development Policy A notes that provision will be made to maintain and enhance the strategic function of Torbay through the development of a wide range of commercial and public services, community and cultural facilities and none car links to the communities they serve.

2.3.5 Policy SR37 outlines the spatial strategy for Torbay and notes that provision for job growth in the Torbay area should be made for about 11,700 jobs over the plan period (up to 2026). Provision should be made for an average of about 500 dwellings per year within and adjoining the Torbay urban area over the plan period. SR37 also notes that development at Torbay will focus on the intensification of its existing urban area through the reuse of previously developed land and buildings, including urban renewal maximising densities whilst seeking high quality design standards. Where capacity constraints within the urban area restrict the ability to deliver the required housing and employment provision, urban extensions should be brought forward through the Torbay Local Development Framework, to complement this urban focus approach, assessing locations immediately adjoining the Torbay urban area.

2.3.6 Policy SR36 of the draft RSS notes that local authorities, along with regional and national partners and statutory organisations, should seek to provide a range of employment opportunities, services and facilities to enable greater investment in the physical fabric of the Torbay urban area, deliver a greater quantity of affordable housing and improve the retail performance. Collectively, all partners should strive to deliver a step change in performance at Torbay.

2.3.7 The EiP Panel Report was published in December 2007 and proposes that Policy SR37 of the draft RSS is replaced by a new policy which provides for an increase of 20,000 housing units up to 2026, which is double the level within the draft RSS. The new proposed policy indicates that urban extensions should be brought forward through the Torbay LDD or through joint LDFs, to complement the urban focus approach, assessing locations immediately adjoining the Torbay urban area. Policy SR36 is also proposed to be replaced by a new policy which continues with the focus on the re-use of previously developed land and notes that the planning of housing and transportation needs will require consideration of the relationship with Newton Abbot and the rural fringe within South Hams District. The proposed new policy requires co-operation through work on LDDs, addressing the distribution of financial contributions arising from Section 106 agreements and other funding mechanisms to deliver key infrastructure.

2.3.8 The Secretary of State's proposed changes to the RSS are expected to be published during Summer 2008.

2.4 Local Planning Policy

2.4.1 Since the publication of the 2006 Study, Torbay Council has made good progress on its Local Development Framework. Listed below are the key documents which will comprise the LDF:

- Torbay Local Development Scheme. The approved December 2005 version was subject to reiew during 2007/2008. The revised LDS came into effect in May 2008.
- Statement of Community Involvement. Judged to be sound by the Planning Inspectorate (March 2007) and adopted by Torbay Council on 22nd May 2007.

- Core Strategy (including Generic DC policies). An issues and options report for the Core Strategy was published in April 2006 and is summarised below. Publication of the Preferred Options document has been delayed pending final approval of the Regional Spatial Strategy, anticipated during Winter 2008/09.
- Torquay Harbour Area Action Plan. An issues and options document was published by Torbay Council in April 2006, the key messages of this document are summarised below. The Regulation 25 Consultation Draft document is due to be published during winter 2008/09.
- Site specific policies and proposals. Work on this document is due to commence during 2009.
- Planning Contributions and Affordable Housing SPD. Adopted February 2008
- Greenspace SPD. Adopted December 2006.
- Urban Design Guide SPD. Adopted February 2007.

2.4.2 In the Issues & Options Report for the LDF Core Strategy, published in April 2006, three alternative approaches to the future development of Torbay were outlined. These are:

- Constrained development approach. The Regional Spatial Strategy would be considered as a ceiling and growth beyond this level would be resisted. No additional green field expansion would be permitted, other than that in the saved Torbay Local Plan. This approach could be seen as a low growth option.
- Urban regeneration approach. The Regional Spatial Strategy would be treated as a broad target, towards which sites will only be identified where they meet sustainability criteria. In particular, use of green field sites would be kept to a minimum.
- Urban extension. The Regional Spatial Strategy level of growth would be met through a planned urban expansion into Torbay's hinterland. This could be as one urban extension or several small expansion into the countryside.

2.4.3 Alongside the publication of the core strategy issues and options in April 2006, Torbay Council also published an Issues and Options consultation on its Torquay Harbour Area Action Plan. The AAP identifies a number of potential developments and enhancement opportunities in the harbour area, some of which were discussed in our 2006 Retail Study. Development opportunities include the Torquay Pavilion and adjacent car park, the Golden Palm Amusements site, the former Royal Garage site, the terrace car park and the former bus depot premises. The AAP sets out a spatial vision and key objectives for Torquay Harbour, including:

- To improve the physical quality of the Harbour.
- To improve access and information in and around the Harbour.
- To protect and promote the setting of the Harbour.
- To overcome the Harbour's social and economic weaknesses.

2.4.4 In order to achieve this vision the draft AAP document published in April 2006 sets out 4 potential options for the future of the Harbour:

1. Manage the current situation in the Harbour area.
2. Pursue a primarily leisure and tourism orientated role for the Harbour Area.
3. Pursue a primarily retail role for the Harbour Area.
4. Seek a mix of options 2 and 3 (leisure and retail developments).

2.4.5 Finally, Torbay has been granted new growth point status by the government. The granting of new growth point status was announced in 2006 and the funding associated with this initiative will assist Torbay Council in relation to infrastructure projects and support growth related studies, masterplanning and capacity building. New growth point status is intended to provide financial assistance to authorities wishing to deliver an increase in the level of housing supply. New growth point status does not allocate particular sites for development and Torbay Council is currently working with consultants to carry out a full strategic housing land availability assessment. The first Stage of this work was completed in January 2008. A second stage that addresses how the Council might be able to accommodate the additional level of dwelling growth set out in the RSS EiP Panel Report is due to be completed in summer 2008. In parallel with this work, consultants have carried out work on the Mayoral Vision, which will provide an Action Framework for the Core Strategy through implementation of key transformational development projects and sites.

2.5 Other Developments

2.5.1 Since the completion of the previous study, the Torbay Development Agency and representatives of the local business community have researched the potential for Business Improvement Districts (BIDs) in Torbay.. This process has included a public consultation in Novemeber / December 2007. The Council has subsequently agreed to proceed with a BID for Torquay and Paignton town centres. A BID is a precisely defined geographical area of a town, city, or other commercial district where business / non-domestic ratepayers have voted to invest collectively in local improvements, in addition to those delivered by local government. The concept was originally set up in Canada and the US and was introduced into the UK in 2004.

2.5.2 Two pieces of research by York Consulting have been commissioned by the Department for Communities and Local Government (published in September 2006 and January 2007). We provide a brief summary of this research along with a review of the key characteristics of BIDs below:

- Potential services provided by BIDs:

(i). **Security:** A key problem in maintaining anti-crime measures has been the inability to generate sustainable funding. As a result, BIDs have been highlighted as an important tool for tackling retail crime, as well as more general crime.

(ii). **Cleanliness & environment:** A second element of improving the public realm and retail offer is the standard of cleanliness and the quality of the environment. This includes investments in the physical environment, including streetscape and infrastructure.

(iii). **Marketing:** Promotion of an area can generate footfall through branding, advertising and events to raise awareness of the retail centre and create a recognised identity. BIDs are expected to place significant emphasis on increasing the profile of retail centres.

(iv). **Local Government relations:** For retailers another benefit of a successful BID could be the opportunity to have effective dialogue with local government across a range of issues. BIDs could improve the relationship between businesses and local government, by creating feelings of trust and shared aims and objectives.

- Research has shown that BIDs have been stimulated by a combination of issues affecting businesses, including the need for environmental improvements, problems of crime and safety and a need to attract more visitors and customers to the areas concerned.

- BID case studies have shown that over-arching drivers to improve an area, such as the need to respond to strengthening competition from elsewhere, have been important in stimulating the establishment of BIDs.

- The vast majority of local authorities in areas where BIDs have developed have policies in support of their establishment. This is much less likely in those areas where no BID developments have taken place.

- Three key areas of activity account for a significant proportion of total BID expenditure: marketing and promotion, safety and security, and cleaning. These tend to be the core categories of activity, with specific actions tailored to particular local needs.

- Many of the BIDs that have so far developed have been built on pre-existing organisations or structures, especially town centre management, but also regeneration or other local development schemes.

- There is a high level of local authority support and encouragement for BIDs. This has included, in some instances, pro-active promotion of the opportunity to establish BIDs, funding of development activities and seconding staff to undertake development work.

- BIDs are planning to make use of a wide range of indicators to monitor their performance covering footfall, perceptions of visitors, users and residents, crime figures, business turnover and vacancy rates to monitor performance.

3.0 Retail Composition of Town & District Centres

3.1 Introduction

3.1.1 A key part of the 2008 update to the Torbay Retail Study is to update the retail composition data for the three town centres and three district centres in Torbay. Updating the retail composition of each of these centres is an important part of the on-going monitoring programme and is an essential element in understanding the health of each centre. Data for this update has been obtained from the Torbay Retail Monitor, which is prepared by TC and now covers all the town, district and local centres in the Torbay administrative area. In the analysis which follows, we provide the latest retail composition data for each centre alongside the 2006 study results (which were based on 2005 data) in order to provide a time series analysis. Floorspace data is also provided for the three town centres.

3.1.2 Before the retail composition of each centre is analysed, we provide below an updated version of the sub-regional shopping table contained within the 2006 study. Given that there is no further comprehensive update of town centre floorspace information since the 2006 report, the table below concentrates on the VenueScore rankings for each centre, including a comparison between the latest 2006 rankings and the 2005 data in our previous report. The data indicates that all three Torbay town centres have been able to improve their ranking positions, with Torquay remaining the highest ranked sub-regional centre in the local area and Paignton now becoming the highest ranked area centre in the local area. In addition, Brixham now has a ranking which is higher than some of the other area centres in Devon.

Table A: Sub-Regional Shopping Hierarchy in Devon

Tier / Centre	VenueScore Ranking (2005)	VenueScore Ranking (2006)	Change (+/-)
Regional Centres			
Plymouth	36	41	-5
Exeter	34	35	-1
Sub-Regional Centres			
Torquay	**111**	**108**	**+3**
Newton Abbot	271	281	-10
Barnstaple	186	181	+5
Area Centres			
Paignton	**425**	**396**	**+29**
Tiverton	411	387	+24
Crediton	1838	1818	+20
Axminster	1623	1715	-92
Exmouth	557	506	+51
Honiton	965	988	-23
Sidmouth	732	882	-150
Dartmouth	1045	947	+98
Kingsbridge	1097	1034	+63
Totnes	691	882	-191
Teignmouth	965	947	+18
Bideford	691	764	-73
Tavistock	827	947	-120
Okehampton	1362	1427	-65
Other Centres			
Brixham	**1097**	**988**	**+109**

Source: Data derived from (2002) ODPM figures

3.2 Torquay

3.2.1 Outlined below is the retail composition of Torquay town centre as given in the 2006 report, along with updated retail unit and floorspace information taken from the Torbay Retail Monitor and Experian information.

Table B: Retail Composition of Torquay Town Centre, 2005

Sector	Units			Gross floorspace (sq m gross)		
	No.	%	GB Average %	No	%	GB Average (%)
Convenience	21	4.5	9.17	7,340	10.8	16.9
Comparison	250	53.3	47.7	40,880	60.1	53.0
Service	168	35.8	31.5	14,030	20.6	20.7
Other	7	1.5	1.3	650	1.0	1.3
Vacant	23	4.9	10.3	5,110	7.5	8.0
Total	**469**	**100**	**100**	**68,010**	**100**	**100**

Source: Torbay Retail Monitor (2005) and Experian GOAD data
Figures may not add due to rounding

Table C: Retail Composition of Torquay Town Centre, 2007

Sector	Units			Gross floorspace (sq m gross)		
	No.	%	GB Average %	No	%	GB Average (%)
Convenience	17	4	9	8,974	12.4	17
Comparison	233	50	46	41,751	57.5	52
Service	163	35	33	15,255	21.0	22
Other	7	1	1	715	1.0	1
Vacant	49	10	11	5,881	8.1	9
Total	**469**	**100**	**100**	**72,576**	**100**	**100**

Source: Torbay Retail Monitor (2007) and Experian GOAD data
Figures may not add due to rounding

3.2.3 Comparison between the above information indicates that convenience units have remained relatively constant, at 4.5% and 4% of all units in the centre (below the national average of 9%). The data also shows that both comparison and service uses in the centre have declined since the past report, falling from 53% to 50% and 36% to 35% respectively. These falls have led to a significant rise in the number of vacancies in the centre, from 5% to 10% of all units. The proportion of vacancies in Torquay town centre is still marginally below the national average, although the level of increase should be a key concern for the Council.

3.2.3 The above data indicates that there has been a rise in the level of convenience retail floorspace within the town centre since 2005, although it remains below the national average for this type of floorspace within town centres. Comparison retail floorspace within the town centre has fallen since 2005, which is line with the reduction in the number of retail units. Service floorspace has increased slightly since 2005, although unit numbers have fallen slightly, suggesting that service units have on average grown in size since 2005. Vacant floorspace has also grown slightly since 2005, although at a number lower rate than the increase in unit numbers outlined above.

3.2.4 We have also re-examined the level of retailer requirements for Torquay. In the previous 2006 study, we found a total floorspace requirement level of between 15,400sq m and 34,750sq m gross from 46 individual requirements. Data obtained from Focus in July 2007 indicates that the level of requirements for Torquay grew to 56 in April 2007, although in April 2006 requirements were even higher at 63. The current level of requirements equates to 17,400sq m to 31,200sq m gross. This indicates that Torquay as a whole has retained a good level of demand from retailers and service providers for additional floorspace over the past couple of years, although the continuing rise in vacant units in the town centre would appear to indicate that the existing retail stock is not suitable for the needs of businesses wishing to locate in the town.

3.2.5 In relation to other economic characteristics affecting the town centre, data obtained from Focus indicates that rental levels have remained static at £85sq ft since the previous report.

3.3 Paignton

3.3.1 Tables D and E below provide a comparison of retail unit and floorspace composition data for Paignton town centre.

Table D: Retail Composition of Paignton Town Centre, 2005

Sector	Units			Floorspace (sq m gross)		
	No.	%	GB Average %	No	%	GB Average %
Convenience	32	7.2	9.17	5,850	14.2	16.9
Comparison	239	53.5	47.7	23,880	58.2	53.0
Service	121	27.1	31.5	10,030	24.4	20.7
Other	28	6.3	1.3	460	1.1	1.3
Vacant	27	6.0	10.3	1,300	3.2	8.0
Total	**447**	**100**	**100**	**41,060**	**100**	**100**

Source: Torbay Retail Monitor (2005) and Experian GOAD data
Figures may not add due to rounding

Table E: Retail Composition of Paignton Town Centre, 2007

Sector	Units			Floorspace (sq m gross)		
	No.	%	GB Average %	No	%	GB Average %
Convenience	33	7	9	5,797	13.1	17
Comparison	222	50	46	24,898	56.3	52
Service	128	29	33	11,055	25.0	22
Other	29	6	1	548	1.2	1
Vacant	35	8	11	1,951	4.4	9
Total	**447**	**100**	**100**	**44,249**	**100**	**100**

Source: Torbay Retail Monitor (2007) and Experian GOAD data. Figures may not add due to rounding

3.3.3 The Torbay Retail Monitor figures indicate that there has been a small rise in the number of convenience retail units in Paignton town centre, from 32 to 33, which brings the convenience sector in the town centre closer to the national average. There has, however, been a drop in the number of comparison retail units, from 239 to 222, although the proportion of comparison uses remains well above the national average. Vacancies in the centre have also gone up, from 6% to 8% of all units. Whilst this is not such a dramatic increase in vacancies as has been experienced in Torquay, this trend should be carefully monitored by the Council over the next few years.

3.3.4 The data outlined above indicates that since 2005 total floorspace in the town centre has risen by 8%, within individual increases in comparison, service and vacant floorspace. The proportion of comparison and service floorspace within Paignton town centre are above the national average proportions for these types of uses, whilst the proportion of vacant floorspace (whilst rising) remains below the national average. Since 2005, convenience floorspace within the centre has remained relatively static.

3.3.5 In 2005, there were 17 requirements from retailers and service providers for space in Paignton. Data obtained from Focus in July 2007 indicates that requirements have risen to 21. At present, these requirements equate to between 4,800sq m and 10,100sq m gross, compared to between 6,000sq m and 12,280sq m gross in the 2006 study. This change indicates that the size of retailer requirements for Paignton has decreased over the past couple of years, with a number of the previous large floorspace requirements falling away.

3.3.6 Data also from Focus indicates that Zone A rental levels in Paignton town centre are currently £50sq ft, a small increase over the £45sq ft level indicated in the previous report.

3.4 Brixham

3.4.1 Outlined below is a comparison between the 2005 and 2007 retail composition and floorspace distribution within Brixham town centre, gained from the Torbay Retail Monitor and Experian.

Table F: Retail Composition of Brixham Town Centre, 2005

Sector	Units			Floorspace (sq m gross)		
	No.	%	GB Average %	No	%	GB Average %
Convenience	11	4.5	9.17	3,720	16.3	16.9
Comparison	121	50.0	47.7	11,520	50.5	53.0
Service	82	33.9	31.5	5,760	25.3	20.7
Other	14	5.8	1.3	800	3.5	1.3
Vacant	14	5.8	10.3	1,000	4.4	8.0
Total	**242**	**100**	**100**	**22,800**	**100**	**100**

Source: Torbay Retail Monitor (2005) and Experian GOAD data
Figures may not add due to rounding

Table G: Retail Composition of Brixham Town Centre, 2007

Sector	Units			Floorspace (sq m gross)		
	No.	%	GB Average %	No	%	GB Average %
Convenience	11	5	9	2,991	13.9	17
Comparison	111	46	46	11,074	51.3	52
Service	78	32	33	5,946	27.6	22
Other	16	7	1	929	0.4	1
Vacant	26	11	11	1,570	6.8	9
Total	**242**	**100**	**100**	**21,581**	**100**	**100**

Source: Torbay Retail Monitor (2007) and Experian GOAD data
Figures may not add due to rounding

3.4.3 The above analysis indicates that the number of convenience uses in Brixham town centre has remained constant, although there have been falls in the number and proportion of comparison retail and service uses. Despite the fall in the number of both comparison and service units, both are still consistent with the national average. The Retail Monitor data indicates that there has been a significant rise in the number and proportion of vacancies within the town centre, which has brought it in line with the national average. Whilst the level of vacant units is not above the national average, the fact that there has been a significant increase over the last two years, this trend should be carefully monitored by the Council, as any further increases would take the proportion of vacancies over the national average.

3.4.4 Since 2005, the above data indicates a fall in the amount and proportion of convenience floorspace within Brixham town centre, which is now below the national average for this type of retail provision. Floorspace devoted to comparison retail and service uses has remained relatively static since 2005. The proportion of comparison floorspace is in line with the national average, whilst service floorspace is above the national average. The amount of vacant floorspace has also risen since 2005, which is now closer to the national average.

3.4.5 The Focus database indicates that there are now 9 retailer requirements for Brixham, representing a small increase over the 8 requirements found in the previous 2006 study. The current level of requirements are looking for floorspace between 2,000sq m and 4,800sq m gross, which is broadly comparable to the level of floorspace identified in the previous study.

3.5 The Willows District Centre

3.5.1 We have re-assessed the retail composition of the Willows District Centre and have found that there has been no change in its retail composition since the 2005 Retail Monitor survey. There has been a change in the occupation of one unit: Boots have occupied the unit vacated by Currys (who have moved to a larger unit on Riveria Way).

Table H: Retail Composition of The Willows District Centre

Sector	2005 Units		2007 Units		Change, 2005-2007
	No.	%	No.	%	
Convenience	1	12.5	1	12.5	0
Comparison	6	75.0	6	75.0	0
Service	1	12.5	1	12.5	0
Other	0	0	0	0	0
Vacant	0	0	0	0	0
Total	**8**	**100**	**8**	**100**	**0**

Source: Torbay Retail Monitor (2005 & 2007).

3.6 St Marychurch District Centre

3.6.1 Our re-assessment of the retail composition of St Marychurch District Centre has found that there has been only very limited changes in the composition of retail units between the convenience, comparison and service sectors, plus the number of vacant units. One convenience unit has been replaced by one service unit. The analysis in Table I below indicates that there is a good proportion of convenience and comparison uses within the centre (8% and 55% respectively), which are consistent with the national average. Service uses in the centre are lower than the national average, as are vacancies which comprise only 4 units within the centre.

Table I: Retail Composition of St Marychurch District Centre

Sector	2005 Units		2007 Units		Change, 2005-2007
	No.	%	No.	%	
Convenience	9	10	8	8	-2
Comparison	52	55	52	55	0
Service	26	27	27	28	+1
Other	4	4	4	4	0
Vacant	4	4	4	4	0
Total	**95**	**100**	**95**	**100**	**0**

Source: Torbay Retail Monitor (2005 & 2007). Figures may not add due to rounding

3.7 Preston District Centre

3.7.1 Since the previous Retail Monitor survey in 2005, Table J below indicates that there have been changes in the comparison sector in Preston District Centre in Paignton. Comparison uses within the district centre have dropped from 56% of all units to 55% and service uses have also fallen from 24% to 20%. As a result, there has been a correspondence rise in the number of vacancies within the centre from 5% to 9%.

Table J: Retail Composition of Preston District Centre

Sector	2005 Units		2007 Units		Change, 2005-2007
	No.	%	No.	%	
Convenience	5	3	5	3	0
Comparison	85	56	83	55	-1
Service	36	24	31	20	-4
Other	19	12	19	12	0
Vacant	7	5	14	9	+4
Total	**152**	**100**	**152**	**100**	**0**

Source: Torbay Retail Monitor (2005 & 2007). Figures may not add due to rounding

4.0 Updated Assessment of Need for Additional Retail Floorspace in Torbay

4.1 Introduction

4.1.1 This section of the 2007 update to the Torbay Retail Study considers the need and capacity for additional retail floorspace in the three Torbay towns. A key difference from the previous 2006 study is the need for the assessment of quantitative need to extend over the period up to 2026 in order to match the life span of the RSS and the Torbay LDF. The remainder of this section is structured in a similar manner to Section 5 of the 2006 study and examines quantitative and qualitative indicators of need in turn.

4.2 Quantitative Need

4.2.1 In this section we estimate the current performance of the town centres and out of centre retail provision in Torbay, as the basis for forecasting the need for further retail floorspace over the period 2007-2026, incorporating the interim years of 2012, 2016 and 2021. The capacity tables accompanying this assessment are attached at Appendices C & D.

4.2.2 The methodology for the quantitative assessment and household data inputs from the household survey remain the same of the 2006 study and therefore there is no need to repeat the contents of paragraphs 5.2.2 – 5.2.5 of the previous document. The study area for the assessment remains the same and is shown on the plan at Appendix A to this document.

4.2.3 The following data inputs have changed since the 2006 study:

- New household survey data has been inputted into the quantitative analysis model. A copy of the complete tabulations can be found at Appendix B to this report.
- Updated expenditure data has been obtained from Experian Business Strategies, based on 2005 expenditure levels and projected forwards on the basis of latest guidance from EBS contained within Retail Planner Briefing Note 5.0 (October 2007).
- Updated population data has also been obtained from EBS. We have adopted population growth rates outlined in the ONS 2003 sub-national projections data, which is the same dataset used to inform population growth in the draft RSS and EiP Panel Report.
- The capacity analysis contained at Appendices C and D incorporates updated retail floorspace data from Experian, along with changes in out-of-centre floorspace and retail commitments. In

addition, we have also included updated grocery operator company average sales from the latest version of Retail Rankings (2007 Edition).

4.2.4 On the basis of the above information, we set out the current financial performance levels and indicative baseline floorspace capacity estimates for each settlement in turn below. The capacity estimates are informed by population growth rates which match the draft RSS and EiP Panel Report recommendations. Any changes in these figures may require a re-examination of the future capacity levels.

Torquay

4.2.5 Table 3 at Appendix C to this report outlines the current financial performance of convenience facilities within Torquay town centre. Table 4 indicates that the town centre currently attracts £17.7million of convenience goods expenditure from the study area, the vast majority of which (£16.5million) is attracted from zone 5 of the study area (the zone in which Torquay sits). Compared to the 2006 Study (which was based on a 2005 household survey) it would appear that the convenience goods turnover of Torquay town centre has fallen from £22.5million in 2005 to £17.7million in 2007. This drop in turnover levels is equivalent to a 20% reduction in the level of convenience expenditure flowing to the town centre.

4.2.6 Broken down into its individual components, Table 4 outlines the current performance of different parts of the convenience retail sector in the town centre. Table 4 indicates that the Somerfield store in the Union Square Shopping Centre had a turnover of £5million, a significant fall from the £9.5million turnover assessed within the 2006 Report. This store has now closed, possibly due to the fall in turnover levels, and the money spend at Somerfield will now be spent at other facilities in the local area. The Tesco Metro store on Fleet Street is assessed to have a turnover of £6.9million, which is a reduction from the £9.8million turnover previously assessed. From our visits to this store, we do not consider that the predicted decrease in turnover is borne out by visual evidence of the trading performance and attractiveness of this store. The remaining parts of the town centre convenience retail offer have seen an increase in turnover from £3.1million in 2006 to £5.7million in 2007. All of these facilities within the town centre draw the majority of their trade from zone 5, although the Tesco store attracts a small amount of expenditure from zone 3 (Brixham) and other town centre convenience stores attract expenditure from zone 6 (Newton Abbot and surrounding area).

4.2.7 Outside of Torquay town centre and defined district centres, there is only 1 significant convenience retail facility: the Lidl store on Newton Road in Shiphay. Table 6 at Appendix C indicates that this store currently has a turnover of £9.2million, which is a significant increase over the £5.4million turnover assessed in the 2006 Study. The primary reason for this increase in turnover is likely to be the redevelopment of the former Lidl store on Newton Road to provide a much bigger sales area.

4.2.8 The other significant convenience goods retail facilities in Torquay are located at the Willows District Centre and St Marychurch District Centre. Table 14 at Appendix C indicates that the Sainsbury's store at the Willows District Centre currently has a turnover of £58million, which is a significant increase over the £42million turnover assessed in the 2006 Study. Table 14 indicates that the Sainsbury's store has a large catchment area across the whole of the study area, with a 42% market share within zone 5, along with significant amounts of expenditure also attracted from zones 2, 4 and 6. At £58million, the Sainsbury's store at the Willows District Centre is by far the best performing single retail facility in the whole of the Torbay area. Also within the Willows District Centre is a large Marks & Spencer store. This store has a food hall and Table 4 assesses the turnover of this facility to be £2.5million. This is a reduction from the £4.5million convenience goods turnover assessed within the 2006 Report, which may be partly due to the opening of a Marks & Spencer Simply Food unit within Torquay town centre which is likely to have drawn trade away from the Willows District Centre. Table 14 also indicates that the Somerfield store and other smaller convenience facilities within St Marychurch District Centre currently have a turnover of £10million, drawn primarily from zone 5 with smaller amounts of expenditure drawn from zones 4, 7 and 8. This level of turnover is 60% higher than the level of expenditure assessed to be flowing to St Marychurch in the 2006 Study.

4.2.9 Table 21 at Appendix C outlines future floor space capacity for convenience goods in Torquay over the period 2007 to 2026. The format and methodology for this assessment is the same as the 2006 Report. Table 21 indicates that convenience stores in Torquay currently attract £97.5million of convenience goods expenditure from the study area, which has been inflated by £10.8million (10%) to allow for expenditure spent in Torquay stores generated from residents outside of the study area. Therefore, the total turnover of convenience stores in Torquay is £108.3million at 2007. Moving forwards to 2012 and beyond to 2026, this assessment assumes that the existing market share of convenience facilities in Torquay remains constant at 19% and the resultant total turnover potential of existing stores is compared against their benchmark performance levels to provide a residual spending total, which is available to support new convenience floor space. We have considered whether to amend the market share of Torquay following the closure of the Somerfield store but, given that its catchment was centred on Torquay, we consider that expenditure flowing to the Somerfield will have transferred to other stores in the town. Table 21 indicates that by 2012 there will be a surplus of £34.6million rising to £41.6million in 2016, £51million in 2021 and £61.2million in 2026. In order to convert this surplus expenditure into floor space capacity, we have adopted an indicative sales density of £10,000 per sq m at 2007 which is projected forwards over the assessment period to allow for increases in floor space efficiency (0.5% per annum). It should be noted that this sales density is only indicative for the purposes of this assessment as sales densities for individual grocery operators vary extensively from under £5,000 per sq m for discount operators such as Aldi and Lidl to over £12,000 per sq m for operators such as Tesco and Asda. Therefore, when making future planning policy and development control decisions in Torbay, we would advise that Torbay Council Planning Officers have regard to the residual expenditure levels contained within this Report and not just the indicative floor space capacity totals.

4.2.10 On the basis of this indicative sales density, Table 21 indicates that Torquay will have a convenience goods floor space capacity of 3,357sq m net at 2012, 3,942sq m net at 2016, 4,692sq m net at 2021 and 5,465sq m net by 2026.

4.2.11 Turning to comparison goods shopping, Table 4 at Appendix D outlines the current level of comparison goods expenditure flowing to Torquay town centre. At present, we assess that £149million of expenditure is flowing to Torquay town centre, which is a significant reduction over the £195million of expenditure which was assessed to be flowing to the town centre in 2005. There are 2 potential explanations for this reduction in turnover. First, a change in per capita expenditure levels for the resident population in the study area (as provided by Experian Business Strategies). Second, a change in comparison goods shopping patterns throughout the study area. In relation to comparison goods shopping patterns, a comparison between Table 3 at Appendix D in this study and the same Table at Appendix D in the 2006 Report indicates that Torquay has seen a very small reduction in its market penetration rate within the local area (zone 5), a significant reduction in the level of shopping trips attracted from Paignton (zone 4), along with reductions in shopping flows from zones 6, 7 and 8. Interestingly, Torquay has seen an increase in its market penetration rate in zone 2 which covers the area of South Hams District between Torbay and Plymouth, which is surprising given the recent opening of the Drakes Circus Shopping Development within Plymouth city centre.

4.2.12 Outside of Torquay town centre Table 10 at Appendix D indicates that £97.8million of comparison goods expenditure is flowing to the Willows District Centre, with a further £50million flowing to out of centre retail warehousing (Table 12) and a further £5million flowing to the B&Q store at Higher Union Street. The market share assessments for these facilities at Tables 9, 11 and 13 indicate that the Willows District Centre has a significant influence over comparison shopping patterns within both the Torbay area and also within the surrounding districts of South Hams and Teignbridge which is also true of out of centre retail warehousing but to a much lesser extent.

4.2.13 Overall, Table 21 at Appendix D indicates that all comparison goods retail facilities within Torquay have a total turnover of £335.9million at 2007 (comprising £302.3million drawn from the study area and £33.6million drawn from expenditure inflow). The capacity assessment at Table 21 (Appendix D) assumes that existing comparison retail facilities in Torquay are trading in equilibrium with their benchmark levels and capacity arises in the future due to changing levels of population and expenditure growth. Like convenience retailing, for the purposes of this assessment we have assumed that the market share of Torquay within the study area remains constant over the assessment period (although this is re-examined in the policy options analysis later in this Report). On this basis Table 21 indicates that there will be a surplus of £29million of comparison goods expenditure by 2012, rising to £80million by 2016, £164million by 2021 and £277million by 2026. Included within this capacity assessment is an allowance for turnover associated with retail floor space commitments within Torquay namely an extension to a retail unit at Wren Park, a PC World retail unit on Riviera Way and the redevelopment of the former Booker Cash and Carry site in Torquay for a large DIY store and garden centre. We have translated these surplus expenditure estimates into floor space capacity with the adoption of a indicative sales density level of £5,000 per sq m at 2007, increased over the assessment period to allow for changing levels of floor space efficiency (an increase of 2.2% per annum). Table 21 indicates that there will be capacity for an additional 5,218sq m by 2012, 13,216sq m by 2016, 24,282sq m by 2021 and 36,661sq m by 2026. Compared with the capacity levels provided within our 2006 Report, these latest capacity estimates at Table 21 (Appendix D) are lower than our previous work.

Paignton

4.2.14 Table 8 at Appendix C to this report outlines the level of convenience goods expenditure flowing to Paignton town centre. It is indicates that, as a whole, Paignton town centre attracts some £21.1million of expenditure, which is slightly lower than the £23.3million assessed within our 2006 Report. Broken down into its component parts, Table 8 indicates that the Tesco Metro store has a turnover of £9.6million (lower than the £11.4million previously assessed), the Somerfield store has a turnover £250,000 (dramatically lower than the £3.7million previously assessed), the Lidl store has a turnover of £6.3million (slightly higher than the £5.5million turnover in the 2006 Report) and other convenience floor space attracts £5million. Comparison between both assessments indicates that the Tesco and Lidl stores have seen minor changes in their turnover levels, whilst other parts of the town centre convenience offer (usually smaller and independent operators) have seen an increase in their turnover. One potential inconsistency is the turnover of the Somerfield store which is in our opinion too low when compared with a visual assessment of this store's trading performance. As a result, the turnover of this store is likely to be higher than predicted by the household survey data.

4.2.15 The remaining parts of Paignton's convenience goods retail offer are located in out of centre locations: the Sainsbury's store at Brixham Road and the Morrison's store (formerly a Safeway) on Totnes Road. Table 10 at Appendix C indicates that the Sainsbury's store has a turnover of £33.1million, significantly higher than the £23million assessed within our 2006 work. The Morrison's store has a turnover of £34.1million, again significantly higher than the £27.9million turnover previously assessed. Both of these stores attract significant levels of expenditure from zones 4 (Paignton), 3 (Brixham) and 2 (South Hams/Totnes). The Morrison's store on Totnes Road is also successful in attracting expenditure from the Torquay area.

4.2.16 Overall we assess that convenience retail facilities in Paignton attract £88.4million of convenience goods expenditure from the study area. In order to assess future levels of floor space capacity an allowance has been made for expenditure flowing to the stores from outside of the study area (£10million) and Table 22 at Appendix C indicates that convenience facilities in Paignton have a total turnover at 2007 at £98.2million. Making the same assumptions as the Torquay capacity assessment (eg constant market share over the assessment period), Table 22 at Appendix C indicates that 2012 there will be capacity in Paignton for an additional 2,395sq m net convenience goods floor space. By 2016 this level will have risen to 2,931sq m, further increasing to 3,646sq m net by 2021 and 4,421sq m by 2026.

4.2.17 For comparison goods shopping Table 6 at Appendix D indicates that Paignton town centre currently attracts £40.8million of comparison goods expenditure, which is the same level of turnover as assessed within the 2006 Report. Three quarters of this turnover is drawn from the local area (zone 4) with the remaining expenditure drawn from Torquay, Brixham and Totnes. A further £13.2million of comparison goods expenditure is attracted to out of centre retail facilities in Paignton (e.g. Focus store), drawn primarily from zones 3 and 4 of the study area. This level of out of centre turnover is considerably higher than the £5.7million assessed within our 2006 Report.

4.2.18 The level of additional comparison goods floor space capacity in Paignton is calculated at Table 22 at Appendix D and follows the same methodology as the Torquay assessment. Table 22 indicates that comparison goods floor space in Paignton currently has a total turnover of £60million which is equivalent to a sale density of £3,308per sq m. Assuming that the current market share of comparison facilities in Paignton (6%) remains constant over the assessment period, Table 22 indicates that there will be capacity for additional 1,877sq m net by 2012, to 3,531sq m net by 2016, 5,809sq m net by 2021 and 8,343sq m net by 2026. These levels of additional capacity are marginally higher than the capacity figures given in our 2006 Report. Within this analysis, we have retained the assumption that a planning permission for a modest sized foodstore in Preston District Centre will be implemented, although we are aware that revised proposals for this site are currently being discussed with TC officers.

Brixham

4.2.19 All convenience goods facilities in Brixham are located within the town centre. Table 12 at Appendix C indicates that these facilities have an annual turnover at 2007 of £9.5million, which is drawn solely from zone 3 of the study area (the zone in which Brixham sits). Within the town centre the Somerfield store on Fore Street has an annual turnover of £4.2million, which is slightly higher than the £3.9million assessed within the 2006 Report. The Co-op store also on Fore Street has a turnover of £2.3million, slightly lower than our previous assessment. The remaining parts of Brixham town centre convenience sector have an annual turnover of £2.9million, higher than the £2.2million previously assessed.

4.2.20 Moving forwards to the assessment of future floor space capacity within Brixham for convenience retail floor space, Table 23 indicates that, on the basis of a constant market share over the period 2007 to 2026, there will be baseline capacity for 317sq m net by 2012 rising to 472sq m net by 2026. Whilst these levels of future baseline floor space capacity in Brixham are similar to the levels outlined within the base line assessments in our previous 2006 report, it should be noted that the 2006 report (and subsequent sections of this report – see Section 5) go on to consider whether there is a need to alter the market share of convenience and comparison goods shopping in Brixham.

4.2.21 Table 8 at Appendix D indicates that Brixham town centre has an annual comparison goods turnover of £16million, drawn primarily from zone 3, with further smaller levels of expenditure attracted from zones 2, 4 and 6. The current 2007 turnover for Brixham town centre is higher than the £14million turnover assessed for 2005 in our previous study. This level of turnover indicates that Brixham has a current market share within the study area of 2% which, if held constant over the period 2007 to 2026, provides for future comparison floor space capacity of 578sq m net by 2012 and 2,560sq m net by 2026.

4.3 Qualitative Need

4.3.1 A key element of the assessment of need is to examine qualitative factors and section 5.3 of our 2006 report examined information in relation to the range and distribution of current retail facilities, existing shopping patterns and the views of local residents. We re-visit our qualitative assessment in this section of the 2008 update in relation to both convenience and comparison retailing in each of the three Torbay towns.

Torquay

4.3.2 In our previous study, we found that there was an opportunity to improve the level and distribution of convenience retail provision in Torquay. The previous study found a leakage in convenience shopping trips (generated by Torquay residents) outside of Torbay and the dominance of the Sainsburys store at The Willows District Centre. Overall, we concluded that increased provision within the town centre would help to re-balance convenience provision in Torquay.

4.3.3 Re-examination of the above factors indicates that there have been some changes in terms of convenience retail provision: the replacement of the former Iceland in the Union Square Shopping Centre with a Marks & Spencer Simply Food, which is likely to have transferred some trade from the Willows District Centre to the town centre, plus the closure of the Somerfield at Union Square. In relation to convenience shopping patterns, the latest household survey indicates an increase in the retention rate for convenience shopping in Torquay from 62% in 2005 to 74% in 2007. This increase has occurred in the context of a new Asda store in Newton Abbot which has the potential to affect shopping patterns to the north of Torbay. However, whilst retention has been increased, which should be seen as a positive factor in sustainability terms for the town as a whole, there has been a further shift in convenience shopping trips away from the town centre to the Willows District Centre and out-of-centre locations in Torquay. This shift in trips is also accompanied by the closure of the Somerfield, which leads us to continue to conclude that there is an opportunity to improve the distribution of convenience facilities in Torquay via a greater level and range facilities within Torquay town centre.

4.3.4 In relation to comparison retailing in Torquay, our previous study found there was a qualitative need to improve provision, based on current shopping patterns, the level of retailer requirements for Torquay and the views of local residents. In relation to shopping patterns, Torquay's overall market share in the study area has increased from 28% to 35%, indicating its apparent increasing attractiveness. However, within the town itself, the latest household survey indicates that the town centre has lost market share (18.6% in 2005 and 17.2% in 2007) at the expense of increasing market shares of the Willows District Centre and out-of-centre provision in Torquay. Regular users of Torquay town centre continue to suggest that a greater range of national and local independent shops would attract more people to the centre, although the 2007 survey suggests that car parking issues (including cost and supply of parking) are become more important to local people.

Paignton

4.3.5 Convenience shopping provision in Paignton town centre has remained relatively static in terms of its attractiveness to local (Zone 4) residents, although there has been a slight reduction in the total (convenience) turnover of the centre as a whole. There has, however, been a significant increase in the attractiveness of the large out-of-centre stores in Paignton (Sainsburys and Morrisons) to local (Zone 4) residents and, to a lesser extent, residents of Brixham and Torquay. Overall, there has been an increase in the market share of Paignton foodstores in Zone 4 from 67% to 76% and an increase in its study area market share from 14% to 17%. Overall, like the previous study, we do not foresee a significant qualitative need for additional floorspace in Paignton, although the on-going shift of shopping trips from town centre to out-of-centre stores indicates a need to strengthen and support town centre provision.

4.3.6 In relation to comparison goods shopping, we previously concluded that there was qualitative support for an increase in comparison retail provision, based on leakage of expenditure, local support and unfulfilled retailer requirements. Since the previous survey, the total turnover of Paignton has remained static, as has the attractiveness of the town centre to local (Paignton) residents. The majority of leakage still flows to Torquay, although there has been a shift towards out-of-centre facilities, rather than the town centre. In terms of local views, there remains support for a greater range of national multiple and local independent retailers, albeit at a slightly lower level than 2005.

Brixham

4.3.7 In our previous 2006 report, it was found that there was a qualitative deficiency in convenience shopping provision in Brixham, with significant outflows of expenditure primarily to out-of-centre facilities in Paignton. This situation remains within the 2007 household survey results, although stores in Brixham town centre appear to have improved their retention rate from 25% to 31%. Therefore, we continue to advise that Brixham requires an improved level of convenience retail provision of a type and size which is able to retain a greater level of main/bulk-food shopping trips. This is supported by the 2007 household survey where 21% of Brixham town centre users would like to see a new supermarket in the town centre. This level of support for a new foodstore is almost twice as high as the level found in the 2005 household survey.

4.3.8 A similar situation exists in relation to comparison shopping provision in Brixham, where the town is only able to retain 27% of locally generated (Zone 3) shopping trips, although there has been an improvement since 2005 when 22% of Zone trips were retained. Like Torquay (and unlike Paignton) there is local support (from one sixth of local people) for more independent and specialist shops (at a higher level than multiple retailers). One quarter of local people highlight that attracting larger retailers to Brixham would make them visit the town centre more often. Overall, we continue with the view that there is an opportunity to improve the range of comparison retailing within Brixham over the LDF period.

4.3.9 The results of the updated quantitative and qualitative assessments are now taken forward and considered within our updated policy options analysis.

5.0 Updated Policy Options for Retailing in Torbay

5.1 Introduction

5.1.1 In our 2006 Torbay Retail Study report, we developed and considered a number of broad policy options for the future of retailing in Torbay over the period up to 2016. Our assessment was split into two parts: first, analysis of potential development sites in and around the three town centres in Torbay and, second, consideration of different approaches to retail development (taking into account the preceding site analysis, plus the quantitative and qualitative need assessments and the town centre health checks).

5.1.2 This section of the 2008 update report follows a similar format to our original analysis and highlights the need to update the findings of the previous analysis, to cover the period up to 2026 .

5.2 Review of Potential Shopping / Leisure Development Sites

5.2.1 The 2006 Study considered a range of sites within and on the edge of the three town centres in Torbay. Following discussions with TC officers, we have agreed that there is no need to update the analysis within the 2006 Study which remains valid for the purposes of this update. For information, TC has recently commissioned the preparation of development briefs for the Lymington Road Car Park/Town Hall site in Torquay town centre and the Station Lane car park in Paignton town centre.

5.2.2 It is, however, important to record the progress made in relation to the redevelopment of the Central Car Park in Brixham town centre. Since the completion of the 2006 Study, TC has progressed the selection of a development partner for this scheme and we understand that Tesco has been chosen to develop the site. Tesco is working-up the detailed final proposals which will include a new 2,500sq m (27,000sq ft) foodstore, approximately 350 car parking spaces (to replace the previous multi-storey car park on the site), 40 residential units (including affordable housing provision), a further 10 ancillary retail units, office space, and a new bus interchange with taxi station and public/community facilities.

5.2.3 A potential retail development site not covered by the site analysis section in the 2006 Study was the former Manor Garage site on Torquay Road in Preston District Centre, Paignton. Planning permission was granted for a mixed use development comprising retail use on the ground floor with residential use above. The retail use comprised a foodstore, extending to 853sq m net which has been included within the quantitative assessments for both the 2006 Study and this update report. However, we understand that revised proposals will be submitted to TC which will comprise two ground floor retail units, which may sell convenience and/or comparison goods together with residential units above. Within our quantitative assessment, we have remained with the assumption that the Manor Garage site will comprise convenience goods floorspace, although should revised proposals be approved by TC in the future then this will need to be taken into account within the need assessment.

5.3 Different Approaches to Retail Development in Torbay: The Options

Torquay

5.3.1 In our previous options analysis, we recommended a constant market share approach to comparison retailing in Torquay and the potential for a retail growth scenario for convenience retailing where new floorspace is located within Torquay town centre only. For comparison shopping, our conclusion was based on inter alia, the need to protect Brixham and Paignton from the retail growth of Torquay and the lack of easily identifiable short term development sites in Torquay town centre. Within this update report, similar issues remain, although the floorspace capacity levels identified in the constant market share scenario are lower than the previous baseline levels identified in the 2006 report. However, this is in the context of lower comparison expenditure levels generally, rather than a deteriorating performance of Torquay as a whole. Therefore, we continue to advise that a constant market share scenario for the comparison retailing in Torquay is pursued, unless sites within the town centre can be brought forward in the short to medium term, which may justify an increase in the market share.

5.3.2 In order to support the constant market share approach, the previous Retail Study advised that an early start is made in allocating and redeveloping the sites identified in the study. The need to pursue this approach is now intensified in light of the apparent falling market share and turnover of the town centre and transfer of this expenditure to out-of-centre facilities and district centres elsewhere in Torquay. This trend suggests that, without new development, the attractiveness of the town centre is falling and shoppers may be choosing other locations for their shopping needs.

5.3.3 For convenience shopping, there has been an increase in the additional capacity required by 2016, from 2,200sq m net to 4,000sq m net, partly due to the closure of the Somerfield store in the town centre. This level of increase in capacity is higher than the increase modelled in the retail growth scenario and is higher than the level recommended in the retail strategy for Torquay in the 2006 report. Therefore, the previous aspiration to increase market share has already partly been achieved naturally through changing convenience shopping patterns and, as a result, two further options exist: remain at the current (2007) market share or aim for further increases beyond current penetration rates (and beyond the previous recommended retail strategy). In response, we recommend that a constant market share approach is pursued for convenience retailing in Torquay, which in effect goes part of the way to confirming the previous recommendation of an increased market share. We reach this conclusion for three reasons. First, turnover levels in Torquay town centre appear to be falling, thus raising question marks over potential impact issues should a (further) increased market share be pursued. Second, the capacity levels for 2007-2026 provided within this updated assessment allow for the provision of a large convenience facility. In addition, capacity levels are likely to fall slightly in the future when a new supermarket is provided for in Brixham (see below).

Paignton

5.3.4 In the previous 2006 study, we recommended a constant market share approach for convenience retailing in Paignton and the potential for a retail growth approach for comparison retailing, but only where town centre sites come forward in the short to medium term. Having regard to the contents of this study, the floorspace capacity (quantitative need) predictions for convenience retailing within Paignton have remained broadly the same since the 2006 study, although comparison turnover and capacity figures have fallen slightly. In addition, the retail composition of Paignton has remained the same since 2005/2006 and therefore we continue to advise that a constant market share approach for convenience retailing is pursued and a retail growth approach for comparison retailing, but only where town centre sites come forward in the short to medium term. The actual growth in market share will depend on the size and content of schemes coming forward.

Brixham

5.3.5 In our previous report, we recommended that a retail growth approach should be applied to both convenience and comparison retail provision in Brixham. Since the previous report, very little has changed in Brixham in terms of turnover levels in the town centre and the level of retail provision. Therefore, we continue to endorse the retail strategy recommended in the previous report as the most appropriate way forward for retailing in Brixham. Based on the updated quantitative data, and retaining the aspiration for a 75% retention of locally generated convenience goods expenditure, then we predict a retail growth scenario can achieve a capacity of 1,800sq m net by 2012 and 1,900sq m net by 2016. These figures are generally consistent with the previous report. Using the same aspirational retention rate for Zone 3 as set out in the previous study (one third over the LDF period) for comparison goods then our updated quantitative assessment predicts a retail growth scenario capacity of 1,500sq m net by 2012, rising to 3,800sq m net by the end of the LDF period. These figures are lower than the previous report, due to the reduction in per capita expenditure on comparison goods in Zone 3 of the study area.

Policy Options for Retail Floorspace Provision Beyond 2016

5.3.6 A change from the 2006 report is the extension of the quantitative need assessment beyond 2016 to 2026. The statistical assessments at Appendices C & D indicate significant longer term growth for both Torquay and Paignton in both convenience and comparison retail floorspace. As already noted, medium to longer term floorspace capacity forecasts should be treated with caution given the need to re-consider population and expenditure data when more accurate date becomes available. In addition, this report has been based on future population levels which have informed the draft RSS and EiP Panel Report. Changes to that data could also force re-consideration of the capacity levels within this report.

5.3.7 Taking this information into account, we recommend that the additional floorspace capacity between 2016 and 2026 is, in the first instance, directed towards existing town centres in Torbay, in line with the sequential approach to site selection. However, a further factor to consider is the additional housing growth likely to be planned for Torbay over the period to 2026. At present, it is unclear where this additional provision will be accommodated (e.g. within the existing urban area or within an urban extension(s)). Where significant urban extensions are planned in Torbay, it may be appropriate to consider the need to plan for a new district or local centre, or expand an existing centre, in order to serve the new population created in a particular area. At present, it is impossible to reach a definitive conclusion on this issue, until further work has been undertaken on the Council's strategic housing land availability (SHLAA) assessment, although within the Torquay and Paignton capacity assessments there appears to be significant capacity (between 2016-2026) to consider additional retail floorspace as part of a new Local or District Centre if this is deemed necessary.

5.3.8 Whilst a decision on the need for a new District or Local Centre cannot be taken at present, due to ongoing work such as that surrounding Torbay's Growth Point status and current the SHLAA, this report can set out some clear guidance on the parameters of an assessment which can be taken in the future when the level and location of housing growth in Torbay is known.

5.3.9 As a starting point for this analysis, guidance on new centres and strengthening existing centres within PPS6 should be clarified. In the context of promoting and enhancing existing centres, PPS6 advises planning authorities to plan the distribution of growth, using it to rebalance the network of centres to ensure that it is not overly dominated by the largest centres, that there is more even distribution of facilities, and that people's everyday needs are met at the local level. The guidance also recognises that networks and hierarchies are dynamic, and will change over time, but any significant change in role and function, upward or downward, should come through the development plan, rather than through individual applications. Changes to the role and status of lower order centres, and the implications of changes in the status of higher level centres, should be brought forward through development plan documents.

5.3.10 Paragraphs 2.53 and 2.54 of PPS6 deal with the designation of new centres. It advises that new centres should be designated through the plan-making process where the need for them has been established, such as in areas of significant growth, or where there are deficiencies in the existing network of centres, with priority given to deprived areas where there is an need for better access to services, facilities and employment by socially excluded groups. Whether this is done at the local or regional level will depend on the size of the proposed centre and its proposed role in the hierarchy of existing centres and how the proposed centre would function and complement the network of existing centres. Current availability or future development of transport infrastructure and choice of modes should also be a key part of the decision-making process on the location of new centres.

5.3.11 PPS6 recognises that deprived areas often have poor access to local shops and services. To tackle this problem, local authorities should work with the local community and retailers to identify opportunities to remedy any deficiencies in local provision. This is likely to be best achieved through strengthening existing centres or, where appropriate, proposing new local centres. Local authorities should take a positive approach to strengthening local centres and planning for local shops and services by working with stakeholders, including the private sector and the community. This should include:

1 Assessing where deficiencies exist in the provision of local convenience shopping and other facilities which serve people's day-to-day needs and identifying opportunities to remedy any deficiencies in provision;
2 Involving the local community and retailers; and
3 Working with the private sector to ensure that the identified need for new facilities will be delivered.

5.3.12 In order assess whether there is a need for additions to the centre hierarchy in Torbay in the future, we propose that the Council should review a number of indicators in order to identify whether there will be any deficiencies or gaps in provision which warrant either a new designated centre or improvements to the existing distribution of centres in Torbay. We set out below two baskets of factors, arranged under standard policy and geographical/accessibility headings.

- **Standard policy factors**. When assessing whether there is a need for new retail facilities to serve particular areas of housing growth in Torbay, the Council must, in line with Section 2 of PPS6, consider the key policy tests of need, scale, sequential approach, impact and accessibility.

  (i). Need. Use the contents the 2006 and 2007 Torbay Retail Study documents (plus any subsequent updates) to assess quantitative and qualitative factors of need.

  (ii). Scale. Depending on the size and format of any urban expansions, consideration will need to be given to what scale of additional retail provision is commensurate with the housing growth and existing parts of the Torbay retail hierarchy.

(iii). Sequential approach to site selection & accessibility. In normal circumstances, consideration of this test would commence with sites within or on the edge of existing centres. Whilst this should remain an integral part of the assessment, consideration of the standard suitability, availability and viability factors will also need to consider whether sites within or on the edge of existing centres are able to properly serve the new residential population. This will therefore need a different approach, examining geographical and accessibility factors. See below for more details.

(iv). Impact. Consideration will need to be given to impact that a new defined Local or District centre, or expanded existing centre, will have on the health of other defined centres in Torbay.

- **Geographical and accessibility factors**. In order to ensure that retail provision is located where it can provide easily accessible facilities for the resident population, we consider that the decision on whether to identify a new centre or expand existing centres (or even retain the existing hierarchy) should be informed by geographical and accessibility factors. Such factors have been used by other local planning authorities to guide new retail provision and centre designation decisions, including Plymouth City Council. Given its importance, it is likely that convenience retail provision will form the basis for any new provision, supplemented by other day-to-day shopping and service facilities. We set out below (not in any order of importance) a basket of factors which we feel may be appropriate for Torbay Council to take into account when considering the amount and location of expanded shopping provision to serve new residential neighbourhoods:

(i). Geographical distribution of retail floorspace. This can identify which areas are best/worst served by retail provision.

(ii). Dominant shopping facilities, by area. Using shopping survey data, the analysis can identify which facilities are attractive to the residents and can establish the distances which Torbay residents currently travel for convenience and comparison shopping.

(iii). Walk-in catchments. It is vital that new residential development in Torbay has easy and convenient access to retail facilities, especially convenience retail provision. Walking distances of 500 metres to 1km can be modelled to show areas which have good/poor accessibility on foot.

(iv). Drive-time catchments. Given the dominance of car-borne journeys, particularly for bulk/main-food shopping trips, it will be important to model 5 minute drive time catchments from existing stores and centres.

(v). Public transport accessibility. The walk-in and drivetime catchments should also be accompanied by an analysis of public transport routes which can establish the proximity of residential areas to public transport routes which serve retail provision.

5.3.13 The outputs from the above can then be mapped to show potential areas of deficiency where new centres/facilities may be required. Where such areas are identified, then Torbay Council can consider other factors which cannot be mapped but may nevertheless be important factors. Such factors are likely to be individual to Torbay Council and the areas/developments concerned, although may include: impact on existing local businesses, accessibility, contribution to community vitality, contribution to local economy, visibility to passing trade and deliverability.

6.0 Summary and Conclusions: An Updated Retail Strategy for Torbay

6.1 Introduction

6.1.1 Within this section, we update our proposed retail strategy for each of the three towns in Torbay. Within the previous 2006 study, a detailed assessment was made of the key issues facing retailing in each of the three towns, along with a strategy for retail development, investment, regeneration and town centre improvements in each area. Given the scope of this update report, a significant amount of the previous analysis remains important to the future retail growth of Torbay. In the remainder of this section, we highlight the key findings of this report and re-visit the recommended retail strategy for Torquay, Paignton and Brixham.

6.2 Torquay

6.2.1 Within this update to the 2006 Retail Study, our analysis has found the following information:

- Since the previous report there has been a reduction in the number of convenience and comparison retail units within Torquay town centre (including the closure of the Somerfield store), alongside a significant increase in vacancies. The level of retailer requirements for Torquay has increased since 2006, indicating both a continuing high demand for the town, but also the apparent inability of existing vacant premises in the town centre to meet these requirements.

- Since the previous study, the town centre has experienced a fall in both convenience and comparison goods turnover (convenience turnover has fallen from £22m to £17.7m and comparison turnover has fallen from £195m to £149m), with a corresponding increase in the turnover of out-of-centre facilities and the Willows District Centre (increase from £94m to £158m).

- Following an increase in the overall market share of convenience facilities in Torquay, driven by the performance of stores outside of the town centre, pursuit of a constant market share approach allows for an additional 3,400sq m net by 2012, rising to 4,000sq m net by 2016, 4,700sq m net by 2021 and 5,400sq m net by 2026. As a result, we are now recommending that there is no need to aim for a significant further increase in convenience market share in Torquay and propose a constant market share approach, with continued emphasis on providing this additional floorspace within town centre locations. In relation to comparison retailing we are continuing to recommend a constant market share approach, although the falling market share of the town centre increases the

GVA Grimley International Property Advisers need for early redevelopment opportunities to come forward to enable the health of the centre to be maintained. The constant market share approach allows for 5,200sq m net to be provided by 2012, rising to 24,000sq m net by 2021 and 36,600sq m net by 2026.

6.3 Paignton

6.3.1 We have updated our assessment for Paignton and have found the following:

- Since the previous study, convenience uses within Paignton town centre has remained static, whilst service uses and vacancies have increases and there is a slightly lower number of comparison units. On a positive note, the level of retailer requirements for Paignton has also been increasing.
- Our assessment has found a slightly lower convenience and comparison goods turnover levels within the town centre since the previous study. Since the 2006 study, the level of convenience goods expenditure flowing to out of centre stores in Paignton has increased.
- Having regard to the findings of this updated assessment, we continue to recommend that convenience retailing within Paignton pursues a constant market share approach, allowing for a future retail floorspace capacity of 2,400sq m net by 2012, rising to 3,000sq m net by 2016, 3,650sq m net by 2021 and 4,400sq m net by 2026. Like the 2006 report, we continue to highlight the potential for comparison retailing within Paignton to pursue a retail growth approach where town centre sites are able to deliver increase comparison goods floorspace provision. The actual level of growth will depend upon the content and scale of town centre schemes coming forward but as a minimum the constant market share approach allows for 1,900sq m net by 2012, rising to 3,500sq m net by 2016, 5,800sq m net by 2021 and 8,300sq m net by 2026.

6.4 Brixham

6.4.1 For Brixham, our analysis in this update report has found the following information:

- Since the 2006 report, there has been a decrease in the number of comparison retail units within Brixham and increases in the number of vacancies and service units. Convenience retail units have remained static. The number of retailer requirements has remained static.
- All retail expenditure directed to Brixham flows to the town centre. The quantum of expenditure is low when compared with the other two town centres in Torbay. Since 2006, the level of convenience goods expenditure flowing to Brixham has remained relatively static, although there has been a slight increase in the level of comparison expenditure.
- In our previous report, we recommended that a retail growth approach should be applied to both convenience and comparison retail provision in Brixham. Since the previous report, very little has

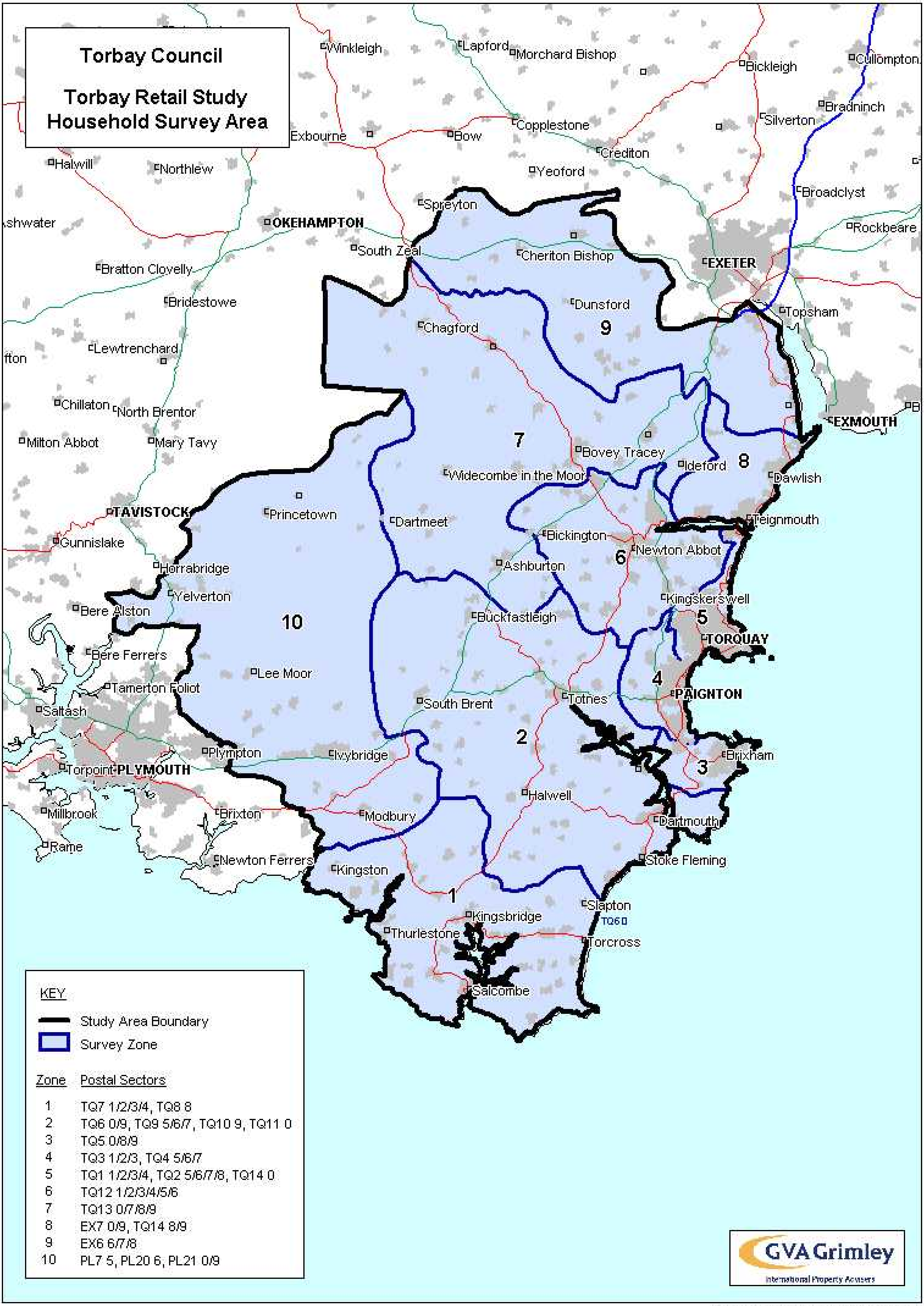
changed in Brixham in terms of turnover levels in the town centre and the level of retail provision. Therefore, we continue to endorse the retail strategy recommended in the previous report as the most appropriate way forwards for retailing in Brixham. Therefore, pursuit of a retail growth scenario in Brixham allows for an additional 2,000sq m net comparison goods floorspace and an additional 1,900sq m net convenience goods floorspace by 2016, rising to 3,800sq m net of additional comparison goods floorspace and 2,500sq m net of convenience goods floorspace by the end of the LDF period.

6.4.2 Apart from the revised retail floorspace capacity predictions outlined in this report, the other parts of the retail strategies for Torquay, Paignton and Brixham provided within the 2006 Torbay Retail Study remain valid.

Appendices

Appendix A:

Household Survey Area



Source: MapInfo, OS 250 Base Map

Appendix B:

2007 Household Survey Tabulations

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	

Q01 In which shop or shopping centre do you do most of your households main food shopping ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Sainsburys, The Willows, Torquay	12.9%	130	1.0%	1	3.0%	3	1.0%	1	12.0%	18	48.5%	98	5.0%	8	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Tesco, Kingsteignton	11.9%	120	0.0%	0	4.0%	4	1.0%	1	1.0%	1	1.0%	2	35.0%	56	27.7%	19	39.0%	35	3.0%	1	1.0%	1
Sainsburys, Paignton	7.4%	75	0.0%	0	9.0%	9	44.1%	27	26.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ivybridge	7.3%	74	12.0%	7	14.0%	14	1.0%	1	0.0%	0	1.0%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	64.0%	49
Sainsburys, Newton Abbot	6.4%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	6	28.0%	45	11.9%	8	6.0%	5	1.0%	0	0.0%	0
Morrisons, Totnes Road, Paignton TQ4 7ET	5.2%	52	0.0%	0	1.0%	1	16.7%	10	25.0%	37	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Newton Abbot	4.6%	46	1.0%	1	5.0%	5	0.0%	0	1.0%	1	5.0%	10	13.0%	21	5.9%	4	4.0%	4	1.0%	0	0.0%	0
Tesco, Newton Abbot TQ12 3RN	4.1%	41	2.0%	1	4.0%	4	1.0%	1	2.0%	3	6.9%	14	3.0%	5	5.0%	3	10.0%	9	2.0%	1	0.0%	0
Somerfield, Kingsbridge	3.3%	33	57.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morrisons, Coronation Road, Totnes TQ9 5DF	2.9%	29	3.0%	2	25.0%	26	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / home delivery	2.7%	27	12.0%	7	1.0%	1	3.9%	2	1.0%	1	2.0%	4	1.0%	2	5.0%	3	2.0%	2	5.0%	2	3.0%	2
Somerfield, St Marychurch, Torquay	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	18	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Safeway (Morrisons), Paignton	1.8%	18	0.0%	0	0.0%	0	5.9%	4	10.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl Newton Road, Torquay	1.8%	18	0.0%	0	2.0%	2	1.0%	1	0.0%	0	6.9%	14	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Exeter	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	3.0%	3	32.0%	13	0.0%	0
Tesco Metro, Paignton Town Centre	1.5%	15	0.0%	0	0.0%	0	0.0%	0	9.0%	13	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Alphington Road, Exeter	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	30.0%	12	0.0%	0
Co-Op, Teignmouth	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	1	11.0%	10	0.0%	0	0.0%	0
Tesco Metro, Torquay Town Centre	1.1%	11	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Somerfield, Torquay town centre	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Newton Abbot	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	8	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Lidl Victoria Centre, Paignton	0.7%	7	0.0%	0	0.0%	0	0.0%	0	5.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Dartmouth	0.6%	6	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Brixham	0.6%	6	0.0%	0	0.0%	0	9.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Trago Mills, Liverton, Newton Abbot, TQ12 6JD	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Other stores, High Street, Totnes	0.4%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safeway, Tavistock	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4
Sainsburys, Pinhoe Road, Exeter	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	5.0%	2	0.0%	0
Co-Op, Court St, Moretonhampstead,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Newton Abbot TQ13 8NE																						
Lidl, Alphington Road, Exeter	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.0%	1	2.0%	1	0.0%	0
Waitrose, Okehampton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	1.0%	0	1.0%	1
Marks & Spencer, The Willows, Torquay	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	0	0.0%	0
Somerfield, Totnes	0.3%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Mayor's Court, Mayor's Avenue, Dartmouth TQ6 9NF	0.3%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Ivybridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Co-Op, Winner Street Paignton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Exeter	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Somerfield, Dawlish	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	1	0.0%	0
Sainsburys, March Mill, Plymouth	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.0%	2
Sainsburys, Hill Barton Road, Pinhoe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-Op, Brixham	0.2%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Moorland Villas, Yelverton PL20 6DT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Co-Op, Church Street, South Brent TQ10 9AB	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Ashburton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Fore Street, Bovey Tracey TQ13 9AB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op, Cadewell Lane, Shiphay, Torquay TQ2 7HP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Union Square, Torquay	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Hele Road, Hele	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Library Site, Market Way, Chudleigh, Newton Abbot, TQ13 0HL	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other stores, Brixham Town Centre	0.2%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Estover District Centre, Leypark Drive, Plymouth PL6 8TB	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Somerfield, Exeter	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	1	0.0%	0
Somerfield, Fairford Place, Dartmouth	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other stores, Bovey Tracy	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Torbay Retail Household Telephone Survey
for GVA Grimley

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Iceland, Newton Abbot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Newton Abbot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Other stores, Ivybridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Co-Op, Seymour Rd, Plympton, Plymouth PL7 4NX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Other stores, Three Beaches, Goodrington (Paignton)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cherry Brook Square, Paignton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Okehampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Londis, Starcross Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Plymco, Dartmouth	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Chapel St, Buckfastleigh TQ11 0AB	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safeway, Totnes	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Exmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other stores, Dawlish	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other stores, Teignmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other stores, Kenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Pathfinder Village stores	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Morrisons, Plymouth Road, Travistock PL19 9DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morrisons, Billacombe Road, Plymstock PL9 7BH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other stores, Tavistock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-Op, Burns Court, Broad St, Modbury, Ivybridge PL21 0PY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks and Spencer, Courtenay St, Newton Abbot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Country Store, Ilsington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other stores, Moretonhampstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other stores, Pillar Avenue, Brixham	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, St Marys Square, Brixham	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Street, Paignton	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Kingsbridge	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Outland Road, Plymouth PL3 5UG	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Townstal Crescent, Dartmouth	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Sherwell Valley	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Road, Chelston																						
(Don't know / varies)	4.3%	44	6.0%	3	9.0%	9	3.9%	2	4.0%	6	1.0%	2	2.0%	3	5.9%	4	9.0%	8	2.0%	1	6.0%	5
Weighted base:		1004		56		102		62		147		203		159		68		90		41		76
Sample:		1004		100		100		102		100		101		100		101		100		100		100

Q01 In which shop or shopping centre do you do most of your households main food shopping ?
Excluding Internet and (Don't know / varies)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Sainsburys, The Willows, Torquay	13.9%	130	1.2%	1	3.3%	3	1.1%	1	12.6%	18	50.0%	98	5.2%	8	1.1%	1	1.1%	1	0.0%	0	0.0%	0
Tesco, Kingsteignton	12.8%	120	0.0%	0	4.4%	4	1.1%	1	1.1%	1	1.0%	2	36.1%	56	31.1%	19	43.8%	35	3.2%	1	1.1%	1
Sainsburys, Paignton	8.0%	75	0.0%	0	10.0%	9	47.9%	27	27.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ivybridge	7.9%	74	14.6%	7	15.6%	14	1.1%	1	0.0%	0	1.0%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	70.3%	49
Sainsburys, Newton Abbot	6.9%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	6	28.9%	45	13.3%	8	6.7%	5	1.1%	0	0.0%	0
Morrisons, Totnes Road, Paignton TQ4 7ET	5.6%	52	0.0%	0	1.1%	1	18.1%	10	26.3%	37	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Newton Abbot	4.9%	46	1.2%	1	5.6%	5	0.0%	0	1.1%	1	5.1%	10	13.4%	21	6.7%	4	4.5%	4	1.1%	0	0.0%	0
Tesco, Newton Abbot TQ12 3RN	4.4%	41	2.4%	1	4.4%	4	1.1%	1	2.1%	3	7.1%	14	3.1%	5	5.6%	3	11.2%	9	2.2%	1	0.0%	0
Somerfield, Kingsbridge	3.5%	33	69.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Morrisons, Coronation Road, Totnes TQ9 5DF	3.1%	29	3.7%	2	27.8%	26	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, St Marychurch, Torquay	2.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	18	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0
Safeway (Morrisons), Paignton	2.0%	18	0.0%	0	0.0%	0	6.4%	4	10.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl Newton Road, Torquay	1.9%	18	0.0%	0	2.2%	2	1.1%	1	0.0%	0	7.1%	14	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Exeter	1.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	3.4%	3	34.4%	13	0.0%	0
Tesco Metro, Paignton Town Centre	1.6%	15	0.0%	0	0.0%	0	0.0%	0	9.5%	13	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Alphington Road, Exeter	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	32.3%	12	0.0%	0
Co-Op, Teignmouth	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.1%	1	12.4%	10	0.0%	0	0.0%	0
Tesco Metro, Torquay Town Centre	1.2%	11	0.0%	0	0.0%	0	1.1%	1	0.0%	0	5.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Somerfield, Torquay town centre	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Newton Abbot	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	8	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Lidl Victoria Centre, Paignton	0.8%	7	0.0%	0	0.0%	0	0.0%	0	5.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Dartmouth	0.7%	6	0.0%	0	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Brixham	0.7%	6	0.0%	0	0.0%	0	10.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Trago Mills, Liverton, Newton Abbot, TQ12 6JD	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	4.4%	3	0.0%	0	0.0%	0	0.0%	0
Other stores, High Street, Totnes	0.4%	4	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safeway, Tavistock	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4
Sainsburys, Pinhoe Road, Exeter	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	5.4%	2	0.0%	0
Co-Op, Court St, Moretonhampstead,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Newton Abbot TQ13 8NE																						
Lidl, Alphington Road, Exeter	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.1%	1	2.2%	1	0.0%	0
Waitrose, Okehampton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	1.1%	0	1.1%	1
Marks & Spencer, The Willows, Torquay	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.1%	1	0.0%	0	1.1%	0	0.0%	0
Marks and Spencer, Mayor's Court, Mayor's Avenue, Dartmouth TQ6 9NF	0.3%	3	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Totnes	0.3%	3	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Ivybridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3
Co-Op, Winner Street Paignton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Exeter	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0
Somerfield, Dawlish	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	2.2%	1	0.0%	0
Sainsburys, March Mill, Plymouth	0.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	2.2%	2
Sainsburys, Hill Barton Road, Pinhoe	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Co-Op, Brixham	0.3%	2	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Moorland Villas, Yelverton PL20 6DT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Co-Op, Church Street, South Brent TQ10 9AB	0.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Fore Street, Bovey Tracey TQ13 9AB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Somerfield, Ashburton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op, Cadewell Lane, Shiphay, Torquay TQ2 7HP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Union Square, Torquay	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Hele Road, Hele	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Library Site, Market Way, Chudleigh, Newton Abbot, TQ13 0HL	0.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other stores, Brixham Town Centre	0.2%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Estover District Centre, Leypark Drive, Plymouth PL6 8TB	0.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Somerfield, Exeter	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.2%	1	0.0%	0
Somerfield, Fairford Place, Dartmouth	0.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other stores, Bovey Tracy	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Iceland, Newton Abbot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Newton Abbot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0
Co-Op, Seymour Rd, Plympton, Plymouth PL7 4NX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Other stores, Ivybridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Other stores, Three Beaches, Goodrington (Paignton)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cherry Brook Square, Paignton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Okehampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Londis, Starcross Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Co-Op, Chapel St, Buckfastleigh TQ11 0AB	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymco, Dartmouth	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safeway, Totnes	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Teignmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other stores, Dawlish	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco, Exmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Pathfinder Village stores	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Other stores, Kenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Morrisons, Plymouth Road, Travistock PL19 9DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other stores, Tavistock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Morrisons, Billacombe Road, Plymstock PL9 7BH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Co-Op, Burns Court, Broad St, Modbury, Ivybridge PL21 0PY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Country Store, Ilsington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Courtenay St, Newton Abbot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other stores, Moretonhampstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Street, Paignton	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Pillar Avenue, Brixham	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, St Marys Square, Brixham	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Sherwell Valley Road, Chelston	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Outland Road, Plymouth PL3 5UG	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Townstal Crescent, Dartmouth	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Other stores, Kingsbridge	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		934		46		92		57		140		197		154		61		80		38		69
Sample:		919		82		90		94		95		98		97		90		89		93		91

Q02 How does your household normally travel to its main food shopping destination (STORE MENTIONED AT Q01) ?
Those who do not use the internet at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Car / van (as driver)	68.5%	669	64.8%	32	65.7%	66	64.3%	38	66.7%	97	61.6%	123	77.8%	122	63.5%	41	67.3%	59	74.7%	29	82.5%	61
Car / van (as passenger)	16.4%	161	19.3%	10	14.1%	14	17.3%	10	17.2%	25	22.2%	44	10.1%	16	18.7%	12	18.4%	16	15.8%	6	9.3%	7
Bus	3.6%	35	5.7%	3	5.1%	5	3.1%	2	4.0%	6	4.0%	8	3.0%	5	4.2%	3	3.1%	3	2.1%	1	1.0%	1
Moped / Motorcycle	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.9%	96	6.8%	3	12.1%	12	13.3%	8	11.1%	16	9.1%	18	9.1%	14	13.5%	9	9.2%	8	5.3%	2	7.2%	5
Taxi	0.5%	5	1.1%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.0%	1	1.1%	0	0.0%	0
Train	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bicycle	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.1%	1	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferry	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.7%	7	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Weighted base:		977		49		101		60		146		199		157		65		88		39		74
Sample:		968		88		99		98		99		99		99		96		98		95		97

Q03 When your household undertakes its main food shopping (AT STORE / CENTRE MENTIONED AT Q01), does it also visit OTHER shops, leisure or service outlets on the same shopping trip ?
Those who do not use the internet at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Always	9.6%	94	14.8%	7	13.1%	13	13.3%	8	6.1%	9	11.1%	22	12.1%	19	5.2%	3	3.1%	3	6.3%	2	9.3%	7
Normally	9.0%	88	8.0%	4	12.1%	12	6.1%	4	5.1%	7	17.2%	34	4.0%	6	11.5%	7	9.2%	8	9.5%	4	2.1%	2
Sometimes	24.6%	241	26.1%	13	23.2%	23	13.3%	8	25.3%	37	26.3%	52	21.2%	33	31.3%	20	33.7%	30	23.2%	9	20.6%	15
Rarely	9.0%	88	3.4%	2	8.1%	8	7.1%	4	9.1%	13	10.1%	20	8.1%	13	11.5%	7	10.2%	9	12.6%	5	9.3%	7
Never	47.6%	465	47.7%	24	43.4%	44	58.2%	35	54.5%	79	35.4%	70	54.5%	86	40.6%	26	43.9%	39	48.4%	19	58.8%	43
(Don't know / can't remember)	0.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		977		49		101		60		146		199		157		65		88		39		74
Sample:		968		88		99		98		99		99		99		96		98		95		97

Torbay Retail Household Telephone Survey
for GVA Grimley

Q04 Which town centre, freestanding store, or retail / leisure park does your household visit most often when it undertakes the linked trip to OTHER shops, leisure or service outlets ?
Those who do not use the internet at Q01 and who visit other shops, leisure or service outlets on the same shopping trip at Q03

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Newton Abbot	22.6%	96	9.3%	2	12.5%	6	6.3%	1	2.8%	1	5.6%	6	70.3%	41	52.2%	16	48.9%	20	2.7%	0	3.2%	1
Torquay	12.6%	53	2.3%	1	6.3%	3	6.3%	1	2.8%	1	38.9%	42	8.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Willows, Torquay	11.2%	47	2.3%	1	4.2%	2	0.0%	0	19.4%	10	25.9%	28	2.7%	2	2.2%	1	6.7%	3	2.7%	0	3.2%	1
Paignton	10.8%	46	0.0%	0	2.1%	1	40.6%	8	66.7%	35	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, The Willows, Torquay	6.3%	27	0.0%	0	2.1%	1	3.1%	1	8.3%	4	18.5%	20	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Totnes	4.5%	19	2.3%	1	37.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter	4.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	4.3%	1	6.7%	3	67.6%	10	0.0%	0
Kingsbridge	3.9%	16	65.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Ivybridge	2.8%	12	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.2%	11
Dartmouth	2.4%	10	0.0%	0	20.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsteighton	2.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	5.4%	3	4.3%	1	4.4%	2	5.4%	1	0.0%	0
Teignmouth	2.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	2.2%	1	15.6%	6	2.7%	0	0.0%	0
Brixham	1.9%	8	0.0%	0	0.0%	0	40.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymouth	1.9%	8	9.3%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	12.9%	3
Dawlish	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	4	5.4%	1	0.0%	0
Okehampton	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	13.5%	2	3.2%	1
Tavistock	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	2
Trago Mills, Newton Abbot	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Yelverton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	6.5%	2
Ashburton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Moretonhampstead	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Exmouth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.2%	1	0.0%	0	0.0%	0
Chudleigh	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Bovey Tracy	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Modbury	0.3%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
South Brent	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckfastleigh	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plympton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Salcombe	0.1%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.1%	17	4.7%	1	6.3%	3	3.1%	1	0.0%	0	5.6%	6	2.7%	2	2.2%	1	6.7%	3	0.0%	0	6.5%	2
Weighted base:		423		24		49		19		53		109		59		31		41		15		24
Sample:		409		43		48		32		36		54		37		46		45		37		31

Torbay Retail Household Telephone Survey
for GVA Grimley

Q04 Which town centre, freestanding store, or retail / leisure park does your household visit most often when it undertakes the linked trip to OTHER shops, leisure or service outlets ?
Excluding (Don't know / varies)

	Total %	Total	Zone 1 %	Zone 1	Zone 2 %	Zone 2	Zone 3 %	Zone 3	Zone 4 %	Zone 4	Zone 5 %	Zone 5	Zone 6 %	Zone 6	Zone 7 %	Zone 7	Zone 8 %	Zone 8	Zone 9 %	Zone 9	Zone 10 %	Zone 10
Newton Abbot	23.6%	96	9.8%	2	13.3%	6	6.5%	1	2.8%	1	5.9%	6	72.2%	41	53.3%	16	52.4%	20	2.7%	0	3.4%	1
Torquay	13.1%	53	2.4%	1	6.7%	3	6.5%	1	2.8%	1	41.2%	42	8.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Willows, Torquay	11.6%	47	2.4%	1	4.4%	2	0.0%	0	19.4%	10	27.5%	28	2.8%	2	2.2%	1	7.1%	3	2.7%	0	3.4%	1
Paignton	11.3%	46	0.0%	0	2.2%	1	41.9%	8	66.7%	35	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, The Willows, Torquay	6.6%	27	0.0%	0	2.2%	1	3.2%	1	8.3%	4	19.6%	20	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Totnes	4.7%	19	2.4%	1	40.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter	4.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	4.4%	1	7.1%	3	67.6%	10	0.0%	0
Kingsbridge	4.1%	16	68.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Ivybridge	2.9%	12	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.3%	11
Dartmouth	2.5%	10	0.0%	0	22.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsteighton	2.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	5.6%	3	4.4%	1	4.8%	2	5.4%	1	0.0%	0
Teignmouth	2.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	2.2%	1	16.7%	6	2.7%	0	0.0%	0
Brixham	1.9%	8	0.0%	0	0.0%	0	41.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymouth	1.9%	8	9.8%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	13.8%	3
Dawlish	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	4	5.4%	1	0.0%	0
Okehampton	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	13.5%	2	3.4%	1
Tavistock	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	2
Trago Mills, Newton Abbot	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Yelverton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	6.9%	2
Ashburton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0
Moretonhampstead	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0
Exmouth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.4%	1	0.0%	0	0.0%	0
Chudleigh	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0
Bovey Tracy	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0
Modbury	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
South Brent	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckfastleigh	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plympton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Salcombe	0.1%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		406		23		46		19		53		103		57		30		38		15		22
Sample:		393		41		45		31		36		51		36		45		42		37		29

Q05 Where do you do most of your household's shopping for small scale 'top-up' food shopping ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Co-op, Teignmouth	3.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	36.0%	32	1.0%	0	0.0%	0
Sainsburys, The Willows, Torquay	3.5%	35	0.0%	0	0.0%	0	1.0%	1	2.0%	3	13.9%	28	1.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Tesco, Ivybridge	3.2%	32	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	4	3.0%	5	13.9%	9	1.0%	1	0.0%	0	14.0%	11
Tesco, Kingsteignton	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	22	3.0%	2	4.0%	4	0.0%	0	0.0%	0
Other stores, Torquay Town Centre	2.4%	24	0.0%	0	0.0%	0	1.0%	1	0.0%	0	10.9%	22	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Newton Abbot	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	21	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Tesco Metro, Paignton Town Centre	2.2%	22	0.0%	0	1.0%	1	0.0%	0	13.0%	19	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Kingsbridge	2.0%	20	35.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Newton Abbott	1.9%	19	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	9.0%	14	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op, Cadewell Lane, Shiphay, Torquay TQ2 7HP	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Ivybridge	1.7%	17	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	16
Somerfield, St Marychurch, Torquay	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	16	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Paignton	1.6%	16	0.0%	0	2.0%	2	3.9%	2	8.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Paignton Town Centre	1.5%	15	0.0%	0	0.0%	0	0.0%	0	10.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Newton Abbot	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Torquay Town Centre	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Coronation Road, Totnes TQ9 5DF	1.3%	13	0.0%	0	13.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cherry Brook Square, Paignton	1.2%	12	0.0%	0	1.0%	1	1.0%	1	7.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Totnes Road, Paignton TQ4 7ET	1.2%	12	0.0%	0	0.0%	0	0.0%	0	8.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Fore Street, Kingkerswell	1.2%	12	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Totnes	1.2%	12	0.0%	0	10.0%	10	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Brixham	1.2%	12	0.0%	0	0.0%	0	18.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, St Marychurch, Torquay	1.1%	12	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Newton Road, Torquay	1.1%	11	0.0%	0	1.0%	1	1.0%	1	1.0%	1	4.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Dartmouth	1.0%	10	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Pillar Avenue, Brixham	1.0%	10	0.0%	0	0.0%	0	13.7%	9	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Moorland Villas, Yelverton PL20 6DT	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	10
Co-Op, Newton Abbot	1.0%	10	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	3.0%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other stores, Brixham Town Centre	1.0%	10	0.0%	0	0.0%	0	15.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Other stores, Kingsbridge	0.9%	9	14.0%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Brixham	0.8%	9	0.0%	0	0.0%	0	13.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Ivybridge	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	8
Other stores, Dawlish	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	7	2.0%	1	0.0%	0
Londis, Starcross Village	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	14.0%	6	0.0%	0
Marks & Spencer, The Willows, Torquay	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	3	1.0%	2	1.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cost Cutter, Dawlish	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Co-Op, Market Way, Chudleigh	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	7	0.0%	0	0.0%	0	0.0%	0
Other stores, Preston Down Road, Paignton	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	3	1.0%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Marldon Road, Paignton	0.6%	6	0.0%	0	0.0%	0	1.0%	1	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Dartmouth	0.6%	6	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Torquay Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Dawlish	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5	1.0%	0	0.0%	0
Other stores, Teignmouth	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5	1.0%	0	0.0%	0
Marks & Spencer Simply Food, Union Square, Torquay	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Courtenay St, Newton Abbot	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other stores, Bovey Tracy	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	5	0.0%	0	0.0%	0	0.0%	0
Tesco, Exminster EX6 8BU	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	5	0.0%	0
Other stores, Modbury	0.5%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5
Tesco, Exeter	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	9.0%	4	0.0%	0
Other stores, Exeter	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	1	1.0%	1	2.0%	1	0.0%	0
Iceland, Victoria Street, Paignton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safeway (Morrisons), Paignton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Victoria Centre, Paignton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Caster Road, Brixham	0.4%	4	0.0%	0	0.0%	0	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Changford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	1.0%	1
Other stores, Wellswood	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Walnut Road, Chelston	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Babbacombe	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Newton Abbot	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other stores, Kenton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	4	0.0%	0
Londis, Dawlish	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Somerfield, Ashburton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0
Other stores, Chudliegh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0

Torbay Retail Household Telephone Survey
for GVA Grimley

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Other stores, Ashburton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0
Other stores, Salcombe	0.3%	3	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Newton Abbot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Kingsway Avenue, Paignton	0.3%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Totnes	0.3%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Church Street, South Brent TQ10 9AB	0.3%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Tavistock	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Co-op, Winner Street Paignton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Alphington Road, Exeter	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0
Other stores, Plympton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Waitrose, Sidmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other stores, Chillington	0.2%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Bishopsteignton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	0	0.0%	0
Other stores, Christow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0
Co-Op, Chapel St, Buckfastleigh TQ11 0AB	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Totnes	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Fairford Place, Dartmouth	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Buckfastleigh	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Broadpark Road, Livermead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Watcombe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Barton Hill Road, Barton (Torquay)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Higher Union Street, Torre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Cheriton Bishop	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Somerfield, Exeter	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Other stores, St Marys Square, Brixham	0.2%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Other stores, Abbotskerswell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Dunsford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1
Co-op, Plympton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Co-Op, Burns Court, Broad St, Modbury, Ivybridge PL21 0PY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Somerfield, Crossways Shopping Centre, Paignton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Cherrybook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Square, Paignton																						
Other stores, Churston Broadway, Paignton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Three Beaches, Goodrington (Paignton)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Foxhole, Paignton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Moretonhampstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Internet / home delivery	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other stores, South Brent	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Ashprinton	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymco, Dartmouth	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pathfinder Village stores	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Other stores, Kentford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Other stores, Yelverton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Safeway, Tavistock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other stores, Thurlestone	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Okehampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
(Don't do top-up shopping)	13.8%	138	12.0%	7	9.0%	9	9.8%	6	15.0%	22	10.9%	22	17.0%	27	25.7%	18	16.0%	14	15.0%	6	9.0%	7
(Don't know / varies)	10.3%	103	24.0%	13	21.0%	21	9.8%	6	5.0%	7	9.9%	20	8.0%	13	8.9%	6	8.0%	7	5.0%	2	9.0%	7
Weighted base:		1004		56		102		62		147		203		159		68		90		41		76
Sample:		1004		100		100		102		100		101		100		101		100		100		100

Q05 Where do you do most of your household's shopping for small scale 'top-up' food shopping ?
Excluding Internet, (Don't know / varies), (Don't do this type of shopping)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Co-op, Teignmouth	4.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	47.4%	32	1.3%	0	0.0%	0
Sainsburys, The Willows, Torquay	4.6%	35	0.0%	0	0.0%	0	1.2%	1	2.5%	3	17.5%	28	1.3%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Tesco, Ivybridge	4.2%	32	0.0%	0	2.9%	2	0.0%	0	0.0%	0	2.5%	4	4.0%	5	21.5%	9	1.3%	1	0.0%	0	17.1%	11
Tesco, Kingsteignton	3.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%	22	4.6%	2	5.3%	4	0.0%	0	0.0%	0
Other stores, Torquay Town Centre	3.2%	24	0.0%	0	0.0%	0	1.2%	1	0.0%	0	13.8%	22	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Newton Abbot	3.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	21	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Tesco Metro, Paignton Town Centre	2.9%	22	0.0%	0	1.4%	1	0.0%	0	16.3%	19	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Kingsbridge	2.6%	20	55.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Newton Abbott	2.5%	19	0.0%	0	2.9%	2	1.2%	1	1.3%	1	0.0%	0	12.0%	14	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op, Cadewell Lane, Shiphay, Torquay TQ2 7HP	2.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Ivybridge	2.2%	17	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.6%	16
Somerfield, St Marychurch, Torquay	2.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	16	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Paignton	2.1%	16	0.0%	0	2.9%	2	4.9%	2	10.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Paignton Town Centre	1.9%	15	0.0%	0	0.0%	0	0.0%	0	12.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Newton Abbot	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Torquay Town Centre	1.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Coronation Road, Totnes TQ9 5DF	1.7%	13	0.0%	0	18.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cherry Brook Square, Paignton	1.6%	12	0.0%	0	1.4%	1	1.2%	1	8.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Totnes Road, Paignton TQ4 7ET	1.5%	12	0.0%	0	0.0%	0	0.0%	0	10.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Fore Street, Kingkerswell	1.5%	12	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Totnes	1.5%	12	0.0%	0	14.3%	10	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Brixham	1.5%	12	0.0%	0	0.0%	0	23.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, St Marychurch, Torquay	1.5%	12	0.0%	0	0.0%	0	0.0%	0	1.3%	1	6.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Newton Road, Torquay	1.5%	11	0.0%	0	1.4%	1	1.2%	1	1.3%	1	5.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Dartmouth	1.3%	10	0.0%	0	14.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Pillar Avenue, Brixham	1.3%	10	0.0%	0	0.0%	0	17.1%	9	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Moorland Villas, Yelverton PL20 6DT	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	10
Co-Op, Newton Abbot	1.3%	10	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	4.0%	5	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Other stores, Brixham Town	1.3%	10	0.0%	0	0.0%	0	19.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Centre																						
Other stores, Kingsbridge	1.2%	9	22.2%	8	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Brixham	1.1%	9	0.0%	0	0.0%	0	17.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Ivybridge	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	8
Other stores, Dawlish	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	7	2.5%	1	0.0%	0
Londis, Starcross Village	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	17.5%	6	0.0%	0
Marks & Spencer, The Willows, Torquay	1.0%	7	0.0%	0	0.0%	0	0.0%	0	2.5%	3	1.3%	2	1.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Cost Cutter, Dawlish	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	5.3%	4	0.0%	0	0.0%	0
Co-Op, Market Way, Chudleigh	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	7	0.0%	0	0.0%	0	0.0%	0
Other stores, Preston Down Road, Paignton	0.9%	7	0.0%	0	0.0%	0	0.0%	0	2.5%	3	1.3%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Marldon Road, Paignton	0.9%	6	0.0%	0	0.0%	0	1.2%	1	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Dartmouth	0.8%	6	0.0%	0	8.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Torquay Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Teignmouth	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	5	1.3%	0	0.0%	0
Somerfield, Dawlish	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	5	1.3%	0	0.0%	0
Marks & Spencer Simply Food, Union Square, Torquay	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Courtenay St, Newton Abbot	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Other stores, Bovey Tracy	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	5	0.0%	0	0.0%	0	0.0%	0
Tesco, Exminster EX6 8BU	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	5	0.0%	0
Other stores, Modbury	0.7%	5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	5
Tesco, Exeter	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	11.3%	4	0.0%	0
Other stores, Exeter	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.1%	1	1.3%	1	2.5%	1	0.0%	0
Safeway (Morrisons), Paignton	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Victoria Centre, Paignton	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Street, Paignton	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Caster Road, Brixham	0.6%	4	0.0%	0	0.0%	0	8.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Changford	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0	1.2%	1
Other stores, Wellswood	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Babbacombe	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Walnut Road, Chelston	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Newton Abbot	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Other stores, Kenton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	4	0.0%	0
Londis, Dawlish	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0
Other stores, Chudliegh	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Other stores, Ashburton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0	0.0%	0
Somerfield, Ashburton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0	0.0%	0
Other stores, Salcombe	0.4%	3	9.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Newton Abbot	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Church Street, South Brent TQ10 9AB	0.4%	3	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Kingsway Avenue, Paignton	0.4%	3	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Totnes	0.4%	3	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Tavistock	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3
Co-op, Winner Street Paignton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Alphington Road, Exeter	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	3	0.0%	0
Other stores, Plympton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Waitrose, Sidmouth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Other stores, Chillington	0.3%	2	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Bishopsteignton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.3%	0	0.0%	0
Other stores, Christow	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0
Spar, Totnes	0.3%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Fairford Place, Dartmouth	0.3%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Buckfastleigh	0.3%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Chapel St, Buckfastleigh TQ11 0AB	0.3%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Barton Hill Road, Barton (Torquay)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Higher Union Street, Torre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Watcombe	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Broadpark Road, Livermead	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Cheriton Bishop	0.2%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Somerfield, Exeter	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0
Other stores, St Marys Square, Brixham	0.2%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Other stores, Abbotskerswell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Dunsford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.2%	1
Co-Op, Burns Court, Broad St, Modbury, Ivybridge PL21 0PY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Co-op, Plympton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Somerfield, Crossways Shopping Centre, Paignton Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Other stores, Three Beaches, Goodrington (Paignton)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Cherrybook Square, Paignton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Foxhole, Paignton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Churston Broadway, Paignton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Moretonhampstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Other stores, Ashprinton	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymco, Dartmouth	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, South Brent	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pathfinder Village stores	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Other stores, Kentford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Other stores, Yelverton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Safeway, Tavistock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other stores, Thurlestone	0.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Okehampton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Weighted base:		761		35		71		50		118		161		119		44		68		33		62
Sample:		753		63		70		82		80		80		75		65		76		80		82

Torbay Retail Household Telephone Survey for GVA Grimley

Q06 In which town centre, freestanding store, or retail park do you do most of your household's shopping for clothes, footwear and other fashion goods?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Torquay	23.6%	237	4.0%	2	19.0%	19	37.3%	23	36.0%	53	59.4%	121	6.0%	10	4.0%	3	7.0%	6	0.0%	0	0.0%	0
Newton Abbot	14.9%	150	5.0%	3	10.0%	10	2.0%	1	5.0%	7	4.0%	8	48.0%	76	37.6%	26	17.0%	15	5.0%	2	1.0%	1
Exeter	13.8%	139	3.0%	2	6.0%	6	6.9%	4	10.0%	15	3.0%	6	15.0%	24	31.7%	22	30.0%	27	78.0%	32	2.0%	2
Plymouth	10.2%	103	38.0%	21	11.0%	11	2.9%	2	5.0%	7	1.0%	2	2.0%	3	2.0%	1	3.0%	3	0.0%	0	68.0%	52
Marks & Spencer, The Willows District Centre, Torquay	8.6%	86	4.0%	2	7.0%	7	12.7%	8	9.0%	13	13.9%	28	10.0%	16	5.0%	3	8.0%	7	1.0%	0	1.0%	1
Paignton	4.2%	42	0.0%	0	4.0%	4	6.9%	4	19.0%	28	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catalogue / mail order	4.1%	41	9.0%	5	6.0%	6	4.9%	3	3.0%	4	1.0%	2	3.0%	5	5.0%	3	7.0%	6	7.0%	3	4.0%	3
Totnes	1.9%	20	0.0%	0	14.0%	14	0.0%	0	1.0%	1	0.0%	0	1.0%	2	1.0%	1	0.0%	0	0.0%	0	2.0%	2
The Willows, Torquay	1.8%	18	2.0%	1	1.0%	1	4.9%	3	1.0%	1	4.0%	8	0.0%	0	0.0%	0	3.0%	3	1.0%	0	0.0%	0
E-mail / Internet	1.5%	15	2.0%	1	3.0%	3	0.0%	0	1.0%	1	1.0%	2	0.0%	0	2.0%	1	3.0%	3	0.0%	0	4.0%	3
Kingsbridge	0.9%	9	16.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brixham	0.7%	7	0.0%	0	0.0%	0	8.8%	5	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ivybridge	0.6%	6	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4
Kingsteighton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Teignmouth	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Dartmouth	0.4%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dawlish	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Trago Mills, Newton Abbot	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Somerset	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tavistock	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Bovey Tracy	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Kingsteighton Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Next, Wren Park, Torquay	0.2%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
South Brent	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Torbay	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plympton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cribbs Causeway, Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ashburton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Swindon	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee Mill, Devon	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston, Hampshire	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Okehampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Bath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
(Don't know / varies)	5.6%	57	10.0%	6	6.0%	6	7.8%	5	2.0%	3	6.9%	14	5.0%	8	5.9%	4	8.0%	7	0.0%	0	5.0%	4
(Don't buy these items)	3.4%	34	5.0%	3	4.0%	4	2.0%	1	6.0%	9	2.0%	4	4.0%	6	1.0%	1	3.0%	3	3.0%	1	3.0%	2
Weighted base:		1004		56		102		62		147		203		159		68		90		41		76
Sample:		1004		100		100		102		100		101		100		101		100		100		100

Q06 In which town centre, freestanding store, or retail park do you do most of your household's shopping for clothes, footwear and other fashion goods?
Excluding Internet, Catalogue / mail order, (Don't buy these goods), (Don't know / varies), Abroad

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Torquay	27.6%	237	5.4%	2	23.5%	19	43.7%	23	40.9%	53	66.7%	121	6.8%	10	4.6%	3	8.9%	6	0.0%	0	0.0%	0
Newton Abbot	17.5%	150	6.8%	3	12.3%	10	2.3%	1	5.7%	7	4.4%	8	54.5%	76	43.7%	26	21.5%	15	5.6%	2	1.2%	1
Exeter	16.2%	139	4.1%	2	7.4%	6	8.0%	4	11.4%	15	3.3%	6	17.0%	24	36.8%	22	38.0%	27	87.6%	32	2.4%	2
Plymouth	12.0%	103	51.4%	21	13.6%	11	3.4%	2	5.7%	7	1.1%	2	2.3%	3	2.3%	1	3.8%	3	0.0%	0	81.0%	52
Marks & Spencer, The Willows District Centre, Torquay	10.1%	86	5.4%	2	8.6%	7	14.9%	8	10.2%	13	15.6%	28	11.4%	16	5.7%	3	10.1%	7	1.1%	0	1.2%	1
Paignton	4.9%	42	0.0%	0	4.9%	4	8.0%	4	21.6%	28	3.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Totnes	2.3%	20	0.0%	0	17.3%	14	0.0%	0	1.1%	1	0.0%	0	1.1%	2	1.1%	1	0.0%	0	0.0%	0	2.4%	2
The Willows, Torquay	2.1%	18	2.7%	1	1.2%	1	5.7%	3	1.1%	1	4.4%	8	0.0%	0	0.0%	0	3.8%	3	1.1%	0	0.0%	0
Kingsbridge	1.0%	9	21.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brixham	0.8%	7	0.0%	0	0.0%	0	10.3%	5	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ivybridge	0.7%	6	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4
Kingsteighton	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.3%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Teignmouth	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5	0.0%	0	0.0%	0
Dartmouth	0.5%	4	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dawlish	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0
Trago Mills, Newton Abbot	0.4%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Somerset	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Tavistock	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Kingsteighton Retail Park	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Bovey Tracy	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Next, Wren Park, Torquay	0.2%	2	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	1	0.0%	0	0.0%	0
Oxford	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Brent	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Torbay	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plympton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Cribbs Causeway, Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Ashburton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Swindon	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee Mill, Devon	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston, Hampshire	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Okehampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Bath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Weighted base:		857		41		83		53		129		181		140		59		71		36		64
Sample:		847		74		81		87		88		90		88		87		79		89		84

Torbay Retail Household Telephone Survey
for GVA Grimley

Q07 In which town centre, freestanding store, or retail park do you do most of your households shopping for furniture, floor coverings and household textiles ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Newton Abbot	14.4%	145	6.0%	3	13.0%	13	4.9%	3	11.0%	16	8.9%	18	35.0%	56	25.7%	18	18.0%	16	3.0%	1	0.0%	0
Torquay	8.3%	83	0.0%	0	7.0%	7	15.7%	10	16.0%	24	15.8%	32	4.0%	6	1.0%	1	3.0%	3	0.0%	0	1.0%	1
Exeter	8.2%	82	1.0%	1	4.0%	4	2.9%	2	3.0%	4	4.0%	8	10.0%	16	18.8%	13	18.0%	16	43.0%	18	1.0%	1
Plymouth	7.0%	70	30.0%	17	10.0%	10	2.9%	2	1.0%	1	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0	46.0%	35
The Willows, Torquay	5.3%	53	1.0%	1	3.0%	3	7.8%	5	10.0%	15	12.9%	26	1.0%	2	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Trago Mills, Newton Abbot	2.9%	29	2.0%	1	2.0%	2	1.0%	1	5.0%	7	1.0%	2	6.0%	10	5.9%	4	1.0%	1	1.0%	0	1.0%	1
E-mail / Internet	2.7%	27	2.0%	1	4.0%	4	3.9%	2	1.0%	1	4.0%	8	2.0%	3	1.0%	1	3.0%	3	3.0%	1	3.0%	2
Paignton	1.9%	19	0.0%	0	2.0%	2	1.0%	1	10.0%	15	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Homemaker, Greenhill Way, Kingsteighton	1.9%	19	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	8	4.0%	6	2.0%	1	1.0%	1	0.0%	0	1.0%	1
Catalogue / mail order	1.6%	16	0.0%	0	0.0%	0	2.0%	1	2.0%	3	4.0%	8	0.0%	0	0.0%	0	3.0%	3	2.0%	1	0.0%	0
Kingsbridge	1.1%	11	20.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Bristol	1.1%	11	0.0%	0	3.0%	3	0.0%	0	1.0%	1	2.0%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	0	1.0%	1
Brixham	0.8%	8	0.0%	0	1.0%	1	11.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsteighton	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	3.0%	5	1.0%	1	0.0%	0	1.0%	0	0.0%	0
Marsh Mills Retail Park, Plymouth	0.7%	8	4.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4
Kingsteighton Retail Park, Newton Abbot	0.7%	7	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	2	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Totnes	0.7%	7	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tavistock	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	6
Ivybridge	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	5
Teignmouth	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	3.0%	3	1.0%	0	0.0%	0
Furniture Warehouse, Teignmouth Road, Torquay	0.5%	5	0.0%	0	0.0%	0	2.0%	1	1.0%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Lane Retail Park, Exeter	0.4%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	1	0.0%	0
Marks & Spencer, The Willows District Centre, Torquay	0.4%	4	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Dartmouth	0.3%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harveys, Riviera Way, Torquay	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MFI, Bridge Retail Park, Hele Road, Torquay	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Wren Park, Torquay	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allied Carpets, Exeter Retail Park, Marsh Barton, Exeter	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Central London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Various Retail Parks, Torquay	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Harveys, Stone Lane Retail Park, Marsh Barton Trading Estate, Exeter	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Courts, Stone Lane Retail Park, Marsh Barton Trading Estate, Exeter	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Cribbs Causeway, Bristol	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
B&Q, Newton Abbot	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Carpetright, Rydon Lane, Exeter	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Paignton TQ4 7EP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Stone Lane Retail Park, Marsh Barton, Exeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Dawlish	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Various Retail Parks, Exeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Furniture Warehouse, West Marsh Barton, Exeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sowton Retail Park , Exeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ashburton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Next, Wren Park	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MFI, Sowton Retail Park, Exeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Furniture Village, Sowton Retail Park, Exeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
(Don't buy these items)	21.0%	211	26.0%	15	23.0%	23	21.6%	13	21.0%	31	18.8%	38	18.0%	29	24.8%	17	24.0%	22	23.0%	9	18.0%	14
(Don’t know / varies)	12.6%	127	8.0%	4	17.0%	17	15.7%	10	13.0%	19	14.9%	30	6.0%	10	13.9%	9	20.0%	18	9.0%	4	7.0%	5
Weighted base:		1004		56		102		62		147		203		159		68		90		41		76
Sample:		1004		100		100		102		100		101		100		101		100		100		100

Q07 In which town centre, freestanding store, or retail park do you do most of your households shopping for furniture, floor coverings and household textiles ?
Excluding Internet, Catalogue / mail order, (Don’t buy these goods), (Don’t know / varies)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Newton Abbot	23.2%	145	9.4%	3	23.2%	13	8.6%	3	17.5%	16	15.3%	18	47.3%	56	42.6%	18	36.0%	16	4.8%	1	0.0%	0
Torquay	13.3%	83	0.0%	0	12.5%	7	27.6%	10	25.4%	24	27.1%	32	5.4%	6	1.6%	1	6.0%	3	0.0%	0	1.4%	1
Exeter	13.2%	82	1.6%	1	7.1%	4	5.2%	2	4.8%	4	6.8%	8	13.5%	16	31.1%	13	36.0%	16	68.3%	18	1.4%	1
Plymouth	11.2%	70	46.9%	17	17.9%	10	5.2%	2	1.6%	1	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	63.9%	35
The Willows, Torquay	8.6%	53	1.6%	1	5.4%	3	13.8%	5	15.9%	15	22.0%	26	1.4%	2	1.6%	1	4.0%	2	0.0%	0	0.0%	0
Trago Mills, Newton Abbot	4.6%	29	3.1%	1	3.6%	2	1.7%	1	7.9%	7	1.7%	2	8.1%	10	9.8%	4	2.0%	1	1.6%	0	1.4%	1
Paignton	3.1%	19	0.0%	0	3.6%	2	1.7%	1	15.9%	15	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Homemaker, Greenhill Way, Kingsteighton	3.0%	19	0.0%	0	0.0%	0	0.0%	0	1.6%	1	6.8%	8	5.4%	6	3.3%	1	2.0%	1	0.0%	0	1.4%	1
Kingsbridge	1.8%	11	31.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Bristol	1.7%	11	0.0%	0	5.4%	3	0.0%	0	1.6%	1	3.4%	4	0.0%	0	0.0%	0	2.0%	1	1.6%	0	1.4%	1
Brixham	1.3%	8	0.0%	0	1.8%	1	20.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsteighton	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	4.1%	5	1.6%	1	0.0%	0	1.6%	0	0.0%	0
Marsh Mills Retail Park, Plymouth	1.2%	8	6.3%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4
Kingsteighton Retail Park, Newton Abbot	1.2%	7	0.0%	0	0.0%	0	1.7%	1	1.6%	1	1.7%	2	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Totnes	1.1%	7	0.0%	0	8.9%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tavistock	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	6
Ivybridge	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	5
Teignmouth	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	6.0%	3	1.6%	0	0.0%	0
Furniture Warehouse, Teignmouth Road, Torquay	0.8%	5	0.0%	0	0.0%	0	3.4%	1	1.6%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Lane Retail Park, Exeter	0.7%	4	0.0%	0	1.8%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	4.8%	1	0.0%	0
Marks & Spencer, The Willows District Centre, Torquay	0.6%	4	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Dartmouth	0.5%	3	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Wren Park, Torquay	0.4%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MFI, Bridge Retail Park, Hele Road, Torquay	0.4%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harveys, Riviera Way, Torquay	0.4%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allied Carpets, Exeter Retail Park, Marsh Barton, Exeter	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Harveys, Stone Lane Retail Park, Marsh Barton Trading Estate, Exeter	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Torbay Retail Household Telephone Survey
for GVA Grimley

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Various Retail Parks, Torquay	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Courts, Stone Lane Retail Park, Marsh Barton Trading Estate, Exeter	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Cribbs Causeway, Bristol	0.3%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
B&Q, Newton Abbot	0.3%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Carpetright, Rydon Lane, Exeter	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Paignton TQ4 7EP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Stone Lane Retail Park, Marsh Barton, Exeter	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Dawlish	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Various Retail Parks, Exeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Sowton Retail Park , Exeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Furniture Warehouse, West Marsh Barton, Exeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Ashburton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Next, Wren Park	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village, Sowton Retail Park, Exeter	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
MFI, Sowton Retail Park, Exeter	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Weighted base:		624		36		57		35		93		119		118		41		45		26		55
Sample:		620		64		56		58		63		59		74		61		50		63		72

Torbay Retail Household Telephone Survey
for GVA Grimley

Q08 In which town centre, freestanding store, or retail park do you do most of your households shopping for DIY and decorating goods ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
B&Q, Newton Abbott	13.6%	137	3.0%	2	10.0%	10	2.0%	1	3.0%	4	5.9%	12	36.0%	57	32.7%	22	31.0%	28	0.0%	0	0.0%	0
Focus DIY, Brixham Road, Paignton	12.4%	125	1.0%	1	10.0%	10	50.0%	31	55.0%	81	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus DIY, Newton Road, Torquay	8.8%	88	1.0%	1	3.0%	3	0.0%	0	4.0%	6	37.6%	76	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Newton Abbot	7.1%	72	5.0%	3	9.0%	9	2.0%	1	1.0%	1	0.0%	0	21.0%	33	16.8%	11	12.0%	11	3.0%	1	0.0%	0
B&Q, Crownhill, Plymouth	4.6%	46	12.0%	7	9.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	30
B&Q, Laburnham Road, Torquay	4.3%	44	0.0%	0	2.0%	2	1.0%	1	6.0%	9	15.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kingsteignton, Newton Abbott	3.8%	38	0.0%	0	1.0%	1	0.0%	0	2.0%	3	1.0%	2	14.0%	22	3.0%	2	8.0%	7	2.0%	1	0.0%	0
Torquay	3.7%	38	1.0%	1	2.0%	2	2.9%	2	1.0%	1	14.9%	30	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Alphington Road, Exeter	2.9%	29	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	5.9%	4	4.0%	4	47.0%	19	0.0%	0
Trago Mills, Newton Abbot	2.8%	29	3.0%	2	4.0%	4	1.0%	1	2.0%	3	3.0%	6	3.0%	5	9.9%	7	1.0%	1	0.0%	0	1.0%	1
Plymouth	2.6%	26	8.0%	4	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	18
Kingsbridge	2.2%	22	40.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Sowton Industrial Estate, Exeter	2.2%	22	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	2	1.0%	2	3.0%	2	6.0%	5	22.0%	9	0.0%	0
Paignton	2.0%	20	0.0%	0	3.0%	3	8.8%	5	8.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter	1.3%	13	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	2	5.9%	4	5.0%	5	6.0%	2	0.0%	0
Brixham	1.1%	11	0.0%	0	0.0%	0	17.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Totnes	1.0%	10	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsteighton	0.7%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	5	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Dartmouth	0.6%	6	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E-mail / Internet	0.6%	6	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	2	1.0%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Plympton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5
Homebase, Marsh Mills, Plymouth	0.4%	4	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Ivybridge	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4
Tavistock	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4
Great Mills, Exeter Retail Park, Marsh Barton, Exeter	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Teignmouth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	0	0.0%	0
Homebase, Sowton Industrial Estate, Exeter	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	2	0.0%	0
Ashburton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Bovey Tracy	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Catalogue / mail order	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No Frills, Babbacombe Road, Torquay	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marsh Mills Retail Park, Plymouth	0.2%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Kingsteighton Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
South Brent	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Dawlish	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Moretonhampstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Marsh Barton Road, Exeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't buy these items)	12.2%	122	16.0%	9	15.0%	15	5.9%	4	12.0%	18	8.9%	18	14.0%	22	7.9%	5	20.0%	18	11.0%	5	11.0%	8
(Don’t know / varies)	5.2%	52	3.0%	2	11.0%	11	4.9%	3	4.0%	6	6.9%	14	2.0%	3	4.0%	3	7.0%	6	0.0%	0	5.0%	4
Weighted base:		1004		56		102		62		147		203		159		68		90		41		76
Sample:		1004		100		100		102		100		101		100		101		100		100		100

Q08 In which town centre, freestanding store, or retail park do you do most of your households shopping for DIY and decorating goods ?
Excluding Internet, Catalogue / mail order, (Don't buy these goods), (Don't know / varies)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
B&Q, Newton Abbott	16.7%	137	3.7%	2	13.7%	10	2.2%	1	3.6%	4	7.2%	12	43.4%	57	37.1%	22	42.5%	28	0.0%	0	0.0%	0
Focus DIY, Brixham Road, Paignton	15.2%	125	1.2%	1	13.7%	10	56.7%	31	65.5%	81	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus DIY, Newton Road, Torquay	10.7%	88	1.2%	1	4.1%	3	0.0%	0	4.8%	6	45.8%	76	1.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Newton Abbot	8.7%	72	6.2%	3	12.3%	9	2.2%	1	1.2%	1	0.0%	0	25.3%	33	19.1%	11	16.4%	11	3.4%	1	0.0%	0
B&Q, Crownhill, Plymouth	5.6%	46	14.8%	7	12.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.6%	30
B&Q, Laburnham Road, Torquay	5.3%	44	0.0%	0	2.7%	2	1.1%	1	7.1%	9	19.3%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kingsteignton, Newton Abbott	4.7%	38	0.0%	0	1.4%	1	0.0%	0	2.4%	3	1.2%	2	16.9%	22	3.4%	2	11.0%	7	2.3%	1	0.0%	0
Torquay	4.6%	38	1.2%	1	2.7%	2	3.3%	2	1.2%	1	18.1%	30	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Alphington Road, Exeter	3.6%	29	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	6.7%	4	5.5%	4	53.4%	19	0.0%	0
Trago Mills, Newton Abbot	3.5%	29	3.7%	2	5.5%	4	1.1%	1	2.4%	3	3.6%	6	3.6%	5	11.2%	7	1.4%	1	0.0%	0	1.2%	1
Plymouth	3.2%	26	9.9%	4	4.1%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	18
Kingsbridge	2.7%	22	49.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Sowton Industrial Estate, Exeter	2.7%	22	0.0%	0	0.0%	0	1.1%	1	1.2%	1	1.2%	2	1.2%	2	3.4%	2	8.2%	5	25.0%	9	0.0%	0
Paignton	2.5%	20	0.0%	0	4.1%	3	10.0%	5	9.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter	1.6%	13	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	2	6.7%	4	6.8%	5	6.8%	2	0.0%	0
Brixham	1.3%	11	0.0%	0	0.0%	0	20.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Totnes	1.2%	10	0.0%	0	11.0%	8	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsteighton	0.9%	7	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	5	1.1%	1	1.4%	1	0.0%	0	0.0%	0
Dartmouth	0.7%	6	0.0%	0	8.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plympton	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	5
Homebase, Marsh Mills, Plymouth	0.5%	4	6.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Tavistock	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4
Ivybridge	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4
Great Mills, Exeter Retail Park, Marsh Barton, Exeter	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Teignmouth	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	1.1%	0	0.0%	0
Homebase, Sowton Industrial Estate, Exeter	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	4.5%	2	0.0%	0
Ashburton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Bovey Tracy	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
No Frills, Babbacombe Road, Torquay	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marsh Mills Retail Park, Plymouth	0.2%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Kingsteighton Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Brent	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Torbay Retail Household Telephone Survey for GVA Grimley

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Dawlish	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Exmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Moretonhampstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Marsh Barton Road, Exeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		822		45		74		55		123		167		132		60		66		36		64
Sample:		828		81		73		90		84		83		83		89		73		88		84

Q09 In which town centre, freestanding store, or retail park do you do most of your households shopping for domestic appliances such as washing machines fridges, cookers and kettles?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Comet, Scotts Bridge Retail Park, Torquay	13.2%	133	1.0%	1	7.0%	7	8.8%	5	25.0%	37	31.7%	64	5.0%	8	2.0%	1	10.0%	9	0.0%	0	0.0%	0
Currys, Riveria Way, Torquay	12.2%	123	1.0%	1	11.0%	11	12.7%	8	28.0%	41	20.8%	42	9.0%	14	5.0%	3	2.0%	2	0.0%	0	0.0%	0
Newton Abbot	8.6%	86	6.0%	3	8.0%	8	2.0%	1	4.0%	6	2.0%	4	23.0%	37	19.8%	13	12.0%	11	4.0%	2	1.0%	1
E-mail / Internet	6.8%	69	7.0%	4	7.0%	7	5.9%	4	5.0%	7	8.9%	18	4.0%	6	6.9%	5	6.0%	5	7.0%	3	12.0%	9
The Willows, Torquay	5.7%	57	0.0%	0	6.0%	6	11.8%	7	7.0%	10	9.9%	20	7.0%	11	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Torquay	4.8%	48	0.0%	0	4.0%	4	7.8%	5	5.0%	7	8.9%	18	3.0%	5	2.0%	1	8.0%	7	0.0%	0	0.0%	0
Co-Op Homemaker, Greenhill Way, Kingsteighton	3.5%	35	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	8	14.0%	22	2.0%	1	1.0%	1	0.0%	0	2.0%	2
Exeter	3.2%	32	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	2	1.0%	2	8.9%	6	13.0%	12	19.0%	8	0.0%	0
Plymouth	3.1%	32	10.0%	6	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	30.0%	23
Brixham	2.8%	28	0.0%	0	1.0%	1	38.2%	24	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Stone Lane Retail Park, Marsh Barton, Exeter	2.2%	22	0.0%	0	1.0%	1	0.0%	0	3.0%	4	0.0%	0	1.0%	2	5.9%	4	0.0%	0	27.0%	11	0.0%	0
Kingsbridge	2.1%	21	37.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Marsh Mills, Plymouth	1.8%	18	6.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	13
Sparkworld, Heathfield Industrial Estate	1.7%	17	1.0%	1	1.0%	1	0.0%	0	2.0%	3	1.0%	2	2.0%	3	8.9%	6	0.0%	0	0.0%	0	2.0%	2
Totnes	1.6%	17	0.0%	0	14.0%	14	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Catalogue / mail order	1.5%	15	3.0%	2	2.0%	2	1.0%	1	2.0%	3	2.0%	4	0.0%	0	1.0%	1	2.0%	2	2.0%	1	0.0%	0
Dawlish	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	13	4.0%	2	0.0%	0
Currys, Marsh Barton Retail Park, Exeter	1.4%	14	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	5.0%	3	3.0%	3	16.0%	7	0.0%	0
Currys, Coypool Road, Plymton, Plymouth	1.1%	11	6.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	7
Ivybridge	0.9%	9	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	8
Kingsteighton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Sowton Industrial Estate, Exeter	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	3.0%	1	0.0%	0
Buckfastleigh	0.5%	5	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Bovey Tracy	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Greenhill Way, Kingsteighton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Paignton	0.3%	3	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathfield	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Various retail parks - Newton Abbot	0.3%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Plympton	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Teignmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marsh Mills Retail Park, Plymouth	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Ashburton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Currys, Armarda Way, Plymouth	0.2%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tavistock	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Nottingham	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartmouth	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Heathfield Industrial Estate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Ipplepen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
MFI, Bridge Retail Park, Hele Road, Torquay	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crediton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Okehampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
(Don’t know / varies)	7.5%	76	10.0%	6	11.0%	11	2.9%	2	6.0%	9	5.9%	12	11.0%	17	8.9%	6	8.0%	7	6.0%	2	4.0%	3
(Don't buy these items)	7.5%	75	6.0%	3	12.0%	12	3.9%	2	6.0%	9	4.0%	8	8.0%	13	9.9%	7	13.0%	12	8.0%	3	8.0%	6
Weighted base:		1004		56		102		62		147		203		159		68		90		41		76
Sample:		1004		100		100		102		100		101		100		101		100		100		100

Q09 In which town centre, freestanding store, or retail park do you do most of your households shopping for domestic appliances such as washing machines fridges, cookers and kettles?
Excluding Internet, Catalogue / mail order, (Don't buy these goods), (Don't know / varies)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Comet, Scotts Bridge Retail Park, Torquay	17.2%	133	1.4%	1	10.3%	7	10.2%	5	30.9%	37	40.0%	64	6.5%	8	2.7%	1	14.1%	9	0.0%	0	0.0%	0
Currys, Riveria Way, Torquay	15.9%	123	1.4%	1	16.2%	11	14.8%	8	34.6%	41	26.3%	42	11.7%	14	6.8%	3	2.8%	2	0.0%	0	0.0%	0
Newton Abbot	11.2%	86	8.1%	3	11.8%	8	2.3%	1	4.9%	6	2.5%	4	29.9%	37	27.0%	13	16.9%	11	5.2%	2	1.3%	1
The Willows, Torquay	7.5%	57	0.0%	0	8.8%	6	13.6%	7	8.6%	10	12.5%	20	9.1%	11	1.4%	1	2.8%	2	0.0%	0	0.0%	0
Torquay	6.2%	48	0.0%	0	5.9%	4	9.1%	5	6.2%	7	11.3%	18	3.9%	5	2.7%	1	11.3%	7	0.0%	0	0.0%	0
Co-Op Homemaker, Greenhill Way, Kingsteighton	4.5%	35	0.0%	0	0.0%	0	1.1%	1	0.0%	0	5.0%	8	18.2%	22	2.7%	1	1.4%	1	0.0%	0	2.6%	2
Exeter	4.1%	32	0.0%	0	2.9%	2	1.1%	1	0.0%	0	1.3%	2	1.3%	2	12.2%	6	18.3%	12	24.7%	8	0.0%	0
Plymouth	4.1%	32	13.5%	6	1.5%	1	1.1%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	39.5%	23
Brixham	3.6%	28	0.0%	0	1.5%	1	44.3%	24	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Stone Lane Retail Park, Marsh Barton, Exeter	2.9%	22	0.0%	0	1.5%	1	0.0%	0	3.7%	4	0.0%	0	1.3%	2	8.1%	4	0.0%	0	35.1%	11	0.0%	0
Kingsbridge	2.7%	21	50.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Marsh Mills, Plymouth	2.4%	18	8.1%	3	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	13
Sparkworld, Heathfield Industrial Estate	2.2%	17	1.4%	1	1.5%	1	0.0%	0	2.5%	3	1.3%	2	2.6%	3	12.2%	6	0.0%	0	0.0%	0	2.6%	2
Totnes	2.1%	17	0.0%	0	20.6%	14	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Dawlish	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	13	5.2%	2	0.0%	0
Currys, Marsh Barton Retail Park, Exeter	1.8%	14	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	6.8%	3	4.2%	3	20.8%	7	0.0%	0
Currys, Coypool Road, Plymton, Plymouth	1.5%	11	8.1%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	7
Ivybridge	1.2%	9	1.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	8
Kingsteighton	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Sowton Industrial Estate, Exeter	0.7%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	3	3.9%	1	0.0%	0
Buckfastleigh	0.7%	5	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0
Bovey Tracy	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Greenhill Way, Kingsteighton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Paignton	0.4%	3	0.0%	0	1.5%	1	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathfield	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Various retail parks - Newton Abbot	0.4%	3	1.4%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Plympton	0.4%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Teignmouth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Marsh Mills Retail Park, Plymouth	0.3%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashburton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0

Torbay Retail Household Telephone Survey for GVA Grimley

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Currys, Armarda Way, Plymouth	0.2%	2	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tavistock	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Dartmouth	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Heathfield Industrial Estate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Ipplepen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
MFI, Bridge Retail Park, Hele Road, Torquay	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crediton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Okehampton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Weighted base:		770		41		69		53		119		161		122		50		64		32		58
Sample:		766		74		68		88		81		80		77		74		71		77		76

Q10 In which town centre, freestanding store, or retail park do you do most of your households shopping for TV, Hi Fi, Radio, Photographic and Computer equipment?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
E-mail / Internet	11.6%	117	11.0%	6	17.0%	17	13.7%	9	6.0%	9	10.9%	22	8.0%	13	13.9%	9	17.0%	15	10.0%	4	16.0%	12
Comet, Scotts Bridge Retail Park, Torquay	10.5%	106	1.0%	1	8.0%	8	9.8%	6	18.0%	26	23.8%	48	6.0%	10	4.0%	3	4.0%	4	1.0%	0	0.0%	0
Currys, Riveria Way, Torquay	10.4%	104	1.0%	1	7.0%	7	4.9%	3	28.0%	41	16.8%	34	6.0%	10	8.9%	6	3.0%	3	0.0%	0	0.0%	0
Newton Abbot	8.1%	81	4.0%	2	3.0%	3	1.0%	1	3.0%	4	1.0%	2	27.0%	43	19.8%	13	12.0%	11	4.0%	2	0.0%	0
Torquay	6.3%	64	3.0%	2	7.0%	7	11.8%	7	7.0%	10	9.9%	20	7.0%	11	1.0%	1	6.0%	5	0.0%	0	0.0%	0
The Willows, Torquay	5.7%	57	1.0%	1	4.0%	4	8.8%	5	6.0%	9	12.9%	26	6.0%	10	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Exeter	4.6%	47	0.0%	0	2.0%	2	2.0%	1	0.0%	0	1.0%	2	7.0%	11	12.9%	9	13.0%	12	22.0%	9	1.0%	1
Plymouth	3.5%	35	12.0%	7	4.0%	4	1.0%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	29.0%	22
Brixham	2.5%	25	0.0%	0	2.0%	2	34.3%	21	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Homemaker, Greenhill Way, Kingsteighton	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	7.0%	11	0.0%	0	1.0%	1	1.0%	0	1.0%	1
Comet, Stone Lane Retail Park, Marsh Barton, Exeter	1.6%	16	0.0%	0	0.0%	0	1.0%	1	2.0%	3	0.0%	0	1.0%	2	4.0%	3	0.0%	0	21.0%	9	0.0%	0
Kingsbridge	1.5%	15	27.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Marsh Barton Retail Park, Exeter	1.5%	15	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	2	3.0%	2	2.0%	2	17.0%	7	1.0%	1
Currys, Coypool Road, Plymton, Plymouth	1.4%	14	5.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	9
Paignton	1.4%	14	0.0%	0	3.0%	3	2.9%	2	5.0%	7	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Totnes	1.4%	14	1.0%	1	11.0%	11	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Comet, Marsh Mills, Plymouth	1.3%	13	5.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	8
Sainsburys, The Willows, Torquay	1.0%	10	0.0%	0	0.0%	0	0.0%	0	2.0%	3	3.0%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Catalogue / mail order	0.7%	7	2.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1
Comet, Sowton Industrial Estate, Exeter	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	2	1.0%	1	2.0%	2	2.0%	1	0.0%	0
Ivybridge	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	6
Dawlish	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	2.0%	1	0.0%	0
Kingsteighton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Buckfastleigh	0.3%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ashburton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Currys, Armarda Way, Plymouth	0.2%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Kingsteighton Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Lee Mill Industrial Estate, Ivybridge	0.2%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plympton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Tavistock	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Bovey Tracy Industrial Estate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Asda, Newton Abbott	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	0	0.0%	0
Marsh Mills Retail Park, Plymouth	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartmouth	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Brent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Yelverton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Okehampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ipplepen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sparkworld, Heathfield Industrial Estate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Heathfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Argos, Stone Lane Retail Park, Exeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
(Don't buy these items)	11.5%	116	15.0%	8	14.0%	14	4.9%	3	12.0%	18	8.9%	18	10.0%	16	12.9%	9	21.0%	19	10.0%	4	9.0%	7
(Don’t know / varies)	7.5%	75	9.0%	5	7.0%	7	2.9%	2	6.0%	9	9.9%	20	8.0%	13	7.9%	5	9.0%	8	7.0%	3	4.0%	3
Weighted base:		1004		56		102		62		147		203		159		68		90		41		76
Sample:		1004		100		100		102		100		101		100		101		100		100		100

Q10 In which town centre, freestanding store, or retail park do you do most of your households shopping for TV, Hi Fi, Radio, Photographic and Computer equipment?
Excluding Internet, Catalogue / mail order, (Don't buy these goods), (Don't know / varies)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Comet, Scotts Bridge Retail Park, Torquay	15.3%	106	1.6%	1	13.1%	8	12.7%	6	24.0%	26	33.8%	48	8.1%	10	6.1%	3	7.8%	4	1.4%	0	0.0%	0
Currys, Riveria Way, Torquay	15.1%	104	1.6%	1	11.5%	7	6.3%	3	37.3%	41	23.9%	34	8.1%	10	13.6%	6	5.9%	3	0.0%	0	0.0%	0
Newton Abbot	11.8%	81	6.3%	2	4.9%	3	1.3%	1	4.0%	4	1.4%	2	36.5%	43	30.3%	13	23.5%	11	5.5%	2	0.0%	0
Torquay	9.2%	64	4.8%	2	11.5%	7	15.2%	7	9.3%	10	14.1%	20	9.5%	11	1.5%	1	11.8%	5	0.0%	0	0.0%	0
The Willows, Torquay	8.3%	57	1.6%	1	6.6%	4	11.4%	5	8.0%	9	18.3%	26	8.1%	10	0.0%	0	5.9%	3	0.0%	0	0.0%	0
Exeter	6.8%	47	0.0%	0	3.3%	2	2.5%	1	0.0%	0	1.4%	2	9.5%	11	19.7%	9	25.5%	12	30.1%	9	1.4%	1
Plymouth	5.1%	35	19.0%	7	6.6%	4	1.3%	1	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	41.4%	22
Brixham	3.6%	25	0.0%	0	3.3%	2	44.3%	21	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Homemaker, Greenhill Way, Kingsteighton	2.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	9.5%	11	0.0%	0	2.0%	1	1.4%	0	1.4%	1
Comet, Stone Lane Retail Park, Marsh Barton, Exeter	2.4%	16	0.0%	0	0.0%	0	1.3%	1	2.7%	3	0.0%	0	1.4%	2	6.1%	3	0.0%	0	28.8%	9	0.0%	0
Kingsbridge	2.2%	15	42.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Marsh Barton Retail Park, Exeter	2.1%	15	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	2	4.5%	2	3.9%	2	23.3%	7	1.4%	1
Currys, Coypool Road, Plymton, Plymouth	2.0%	14	7.9%	3	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	9
Paignton	2.0%	14	0.0%	0	4.9%	3	3.8%	2	6.7%	7	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Totnes	2.0%	14	1.6%	1	18.0%	11	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Comet, Marsh Mills, Plymouth	1.9%	13	7.9%	3	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	8
Sainsburys, The Willows, Torquay	1.4%	10	0.0%	0	0.0%	0	0.0%	0	2.7%	3	4.2%	6	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Comet, Sowton Industrial Estate, Exeter	0.9%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	2	1.5%	1	3.9%	2	2.7%	1	0.0%	0
Ivybridge	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	6
Dawlish	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4	2.7%	1	0.0%	0
Kingsteighton	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.5%	1	2.0%	1	0.0%	0	0.0%	0
Buckfastleigh	0.4%	3	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Ashburton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0
Currys, Armarda Way, Plymouth	0.3%	2	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Kingsteighton Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Lee Mill Industrial Estate, Ivybridge	0.2%	2	1.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plympton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Tavistock	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Bovey Tracy Industrial Estate	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Newton Abbott	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.4%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Marsh Mills Retail Park, Plymouth	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartmouth	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Brent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Yelverton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Okehampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Ipplepen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Sparkworld, Heathfield Industrial Estate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Heathfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Argos, Stone Lane Retail Park, Exeter	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Weighted base:		690		35		62		48		110		143		118		44		46		30		53
Sample:		683		63		61		79		75		71		74		66		51		73		70

Q11 In which town centre, freestanding store or retail park do you do most of your households shopping on personal / luxury goods including books, jewellery, china, glass, cosmetics and medical goods?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Torquay	17.4%	175	0.0%	0	9.0%	9	20.6%	13	16.0%	24	59.4%	121	3.0%	5	1.0%	1	4.0%	4	0.0%	0	0.0%	0
Newton Abbot	14.1%	142	3.0%	2	6.0%	6	1.0%	1	1.0%	1	0.0%	0	58.0%	92	37.6%	26	15.0%	14	2.0%	1	0.0%	0
Paignton	8.1%	81	0.0%	0	3.0%	3	3.9%	2	50.0%	74	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Exeter	7.1%	72	0.0%	0	3.0%	3	2.9%	2	1.0%	1	0.0%	0	5.0%	8	23.8%	16	19.0%	17	59.0%	24	0.0%	0
E-mail / Internet	5.4%	54	8.0%	4	4.0%	4	5.9%	4	3.0%	4	6.9%	14	4.0%	6	5.0%	3	8.0%	7	1.0%	0	8.0%	6
Plymouth	5.3%	54	16.0%	9	5.0%	5	5.9%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	44.0%	33
Totnes	3.1%	31	0.0%	0	26.0%	27	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Kingsbridge	2.6%	26	47.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brixham	2.3%	23	0.0%	0	0.0%	0	37.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartmouth	2.0%	20	0.0%	0	18.0%	18	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ivybridge	1.8%	19	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	17
The Willows, Torquay	1.7%	17	0.0%	0	1.0%	1	2.9%	2	1.0%	1	5.9%	12	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Teignmouth	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	12.0%	11	0.0%	0	0.0%	0
Catalogue	1.2%	12	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	2	3.0%	5	0.0%	0	3.0%	3	3.0%	1	0.0%	0
Boots, Wren Park, Torquay	0.9%	9	0.0%	0	1.0%	1	1.0%	1	1.0%	1	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dawlish	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	8	0.0%	0	0.0%	0
Tavistock	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	8
Sainsburys, The Willows, Torquay	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, The Willows, Torquay	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Trago Mills, Newton Abbot	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bovey Tracy	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	1.0%	0	0.0%	0
Kingsteighton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ashburton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
TV channel	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Starcross village	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Bishopsteignton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plympton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Tesco, Lee Mill Industrial Estate, Ivybridge	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Exminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
South Brent	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Okehampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Modbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Chudleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bath	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salcombe	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dawlish	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Exmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
(Don’t know / varies)	10.6%	106	9.0%	5	12.0%	12	10.8%	7	11.0%	16	11.9%	24	8.0%	13	7.9%	5	14.0%	13	11.0%	5	9.0%	7
(Don't buy these items)	9.6%	96	14.0%	8	9.0%	9	5.9%	4	13.0%	19	6.9%	14	11.0%	17	13.9%	9	12.0%	11	10.0%	4	1.0%	1
Weighted base:		1004		56		102		62		147		203		159		68		90		41		76

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Sample:	1004	100	100	102	100	101	100	101	100	100	100

Q11 In which town centre, freestanding store or retail park do you do most of your households shopping on personal / luxury goods including books, jewellery, china, glass, cosmetics and medical goods?
Excluding Internet, Catalogue / mail order, (Don't buy these goods), (Don't know / varies)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Torquay	23.8%	175	0.0%	0	12.2%	9	26.6%	13	21.9%	24	81.1%	121	4.1%	5	1.4%	1	6.3%	4	0.0%	0	0.0%	0
Newton Abbot	19.3%	142	4.4%	2	8.1%	6	1.3%	1	1.4%	1	0.0%	0	78.4%	92	51.4%	26	23.8%	14	2.7%	1	0.0%	0
Paignton	11.1%	81	0.0%	0	4.1%	3	5.1%	2	68.5%	74	1.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Exeter	9.8%	72	0.0%	0	4.1%	3	3.8%	2	1.4%	1	0.0%	0	6.8%	8	32.4%	16	30.2%	17	78.7%	24	0.0%	0
Plymouth	7.3%	54	23.5%	9	6.8%	5	7.6%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	53.7%	33
Totnes	4.2%	31	0.0%	0	35.1%	27	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Kingsbridge	3.6%	26	69.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brixham	3.1%	23	0.0%	0	0.0%	0	48.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartmouth	2.8%	20	0.0%	0	24.3%	18	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ivybridge	2.5%	19	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.0%	17
The Willows, Torquay	2.3%	17	0.0%	0	1.4%	1	3.8%	2	1.4%	1	8.1%	12	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Teignmouth	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	19.0%	11	0.0%	0	0.0%	0
Boots, Wren Park, Torquay	1.2%	9	0.0%	0	1.4%	1	1.3%	1	1.4%	1	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dawlish	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	8	0.0%	0	0.0%	0
Tavistock	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	8
Sainsburys, The Willows, Torquay	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, The Willows, Torquay	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Trago Mills, Newton Abbot	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Bovey Tracy	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	1.3%	0	0.0%	0
Kingsteighton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Ashburton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0
TV channel	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Starcross village	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0
Buckland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishopsteignton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plympton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Tesco, Lee Mill Industrial Estate, Ivybridge	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Exminster	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
South Brent	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Okehampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Modbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Chudleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salcombe	0.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dawlish	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Exmouth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Weighted base:		735		38		75		48		107		149		118		50		57		31		62
Sample:		736		68		74		79		73		74		74		74		63		75		82

Torbay Retail Household Telephone Survey
for GVA Grimley

Q12 In which town centre, freestanding store or retail park do you do most of your households shopping on recreational goods including bicycles, games, toys, sports and camping equipment?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Torquay	10.2%	103	0.0%	0	8.0%	8	16.7%	10	7.0%	10	33.7%	68	2.0%	3	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Newton Abbot	8.3%	83	2.0%	1	2.0%	2	2.9%	2	2.0%	3	5.0%	10	27.0%	43	12.9%	9	13.0%	12	2.0%	1	1.0%	1
Exeter	6.8%	68	2.0%	1	6.0%	6	3.9%	2	2.0%	3	2.0%	4	12.0%	19	10.9%	7	14.0%	13	30.0%	12	0.0%	0
E-mail / Internet	5.5%	56	3.0%	2	5.0%	5	9.8%	6	3.0%	4	5.0%	10	3.0%	5	8.9%	6	9.0%	8	6.0%	2	9.0%	7
Plymouth	4.5%	46	21.0%	12	5.0%	5	2.9%	2	1.0%	1	1.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	30.0%	23
Paignton	2.7%	27	0.0%	0	1.0%	1	4.9%	3	14.0%	21	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Halfords, Torre Station, Torquay	1.0%	10	0.0%	0	1.0%	1	0.0%	0	6.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trago Mills, Newton Abbot	0.8%	8	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	2	1.0%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Ivybridge	0.7%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	6
Totnes	0.6%	6	1.0%	1	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashburton	0.5%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0
The Willows, Torquay	0.5%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Newton Road Retail Park, Newton Abbott	0.4%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbridge	0.4%	4	7.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catalogue / mail order	0.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	0	0.0%	0
Brixham	0.3%	3	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Marsh Mills Retail Park, Plymouth	0.3%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Partridge Cycles, Kennford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.0%	2	0.0%	0
Tavistock	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Kingsteighton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Taunton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marsh Mills Retail Park, Plymouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.0%	2
Chillaton	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teignmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Dawlish	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Argos, Marsh Barton, Exeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Topsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Saltash	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plympton	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Rydon Lane Retail Park, Exeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
(Don't buy these items)	47.9%	481	51.0%	29	55.0%	56	45.1%	28	57.0%	84	42.6%	86	45.0%	72	54.5%	37	45.0%	41	44.0%	18	41.0%	31
(Don't know / varies)	6.6%	66	7.0%	4	10.0%	10	6.9%	4	5.0%	7	5.0%	10	6.0%	10	4.0%	3	14.0%	13	8.0%	3	3.0%	2
Weighted base:		1004		56		102		62		147		203		159		68		90		41		76
Sample:		1004		100		100		102		100		101		100		101		100		100		100

Q12 In which town centre, freestanding store or retail park do you do most of your households shopping on recreational goods including bicycles, games, toys, sports and camping equipment?
Excluding Internet, Catalogue / mail order, (Don't buy these goods), (Don't know / varies)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Torquay	25.9%	103	0.0%	0	26.7%	8	43.6%	10	20.0%	10	72.3%	68	4.3%	3	3.0%	1	6.5%	2	0.0%	0	0.0%	0
Newton Abbot	20.9%	83	5.3%	1	6.7%	2	7.7%	2	5.7%	3	10.6%	10	58.7%	43	39.4%	9	41.9%	12	4.9%	1	2.1%	1
Exeter	17.1%	68	5.3%	1	20.0%	6	10.3%	2	5.7%	3	4.3%	4	26.1%	19	33.3%	7	45.2%	13	73.2%	12	0.0%	0
Plymouth	11.5%	46	55.3%	12	16.7%	5	7.7%	2	2.9%	1	2.1%	2	0.0%	0	3.0%	1	0.0%	0	0.0%	0	63.8%	23
Paignton	6.8%	27	0.0%	0	3.3%	1	12.8%	3	40.0%	21	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Halfords, Torre Station, Torquay	2.5%	10	0.0%	0	3.3%	1	0.0%	0	17.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trago Mills, Newton Abbot	1.9%	8	0.0%	0	0.0%	0	2.6%	1	2.9%	1	2.1%	2	2.2%	2	9.1%	2	0.0%	0	0.0%	0	0.0%	0
Ivybridge	1.7%	7	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	6
Totnes	1.4%	6	2.6%	1	16.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashburton	1.4%	6	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2	2.2%	2	6.1%	1	0.0%	0	0.0%	0	0.0%	0
The Willows, Torquay	1.2%	5	0.0%	0	0.0%	0	2.6%	1	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Newton Road Retail Park, Newton Abbott	1.0%	4	0.0%	0	3.3%	1	0.0%	0	2.9%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsbridge	1.0%	4	18.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brixham	0.8%	3	0.0%	0	0.0%	0	12.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Marsh Mills Retail Park, Plymouth	0.7%	3	2.6%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Partridge Cycles, Kennford	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	12.2%	2	0.0%	0
Tavistock	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2
Kingsteighton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Taunton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marsh Mills Retail Park, Plymouth	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	4.3%	2
Chillaton	0.3%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teignmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Dawlish	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Argos, Marsh Barton, Exeter	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Topsham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Saltash	0.1%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plympton	0.1%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Rydon Lane Retail Park, Exeter	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0
Weighted base:		397		21		31		24		51		94		73		22		28		17		36
Sample:		387		38		30		39		35		47		46		33		31		41		47

Q13 How does your household normally travel when undertaking shopping for non-food goods ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Car / van (as driver)	65.7%	660	61.0%	34	72.0%	73	60.8%	38	66.0%	97	55.4%	113	71.0%	113	66.3%	45	62.0%	56	78.0%	32	78.0%	59
Car / van (as passenger)	14.1%	142	17.0%	10	9.0%	9	15.7%	10	13.0%	19	17.8%	36	7.0%	11	20.8%	14	23.0%	21	11.0%	5	10.0%	8
Bus	10.1%	101	9.0%	5	11.0%	11	10.8%	7	12.0%	18	10.9%	22	11.0%	17	8.9%	6	7.0%	6	10.0%	4	6.0%	5
Walk	6.9%	69	5.0%	3	4.0%	4	6.9%	4	9.0%	13	13.9%	28	7.0%	11	1.0%	1	2.0%	2	0.0%	0	4.0%	3
Taxi	0.6%	6	2.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Train	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	4.0%	4	1.0%	0	0.0%	0
Bicycle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.1%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferry	0.3%	3	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park and Ride	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2
(Don't know / can't remember)	0.3%	3	2.0%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not applicable, goods delivered)	0.9%	9	2.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	2	2.0%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Weighted base:		1004		56		102		62		147		203		159		68		90		41		76
Sample:		1004		100		100		102		100		101		100		101		100		100		100

Q14 Do you ever use the internet for shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Yes	47.3%	475	48.0%	27	48.0%	49	40.2%	25	43.0%	63	47.5%	96	44.0%	70	44.6%	30	52.0%	47	45.0%	18	64.0%	49
No	52.7%	529	52.0%	29	52.0%	53	59.8%	37	57.0%	84	52.5%	107	56.0%	89	55.4%	38	48.0%	43	55.0%	23	36.0%	27
Weighted base:		1004		56		102		62		147		203		159		68		90		41		76
Sample:		1004		100		100		102		100		101		100		101		100		100		100

Q15 How often do you use the internet for shopping?
Those who use the internet at Q14

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Every week	20.4%	97	25.0%	7	16.7%	8	24.4%	6	18.6%	12	22.9%	22	15.9%	11	24.4%	7	21.2%	10	20.0%	4	20.3%	10
Every month	33.4%	158	20.8%	6	35.4%	17	34.1%	9	41.9%	26	27.1%	26	31.8%	22	35.6%	11	34.6%	16	33.3%	6	39.1%	19
Occasionally	34.2%	162	39.6%	11	35.4%	17	34.1%	9	25.6%	16	31.3%	30	47.7%	33	33.3%	10	32.7%	15	26.7%	5	32.8%	16
Rarely	10.5%	50	10.4%	3	10.4%	5	7.3%	2	11.6%	7	16.7%	16	4.5%	3	6.7%	2	9.6%	5	17.8%	3	7.8%	4
(Don't know / varies)	1.5%	7	4.2%	1	2.1%	1	0.0%	0	2.3%	1	2.1%	2	0.0%	0	0.0%	0	1.9%	1	2.2%	0	0.0%	0
Weighted base:		475		27		49		25		63		96		70		30		47		18		49
Sample:		478		48		48		41		43		48		44		45		52		45		64

Q16 What type of goods do you purchase via the the internet?
Those who use the internet at Q14

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Clothing & Footwear	30.3%	144	31.3%	8	33.3%	16	41.5%	10	25.6%	16	31.3%	30	25.0%	17	22.2%	7	30.8%	14	26.7%	5	39.1%	19
DIY & Decorating goods	4.8%	23	8.3%	2	2.1%	1	4.9%	1	4.7%	3	8.3%	8	2.3%	2	8.9%	3	3.8%	2	2.2%	0	1.6%	1
Domestic appliances	20.2%	96	25.0%	7	18.8%	9	26.8%	7	16.3%	10	22.9%	22	11.4%	8	20.0%	6	21.2%	10	17.8%	3	28.1%	14
Floor coverings & houshold textiles	10.6%	50	8.3%	2	8.3%	4	7.3%	2	7.0%	4	12.5%	12	9.1%	6	11.1%	3	9.6%	5	17.8%	3	17.2%	8
Food and grocery items	16.5%	78	37.5%	10	12.5%	6	24.4%	6	18.6%	12	12.5%	12	9.1%	6	20.0%	6	19.2%	9	24.4%	5	12.5%	6
Holidays	17.9%	85	6.3%	2	20.8%	10	7.3%	2	20.9%	13	22.9%	22	22.7%	16	26.7%	8	0.0%	0	31.1%	6	12.5%	6
Personal/luxury goods, including books, jewellery, china, glass, cosmetics & medical goods	39.1%	186	54.2%	15	39.6%	19	58.5%	15	25.6%	16	43.8%	42	27.3%	19	35.6%	11	44.2%	21	42.2%	8	42.2%	21
Recreational goods, including bicycles, games, toys, sports & camping equipment	25.2%	120	20.8%	6	20.8%	10	29.3%	7	18.6%	12	29.2%	28	25.0%	17	28.9%	9	26.9%	13	35.6%	7	23.4%	11
CDs, DVDs, Music	37.4%	177	22.9%	6	31.3%	15	31.7%	8	41.9%	26	39.6%	38	54.5%	38	28.9%	9	32.7%	15	44.4%	8	26.6%	13
TV, Hi Fi, Radio, Photographic & Computer equipment	38.4%	182	31.3%	8	37.5%	18	41.5%	10	41.9%	26	29.2%	28	40.9%	29	62.2%	19	36.5%	17	37.8%	7	39.1%	19
Event / travel tickets	1.6%	8	2.1%	1	6.3%	3	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet supplies	0.7%	3	2.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Flowers	1.2%	6	0.0%	0	2.1%	1	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Furniature	0.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0
Car parts	1.2%	6	0.0%	0	0.0%	0	2.4%	1	4.7%	3	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gifts	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Financial products	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.3%	6	2.1%	1	2.1%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	2	0.0%	0	1.9%	1	2.2%	0	0.0%	0
Weighted base:		475		27		49		25		63		96		70		30		47		18		49
Sample:		478		48		48		41		43		48		44		45		52		45		64

Mean score (£): [2.5, 8, 15.5, 25.5, 35.5, 55.5, 65.5, 75.5, 85.5, 95.5, 150]

Q17 On average, how much money do you spend on internet shopping every month ?
Those who use the internet at Q14

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
£0-5	7.7%	37	8.3%	2	10.4%	5	7.3%	2	4.7%	3	8.3%	8	11.4%	8	0.0%	0	11.5%	5	13.3%	2	1.6%	1
£6-10	6.9%	33	4.2%	1	2.1%	1	9.8%	2	9.3%	6	6.3%	6	11.4%	8	6.7%	2	3.8%	2	11.1%	2	4.7%	2
£11-20	14.0%	67	14.6%	4	10.4%	5	4.9%	1	18.6%	12	16.7%	16	11.4%	8	11.1%	3	19.2%	9	11.1%	2	12.5%	6
£21-30	7.9%	37	14.6%	4	4.2%	2	7.3%	2	4.7%	3	10.4%	10	9.1%	6	8.9%	3	3.8%	2	6.7%	1	9.4%	5
£31-40	2.7%	13	0.0%	0	6.3%	3	4.9%	1	2.3%	1	4.2%	4	2.3%	2	0.0%	0	1.9%	1	0.0%	0	1.6%	1
£41-50	8.6%	41	4.2%	1	4.2%	2	7.3%	2	7.0%	4	8.3%	8	9.1%	6	11.1%	3	15.4%	7	11.1%	2	9.4%	5
£51-60	2.4%	11	4.2%	1	4.2%	2	0.0%	0	2.3%	1	2.1%	2	2.3%	2	2.2%	1	0.0%	0	4.4%	1	3.1%	2
£61-70	0.7%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0
£71-80	1.0%	5	2.1%	1	0.0%	0	0.0%	0	2.3%	1	2.1%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
£81-90	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	1.9%	1	2.2%	0	0.0%	0
£91-100	4.5%	21	4.2%	1	0.0%	0	7.3%	2	2.3%	1	6.3%	6	0.0%	0	8.9%	3	9.6%	5	11.1%	2	3.1%	2
£100+	11.3%	53	25.0%	7	14.6%	7	17.1%	4	14.0%	9	4.2%	4	9.1%	6	13.3%	4	5.8%	3	17.8%	3	12.5%	6
(Don't know / can't remember)	24.6%	117	16.7%	4	31.3%	15	19.5%	5	32.6%	21	25.0%	24	25.0%	17	28.9%	9	26.9%	13	8.9%	2	14.1%	7
(Refused / decline to answer)	7.1%	34	2.1%	1	10.4%	5	14.6%	4	0.0%	0	4.2%	4	6.8%	5	6.7%	2	0.0%	0	0.0%	0	28.1%	14
Mean:		*49.8*		*66.2*		*56.2*		*62.6*		*52.1*		*38.9*		*39.7*		*63.6*		*43.4*		*58.0*		*57.1*
Weighted base:		475		27		49		25		63		96		70		30		47		18		49
Sample:		478		48		48		41		43		48		44		45		52		45		64

Q18 Do you visit the following town centres?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Torquay	61.6%	619	26.0%	15	59.0%	60	70.6%	44	76.0%	112	94.1%	191	52.0%	83	39.6%	27	59.0%	53	29.0%	12	30.0%	23
Paignton	40.2%	403	19.0%	11	47.0%	48	78.4%	49	95.0%	140	41.6%	84	21.0%	33	15.8%	11	16.0%	14	7.0%	3	14.0%	11
Brixham	15.7%	158	5.0%	3	9.0%	9	96.1%	60	19.0%	28	13.9%	28	8.0%	13	5.9%	4	9.0%	8	3.0%	1	5.0%	4
(None of these)	30.4%	305	70.0%	39	28.0%	29	1.0%	1	3.0%	4	5.0%	10	44.0%	70	58.4%	40	37.0%	33	69.0%	28	67.0%	51
Weighted base:		1004		56		102		62		147		203		159		68		90		41		76
Sample:		1004		100		100		102		100		101		100		101		100		100		100

Q19 What do you most like about Torquay town centre?
Those who shop in Torquay town centre at Q18

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Near / convenient	24.9%	154	3.8%	1	20.3%	12	12.5%	5	25.0%	28	49.5%	94	7.7%	6	2.5%	1	8.5%	5	0.0%	0	6.7%	2
Selection / choice multiple shops	24.3%	150	30.8%	4	25.4%	15	47.2%	21	36.8%	41	10.5%	20	25.0%	21	22.5%	6	30.5%	16	6.9%	1	20.0%	5
Selection / choice of independent shops	16.7%	103	38.5%	6	11.9%	7	22.2%	10	19.7%	22	10.5%	20	19.2%	16	25.0%	7	15.3%	8	10.3%	1	30.0%	7
Coastal location	8.6%	53	3.8%	1	8.5%	5	5.6%	2	6.6%	7	7.4%	14	3.8%	3	15.0%	4	10.2%	5	34.5%	4	30.0%	7
Pedestrian friendly environment	6.5%	40	7.7%	1	8.5%	5	1.4%	1	7.9%	9	2.1%	4	7.7%	6	7.5%	2	8.5%	5	6.9%	1	30.0%	7
Compact shopping environment	5.0%	31	15.4%	2	6.8%	4	2.8%	1	0.0%	0	5.3%	10	9.6%	8	7.5%	2	5.1%	3	0.0%	0	3.3%	1
Easy parking	4.3%	27	3.8%	1	10.2%	6	2.8%	1	2.6%	3	5.3%	10	3.8%	3	0.0%	0	1.7%	1	6.9%	1	3.3%	1
Good public transport links	1.8%	11	0.0%	0	0.0%	0	0.0%	0	2.6%	3	1.1%	2	7.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleanliness of streets	1.7%	10	7.7%	1	1.7%	1	1.4%	1	2.6%	3	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Close to friends / relatives	1.2%	7	3.8%	1	0.0%	0	0.0%	0	2.6%	3	1.1%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	3.3%	1
Pleasant shopping environment	1.1%	7	7.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.9%	2	0.0%	0	1.7%	1	3.4%	0	6.7%	2
Cheap parking	1.1%	7	0.0%	0	1.7%	1	0.0%	0	1.3%	1	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has everything I need	1.0%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.1%	4	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Financial services (banks / building societies, etc)	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to	1.0%	6	0.0%	0	1.7%	1	1.4%	1	1.3%	1	1.1%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Feels safe	0.9%	5	3.8%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	2	0.0%	0	2.5%	1	0.0%	0	0.0%	0	3.3%	1
For a change in scenery	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	3.4%	0	10.0%	2
Accessibility	0.7%	4	0.0%	0	3.4%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0
Evening entertainment	0.4%	2	0.0%	0	1.7%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure facilities - restaurants	0.3%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2
Familiarity	0.3%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure facilities - theatre	0.3%	2	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	1	0.0%	0
Leisure facilities - cinema	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	3.3%	1
Particular store	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Particulat foodstore - Lidl	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Competitive prices	0.1%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing at all)	27.2%	168	7.7%	1	20.3%	12	30.6%	13	27.6%	31	24.2%	46	38.5%	32	37.5%	10	32.2%	17	27.6%	3	10.0%	2
(Don't know / can't remember)	2.0%	13	11.5%	2	5.1%	3	0.0%	0	1.3%	1	1.1%	2	1.9%	2	2.5%	1	1.7%	1	10.3%	1	0.0%	0
Weighted base:		619		15		60		44		112		191		83		27		53		12		23
Sample:		538		26		59		72		76		95		52		40		59		29		30

Q20 What improvements to the quality and range of facilities in Torquay town centre would persuade your household to visit it more often? Please name up to THREE improvements.
Those who shop in Torquay town centre at Q18

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Reduce cost of parking	16.1%	100	3.8%	1	15.3%	9	13.9%	6	19.7%	22	17.9%	34	21.2%	17	20.0%	5	6.8%	4	3.4%	0	3.3%	1
Improve range of independent / specialist shops	11.3%	70	0.0%	0	6.8%	4	1.4%	1	9.2%	10	20.0%	38	9.6%	8	7.5%	2	8.5%	5	6.9%	1	6.7%	2
More parking spaces - type unspecified	10.8%	67	7.7%	1	11.9%	7	5.6%	2	10.5%	12	13.7%	26	11.5%	10	7.5%	2	6.8%	4	13.8%	2	6.7%	2
Improve choice of multiple shops	10.3%	64	0.0%	0	10.2%	6	9.7%	4	13.2%	15	15.8%	30	3.8%	3	5.0%	1	3.4%	2	10.3%	1	3.3%	1
Clean shopping streets	6.8%	42	0.0%	0	1.7%	1	2.8%	1	5.3%	6	14.7%	28	3.8%	3	7.5%	2	1.7%	1	0.0%	0	0.0%	0
Attract larger retailers	6.3%	39	3.8%	1	6.8%	4	9.7%	4	7.9%	9	7.4%	14	5.8%	5	2.5%	1	3.4%	2	0.0%	0	0.0%	0
More parking spaces - long stay	3.7%	23	0.0%	0	1.7%	1	2.8%	1	3.9%	4	3.2%	6	3.8%	3	2.5%	1	8.5%	5	3.4%	0	6.7%	2
New Department Store - John Lewis	3.0%	19	0.0%	0	0.0%	0	2.8%	1	2.6%	3	6.3%	12	0.0%	0	7.5%	2	0.0%	0	3.4%	0	0.0%	0
New Department Store - Marks and Spencer	3.0%	18	0.0%	0	1.7%	1	5.6%	2	1.3%	1	3.2%	6	3.8%	3	0.0%	0	5.1%	3	6.9%	1	3.3%	1
More parking spaces - short stay	2.7%	17	0.0%	0	0.0%	0	0.0%	0	3.9%	4	2.1%	4	3.8%	3	0.0%	0	6.8%	4	0.0%	0	6.7%	2
Develop new shopping facilities	2.7%	17	3.8%	1	0.0%	0	4.2%	2	3.9%	4	2.1%	4	5.8%	5	2.5%	1	0.0%	0	3.4%	0	0.0%	0
Attract less people / relieve over-crowding	2.6%	16	0.0%	0	1.7%	1	2.8%	1	2.6%	3	2.1%	4	5.8%	5	2.5%	1	1.7%	1	6.9%	1	0.0%	0
Improve policing / other security measures	2.6%	16	0.0%	0	3.4%	2	2.8%	1	5.3%	6	3.2%	6	0.0%	0	2.5%	1	0.0%	0	3.4%	0	0.0%	0
More pedestrianisation	2.3%	14	0.0%	0	0.0%	0	0.0%	0	2.6%	3	5.3%	10	0.0%	0	0.0%	0	1.7%	1	3.4%	0	0.0%	0
Improve street furniture / floral displays	2.3%	14	0.0%	0	1.7%	1	1.4%	1	2.6%	3	3.2%	6	1.9%	2	2.5%	1	0.0%	0	3.4%	0	3.3%	1
Improve safety of pedestrians	2.1%	13	0.0%	0	1.7%	1	1.4%	1	1.3%	1	4.2%	8	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce road congestion	1.9%	12	0.0%	0	1.7%	1	2.8%	1	1.3%	1	2.1%	4	1.9%	2	5.0%	1	1.7%	1	0.0%	0	0.0%	0
Provide more public toilets	1.6%	10	0.0%	0	3.4%	2	1.4%	1	0.0%	0	3.2%	6	0.0%	0	0.0%	0	1.7%	1	3.4%	0	0.0%	0
Refurbish / improve existing shopping facilities	1.6%	10	3.8%	1	0.0%	0	2.8%	1	2.6%	3	2.1%	4	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Enhance seafront location	1.4%	9	0.0%	0	3.4%	2	1.4%	1	1.3%	1	2.1%	4	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0
Improved range of places to eat	1.3%	8	0.0%	0	1.7%	1	1.4%	1	1.3%	1	1.1%	2	0.0%	0	5.0%	1	3.4%	2	0.0%	0	0.0%	0
Introduce a larger supermarket	1.1%	7	0.0%	0	0.0%	0	2.8%	1	1.3%	1	0.0%	0	3.8%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Enhance Torquay harbour	1.0%	6	0.0%	0	1.7%	1	0.0%	0	1.3%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	6.9%	1	3.3%	1
Improve public transport links	1.0%	6	0.0%	0	0.0%	0	1.4%	1	2.6%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0
Improve signage / routeways within centre	0.9%	6	0.0%	0	1.7%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	5.0%	1	1.7%	1	6.9%	1	0.0%	0
Create more shelters from	0.9%	5	0.0%	0	1.7%	1	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
the weather																						
Attract more people / make more lively	0.8%	5	0.0%	0	1.7%	1	0.0%	0	1.3%	1	1.1%	2	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Improve play areas for children	0.8%	5	0.0%	0	0.0%	0	1.4%	1	1.3%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Improve layout of car parks	0.7%	5	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	3.4%	0	0.0%	0
More children's stores (e.g. Mothercare)	0.6%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve number and attractiveness of meeting places	0.6%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Improve market stalls	0.6%	4	3.8%	1	1.7%	1	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Encourage reduced shop prices	0.5%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve location of bus stops / bus station	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other new store - Next	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Inroduce a Park & Ride scheme	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Improved music / theatre provision	0.3%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Improve access for pushchairs / wheelchairs, etc	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved play areas for children	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve directional signs to town centre	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve layout	0.2%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0
Enhance shopmobility service	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular)	30.4%	188	73.1%	11	32.2%	19	36.1%	16	22.4%	25	20.0%	38	34.6%	29	37.5%	10	42.4%	23	27.6%	3	63.3%	14
(Don't know / can't remember)	3.3%	21	3.8%	1	3.4%	2	11.1%	5	2.6%	3	1.1%	2	5.8%	5	0.0%	0	3.4%	2	6.9%	1	3.3%	1
(No opinion)	3.1%	19	3.8%	1	1.7%	1	2.8%	1	7.9%	9	1.1%	2	0.0%	0	5.0%	1	6.8%	4	6.9%	1	0.0%	0
Weighted base:		619		15		60		44		112		191		83		27		53		12		23
Sample:		538		26		59		72		76		95		52		40		59		29		30

Q21 What do you most like about Paignton town centre?
Those who shop in Paignton town centre at Q18

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Near / convenient	24.3%	98	0.0%	0	17.0%	8	22.5%	11	50.5%	71	2.4%	2	19.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selection / choice of independent shops	16.3%	66	15.8%	2	17.0%	8	25.0%	12	7.4%	10	21.4%	18	28.6%	10	31.3%	3	6.3%	1	28.6%	1	7.1%	1
Coastal location	14.3%	58	31.6%	3	14.9%	7	2.5%	1	9.5%	13	16.7%	14	4.8%	2	56.3%	6	12.5%	2	28.6%	1	78.6%	8
Selection / choice multiple shops	11.5%	46	10.5%	1	8.5%	4	18.8%	9	11.6%	16	9.5%	8	9.5%	3	12.5%	1	6.3%	1	0.0%	0	21.4%	2
Attractive environment	7.7%	31	26.3%	3	2.1%	1	3.7%	2	8.4%	12	4.8%	4	14.3%	5	12.5%	1	6.3%	1	14.3%	0	21.4%	2
Compact shopping environment	4.7%	19	0.0%	0	4.3%	2	5.0%	2	7.4%	10	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy parking	4.2%	17	0.0%	0	2.1%	1	8.8%	4	5.3%	7	2.4%	2	4.8%	2	0.0%	0	0.0%	0	0.0%	0	7.1%	1
Flat shopping area	3.3%	13	0.0%	0	2.1%	1	2.5%	1	1.1%	1	9.5%	8	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrian friendly environment	3.1%	12	0.0%	0	2.1%	1	0.0%	0	7.4%	10	0.0%	0	0.0%	0	6.2%	1	0.0%	0	14.3%	0	0.0%	0
Cheap parking	2.5%	10	5.3%	1	4.3%	2	3.7%	2	1.1%	1	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Financial services (banks / building societies etc.)	1.5%	6	0.0%	0	2.1%	1	0.0%	0	2.1%	3	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleanliness of streets	1.5%	6	0.0%	0	0.0%	0	0.0%	0	4.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feels safe	1.4%	6	5.3%	1	2.1%	1	1.3%	1	2.1%	3	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0
Easy to get around	1.4%	6	0.0%	0	4.3%	2	0.0%	0	0.0%	0	2.4%	2	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evening entertainment	1.3%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	4.8%	2	6.2%	1	6.3%	1	0.0%	0	7.1%	1
For a change in scenery	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Close to friends / relatives	1.1%	5	5.3%	1	2.1%	1	1.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Leisure facilities - cinema	0.7%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	7.1%	1
Historic	0.6%	2	0.0%	0	2.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Particulat foodstore - Lloyd Maunders Butchers	0.6%	2	0.0%	0	2.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good public transport links	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Has everything I need	0.3%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Particulat foodstore - Lidl	0.3%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure facilities - restaurants	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1
Particulat foodstore - Tesco	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing at all)	21.4%	86	26.3%	3	23.4%	11	21.3%	10	17.9%	25	23.8%	20	23.8%	8	12.5%	1	43.8%	6	14.3%	0	7.1%	1
(Don't know)	5.2%	21	10.5%	1	6.4%	3	6.3%	3	0.0%	0	11.9%	10	4.8%	2	6.2%	1	6.3%	1	14.3%	0	0.0%	0
Weighted base:		403		11		48		49		140		84		33		11		14		3		11
Sample:		357		19		47		80		95		42		21		16		16		7		14

Q22 What improvements to the quality and range of facilities in Paignton town centre would persuade your household to visit it more often? Please name up to THREE improvements.
Those who shop in Paignton town centre at Q18

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Reduce cost of parking	10.9%	44	5.3%	1	4.3%	2	15.0%	7	16.8%	24	9.5%	8	0.0%	0	6.2%	1	12.5%	2	0.0%	0	0.0%	0
Improve choice of multiple shops	9.7%	39	10.5%	1	0.0%	0	6.3%	3	22.1%	31	2.4%	2	4.8%	2	0.0%	0	0.0%	0	14.3%	0	0.0%	0
Improve range of independent / specialist shops	7.9%	32	5.3%	1	2.1%	1	5.0%	2	16.8%	24	2.4%	2	4.8%	2	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Attract larger retailers	5.6%	23	10.5%	1	10.6%	5	11.3%	5	6.3%	9	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking spaces - type unspecified	5.5%	22	10.5%	1	6.4%	3	8.8%	4	7.4%	10	2.4%	2	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0
Clean shopping streets	4.3%	17	5.3%	1	0.0%	0	2.5%	1	6.3%	9	7.1%	6	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0
Fewer arcades	3.4%	14	0.0%	0	0.0%	0	2.5%	1	7.4%	10	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking spaces - short stay	3.3%	13	5.3%	1	4.3%	2	5.0%	2	5.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1
Develop new shopping facilities	2.4%	10	5.3%	1	0.0%	0	3.7%	2	4.2%	6	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking spaces - long stay	2.2%	9	5.3%	1	2.1%	1	2.5%	1	3.2%	4	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	7.1%	1
New Department Store - Marks and Spencer	2.0%	8	0.0%	0	2.1%	1	2.5%	1	2.1%	3	2.4%	2	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
New Department Store - Debenhams	1.9%	7	5.3%	1	2.1%	1	0.0%	0	4.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	1.7%	7	0.0%	0	4.3%	2	0.0%	0	2.1%	3	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Refurbish / improve existing shopping facilities	1.7%	7	0.0%	0	2.1%	1	1.3%	1	3.2%	4	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Enhance seafront location	1.6%	7	0.0%	0	0.0%	0	1.3%	1	3.2%	4	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved range of places to eat	1.5%	6	0.0%	0	2.1%	1	0.0%	0	2.1%	3	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve street furniture / floral displays	1.5%	6	0.0%	0	0.0%	0	0.0%	0	4.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothing stores	1.2%	5	0.0%	0	0.0%	0	1.3%	1	1.1%	1	2.4%	2	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Improve play areas for children	1.1%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Create more open spaces	1.0%	4	0.0%	0	2.1%	1	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce road congestion	1.0%	4	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	4.8%	2	6.2%	1	0.0%	0	14.3%	0	0.0%	0
Improve public transport links	0.9%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce a larger supermarket	0.8%	3	0.0%	0	0.0%	0	3.7%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier access	0.8%	3	0.0%	0	2.1%	1	1.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other new store - Next	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other new store - Adams	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.7%	3	0.0%	0	0.0%	0	2.5%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking spaces - disabled	0.6%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Torbay Retail Household Telephone Survey for GVA Grimley

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Improve layout of car parks	0.6%	2	0.0%	0	2.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve access for pushchairs / wheelchairs, etc	0.5%	2	5.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attract more people / make more lively	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve location of bus stops / bus station	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer cafés	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provide more public toilets	0.5%	2	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other new store - Argos	0.4%	2	0.0%	0	2.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer gift shops	0.4%	2	0.0%	0	2.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved music / theatre provision	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve policing / other security measures	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved cinema	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Department Store - BHS	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner toilets	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve signage / routeways within centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer seagulls	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer traffic wardens	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved other leisure facilities - Watersports Park	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free bus passes for OAPs	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve safety of pedestrians	0.3%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve number and attractiveness of meeting places	0.3%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner beach	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	0	0.0%	0
(Nothing in particular)	41.2%	166	63.2%	7	48.9%	23	40.0%	19	15.8%	22	52.4%	44	76.2%	25	62.5%	7	62.5%	9	57.1%	2	71.4%	8
(No opinion)	4.8%	20	0.0%	0	8.5%	4	1.3%	1	6.3%	9	0.0%	0	4.8%	2	6.2%	1	12.5%	2	14.3%	0	14.3%	2
(Don't know / can't remember)	3.7%	15	5.3%	1	2.1%	1	3.7%	2	0.0%	0	11.9%	10	0.0%	0	6.2%	1	0.0%	0	0.0%	0	7.1%	1
Weighted base:		403		11		48		49		140		84		33		11		14		3		11
Sample:		357		19		47		80		95		42		21		16		16		7		14

Q23 What do you most like about Brixham town centre?

Those who shop in Brixham town centre at Q18

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Coastal location	24.6%	39	20.0%	1	33.3%	3	10.2%	6	42.1%	12	21.4%	6	37.5%	5	50.0%	2	22.2%	2	33.3%	0	60.0%	2
Near / convenient	24.2%	38	0.0%	0	22.2%	2	44.9%	27	26.3%	7	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attractive environment	9.4%	15	20.0%	1	0.0%	0	7.1%	4	10.5%	3	14.3%	4	0.0%	0	16.7%	1	11.1%	1	0.0%	0	40.0%	2
Selection / choice of independent shops	6.6%	10	20.0%	1	0.0%	0	8.2%	5	10.5%	3	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact / small	6.2%	10	0.0%	0	22.2%	2	2.0%	1	10.5%	3	7.1%	2	12.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quaint / old fashioned / has character	4.1%	6	0.0%	0	0.0%	0	0.0%	0	10.5%	3	7.1%	2	0.0%	0	16.7%	1	0.0%	0	0.0%	0	20.0%	1
Close to friends / relatives	3.0%	5	20.0%	1	0.0%	0	1.0%	1	0.0%	0	7.1%	2	12.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selection/choice multiple shops	2.8%	4	20.0%	1	0.0%	0	4.1%	2	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to access	2.0%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice day out	1.5%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Leisure facilities - places to eat / drink	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	33.3%	0	20.0%	1
Market	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / place	1.2%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habit / familiarity	1.2%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feels safe	0.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sport shops	0.6%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Art gallery	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gift shops	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything I need is there	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing at all)	26.8%	42	40.0%	1	22.2%	2	29.6%	18	10.5%	3	35.7%	10	37.5%	5	16.7%	1	22.2%	2	33.3%	0	20.0%	1
(Don't know / can't remember)	3.2%	5	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	2	16.7%	1	22.2%	2	0.0%	0	0.0%	0
Weighted base:		158		3		9		60		28		28		13		4		8		1		4
Sample:		176		5		9		98		19		14		8		6		9		3		5

Q24 What improvements to the quality and range of facilities in Brixham town centre would persuade your household to visit it more often? Please name up to THREE improvements.
Those who shop in Brixham town centre at Q18

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
More parking spaces - type unspecified	13.4%	21	20.0%	1	22.2%	2	20.4%	12	15.8%	4	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attract larger retailers	11.8%	19	20.0%	1	0.0%	0	24.5%	15	5.3%	1	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking spaces - long stay	11.3%	18	0.0%	0	11.1%	1	11.2%	7	15.8%	4	7.1%	2	12.5%	2	0.0%	0	11.1%	1	33.3%	0	20.0%	1
Improve range of independent / specialist shops	10.4%	16	20.0%	1	22.2%	2	17.3%	10	5.3%	1	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking spaces - short stay	10.3%	16	0.0%	0	11.1%	1	13.3%	8	15.8%	4	0.0%	0	12.5%	2	0.0%	0	11.1%	1	33.3%	0	0.0%	0
Introduce a larger supermarket	10.0%	16	20.0%	1	11.1%	1	21.4%	13	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce cost of parking	7.5%	12	0.0%	0	0.0%	0	4.1%	2	26.3%	7	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve choice of multiple shops	7.3%	12	20.0%	1	11.1%	1	14.3%	9	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Develop new shopping facilities	6.5%	10	0.0%	0	0.0%	0	11.2%	7	5.3%	1	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve layout of car parks	2.5%	4	0.0%	0	0.0%	0	1.0%	1	10.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	0	0.0%	0
Clean shopping streets	2.4%	4	20.0%	1	0.0%	0	3.1%	2	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved range of places to eat	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0
Attract less people / relieve over-crowding	1.7%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved other leisure facilities - Swimming pool	1.7%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other new store - Clothes shops / shoe shops	1.5%	2	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Refurbish / improve existing shopping facilities	1.5%	2	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & ride	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	2	16.7%	1	0.0%	0	0.0%	0	0.0%	0
Reduce road congestion	1.3%	2	0.0%	0	0.0%	0	1.0%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve safety of pedestrians	1.3%	2	0.0%	0	0.0%	0	1.0%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More toilet facilities	1.3%	2	0.0%	0	0.0%	0	1.0%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Department Store - John Lewis	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve play areas for children	1.2%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality of shops	1.2%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve signage / routeways within centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attract more people / make more lively	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enhance shopmobility	0.9%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
service																						
Improve street furniture / floral displays	0.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other new store - Iceland	0.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved road access	0.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enhance harbour location	0.6%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve access for pushchairs / wheelchairs, etc	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve policing / other security measures	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other new store - Argos	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other new store - Primark	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer fast food shops	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Services for the elderly / infirm eg delivery of shopping	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	0	0.0%	0
(Nothing in particular)	29.5%	46	20.0%	1	22.2%	2	10.2%	6	21.1%	6	50.0%	14	50.0%	6	83.3%	3	66.7%	5	33.3%	0	60.0%	2
(No opinion)	8.3%	13	20.0%	1	11.1%	1	3.1%	2	5.3%	1	14.3%	4	12.5%	2	0.0%	0	22.2%	2	0.0%	0	20.0%	1
Weighted base:		158		3		9		60		28		28		13		4		8		1		4
Sample:		176		5		9		98		19		14		8		6		9		3		5

GEN Gender of respondent:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Male	29.2%	293	27.0%	15	26.0%	27	26.5%	16	34.0%	50	31.7%	64	31.0%	49	26.7%	18	27.0%	24	28.0%	11	23.0%	17
Female	70.8%	711	73.0%	41	74.0%	75	73.5%	46	66.0%	97	68.3%	139	69.0%	110	73.3%	50	73.0%	66	72.0%	30	77.0%	59
Weighted base:		1004		56		102		62		147		203		159		68		90		41		76
Sample:		1004		100		100		102		100		101		100		101		100		100		100

AGE Could I ask, how old are you ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
18 to 24	1.7%	17	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	4	1.0%	2	4.0%	3	3.0%	3	2.0%	1	3.0%	2
25 to 34	7.9%	79	4.0%	2	12.0%	12	9.8%	6	9.0%	13	5.9%	12	9.0%	14	4.0%	3	11.0%	10	7.0%	3	5.0%	4
35 to 44	18.1%	182	14.0%	8	12.0%	12	19.6%	12	20.0%	29	18.8%	38	17.0%	27	16.8%	11	21.0%	19	17.0%	7	23.0%	17
45 to 54	24.3%	244	23.0%	13	22.0%	22	23.5%	15	29.0%	43	28.7%	58	22.0%	35	13.9%	9	19.0%	17	19.0%	8	31.0%	24
55 to 64	24.1%	242	25.0%	14	22.0%	22	26.5%	16	23.0%	34	26.7%	54	25.0%	40	27.7%	19	19.0%	17	24.0%	10	21.0%	16
65 +	23.2%	233	32.0%	18	31.0%	32	16.7%	10	18.0%	26	17.8%	36	26.0%	41	31.7%	22	25.0%	23	30.0%	12	17.0%	13
(Refused)	0.7%	7	1.0%	1	1.0%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	2	1.0%	0	0.0%	0
Weighted base:		1004		56		102		62		147		203		159		68		90		41		76
Sample:		1004		100		100		102		100		101		100		101		100		100		100

CAR How many cars does your household own or have the use of ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
None	9.7%	97	12.0%	7	10.0%	10	9.8%	6	9.0%	13	11.9%	24	9.0%	14	5.9%	4	12.0%	11	9.0%	4	5.0%	4
One	47.9%	481	45.0%	25	47.0%	48	52.9%	33	49.0%	72	48.5%	98	49.0%	78	42.6%	29	55.0%	50	39.0%	16	42.0%	32
Two	31.7%	318	35.0%	20	36.0%	37	26.5%	16	27.0%	40	30.7%	62	26.0%	41	37.6%	26	27.0%	24	44.0%	18	45.0%	34
Three or more	10.4%	104	7.0%	4	7.0%	7	9.8%	6	15.0%	22	8.9%	18	15.0%	24	11.9%	8	6.0%	5	8.0%	3	8.0%	6
(Refused)	0.4%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1004		56		102		62		147		203		159		68		90		41		76
Sample:		1004		100		100		102		100		101		100		101		100		100		100

SEG Socio-economic group:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
A	7.5%	75	6.0%	3	9.0%	9	5.9%	4	6.0%	9	5.9%	12	6.0%	10	11.9%	8	4.0%	4	13.0%	5	15.0%	11
B	15.1%	151	13.0%	7	17.0%	17	11.8%	7	9.0%	13	17.8%	36	18.0%	29	10.9%	7	16.0%	14	16.0%	7	17.0%	13
C1	29.2%	293	37.0%	21	27.0%	28	32.4%	20	26.0%	38	26.7%	54	33.0%	52	25.7%	18	27.0%	24	37.0%	15	30.0%	23
C2	30.5%	306	23.0%	13	30.0%	31	31.4%	19	41.0%	60	31.7%	64	26.0%	41	30.7%	21	35.0%	32	21.0%	9	21.0%	16
D	10.6%	106	10.0%	6	8.0%	8	10.8%	7	15.0%	22	13.9%	28	10.0%	16	8.9%	6	5.0%	5	6.0%	2	9.0%	7
E	1.7%	17	5.0%	3	1.0%	1	2.0%	1	1.0%	1	1.0%	2	1.0%	2	1.0%	1	3.0%	3	4.0%	2	2.0%	2
(Refused)	5.6%	56	6.0%	3	8.0%	8	5.9%	4	2.0%	3	3.0%	6	6.0%	10	10.9%	7	10.0%	9	3.0%	1	6.0%	5
Weighted base:		1004		56		102		62		147		203		159		68		90		41		76
Sample:		1004		100		100		102		100		101		100		101		100		100		100

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Working full time	54.4%	546	41.0%	23	51.0%	52	56.9%	35	57.0%	84	55.4%	113	60.0%	95	49.5%	34	56.0%	50	51.0%	21	51.0%	39
Working part time	7.8%	78	9.0%	5	11.0%	11	5.9%	4	6.0%	9	6.9%	14	6.0%	10	7.9%	5	8.0%	7	10.0%	4	12.0%	9
Unemployed	1.5%	15	1.0%	1	2.0%	2	1.0%	1	1.0%	1	4.0%	8	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Retired	33.4%	335	45.0%	25	35.0%	36	34.3%	21	35.0%	51	29.7%	60	30.0%	48	39.6%	27	32.0%	29	35.0%	14	31.0%	24
Homemaker	1.2%	12	2.0%	1	0.0%	0	1.0%	1	0.0%	0	3.0%	6	0.0%	0	0.0%	0	2.0%	2	1.0%	0	3.0%	2
A student	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Disabled	1.1%	11	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	2	2.0%	3	1.0%	1	0.0%	0	3.0%	1	1.0%	1
(Refused)	0.6%	6	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	2	2.0%	1	2.0%	2	0.0%	0	0.0%	0
Weighted base:		1004		56		102		62		147		203		159		68		90		41		76
Sample:		1004		100		100		102		100		101		100		101		100		100		100

INC Approximately what is your total annual household income ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
£0-£14,999	17.9%	180	18.0%	10	9.0%	9	11.8%	7	25.0%	37	10.9%	22	22.0%	35	19.8%	13	27.0%	24	16.0%	7	20.0%	15
£15,000 - £20,000	9.8%	99	8.0%	4	11.0%	11	9.8%	6	5.0%	7	10.9%	22	6.0%	10	10.9%	7	20.0%	18	12.0%	5	10.0%	8
£21,000 - £30,000	13.1%	132	6.0%	3	13.0%	13	16.7%	10	11.0%	16	18.8%	38	17.0%	27	5.9%	4	13.0%	12	10.0%	4	5.0%	4
£31,000 - £40,000	9.0%	90	6.0%	3	9.0%	9	10.8%	7	13.0%	19	5.9%	12	9.0%	14	6.9%	5	9.0%	8	12.0%	5	10.0%	8
£41,000 - £50,000	4.1%	42	4.0%	2	4.0%	4	2.9%	2	2.0%	3	5.9%	12	3.0%	5	4.0%	3	3.0%	3	9.0%	4	6.0%	5
£51,000 - £60,000	1.6%	16	1.0%	1	2.0%	2	1.0%	1	1.0%	1	2.0%	4	0.0%	0	3.0%	2	1.0%	1	1.0%	0	5.0%	4
£61,000 - £70,000	0.7%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	2	1.0%	2	1.0%	1	1.0%	1	1.0%	0	0.0%	0
£71,000 - £80,000	0.7%	7	0.0%	0	1.0%	1	0.0%	0	2.0%	3	0.0%	0	1.0%	2	1.0%	1	0.0%	0	1.0%	0	0.0%	0
£81,000 - £90,000	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
£91,000 - £100,000	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
£100,000 - £150,000	0.2%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
£151,000+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / refused)	42.5%	427	55.0%	31	50.0%	51	46.1%	29	41.0%	60	43.6%	88	41.0%	65	47.5%	32	25.0%	23	36.0%	15	43.0%	33
Weighted base:		1004		56		102		62		147		203		159		68		90		41		76
Sample:		1004		100		100		102		100		101		100		101		100		100		100

QUOTA Zone:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Zone 1	5.6%	56	100.0%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	10.2%	102	0.0%	0	100.0%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	6.2%	62	0.0%	0	0.0%	0	100.0%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	14.6%	147	0.0%	0	0.0%	0	0.0%	0	100.0%	147	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	20.2%	203	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	203	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	15.8%	159	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	159	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	6.8%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	68	0.0%	0	0.0%	0	0.0%	0
Zone 8	9.0%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	90	0.0%	0	0.0%	0
Zone 9	4.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	41	0.0%	0
Zone 10	7.6%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	76
Weighted base:		1004		56		102		62		147		203		159		68		90		41		76
Sample:		1004		100		100		102		100		101		100		101		100		100		100

Appendix C:

Retail Capacity Tables – Convenience Goods

TORBAY RETAIL STUDY UPDATE 2008

TABLE 1

SURVEY AREA POPULATION FORECASTS

Catchment Zone	Postcode Sector Groupings	POPULATION 2007	2012	2016	2021	2026
1	TQ7 1/2/3/4; TQ8 8	18,178	18,637	19,013	19,493	19,985
2	TQ6 0/9; TQ9 5/6/7; TQ 10/9/10	33,646	34,496	35,191	36,079	36,990
3	TQ5 0/8/9	20,397	21,017	21,513	22,133	22,753
4	TQ3 1/2/3; TQ4 5/6/7	50,007	51,862	53,346	55,201	57,056
5	TQ1 1/2/3/4; TQ2 5/6/7/8; TQ14 0	69,863	73,573	76,541	80,251	83,961
6	TQ12 1/2/3/4/5/6	54,204	56,687	58,756	61,448	64,263
7	TQ13 0/7/8/9	23,684	24,769	25,673	26,849	28,079
8	EX7 0/9; TQ14 8/9	29,662	31,021	32,153	33,626	35,167
9	EX6 6/7/8	14,231	14,883	15,426	16,133	16,872
10	PL7 5; PL20 6; PL21 0/9	25,443	26,085	26,611	27,283	27,972
TOTAL		**339,315**	**353,031**	**364,222**	**378,496**	**393,099**

SOURCE: Experian Business Strategies data for 2007, projected forwards using ONS data.

TABLE 1A

POPULATION GROWTH RATES

GROWTH RATES 2007-20012 (%)	2007-2016 (%)	2007-2021 (%)	2007-2026 (%)
3	5	7	10
3	5	7	10
3	5	9	12
4	7	10	14
5	10	15	20
5	8	13	19
5	8	13	19
5	8	13	19
5	8	13	19
3	5	7	10
4	**7**	**12**	**16**

TORBAY RETAIL STUDY UPDATE 2008

TABLE 2

SURVEY AREA RETAIL EXPENDITURE FORECASTS (2003 prices)

PER CAPITA EXPENDITURE	2005	2007	2012	2016	2021	2026
	(£)	(£)	(£)	(£)	(£)	(£)
Convenience Goods	1,486	1,513	1,582	1,640	1,715	1,794
Comparison Goods	2,373	2,562	3,102	3,615	4,377	5,300

GROWTH IN PER CAPITA RETAIL EXPENDITURE:

Convenience Goods: 0.90 % pa 2003 - 2016

Comparison Goods: 3.90 % pa 2003 - 2016

	RETAIL EXPENDITURE									
	CONVENIENCE GOODS					**COMPARISON GOODS**				
	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026
ZONE	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	27,504	29,490	31,182	33,434	35,849	46,574	57,816	68,735	85,326	105,923
2	50,907	54,584	57,715	61,884	66,353	86,204	107,013	127,222	157,932	196,055
3	30,861	33,256	35,283	37,963	40,814	52,259	65,199	77,774	96,884	120,595
4	75,661	82,063	87,491	94,682	102,347	128,123	160,887	192,857	241,635	302,407
5	105,703	116,417	125,533	137,648	150,609	178,995	228,240	276,712	351,288	445,008
6	82,011	89,698	96,364	105,396	115,276	138,876	175,857	212,416	268,980	340,607
7	35,834	39,193	42,105	46,052	50,369	60,681	76,839	92,813	117,529	148,825
8	44,879	49,086	52,733	57,676	63,082	75,997	96,234	116,240	147,194	186,390
9	21,532	23,550	25,300	27,671	30,265	36,461	46,170	55,769	70,619	89,425
10	38,496	41,276	43,644	46,796	50,176	65,187	80,923	96,205	119,428	148,256
TOTAL	**513,387**	**558,612**	**597,350**	**649,202**	**705,141**	**869,356**	**1,095,179**	**1,316,743**	**1,656,815**	**2,083,492**

SOURCE: Table 1, Experian Business Strategies Growth Rates and Expenditure Data for Torbay

NOTES: Special Forms of trading removed : -

i) Convenience goods 6%

ii) Comparison goods 13%

TORBAY RETAIL STUDY UPDATE 2008

CONVENIENCE GOODS
TORQUAY TOWN CENTRE

TABLE 3
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

	SOMERFIELD, UNION SQUARE TORQUAY					TESCO METRO, FLEET STREET, TORQUAY					OTHER TOWN CENTRE CONVENIENCE					TOTAL				
Catchment Zone	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	1	1	1	1	1	0	0	0	0	0	1	1	1	1	1
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	5	5	5	5	5	6	6	6	6	6	5	5	5	5	5	16	16	16	16	16
6	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	1	1	1	1	1	0	0	0	0	0	1	1	1	1	1

SOURCE: Torbay Household Survey 2007

TABLE 4
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2003 PRICES

	SOMERFIELD, UNION STREET, TORQUAY					TESCO, FLEET STREET, TORQUAY					OTHER TOWN CENTRE CONVENIENCE					TOTAL				
Catchment Zone	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	255	274	291	313	337	93	100	106	114	122	347	374	397	427	459
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	5,047	5,559	5,994	6,573	7,192	6,369	7,014	7,563	8,293	9,074	5,100	5,617	6,057	6,641	7,267	16,516	18,190	19,614	21,507	23,533
6	0	0	0	0	0	0	0	0	0	0	533	583	626	685	749	533	583	626	685	749
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	318	341	360	386	414	0	0	0	0	0	318	341	360	386	414
TOTALS	**5,047**	**5,559**	**5,994**	**6,573**	**7,192**	**6,941**	**7,629**	**8,214**	**8,993**	**9,825**	**5,726**	**6,300**	**6,789**	**7,440**	**8,139**	**17,714**	**19,488**	**20,998**	**23,006**	**25,155**

SOURCE: Tables 2 & 3

TORBAY RETAIL STUDY UPDATE 2008

CONVENIENCE GOODS
TORQUAY OUT OF CENTRE

TABLE 5
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

	LIDL, NEWTON ROAD, SHIPHAY				
Catchment Zone	2007 (%)	2012 (%)	2016 (%)	2021 (%)	2026 (%)
1	0	0	0	0	0
2	2	2	2	2	2
3	1	1	1	1	1
4	0	0	0	0	0
5	7	7	7	7	7
6	0	0	0	0	0
7	2	2	2	2	2
8	0	0	0	0	0
9	0	0	0	0	0
10	0	0	0	0	0

SOURCE: Torbay Household Survey 2007

TABLE 6
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2003 PRICES

	LIDL, NEWTON ROAD, SHIPWAY				
Catchment Zone	2007 (£000)	2012 (£000)	2016 (£000)	2021 (£000)	2026 (£000)
1	0	0	0	0	0
2	1,018	1,092	1,154	1,238	1,327
3	347	374	397	427	459
4	246	267	284	308	333
5	6,950	7,654	8,254	9,050	9,903
6	0	0	0	0	0
7	591	647	695	760	831
8	0	0	0	0	0
9	0	0	0	0	0
10	0	0	0	0	0
TOTALS	**9,152**	**10,034**	**10,784**	**11,783**	**12,853**

SOURCE: Table 2 & 5

TORBAY RETAIL STUDY UPDATE 2008

CONVENIENCE GOODS
PAIGNTON TOWN CENTRE

TABLE 7
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

	TESCO METRO VICTORIA STREET					SOMERFIELD CROSSWAYS SHOPPING CENTRE					LIDL VICTORIA CENTRE					OTHER TOWN CENTRE CONVENIENCE					TOTAL				
Catchment Zone	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1
4	11	11	11	11	11	0	0	0	0	0	5	5	5	5	5	6	6	6	6	6	23	23	23	23	23
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

SOURCE: Torbay Household Survey 2007

NOTE: Other includes: Co-Op, Winner Street / Iceland, Victoria Street / Plymco Supermarket, Winner Street

TABLE 8
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2003 PRICES

	TESCO METRO VICTORIA STREET					SOMERFIELD CROSSWAYS SHOPPING CENTRE					LIDL VICTORIA CENTRE					OTHER TOWN CENTRE CONVENIENCE					TOTAL				
Catchment Zone	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	178	191	202	217	232	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	178	191	202	217	232
3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	255	274	291	313	337	255	274	291	313	337
4	8,474	9,191	9,799	10,604	11,463	246	267	284	308	333	6,310	7,924	9,498	11,901	14,894	4,748	5,149	5,490	5,941	6,422	19,778	22,531	25,072	28,754	33,111
5	344	378	408	447	489	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	344	378	408	447	489
6	615	673	723	790	865	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	615	673	723	790	865
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTALS	**9,611**	**10,433**	**11,132**	**12,059**	**13,049**	**246**	**267**	**284**	**308**	**333**	**6,310**	**7,924**	**9,498**	**11,901**	**14,894**	**5,002**	**5,424**	**5,781**	**6,254**	**6,759**	**21,169**	**24,047**	**26,695**	**30,521**	**35,034**

SOURCE: Tables 2 & 7

TORBAY RETAIL STUDY UPDATE 2008

CONVENIENCE GOODS
PAIGNTON OUT OF CENTRE

TABLE 9
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

	J SAINSBURY, BRIXHAM ROAD					MORRISONS, TOTNES ROAD					TOTAL				
Catchment Zone	2007 (%)	2012 (%)	2016 (%)	2021 (%)	2026 (%)	2007 (%)	2012 (%)	2016 (%)	2021 (%)	2026 (%)	2007 (%)	2012 (%)	2016 (%)	2021 (%)	2026 (%)
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	8	8	8	8	8	1	1	1	1	1	9	9	9	9	9
3	37	37	37	37	37	18	18	18	18	18	56	56	56	56	56
4	23	23	23	23	23	30	30	30	30	30	53	53	53	53	53
5	0	0	0	0	0	5	5	5	5	5	5	5	5	5	5
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

SOURCE: Torbay Household Survey 2007

TABLE 10
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2003 PRICES

	J SAINSBURY, BRIXHAM ROAD					MORRISONS, TOTNES ROAD					TOTAL				
Catchment Zone	2007 (£000)	2012 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2007 (£000)	2012 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2007 (£000)	2012 (£000)	2016 (£000)	2021 (£000)	2026 (£000)
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	4,187	4,489	4,747	5,090	5,458	420	450	476	511	547	4,607	4,940	5,223	5,600	6,005
3	11,465	12,355	13,108	14,103	15,163	5,671	6,111	6,483	6,976	7,500	17,136	18,465	19,591	21,079	22,662
4	17,440	18,916	20,167	21,824	23,591	22,774	24,701	26,335	28,499	30,806	40,214	43,616	46,502	50,323	54,397
5	0	0	0	0	0	5,232	5,763	6,214	6,814	7,455	5,232	5,763	6,214	6,814	7,455
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTALS	**33,092**	**35,760**	**38,021**	**41,017**	**44,211**	**34,097**	**37,025**	**39,508**	**42,799**	**46,309**	**67,189**	**72,784**	**77,529**	**83,816**	**90,520**

SOURCE: Table 2 & 9

TORBAY RETAIL STUDY UPDATE 2008

CONVENIENCE GOODS
BRIXHAM TOWN CENTRE

TABLE 11
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	SOMERFIELD, FORE STREET					CO OP, FORE STREET					OTHER TOWN CENTRE CONVENIENCE					TOTAL				
	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	14	14	14	14	14	8	8	8	8	8	10	10	10	10	10	31	31	31	31	31
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

SOURCE: Torbay Household Survey 2007

TABLE 12
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2003 PRICES

Catchment Zone	SOMERFIELD, FORE STREET					CO OP, FORE STREET					OTHER TOWN CENTRE CONVENIENCE					TOTAL				
	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)		(£000)
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	4,243	4,573	4,851	5,220	5,612	2,315	2,494	2,646	2,847	3,061	2,939	3,168	3,361	3,616	3,888	9,497	10,235	10,858	11,683	12,561
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTALS	**4,243**	**4,573**	**4,851**	**5,220**	**5,612**	**2,315**	**2,494**	**2,646**	**2,847**	**3,061**	**2,939**	**3,168**	**3,361**	**3,616**	**3,888**	**9,497**	**10,235**	**10,858**	**11,683**	**12,561**

SOURCE: Tables 2 & 11

TORBAY RETAIL STUDY UPDATE 2008

CONVENIENCE GOODS
DISTRICT CENTRES

TABLE 13
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	SAINSBURY'S THE WILLOWS DISTRICT CENTRE					M&S THE WILLOWS DISTRICT CENTRE					SOMERFIELD & OTHER STORES ST MARYCHURCH DISTRICT CENTRE					TOTAL				
	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1
2	2	2	2	2	2	0	0	0	0	0	0	0	0	0	0	2	2	2	2	2
3	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1
4	10	10	10	10	10	1	1	1	1	1	0	0	0	0	0	11	11	11	11	11
5	42	42	42	42	42	1	1	1	1	1	8	8	8	8	8	51	51	51	51	51
6	4	4	4	4	4	0	0	0	0	0	0	0	0	0	0	5	5	5	5	5
7	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	3	3	3	3	3
8	1	1	1	1	1	0	0	0	0	0	1	1	1	1	1	2	2	2	2	2
9	0	0	0	0	0	1	1	1	1	1	0	0	0	0	0	1	1	1	1	1
10	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1

SOURCE: Torbay Household Survey 2007

TABLE 14
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2003 PRICES

Catchment Zone	SAINSBURY'S THE WILLOWS DISTRICT CENTRE					M&S THE WILLOWS DISTRICT CENTRE					SOMERFIELD & OTHER STORES ST MARYCHURCH DISTRICT CENTRE					TOTAL				
	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026	2007	2012	2016	2021	2026
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	248	265	281	301	323	0	0	0	0	0	0	0	0	0	0	248	265	281	301	323
2	1,260	1,351	1,428	1,532	1,642	0	0	0	0	0	0	0	0	0	0	1,260	1,351	1,428	1,532	1,642
3	347	374	397	427	459	0	0	0	0	0	0	0	0	0	0	347	374	397	427	459
4	7,623	8,268	8,815	9,539	10,311	473	513	547	592	640	246	267	284	308	333	8,342	9,047	9,646	10,439	11,284
5	44,263	48,750	52,567	57,640	63,068	1,136	1,251	1,349	1,480	1,619	8,958	9,866	10,639	11,666	12,764	54,358	59,867	64,555	70,785	77,451
6	3,465	3,790	4,071	4,453	4,870	267	292	313	343	375	0	0	0	0	0	3,732	4,081	4,385	4,796	5,245
7	296	323	347	380	416	296	323	347	380	416	430	470	505	553	604	1,021	1,117	1,200	1,312	1,436
8	370	405	435	476	520	146	160	171	187	205	370	405	435	476	520	886	969	1,041	1,139	1,246
9	0	0	0	0	0	178	194	209	228	250	0	0	0	0	0	178	194	209	228	250
10	231	248	262	281	301	0	0	0	0	0	0	0	0	0	0	231	248	262	281	301
TOTALS	**58,103**	**63,774**	**68,603**	**75,028**	**81,911**	**2,495**	**2,733**	**2,937**	**3,210**	**3,504**	**10,005**	**11,008**	**11,864**	**13,002**	**14,222**	**70,602**	**77,515**	**83,404**	**91,240**	**99,636**

SOURCE: Tables 2 & 13

TABLE 15
TORQUAY CONVENIENCE GOODS FLOORSPACE

	Net Flsp (sqm)	Net Con Ratio (%)	Net Convenience (sqm)	Co Average Sales (£ per sq m net)	Average Turnover (£000s)
TOWN CENTRE					
Somerfield, Union Square	0	95%	0	0	0
Tesco Metro, Fleet Street	883	95%	839	15,168	12,724
M&S Simply Food	400	95%	380	10,292	3,911
Other	2,100	95%	1,995	4,200	8,379
SUB-TOTAL	**3,383**		**3,214**	**7,783**	**25,014**
THE WILLOWS DISTRICT CENTRE					
J Sainsbury	4,429	80%	3,543	10,679	37,838
M&S	836	95%	794	10,292	8,174
SUB-TOTAL	**5,265**		**4,337**	**10,608**	**46,012**
ST MARYCHURCH LOCAL CENTRE					
Somerfield	1,148	95%	1,091	5,825	6,353
OUT OF CENTRE					
Lidl, Newton Road, Shiphay	2,000	80%	1,600	2,800	4,480
TOTAL	**11,796**		**10,242**	**7,993**	**81,858**

Other Town Centre includes Iceland, Union Square/Costcutter, High Union Street/Spar Union Street/Spar Fleet Street

TABLE 16
PAIGNTON CONVENIENCE GOODS FLOORSPACE

	Net Flsp (sqm)	Net Con Ratio (%)	Net Convenience (sqm)	Co Average Sales (£ per sq m net)	Average Turnover (£000s)
TOWN CENTRE					
Tesco Metro, Victoria Street	604	95%	574	15,168	8,703
Somerfield, Crossways Shopping Centre	448	95%	426	5,825	2,479
Lidl, Victoria Centre	1,301	95%	1,236	2,800	3,461
Other	1,415	95%	1,344	4,200	5,646
SUB-TOTAL	**3,768**		**3,580**	**5,668**	**20,289**
OUT OF CENTRE					
J Sainsbury, Brixham Road	2,880	80%	2,304	10,679	24,604
Morrisons, Totnes Road	3,252	90%	2,927	10,746	31,451
SUB-TOTAL	**6,132**		**5,231**	**10,716**	**56,056**
TOTAL	**9,900**		**8,810**	**8,665**	**76,345**

Other includes: Iceland, Victoria Street / Plymco Supermarket, Winner Street

TABLE 17
BRIXHAM CONVENIENCE GOODS FLOORSPACE

	Net Flsp (sqm)	Net Con Ratio (%)	Net Convenience (sqm)	Co Average Sales (£ per sq m net)	Average Turnover (£000s)
TOWN CENTRE					
Somerfield, Fore Street	245	95%	233	5,825	1,356
Co-Op	372	95%	353	5,500	1,944
Other	1,327	100%	1,327	4,200	5,573
TOTAL	**1,944**		**1,913**	**4,638**	**8,873**

TABLE 18
TOTAL CONVENIENCE GOODS FLOORSPACE

Store	Net Flsp (sqm)		Net Convenience (sqm)	Co Average Sales (£ per sq m net)	Average Turnover (£000s)
TOTAL	**23,640**		**20,965**	**7,969**	**167,076**

TABLE 20
PAIGNTON RETAIL COMMITMENTS - CONVENIENCE GOODS

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience (sqm)	Company Average Sales (£ per sq m net)	Average Turnover 2005 (£000s)
Spar, Manor Garage, Torquay Road Paignton District Centre	853	95%	810	5,738	4,650

Source: Torbay Council

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 21
FUTURE SHOP FLOORSPACE CAPACITY IN TORQUAY

	CONVENIENCE GOODS				
	2007	2012	2016	2021	2026
Total Available Expenditure (£000)	513,387	558,612	597,350	649,202	705,141
Torquay Foodstore Market Share	19.0	19.0	19.0	19.0	19.0
Residents Spending (£000)	97,469	107,036	115,186	126,028	137,643
Inflow From Beyond Survey Area (10%) £000	10,830	11,893	12,798	14,003	15,294
TOTAL TURNOVER (£000)	**108,298**	**118,929**	**127,984**	**140,031**	**152,937**
Existing Shop Floorspace (sq m net)	10,242	10,242	10,242	10,242	10,242
Sales per sq m net £	10,574	8,235	8,435	8,691	8,955
Sales from Existing Floorspace (£000)	108,298	84,344	86,386	89,009	91,711
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	34,586	41,598	51,022	61,226
Sales per sq m net in new shops (£) Based on large store format	10,000	10,304	10,553	10,874	11,204
Capacity for new floorspace (sq m net)	0	3,357	3,942	4,692	5,465

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 22
FUTURE SHOP FLOORSPACE CAPACITY IN PAIGNTON

	CONVENIENCE GOODS				
	2007	2012	2016	2021	2026
Total Available Expenditure (£000)	513,387	558,612	597,350	649,202	705,141
Paignton Foodstore Market Share	17.2	17.2	17.2	17.2	17.2
Residents Spending (£000)	88,358	96,832	104,225	114,338	125,554
Inflow From Beyond Survey Area (10%) £000	9,818	10,759	11,581	12,704	13,950
TOTAL TURNOVER (£000)	**98,175**	**107,591**	**115,805**	**127,042**	**139,505**
Existing Shop Floorspace (sq m net)	8,810	8,810	8,810	8,810	8,810
Sales per sq m net £	11,143	8,884	9,099	9,376	9,660
Sales from Existing Floorspace (£000)	98,175	78,273	80,168	82,602	85,110
Sales from Committed Floorspace (£000)	0	4,767	4,863	4,986	5,112
Residual Spending to Support new shops (£000)	0	24,551	30,774	39,453	49,282
Sales per sq m net in new shops (£) Based on large store format	10,000	10,253	10,501	10,820	11,148
Capacity for new floorspace (sq m net)	0	2,395	2,931	3,646	4,421

TORBAY RETAIL STUDY UPDATE 2008

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 23
FUTURE SHOP FLOORSPACE CAPACITY IN BRIXHAM

	CONVENIENCE GOODS				
	2007	2012	2016	2021	2026
Total Available Expenditure (£000)	513,387	558,612	597,350	649,202	705,141
Brixham Foodstore Market Share	1.8	1.8	1.8	1.8	1.8
Residents Spending (£000)	9,497	10,235	10,858	11,683	12,561
Inflow From Beyond Survey Area (17.5%) £000	2,015	2,171	2,303	2,478	2,664
TOTAL TURNOVER (£000)	**11,512**	**12,405**	**13,162**	**14,161**	**15,225**
Existing Shop Floorspace (sq m net)	1,913	1,913	1,913	1,913	1,913
Sales per sq m net £	6,017	4,779	4,894	5,043	5,196
Sales from Existing Floorspace (£000)	11,512	9,142	9,364	9,648	9,941
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	3,263	3,798	4,513	5,284
Sales per sq m net in new shops (£) Based on large store format	10,000	10,304	10,553	10,874	11,204
Capacity for new floorspace (sq m net)	0	317	360	415	472

Appendix D:

Retail Capacity Tables – Comparison Goods

TORBAY RETAIL STUDY UPDATE 2008

COMPARISON GOODS
PAIGNTON OUT-OF-CENTRE

TABLE 15
COMPARISON GOODS ALLOCATION - MARKET SHARE %

	PAIGNTON OUT-OF-CENTRE				
Catchment Zone	2007 (%)	2012 (%)	2016 (%)	2021 (%)	2026 (%)
1	0	0	0	0	0
2	1	1	1	1	1
3	6	6	6	6	6
4	7	7	7	7	7
5	0	0	0	0	0
6	0	0	0	0	0
7	0	0	0	0	0
8	0	0	0	0	0
9	0	0	0	0	0
10	0	0	0	0	0

SOURCE: Torbay Household Survey 2007

TABLE 16
COMPARISON GOODS ALLOCATION - SPEND (£) 2003 PRICES

	PAIGNTON OUT-OF-CENTRE				
Catchment Zone	2007 (£000)	2012 (£000)	2016 (£000)	2021 (£000)	2026 (£000)
1	56	70	83	103	128
2	1,193	1,481	1,761	2,186	2,714
3	2,994	3,736	4,456	5,551	6,910
4	8,770	11,013	13,201	16,540	20,699
5	217	277	336	426	540
6	0	0	0	0	0
7	0	0	0	0	0
8	0	0	0	0	0
9	0	0	0	0	0
10	0	0	0	0	0
Total	**13,231**	**16,577**	**19,837**	**24,807**	**30,991**

Source: Table 2 & 11

TORBAY RETAIL STUDY UPDATE 2008

COMPARISON GOODS
B&Q, HIGHER UNION STREET LOCAL CENTRE
TORQUAY

TABLE 13
COMPARISON GOODS ALLOCATION - MARKET SHARE %

	B&Q, HIGHER UNION STREET LOCAL CENTRE, TORQUAY				
Catchment Zone	2007 (%)	2012 (%)	2016 (%)	2021 (%)	2026 (%)
1	0	0	0	0	0
2	0	0	0	0	0
3	0	0	0	0	0
4	1	1	1	1	1
5	2	2	2	2	2
6	0	0	0	0	0
7	0	0	0	0	0
8	0	0	0	0	0
9	0	0	0	0	0
10	0	0	0	0	0

SOURCE: Torbay Household Survey 2007

TABLE 14
COMPARISON GOODS ALLOCATION - SPEND (£) 2003 PRICES

	B&Q, HIGHER UNION STREET LOCAL CENTRE, TORQUAY				
Catchment Zone	2007 (£000)	2012 (£000)	2016 (£000)	2021 (£000)	2026 (£000)
1	0	0	0	0	0
2	235	292	347	431	535
3	58	72	86	108	134
4	919	1,154	1,384	1,734	2,170
5	3,491	4,451	5,397	6,851	8,679
6	0	0	0	0	0
7	0	0	0	0	0
8	0	0	0	0	0
9	0	0	0	0	0
10	0	0	0	0	0
Total	**4,703**	**5,970**	**7,214**	**9,123**	**11,518**

Source: Table 2 & 13

TORBAY RETAIL STUDY UPDATE 2008

COMPARISON GOODS
TORQUAY OUT-OF-CENTRE

TABLE 11
COMPARISON GOODS ALLOCATION - MARKET SHARE %

	TORQUAY, OUT-OF-CENTRE				
Catchment Zone	2007 (%)	2012 (%)	2016 (%)	2021 (%)	2026 (%)
1	1	1	1	1	1
2	4	4	4	4	4
3	4	4	4	4	4
4	12	12	12	12	12
5	12	12	12	12	12
6	3	3	3	3	3
7	3	3	3	3	3
8	1	1	1	1	1
9	0	0	0	0	0
10	0	0	0	0	0

SOURCE: Torbay Household Survey 2007

TABLE 12
COMPARISON GOODS ALLOCATION - SPEND (£) 2003 PRICES

	TORQUAY OUT-OF-CENTRE				
Catchment Zone	2007 (£000)	2012 (£000)	2016 (£000)	2021 (£000)	2026 (£000)
1	238	295	351	436	541
2	3,823	4,746	5,642	7,004	8,695
3	1,972	2,461	2,935	3,656	4,551
4	15,940	20,017	23,994	30,063	37,624
5	21,822	27,826	33,736	42,828	54,254
6	4,088	5,177	6,253	7,918	10,027
7	1,695	2,146	2,593	3,283	4,157
8	870	1,102	1,331	1,686	2,134
9	0	0	0	0	0
10	0	0	0	0	0
Total	**50,450**	**63,770**	**76,835**	**96,874**	**121,983**

Source: Table 2 & 11

TORBAY RETAIL STUDY UPDATE 2008

COMPARISON GOODS
THE WILLOWS DISTRICT CENTRE

TABLE 9
COMPARISON GOODS ALLOCATION - MARKET SHARE %

	THE WILLOWS DISTRICT CENTRE				
Catchment Zone	2007 (%)	2012 (%)	2016 (%)	2021 (%)	2026 (%)
1	3	3	3	3	3
2	8	8	8	8	8
3	15	15	15	15	15
4	15	15	15	15	15
5	25	25	25	25	25
6	7	7	7	7	7
7	3	3	3	3	3
8	7	7	7	7	7
9	1	1	1	1	1
10	0	0	0	0	0

SOURCE: Torbay Household Survey 2007

TABLE 10
COMPARISON GOODS ALLOCATION - SPEND (£) 2003 PRICES

	THE WILLOWS DISTRICT CENTRE				
Catchment Zone	2007 (£000)	2012 (£000)	2016 (£000)	2021 (£000)	2026 (£000)
1	1,198	1,488	1,769	2,195	2,725
2	7,150	8,876	10,552	13,099	16,261
3	7,782	9,709	11,581	14,427	17,958
4	19,326	24,269	29,091	36,449	45,616
5	44,190	56,347	68,314	86,724	109,862
6	9,950	12,599	15,219	19,271	24,403
7	1,934	2,449	2,958	3,746	4,743
8	5,694	7,210	8,709	11,028	13,964
9	309	392	473	599	759
10	297	369	438	544	675
Total	**97,830**	**123,706**	**149,103**	**188,083**	**236,966**

Source: Table 2 & 9

COMPARISON GOODS
BRIXHAM TOWN CENTRE

TABLE 7
COMPARISON GOODS ALLOCATION - MARKET SHARE %

	BRIXHAM TOWN CENTRE				
Catchment Zone	2007 (%)	2012 (%)	2016 (%)	2021 (%)	2026 (%)
1	0	0	0	0	0
2	1	1	1	1	1
3	27	27	27	27	27
4	0	0	0	0	0
5	0	0	0	0	0
6	0	0	0	0	0
7	0	0	0	0	0
8	0	0	0	0	0
9	0	0	0	0	0
10	0	0	0	0	0

SOURCE: Torbay Household Survey 2007

TABLE 8
COMPARISON GOODS ALLOCATION - SPEND (£) 2003 PRICES

	BRIXHAM TOWN CENTRE				
Catchment Zone	2007 (£000)	2012 (£000)	2016 (£000)	2021 (£000)	2026 (£000)
1	0	0	0	0	0
2	764	949	1,128	1,400	1,738
3	14,273	17,807	21,241	26,461	32,936
4	621	779	934	1,170	1,465
5	0	0	0	0	0
6	328	416	502	636	805
7	0	0	0	0	0
8	0	0	0	0	0
9	0	0	0	0	0
10	0	0	0	0	0
Total	**15,986**	**19,951**	**23,806**	**29,667**	**36,944**

Source: Table 2 & 7

TORBAY RETAIL STUDY UPDATE 2008

COMPARISON GOODS
PAIGNTON TOWN CENTRE

TABLE 5
COMPARISON GOODS ALLOCATION - MARKET SHARE %

	PAIGNTON TOWN CENTRE				
Catchment Zone	2007 (%)	2012 (%)	2016 (%)	2021 (%)	2026 (%)
1	0	0	0	0	0
2	4	4	4	4	4
3	6	6	6	6	6
4	24	24	24	24	24
5	1	1	1	1	1
6	0	0	0	0	0
7	0	0	0	0	0
8	0	0	0	0	0
9	0	0	0	0	0
10	0	0	0	0	0

SOURCE: Torbay Household Survey 2007

TABLE 6

COMPARISON GOODS ALLOCATION - SPEND (£) 2003 PRICES

	PAIGNTON TOWN CENTRE				
Catchment Zone	2007 (£000)	2012 (£000)	2016 (£000)	2021 (£000)	2026 (£000)
1	0	0	0	0	0
2	3,342	4,149	4,932	6,123	7,600
3	3,216	4,012	4,786	5,962	7,421
4	31,188	39,164	46,946	58,820	73,614
5	2,058	2,624	3,181	4,038	5,116
6	694	879	1,062	1,344	1,702
7	0	0	0	0	0
8	0	0	0	0	0
9	68	86	104	131	166
10	193	239	285	353	439
Total	40,758	51,153	61,295	76,772	96,058

Source: Table 2 & 5

TORBAY RETAIL STUDY UPDATE 2008

COMPARISON GOODS
TORQUAY TOWN CENTRE

TABLE 3
COMPARISON GOODS ALLOCATION - MARKET SHARE %

	TORQUAY TOWN CENTRE				
Catchment	2007	2012	2016	2021	2026
Zone	(%)	(%)	(%)	(%)	
1	2	2	2	2	2
2	15	15	15	15	15
3	27	27	27	27	27
4	20	20	20	20	20
5	45	45	45	45	45
6	5	5	5	5	5
7	2	2	2	2	2
8	8	8	8	8	8
9	0	0	0	0	0
10	0	0	0	0	0

SOURCE: Torbay Household Survey 2007

TABLE 4
COMPARISON GOODS ALLOCATION - SPEND (£) 2003 PRICES

	TORQUAY TOWN CENTRE				
Catchment	2007	2012	2016	2021	2026
Zone	(£000)	(£000)	(£000)	(£000)	(£000)
1	900	1,117	1,328	1,649	2,047
2	12,829	15,926	18,933	23,503	29,177
3	13,981	17,443	20,807	25,920	32,264
4	26,232	32,941	39,486	49,473	61,916
5	80,702	102,904	124,759	158,382	200,636
6	7,370	9,332	11,272	14,274	18,075
7	1,440	1,824	2,203	2,790	3,532
8	5,753	7,285	8,799	11,142	14,109
9	0	0	0	0	0
10	129	160	190	236	293
Total	149,336	188,931	227,778	287,369	362,049

Source: Table 2 & 3

TABLE 17
TORQUAY COMPARISON GOODS FLOORSPACE

	Net Floorspace Sq m	Sales Density £ per sq m	Turnover 2007 £000's
TORQUAY TOWN CENTRE			
Torquay Town Centre	27,138	5,000	135,691
RETAIL WAREHOUSING			
Furniture Wholesalers	929	1,809	1,681
Topps Tiles	439	1,712	752
No Frills DIY	3,252	1,654	5,380
Halfords	870	2,214	1,926
Focus	3,019	1,277	3,855
Staples	1,858	1,915	3,558
MFI	1,858	2,340	4,348
Harveys/Rosebys/Benson for Beds	1,150	1,700	1,955
Currys	1,320	5,755	7,597
Allied Carpets	1,320	1,404	1,853
B&Q, Higher Union Street Local Centre	1,672	2,011	3,362
TOTAL	**17,687**	**2,050**	**36,267**
THE WILLOW DISTRICT CENTRE			
Comet	1,672	7,032	11,758
Boots	1,115	8,200	9,143
Carpetright	929	1,315	1,222
Mothercare World	1,394	2,820	3,931
Next	1,115	7,348	8,193
Marks & Spencer	1,858	5,000	9,290
TOTAL	**8,083**	**5,386**	**43,536**
TOTAL	**52,908**	**4,073**	**215,494**

TABLE 18
PAIGNTON TOWN CENTRE COMPARISON GOODS FLOORSPACE

	Net Floorspace Sq m	Sales Density £ per sq m	Turnover 2007 £000's
PAIGNTON TOWN CENTRE			
Paignton Town Centre	16,184	4,000	64,735
PAIGNTON OUT-OF-CENTRE RETAIL WAREHOUSING			
Focus	1,951	1,277	2,491
TOTAL	**18,135**		**67,226**

Source: Experian Goad

TABLE 19
BRIXHAM TOWN CENTRE COMPARISON GOODS FLOORSPACE

	Net Floorspace Sq m	Sales Density £ per sq m	Turnover 2007 £000's
BRIXHAM TOWN CENTRE			
Brixham Town Centre	7,198	4,000	28,792
TOTAL	**7,198**		**28,792**

Source: Experian Goad

TORBAY RETAIL STUDY UPDATE 2008

TABLE 20
TORBAY RETAIL COMMITMENTS - COMPARISON GOODS

Commitment	Net Flsp (sqm)	Co Average Sales (£ per sq m net)	Average Turnover 2007 (£000s)	Average Turnover 2012 (£000s)
Extension to former Currys Unit, Wren Park	455	8,200	3,731	4,221
Former Booker Cash & Carry site, Torquay	4,414	2,011	8,877	10,043
PC World, Riviera Way, Torquay	900	7,209	6,488	6,990
TOTAL	**5,769**	**3,310**	**19,096**	**21,254**

TORBAY RETAIL STUDY UPDATE 2008

TABLE 21

FUTURE SHOP FLOORSPACE CAPACITY: TORQUAY

GROWTH IN SALES PER SQ M	COMPARISON GOODS	2.2	%pa '07-'26		
	COMPARISON GOODS				
	2007	2012	2016	2021	2026
Total Available Expenditure (£000)	869,356	1,095,179	1,316,743	1,656,815	2,083,492
Market Share from Survey Area	35	35	35	35	35
Survey Area Residents Spending (£000)	302,318.66	382,378	460,931	581449	732516
Inflow from Beyond Survey Area (10%) £000	33,591	42,486	51,215	64,605	81,391
TOTAL TURNOVER (£000)	**335,910**	**424,864**	**512,146**	**646,054**	**813,907**
Existing Shop Floorspace (sq m net)	52,908	52,908	52,908	52,908	52,908
Sales per sq m net £	6,349	7,079	7,723	8,610	9,600
Sales from Existing Floorspace (£000)	335,910	374,522	408,583	455,549	507,913
Sales from Committed Floorspace (£000)	0	21,254	23,187	25,852	28,824
Residual Spending to Support new shops (£000)	0	29,089	80,376	164,653	277,170
Sales per sq m net in new shops (£)	5,000	5,575	6,082	6,781	7,560
Capacity for new floorspace (sq m net)	0	5,218	13,216	24,282	36,661

TORBAY RETAIL STUDY UPDATE 2008

TABLE 22
FUTURE SHOP FLOORSPACE CAPACITY: PAIGNTON

GROWTH IN SALES PER SQ M	COMPARISON GOODS	2.2	%pa '05-'16		
	COMPARISON GOODS				
	2007	2012	2016	2021	2026
Total Available Expenditure (£000)	869,356	1,095,179	1,316,743	1,656,815	2,083,492
Market Share from Survey Area	6	6	6	6	6
Survey Area Residents Spending (£000)	53,990	67,729	81,133	101,578	127,049
Inflow from Beyond Survey Area (10%) £000	5,999	7,525	9,015	11,286	14,117
TOTAL TURNOVER (£000)	**59,988**	**75,255**	**90,147**	**112,865**	**141,166**
Existing Shop Floorspace (sq m net)	18,135	18,135	18,135	18,135	18,135
Sales per sq m net £	3,308	3,688	4,024	4,486	5,002
Sales from Existing Floorspace (£000)	59,988	66,884	72,967	81,354	90,706
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	8,371	17,181	31,511	50,460
Sales per sq m net in new shops (£)	4,000	4,460	4,865	5,425	6,048
Capacity for new floorspace (sq m net)	0	1,877	3,531	5,809	8,343

TORBAY RETAIL STUDY UPDATE 2008

TABLE 23
FUTURE SHOP FLOORSPACE CAPACITY: BRIXHAM

GROWTH IN SALES PER SQ M	COMPARISON GOODS	2.2	%pa '05-'16		
	COMPARISON GOODS				
	2007	2012	2016	2021	2026
Total Available Expenditure (£000)	869,356	1,095,179	1,316,743	1,656,815	2,083,492
Market Share from Survey Area	2	2	2	2	2
Survey Area Residents Spending (£000)	15,986	19,951	23,806	29,667	36,944
Inflow From Beyond Survey Area (17.5%) £000	3,391	4,232	5,050	6,293	7,837
TOTAL TURNOVER (£000)	**19,377**	**24,183**	**28,855**	**35,960**	**44,781**
Existing Shop Floorspace (sq m net)	7,198	7,198	7,198	7,198	7,198
Sales per sq m net £	2,692	3,001	3,274	3,651	4,070
Sales from Existing Floorspace (£000)	19,377	21,604	23,569	26,278	29,299
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	2,579	5,286	9,682	15,482
Sales per sq m net in new shops (£)	4,000	4,460	4,865	5,425	6,048
Capacity for new floorspace (sq m net)	0	578	1,086	1,785	2,560