Moray Retail Study 2021

Final Report

Appendix C:
NEMS Moray Household Survey Results

For Moray Council

February 2022

Hargest Planning Ltd

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reference:

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Moray Household Survey

for

Hargest Planning

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Table of Contents

Introduction:

Introduction

1.1 Research Background & Objectives

To conduct a survey amongst residents in and around the Moray Council area to assess shopping habits for main food and grocery, top-up food, non-food shopping and usage of a number of centres within Moray and further afield.

1.2 Research Methodology

A total of 1001 interviews were conducted between Monday 16th August and Tuesday 7th September 2021. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit and Face to Face interviewing to ensure the sample is as representative as possible. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

1.3 Sampling

1.3.1 Survey Area

The survey area was segmented into 8 zones defined by postcode sector. The zone details were:

Zone	Postcode Sectors	Number of Interviews
1	IV30 1, IV30 4, IV30 6	201
2	IV30 5, IV30 8	150
3	IV36 1, IV36 2, IV36 3	150
4	IV31 6	100
5	AB37 9, AB38 7, AB38 9	100
6	AB55 5, AB55 6	101
7	AB56 1, AB56 4, AB56 5	151
8	IV32 7	50
Total		**1003**

1.3.2 Telephone Numbers

The landline numbers are generated through a process known as Random Digit Dialling (RDD), whereby we start with known 'seed' numbers and then generate all possible number combinations around these. Known business numbers are removed and the remaining numbers are randomly sorted to give each number the same and equal chance of being selected.

The benefit of using RDD numbers (as opposed to those generated from pre-existing lists such as telephone directories and Electoral Register entries) is that ex-directory numbers are also included in the survey sample. In practice, this means that the sample provided is in no way preselected, and that consumers who had opted-out of providing their telephone contact details to directory operators had the opportunity to take part in the research, thereby removing potential bias in the sample.

Mobile numbers were also included in the survey sample to further increase the inclusivity of the survey, given the increase in the number of mobile-only households amongst certain demographic groups (especially younger people and lower income households). These numbers are generated from a variety of commercial sources, where permission has been given to use such contact information for research and marketing purposes.

We don't screen against the TPS (Telephone Preference Service) database, again because the demographic profile of TPS registered numbers is slightly different to the rest of the population. In addition, there is no legal requirement to screen against TPS registered numbers; market research is not classified as unsolicited sales and marketing.

1.3.3 Time of Interviewing

Approximately two-thirds of all calls are made outside normal working hours.

1.3.4 Sample Profile

It should be noted that as per the survey's requirements, the profile of respondents is that of the main shopper / person responsible for most of the food shopping in the household. As such it will always differ from the demographic profile of all adults within the survey area. With any survey among the main shopper / person responsible for most of the food shopping in the household the profile is typically biased more towards females and older people. The age of the main shopper / person responsible for most of the food shopping in the household is becoming older due to the financial constraints on young people setting up home.

A number of measures are put in place to ensure the sample is representative of the profile of the person responsible for most of the food / shopping in the household.

First of all, interviewing is normally spread over a relatively long period of time, certainly longer than the theoretical minimum time it would take. This allows us time to call back people who weren't in when we made the first phone call. If we only interview people who are at home the first time we call, we over-represent people who stay at home the most; these people tend to be older / less economically active.

We also control the age profile of respondents; this is a two-stage process. First of all, we look at the age profile of the survey area according to the latest Census figures. Using a by-product from additional data we collect from a weekly telephone survey of a representative sample of all adults across the country we know the age profile of the main shopper in any given area. This information is from data based on in excess of 100,000 interviews and is regularly updated and is therefore probably the most accurate and up to date information of its kind.

Stratified random sampling helps ensure that the sample is as representative as possible. While the system dials the next randomly selected number for interviewers, all calls are made by interviewers; no automated call handling systems are used.

1.3.5 Monitoring of Calls

At least 5% of telephone interviews are randomly and remotely monitored by Team Leaders to ensure the interviewing is conducted to the requisite standard. Both the dialogue and on-screen entries are monitored and evaluated. Interviewers are offered re-training should these standards not be met.

1.4 Weightings

To correct the small differences between the sample profile and population profile, the data was weighted. The population is of the main shopper in the household. Weightings have been applied to age bands based on an estimated age profile of main shoppers (see section 1.3.3 for details). The weighted totals differ occasionally from the adjusted population due to rounding error. Details of the age weightings are given in the table below:

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-34	19.5%	141	1.3898
35-44	17.1%	123	1.3936
45-54	18.9%	128	1.4819
55-64	18.9%	181	1.0455
65+	25.6%	430	0.5969
Total		1003	

Further weightings were then applied to the zone date, to adjust zone samples to be representative by population. Details of those weightings are given in the table below:

Zone	Population within Moray Council area *	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
1	23,128	201	237	1.1921
2	13,243	150	139	0.9317
3	16604	150	175	1.2029
4	7,835	100	82	0.7797
5	8,021	100	84	0.9232
6	6,964	101	73	0.7214
7	15,381	151	162	0.9875
8	4,686	50	49	1.0683
Total	95,282	1003	1003	

* Source: Client supplied

1.5 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

For example, if 50% of a sample of 1003 answers "Yes" to a question, we can be 95% sure that between 47.9% and 53.1% of the population holds the same opinion (i.e. +/- 3.1%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10%	±1.9%
20%	±2.5%
30%	±2.8%
40%	±3.0%
50%	±3.1%

1.6 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

Appendix 1:

Data Tabulations

By Zone

Moray Household Survey
for Hargest Planning

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

Q01 Where do you undertake most of your household's main food and grocery shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, Trinity Place, Elgin IV30 1UL	6.4%	64	10.4%	21	7.3%	11	2.7%	4	17.0%	17	3.0%	3	4.0%	4	1.3%	2	4.0%	2
Asda, Edgar Road, Elgin, IV30 6YQ	20.7%	208	35.8%	72	25.3%	38	5.3%	8	26.0%	26	31.0%	31	5.0%	5	8.6%	13	30.0%	15
Asda, Steven Raod, Huntly, AB54 8SX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	1	0.0%	0
Co-op, Couldardbank Road, Faroes Court, Lossiemouth, IV31 6ED	1.3%	13	0.0%	0	0.7%	1	0.0%	0	12.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, East Church Street, Buckie, AB56 1AB	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	9	0.0%	0
Co-op, Grant Street, Cullen, Buckie, AB56 4RS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Co-op, Grantown Road, Forres, IV36 2UG	0.4%	4	0.5%	1	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Fochabers, IV32 7DX	0.6%	6	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4
Co-op, High Street, Forres, IV36 1PF	0.6%	6	0.0%	0	0.0%	0	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Balvenie Street, Dufftown, Keith, AB55 4AS	0.1%	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
Costcutter, Harbour Street, Hopeman, Elgin, IV30 5SJ	0.2%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Elgin, IV30 1EE	0.2%	2	0.5%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keystore Shop & Post Office, St Andrew's Road, Lhanbryde, Elgin, IV30 8RZ	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, East Cathcart Street, Buckie, AB56 1PJ	3.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	21.9%	33	6.0%	3
Lidl, Station Road, Elgin, IV30 1QW	4.9%	49	8.0%	16	10.7%	16	2.0%	3	4.0%	4	6.0%	6	1.0%	1	0.0%	0	6.0%	3
Lidl, West Road, Greshop Industrial Estate, Forres, IV36 2GW	2.3%	23	0.0%	0	1.3%	2	13.3%	20	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, High Street, Elgin, IV30 1DJ	0.3%	3	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
McColl's, New Street, Rothes, Aberlour, AB38 7BQ	0.1%	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
Morrisons, King Street, Aberdeen, AB24 5DA	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Harbour Street, Hopeman, Elgin, IV30 5RU	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Reidhaven Square, Keith, AB55 5AB	0.1%	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
Scotmid, Brander Street, Burghead, Elgin, IV30 5XD	0.2%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Forres, IV36 1QQ	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Mosstodloch, Fochabers, IV32 7LH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Tesco Extra, Blackfriars Road, Elgin, IV30 1TY	20.0%	201	37.8%	76	39.3%	59	7.3%	11	24.0%	24	18.0%	18	0.0%	0	2.6%	4	18.0%	9
Tesco Extra, Eastfield Way, Inverness Business & Retail Park, Inverness, IV2 7GD	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Deveron Way, Huntly, AB54 8TS	0.1%	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
Tesco Superstore, High Street, Buckie, AB56 4AB	8.1%	81	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	47.0%	71	12.0%	6
Tesco Superstore, Moss Street, Keith, AB55 5HB	7.5%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	70.3%	71	1.3%	2	0.0%	0
Tesco Superstore, Nairn Road, Forres, IV36 2EY	7.4%	74	0.0%	0	0.7%	1	48.7%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Food Warehouse	0.6%	6	0.5%	1	2.0%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0

Column %ges.

Moray Household Survey
for Hargest Planning

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(Iceland), Elgin Retail Park, Elgin, IV30 6WQ																		
Internet / delivery	9.2%	92	6.0%	12	8.0%	12	7.3%	11	8.0%	8	21.0%	21	8.9%	9	8.6%	13	12.0%	6
Aldi, Santa Claus Drive, Aviemore, PH22 1AF	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Aberlour, AB38 9QB	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen Street, Lossiemouth, IV31 6PN	0.7%	7	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craigellachie Filling Station, Hill Street, Craigellachie, AB38 9TB	0.1%	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
Local market, Findhorn Village Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Inverness City Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Keith Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Forres Road, Nairn, IV12 5QF	0.5%	5	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
The Deli Shop, Mid Street, Keith, AB55 5BJ	0.1%	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
Tomintoul Village Store, The Square, Tomintoul, AB37 9ET	0.1%	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
Base:		1003		201		150		150		100		100		101		151		50

Q02 Which retailer do you purchase your main food internet / home delivery shopping from?
Those that said 'Internet / delivery' at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Amazon	0.0%	0	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	42.4%	39	41.7%	5	33.3%	4	54.5%	6	50.0%	4	38.1%	8	22.2%	2	46.2%	6	66.7%	4
Iceland	3.3%	3	0.0%	0	8.3%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	16.7%	1
Morrisons	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	6.5%	6	16.7%	2	8.3%	1	18.2%	2	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco	44.6%	41	41.7%	5	41.7%	5	27.3%	3	37.5%	3	47.6%	10	77.8%	7	53.8%	7	16.7%	1
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tomintoul Village Store, The Square, Tomintoul	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		92		12		12		11		8		21		9		13		6

Column %ges.

Moray Household Survey
for Hargest Planning

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

Q03 What would you say are your THREE most important reasons for shopping at (STORE MENTIONED AT Q01) for your main food and grocery shopping? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Convenient to home	35.7%	358	46.8%	94	22.0%	33	44.7%	67	28.0%	28	23.0%	23	45.5%	46	37.7%	57	20.0%	10
Low prices / value for money	28.5%	286	35.8%	72	30.7%	46	22.0%	33	33.0%	33	23.0%	23	14.9%	15	32.5%	49	30.0%	15
Range of food goods available	24.1%	242	24.4%	49	31.3%	47	20.0%	30	23.0%	23	23.0%	23	19.8%	20	25.2%	38	24.0%	12
Quality of food goods available	14.1%	141	15.4%	31	12.0%	18	12.7%	19	20.0%	20	7.0%	7	11.9%	12	15.9%	24	20.0%	10
Habit / always used it	10.1%	101	9.5%	19	14.0%	21	6.0%	9	9.0%	9	13.0%	13	10.9%	11	7.9%	12	14.0%	7
Friendly / helpful staff	6.2%	62	9.5%	19	4.0%	6	3.3%	5	3.0%	3	5.0%	5	9.9%	10	7.9%	12	4.0%	2
Easy to get to by car	4.9%	49	3.5%	7	6.0%	9	3.3%	5	7.0%	7	4.0%	4	6.9%	7	6.0%	9	2.0%	1
Parking provision is good	4.6%	46	2.0%	4	10.0%	15	3.3%	5	1.0%	1	1.0%	1	5.9%	6	6.0%	9	10.0%	5
Online shopping is convenient	4.1%	41	2.0%	4	3.3%	5	4.7%	7	3.0%	3	7.0%	7	5.9%	6	4.0%	6	6.0%	3
Preference for retailer	3.8%	38	5.5%	11	3.3%	5	3.3%	5	1.0%	1	3.0%	3	3.0%	3	5.3%	8	4.0%	2
Delivery service	3.8%	38	2.5%	5	2.7%	4	2.0%	3	4.0%	4	4.0%	4	5.0%	5	4.6%	7	12.0%	6
Good layout / easy to get around	3.6%	36	4.0%	8	3.3%	5	1.3%	2	3.0%	3	5.0%	5	2.0%	2	4.6%	7	8.0%	4
Range of non-food goods available	3.5%	35	4.0%	8	4.7%	7	4.0%	6	4.0%	4	0.0%	0	2.0%	2	3.3%	5	6.0%	3
Loyalty scheme / reward points	3.3%	33	5.0%	10	1.3%	2	2.7%	4	4.0%	4	1.0%	1	3.0%	3	4.0%	6	6.0%	3
Only one in the area	3.2%	32	0.5%	1	0.7%	1	4.7%	7	1.0%	1	5.0%	5	8.9%	9	5.3%	8	0.0%	0
Staff discount / work there	2.9%	29	5.5%	11	3.3%	5	4.0%	6	0.0%	0	2.0%	2	0.0%	0	3.3%	5	0.0%	0
Large store	2.7%	27	2.0%	4	0.7%	1	3.3%	5	6.0%	6	1.0%	1	1.0%	1	5.3%	8	2.0%	1
Convenient to work	2.5%	25	1.0%	2	4.0%	6	4.7%	7	2.0%	2	3.0%	3	1.0%	1	1.3%	2	4.0%	2
Good offers	2.4%	24	3.0%	6	2.0%	3	2.7%	4	2.0%	2	1.0%	1	0.0%	0	5.3%	8	0.0%	0
Clean store	2.1%	21	2.0%	4	0.7%	1	2.0%	3	5.0%	5	0.0%	0	4.0%	4	1.3%	2	4.0%	2
Shop online due to covid / the pandemic	1.6%	16	0.5%	1	1.3%	2	1.3%	2	0.0%	0	9.0%	9	0.0%	0	1.3%	2	0.0%	0
Has a petrol station	1.4%	14	0.5%	1	1.3%	2	0.0%	0	0.0%	0	1.0%	1	3.0%	3	4.6%	7	0.0%	0
Quality of non-food goods available	1.4%	14	2.5%	5	0.7%	1	0.7%	1	3.0%	3	0.0%	0	0.0%	0	0.7%	1	6.0%	3
Easy to get to by foot	1.3%	13	2.0%	4	0.0%	0	2.0%	3	2.0%	2	0.0%	0	0.0%	0	2.0%	3	2.0%	1
Small / quiet store	1.3%	13	0.5%	1	2.7%	4	0.7%	1	3.0%	3	1.0%	1	0.0%	0	0.0%	0	6.0%	3
Parking is free	1.2%	12	1.5%	3	0.7%	1	0.7%	1	1.0%	1	0.0%	0	2.0%	2	2.6%	4	0.0%	0
Pleasant shopping environment	1.2%	12	0.5%	1	0.7%	1	2.7%	4	3.0%	3	0.0%	0	0.0%	0	1.3%	2	2.0%	1
Can get everything I want there	1.1%	11	1.0%	2	1.3%	2	1.3%	2	1.0%	1	0.0%	0	0.0%	0	2.0%	3	2.0%	1
Easy to get to by public transport	1.0%	10	1.0%	2	3.3%	5	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Like to support local business	0.8%	8	0.0%	0	0.7%	1	0.7%	1	0.0%	0	1.0%	1	4.0%	4	0.7%	1	0.0%	0
Sells local produce	0.6%	6	0.0%	0	0.7%	1	0.7%	1	1.0%	1	1.0%	1	0.0%	0	0.7%	1	2.0%	1
Close to family / friends	0.5%	5	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.7%	1	0.0%	0
Long opening hours	0.4%	4	0.0%	0	0.0%	0	1.3%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Safe shopping environment	0.4%	4	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.0%	1
Parking prices are low	0.3%	3	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Ethical policy	0.3%	3	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Offers Click & Collect	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Familiar / know where everything is	0.3%	3	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Get a lift there	0.2%	2	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Self-service checkouts	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	1	0.0%	0
Near to leisure activity	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Shop online as the nearest supermarket is too far away	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Shop online because I started due to the pandemic and have kept doing it	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Has an electric charging point	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
Offers scan-as-you-shop service	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
On school run	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Offers electric carts for disabled people	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Shop online as it stops me impulse buying	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Offers cash back	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shop online due to age / ill	0.1%	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

Column %ges.

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

health / disability

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Has a cafe	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
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No particular reason)	2.1%	21	2.5%	5	1.3%	2	1.3%	2	2.0%	2	2.0%	2	3.0%	3	2.6%	4	2.0%	1
(Don't know)	0.8%	8	1.0%	2	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	3	2.0%	1
Base:		1003		201		150		150		100		100		101		151		50

Meanscore: [Number of times per week]

Q04　How often do you normally do your main food shopping at (STORE MENTIONED AT Q01)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
7 times a week	1.2%	12	0.5%	1	0.7%	1	1.3%	2	1.0%	1	2.0%	2	3.0%	3	1.3%	2	0.0%	0
5 - 6 times a week	0.8%	8	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	3.3%	5	0.0%	0
3 - 4 times a week	4.2%	42	6.0%	12	6.0%	9	4.0%	6	1.0%	1	2.0%	2	5.0%	5	4.0%	6	2.0%	1
Twice a week	13.1%	131	15.4%	31	13.3%	20	14.7%	22	11.0%	11	6.0%	6	17.8%	18	13.9%	21	4.0%	2
Once a week	61.8%	620	62.2%	125	60.7%	91	64.0%	96	62.0%	62	56.0%	56	61.4%	62	62.3%	94	68.0%	34
Every two weeks	11.4%	114	10.4%	21	10.7%	16	8.0%	12	9.0%	9	25.0%	25	7.9%	8	7.3%	11	24.0%	12
Every three weeks	1.6%	16	0.0%	0	1.3%	2	2.0%	3	4.0%	4	2.0%	2	1.0%	1	2.6%	4	0.0%	0
Monthly	5.0%	50	4.5%	9	7.3%	11	4.0%	6	8.0%	8	5.0%	5	3.0%	3	4.6%	7	2.0%	1
Once every two months	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Three-four times a year	0.1%	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
Twice a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.0%	0	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.7%	7	1.0%	2	0.0%	0	1.3%	2	2.0%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Mean:		*1.24*		*1.25*		*1.21*		*1.24*		*1.16*		*1.09*		*1.40*		*1.38*		*0.96*
Base:		1003		201		150		150		100		100		101		151		50

Q05　How do you normally travel to (STORE MENTIONED AT Q01)?
Not those that said 'Internet / delivery' at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car / van (as driver)	74.0%	674	69.3%	131	79.7%	110	74.1%	103	69.6%	64	69.6%	55	76.1%	70	76.8%	106	79.5%	35
Car / van (as passenger)	12.7%	116	17.5%	33	11.6%	16	7.2%	10	16.3%	15	17.7%	14	8.7%	8	9.4%	13	15.9%	7
Bus, minibus or coach	3.0%	27	2.6%	5	3.6%	5	2.9%	4	3.3%	3	3.8%	3	1.1%	1	3.6%	5	2.3%	1
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Walk	7.7%	70	8.5%	16	4.3%	6	10.8%	15	8.7%	8	7.6%	6	8.7%	8	7.2%	10	2.3%	1
Taxi	1.0%	9	1.1%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	4.3%	4	1.4%	2	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.5%	5	0.5%	1	0.7%	1	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.3%	3	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	6	0.0%	0	0.0%	0	2.2%	3	1.1%	1	1.3%	1	0.0%	0	0.7%	1	0.0%	0
Base:		911		189		138		139		92		79		92		138		44

Meanscore: [Time in minutes]

Q06　How long did your last journey to (STORE MENTIONED AT Q01) take?
Not those that said 'Internet / delivery' at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
1 - 10 minutes	62.7%	571	84.7%	160	46.4%	64	74.1%	103	60.9%	56	13.9%	11	72.8%	67	71.7%	99	25.0%	11
11 - 20 minutes	26.3%	240	11.6%	22	49.3%	68	17.3%	24	29.3%	27	40.5%	32	20.7%	19	14.5%	20	63.6%	28
21 - 30 minutes	6.7%	61	1.1%	2	3.6%	5	5.8%	8	5.4%	5	31.6%	25	5.4%	5	6.5%	9	4.5%	2
31 - 40 minutes	1.5%	14	0.5%	1	0.0%	0	0.7%	1	0.0%	0	8.9%	7	1.1%	1	2.9%	4	0.0%	0
41 - 50 minutes	0.9%	8	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	2.2%	3	0.0%	0
51 - 60 minutes	0.7%	6	0.5%	1	0.7%	1	0.7%	1	1.1%	1	0.0%	0	0.0%	0	1.4%	2	0.0%	0
61 - 70 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
71 - 80 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
81 - 90 minutes	0.1%	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
Over 90 minutes	0.0%	0	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)	1.0%	9	1.1%	2	0.0%	0	0.7%	1	2.2%	2	0.0%	0	0.0%	0	0.7%	1	6.8%	3
(Refused)	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*11.92*		*8.18*		*13.02*		*9.82*		*12.64*		*22.20*		*9.86*		*11.97*		*15.37*
Base:		911		189		138		139		92		79		92		138		44

Moray Household Survey
for Hargest Planning

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

Meanscore: [£]

Q07 Approximately how much did you spend on your last main food shopping trip to (STORE MENTIONED AT Q01)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
£1 - £5	0.6%	6	1.0%	2	0.0%	0	1.3%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
£6 - £10	1.3%	13	1.0%	2	1.3%	2	0.7%	1	1.0%	1	4.0%	4	1.0%	1	1.3%	2	0.0%	0
£11 - £15	1.6%	16	2.0%	4	2.0%	3	2.7%	4	2.0%	2	0.0%	0	1.0%	1	0.7%	1	2.0%	1
£16 - £20	2.8%	28	2.0%	4	2.0%	3	3.3%	5	2.0%	2	2.0%	2	5.0%	5	4.0%	6	2.0%	1
£21 - £25	3.7%	37	4.0%	8	6.0%	9	4.0%	6	2.0%	2	3.0%	3	5.0%	5	2.0%	3	2.0%	1
£26 - £30	5.8%	58	6.5%	13	6.7%	10	7.3%	11	3.0%	3	6.0%	6	5.0%	5	6.6%	10	0.0%	0
£31 - £35	2.6%	26	3.0%	6	5.3%	8	0.7%	1	3.0%	3	1.0%	1	2.0%	2	2.0%	3	4.0%	2
£36 - £40	7.0%	70	7.5%	15	4.0%	6	10.0%	15	7.0%	7	7.0%	7	5.0%	5	6.6%	10	10.0%	5
£41 - £45	4.6%	46	5.5%	11	4.7%	7	5.3%	8	1.0%	1	4.0%	4	7.9%	8	3.3%	5	4.0%	2
£46 - £50	10.1%	101	11.4%	23	11.3%	17	12.7%	19	7.0%	7	10.0%	10	8.9%	9	8.6%	13	6.0%	3
£51 - £60	12.5%	125	11.9%	24	10.0%	15	11.3%	17	14.0%	14	9.0%	9	13.9%	14	15.9%	24	16.0%	8
£61 - £70	8.3%	83	9.0%	18	8.0%	12	5.3%	8	11.0%	11	9.0%	9	5.9%	6	7.3%	11	16.0%	8
£71 - £80	9.0%	90	8.0%	16	8.0%	12	12.0%	18	10.0%	10	7.0%	7	8.9%	9	10.6%	16	4.0%	2
£81 - £90	5.1%	51	6.0%	12	3.3%	5	4.7%	7	8.0%	8	5.0%	5	6.9%	7	2.6%	4	6.0%	3
£91 - £100	9.2%	92	9.5%	19	8.7%	13	6.0%	9	11.0%	11	10.0%	10	9.9%	10	11.9%	18	4.0%	2
£101 - £110	1.0%	10	0.0%	0	2.0%	3	0.7%	1	1.0%	1	2.0%	2	0.0%	0	1.3%	2	2.0%	1
£111 - £120	3.3%	33	3.0%	6	4.0%	6	1.3%	2	4.0%	4	3.0%	3	5.0%	5	3.3%	5	4.0%	2
£121 - £130	1.9%	19	1.0%	2	1.3%	2	2.0%	3	3.0%	3	4.0%	4	0.0%	0	1.3%	2	6.0%	3
£131 - £140	0.8%	8	1.5%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	4.0%	2
£141 - £150	1.9%	19	2.5%	5	1.3%	2	0.0%	0	1.0%	1	5.0%	5	2.0%	2	2.0%	3	2.0%	1
£151 - £175	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.7%	1	0.0%	0
£176 - £200	1.1%	11	0.0%	0	2.7%	4	0.0%	0	1.0%	1	0.0%	0	2.0%	2	2.0%	3	2.0%	1
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.6%	46	3.0%	6	6.0%	9	8.0%	12	6.0%	6	3.0%	3	3.0%	3	4.0%	6	2.0%	1
(Refused)	0.7%	7	1.0%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Mean:		67.15		63.08		65.30		57.99		70.35		83.35		67.21		68.26		72.69
Base:		1003		201		150		150		100		100		101		151		50

Moray Household Survey
for Hargest Planning

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

Q08 Where do you use second most often for your household's main food and grocery shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, Trinity Place, Elgin IV30 1UL	5.5%	55	9.5%	19	8.0%	12	1.3%	2	11.0%	11	3.0%	3	1.0%	1	3.3%	5	4.0%	2
Asda, Edgar Road, Elgin, IV30 6YQ	11.7%	117	12.9%	26	16.7%	25	10.0%	15	9.0%	9	10.0%	10	8.9%	9	11.3%	17	12.0%	6
Asda, Steven Raod, Huntly, AB54 8SX	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Co-op, Couldardbank Road, Faroes Court, Lossiemouth, IV31 6ED	1.0%	10	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, East Church Street, Buckie, AB56 1AB	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	4.0%	2
Co-op, Fife Street, Dufftown, Keith, AB55 4AL	0.1%	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
Co-op, Grant Street, Cullen, Buckie, AB56 4RS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	1	0.0%	0
Co-op, Grantown Road, Forres, IV36 2UG	0.3%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Forres, IV36 1PF	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southfield Drive, Elgin, IV30 6GR	0.2%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Andrew's Road, Lhanbryde, Elgin, IV30 8NZ	0.2%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Harbour Street, Hopeman, Elgin, IV30 5SJ	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Elgin, IV30 1EE	0.5%	5	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Keystore Shop & Post Office, St Andrew's Road, Lhanbryde, Elgin, IV30 8RZ	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, East Cathcart Street, Buckie, AB56 1PJ	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	21.2%	32	4.0%	2
Lidl, Station Road, Elgin, IV30 1QW	4.7%	47	8.0%	16	8.0%	12	1.3%	2	1.0%	1	6.0%	6	4.0%	4	0.0%	0	12.0%	6
Lidl, West Road, Greshop Industrial Estate, Forres, IV36 2GW	2.2%	22	0.0%	0	0.7%	1	14.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, High Street, Elgin, IV30 1DJ	3.3%	33	5.0%	10	4.7%	7	2.7%	4	2.0%	2	5.0%	5	2.0%	2	1.3%	2	2.0%	1
Morrisons, Millburn Road, Inverness, IV2 3PX	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Harbour Street, Hopeman, Elgin, IV30 5RU	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Reidhaven Square, Keith, AB55 5AB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Scotmid, High Street, Fochabers, IV32 7EP	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
Spar, Mid Street, Keith, AB55 5BL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Spar, Regent Street, Keith, AB55 5DW	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Spar, Station Road, Portgordon, Buckie, AB56 5RZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Extra, Blackfriars Road, Elgin, IV30 1TY	9.8%	98	16.9%	34	10.7%	16	2.7%	4	23.0%	23	12.0%	12	2.0%	2	2.0%	3	8.0%	4
Tesco Metro, Carmelite Street, Banff, AB45 1AF	0.1%	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
Tesco Superstore, High Street, Buckie, AB56 4AB	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	20	0.0%	0
Tesco Superstore, Moss Street, Keith, AB55 5HB	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	5.9%	6	2.0%	3	2.0%	1
Tesco Superstore, Nairn Road, Forres, IV36 2EY	3.2%	32	0.0%	0	1.3%	2	19.3%	29	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Food Warehouse (Iceland), Elgin Retail Park, Elgin, IV30 6WQ	1.1%	11	1.5%	3	2.7%	4	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	2.0%	1
Internet / delivery	1.6%	16	0.5%	1	1.3%	2	1.3%	2	1.0%	1	3.0%	3	4.0%	4	2.0%	3	0.0%	0
AJ Jamieson Butcher, Duke	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

NEMS market research

Moray Household Survey
for Hargest Planning

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Street, Fochabers, IV32 7DN																		
Aldi, Santa Claus Drive, Aviemore, PH22 1AF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Allarburn Farm Shop, Edgar Road, Elgin, IV30 6XQ	0.3%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Aberlour, AB38 9QB	0.1%	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
Co-op, Queen Street, Lossiemouth, IV31 6PN	0.3%	3	0.5%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Grantown-on-Spey, PH26 3HG	0.1%	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
Home Bargains, Edgar Road, Elgin, IV30 6WQ	0.4%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Hopeman Stores, Harbour Street, Hopeman, IV30 5RU	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JC Dawson, Batchen Street, Elgin, IV30 1BH	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Aberdeen City Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Aberlour Town Centre	0.1%	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
Local shops, Bishopmill Local Centre, Elgin	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Buckie Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Local shops, Burghead Town Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Elgin City Centre	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.0%	1
Local shops, Forres Town Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Macleod Organics, Kylerona Farm, Ardersier, Inverness, IV2 7QZ	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blackhall Road, Inverurie, AB51 4JP	0.1%	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
Sainsbury's Superstore, Forres Road, Nairn, IV12 5QF	0.7%	7	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Re:Store, Queen Street, Lossiemouth, IV31 6NU	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
The Rothers Butchers, High Street, Rothes, AB38 7AU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
The Spey Larder, High Street, Charlestown, Aberlour, AB38 9QB	0.1%	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
Tomintoul Village Store, The Square, Tomintoul, AB37 9ET	0.1%	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
W Reid butchers, Harbour Street, Hopeman, Elgin, IV30 5SJ	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Burghmuir Retail Park, Burghmuir Road, Stirling, FK7 7NZ	0.1%	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
Webster's Beef, Mid Street, Keith, AB55 5BL	0.1%	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
Wester Hardmuir Fruit Farm, Auldearn, Nairn, IV12 5QG	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodside Farm Shop, B9089, Kinloss, IV36 3UA	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.4%	4	0.0%	0	0.0%	0	0.7%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	40.1%	402	40.8%	82	38.0%	57	36.7%	55	36.0%	36	42.0%	42	52.5%	53	35.8%	54	46.0%	23
Base:		1003		201		150		150		100		100		101		151		50

Column %ges.

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

Q09 In addition to your main food shop, do you do top-up shopping for food and grocery items?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Yes	75.2%	754	76.1%	153	78.0%	117	73.3%	110	80.0%	80	72.0%	72	74.3%	75	74.2%	112	70.0%	35
No	24.8%	249	23.9%	48	22.0%	33	26.7%	40	20.0%	20	28.0%	28	25.7%	26	25.8%	39	30.0%	15
Base:		1003		201		150		150		100		100		101		151		50

Moray Household Survey
for Hargest Planning

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

Q10 Where do you do most of your household's small scale 'top-up' food shopping?
Those that do top-up shopping at Q09

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, Trinity Place, Elgin IV30 1UL	5.3%	40	12.4%	19	6.8%	8	0.9%	1	12.5%	10	0.0%	0	0.0%	0	0.9%	1	2.9%	1
Asda, Edgar Road, Elgin, IV30 6YQ	6.1%	46	17.0%	26	10.3%	12	0.9%	1	2.5%	2	4.2%	3	1.3%	1	0.0%	0	2.9%	1
Co-op, Couldardbank Road, Faroes Court, Lossiemouth, IV31 6ED	7.3%	55	0.7%	1	5.1%	6	0.9%	1	58.8%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, East Church Street, Buckie, AB56 1AB	4.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	31.3%	35	0.0%	0
Co-op, Fife Street, Dufftown, Keith, AB55 4AL	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.3%	1	0.0%	0	0.0%	0
Co-op, Grant Street, Cullen, Buckie, AB56 4RS	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	8.0%	9	0.0%	0
Co-op, Grantown Road, Forres, IV36 2UG	1.2%	9	0.0%	0	0.0%	0	8.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Fochabers, IV32 7DX	2.8%	21	0.0%	0	0.9%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.4%	18
Co-op, High Street, Forres, IV36 1PF	2.3%	17	0.0%	0	0.0%	0	15.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Street, Bishopmill, Elgin, IV30 4EF	0.7%	5	2.6%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Seafield Street, Portsoy, Banff, AB45 2QL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Co-op, Southfield Drive, Elgin, IV30 6GR	0.8%	6	3.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Andrew's Road, Lhanbryde, Elgin, IV30 8NZ	1.2%	9	0.0%	0	6.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Costcutter, Balvenie Street, Dufftown, Keith, AB55 4AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Costcutter, Harbour Street, Hopeman, Elgin, IV30 5SJ	1.2%	9	0.0%	0	7.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, High Street, Rothes, Aberlour, AB38 7AU	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Elgin, IV30 1EE	0.4%	3	1.3%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keystore Shop & Post Office, St Andrew's Road, Lhanbryde, Elgin, IV30 8RZ	0.8%	6	0.0%	0	5.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, East Cathcart Street, Buckie, AB56 1PJ	2.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	15	0.0%	0
Lidl, Station Road, Elgin, IV30 1QW	3.7%	28	9.8%	15	6.0%	7	0.9%	1	2.5%	2	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, West Road, Greshop Industrial Estate, Forres, IV36 2GW	1.6%	12	0.0%	0	0.9%	1	10.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Hill Street, Craigellachie, Aberlour, AB38 9TB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, High Street, Elgin, IV30 1DJ	3.1%	23	9.8%	15	0.9%	1	3.6%	4	1.3%	1	0.0%	0	0.0%	0	0.9%	1	2.9%	1
McColl's, Fleurs Place, Forres, IV36 1LX	0.4%	3	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, High Street, Forres, IV36 1AA	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, New Street, Rothes, Aberlour, AB38 7BQ	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	6	0.0%	0	0.0%	0	0.0%	0
Morrisons, King Street, Aberdeen, AB24 5DA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Premier, Harbour Street, Hopeman, Elgin, IV30 5RU	0.4%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Reidhaven Square, Keith, AB55 5AB	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0
Scotmid, Brander Street, Burghead, Elgin, IV30	2.7%	20	0.7%	1	16.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
5XD																		
Scotmid, High Street, Fochabers, IV32 7EP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Spar, Church St, Portknockie, Buckie, AB56 4LN	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	8	0.0%	0
Spar, High Street, Forres, IV36 1QQ	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Kinloss, Forres, IV36 3TN	0.4%	3	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Mosstodloch, Fochabers, IV32 7LH	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	4
Spar, Mid Street, Keith, AB55 5BL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Spar, Regent Street, Keith, AB55 5DW	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	6	0.0%	0	0.0%	0
Spar, Station Road, Portgordon, Buckie, AB56 5RZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Tesco Extra, Blackfriars Road, Elgin, IV30 1TY	6.1%	46	15.7%	24	12.8%	15	0.9%	1	5.0%	4	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Tesco Extra, Inshes Retail Park, Milton Of Inshes, Inverness, IV2 3TW	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Buckie, AB56 4AB	3.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	22.3%	25	0.0%	0
Tesco Superstore, Moss Street, Keith, AB55 5HB	5.3%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.3%	40	0.0%	0	0.0%	0
Tesco Superstore, Nairn Road, Forres, IV36 2EY	5.4%	41	0.0%	0	0.0%	0	37.3%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Rousay Drive, Aberdeen, AB15 6LT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
The Food Warehouse (Iceland), Elgin Retail Park, Elgin, IV30 6WQ	0.4%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.8%	6	1.3%	2	0.9%	1	0.9%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Allarburn Farm Shop, Edgar Road, Elgin, IV30 6XQ	0.9%	7	3.9%	6	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashers Bakery, Clifton Road, lossiemouth, IV31 6DJ	0.1%	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
Ashers Bakery, High Street, Forres, IV36 1DX	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballindalloch Post Office, Tomintoul Road, Ballindalloch, AB37 9AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Bishopmill Service Station, Lossiemouth Road, Elgin, IV30 4LF	0.3%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burghead Post Office, Grant Street, Burghead, Elgin, IV30 5TT	0.3%	2	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Aberlour, AB38 9QB	3.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.3%	29	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen Street, Lossiemouth, IV31 6PN	1.9%	14	1.3%	2	0.0%	0	0.0%	0	15.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Grantown-on-Spey, PH26 3HG	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Costcutter, Mid Street, Keith, AB55 5BL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Craigellachie Filling Station, Hill Street, Craigellachie, AB38 9TB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Findhorn Village Store, Post Office, Findhorn, IV36 3YJ	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fraser Bros Butchers, High Street, Forres, IV36 1PQ	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harry Gow Bakery, Moycroft Road, Elgin, IV30 1XE	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Moray Household Survey
for Hargest Planning

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Home Bargains, Edgar Road, Elgin, IV30 6WQ	0.9%	7	2.6%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.3%	1	0.0%	0	0.0%	0
Home Bargains, Forres Road, Nairn, IV12 5QF	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hopeman Stores, Harbour Street, Hopeman, IV30 5RU	0.3%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KeyStore, Seaview Road, Findochty, Buckie, AB56 4QJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Local shops, Aberlour Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Archiestown Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Bishopmill Local Centre, Elgin	0.4%	3	1.3%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Buckie Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0
Local shops, Burghead Town Centre	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cullen Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Local shops, Dufftown Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Local shops, Edgar Road, Elgin	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Elgin City Centre	0.5%	4	1.3%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Findochty Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, Fochabers Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Local shops, Forres Town Centre	0.5%	4	0.7%	1	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hopeman Village Centre	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Keith Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	8	0.0%	0	0.0%	0
Local shops, Kinloss Village Centre	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Lhanbryde Village Centre	0.5%	4	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Local shops, New Elgin Local Centre	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rothes Town Centre, AB38 7BQ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Maclean's Highland Bakery, West Road, Forres, IV36 2GW	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Glen Moray Drive, Elgin, IV30 6YA	0.5%	4	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, St Andrew's Square, Buckie, AB56 1BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
McKay's Mini Market, Seafield Street, Cullen, Buckie, AB56 4SH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Mosstodloch Service Station, Main Road, Mosstodloch, IV32 7LH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
New Elgin Service Station, Main Street, New Elgin, IV30 6BG	0.4%	3	0.7%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, A95, Ballindalloch, AB37 9AS	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Premier, Morriston Road, Bishopsmill, Elgin, IV30 4EB	0.3%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, New Mill Road, Elgin, IV30 4AH	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Morriston Road, Bishopmill, Elgin, IV30 4EB	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, St Paul Street, Buckie,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0

Column %ges.

NEMS market research

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
AB56 1EJ																		
Spar, West Road, Elgin, IV30 1SA	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strathisla Bakery, Regent Street, Keith, AB55 5DZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
The Deli Shop, Mid Street, Keith, AB55 5BJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0
The Rothers Butchers, High Street, Rothes, AB38 7AU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
The Spey Larder, High Street, Charlestown, Aberlour, AB38 9QB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Tomintoul Village Store, The Square, Tomintoul, AB37 9ET	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	6	0.0%	0	0.0%	0	0.0%	0
W Reid butchers, Harbour Street, Hopeman, Elgin, IV30 5SJ	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	10	2.6%	4	2.6%	3	0.9%	1	1.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Base:		754		153		117		110		80		72		75		112		35

Meanscore: [Number of times per week]

Q11 How often do you normally do your top-up food shopping at (STORE MENTIONED AT Q10)?
Those that do top-up shopping at Q09 excluding those that said (Don't know / varies) at Q10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
7 times a week	5.1%	38	2.0%	3	7.9%	9	1.8%	2	5.1%	4	6.9%	5	4.0%	3	6.3%	7	14.3%	5
5 - 6 times a week	2.0%	15	1.3%	2	2.6%	3	0.9%	1	3.8%	3	1.4%	1	1.3%	1	1.8%	2	5.7%	2
3 - 4 times a week	13.4%	100	12.8%	19	13.2%	15	11.9%	13	20.3%	16	12.5%	9	13.3%	10	13.5%	15	8.6%	3
Twice a week	30.0%	223	32.2%	48	28.9%	33	30.3%	33	29.1%	23	26.4%	19	29.3%	22	34.2%	38	20.0%	7
Once a week	33.2%	247	32.9%	49	32.5%	37	35.8%	39	24.1%	19	38.9%	28	42.7%	32	27.9%	31	34.3%	12
Every two weeks	8.9%	66	12.1%	18	8.8%	10	11.9%	13	6.3%	5	4.2%	3	6.7%	5	9.0%	10	5.7%	2
Every three weeks	1.3%	10	1.3%	2	0.9%	1	0.9%	1	1.3%	1	1.4%	1	1.3%	1	1.8%	2	2.9%	1
Monthly	2.4%	18	2.0%	3	3.5%	4	1.8%	2	3.8%	3	5.6%	4	1.3%	1	0.9%	1	0.0%	0
Once every two months	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Three-four times a year	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Twice a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.3%	2	0.0%	0	0.0%	0	0.9%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.5%	4	0.7%	1	0.9%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
(Varies)	2.6%	19	2.7%	4	0.9%	1	3.7%	4	3.8%	3	1.4%	1	0.0%	0	2.7%	3	8.6%	3
Mean:		1.99		1.76		2.16		1.69		2.26		1.99		1.87		2.11		2.62
Base:		744		149		114		109		79		72		75		111		35

Column %ges.

Moray Household Survey
for Hargest Planning

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

Meanscore: [£]

Q12 Approximately how much did you spend on your last top-up trip to (STORE MENTIONED AT Q10)?
Those that do top-up shopping at Q09 excluding those that said (Don't know / varies) at Q10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
£1 - £5	17.5%	130	13.4%	20	24.6%	28	12.8%	14	21.5%	17	16.7%	12	13.3%	10	14.4%	16	37.1%	13
£6 - £10	25.7%	191	21.5%	32	24.6%	28	30.3%	33	22.8%	18	29.2%	21	29.3%	22	27.9%	31	17.1%	6
£11 - £15	14.9%	111	19.5%	29	8.8%	10	14.7%	16	16.5%	13	15.3%	11	13.3%	10	13.5%	15	20.0%	7
£16 - £20	16.7%	124	14.8%	22	17.5%	20	19.3%	21	13.9%	11	18.1%	13	20.0%	15	18.9%	21	2.9%	1
£21 - £25	4.8%	36	6.7%	10	6.1%	7	1.8%	2	7.6%	6	1.4%	1	6.7%	5	3.6%	4	2.9%	1
£26 - £30	7.5%	56	10.7%	16	6.1%	7	6.4%	7	5.1%	4	6.9%	5	8.0%	6	8.1%	9	5.7%	2
£31 - £35	1.2%	9	3.4%	5	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.9%	1	2.9%	1
£36 - £40	2.3%	17	3.4%	5	1.8%	2	2.8%	3	2.5%	2	1.4%	1	1.3%	1	0.9%	1	5.7%	2
£41 - £45	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.8%	2	0.0%	0
£46 - £50	1.3%	10	0.7%	1	1.8%	2	0.9%	1	2.5%	2	0.0%	0	2.7%	2	0.9%	1	2.9%	1
£51 - £60	0.3%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.1%	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
£91 - £100	0.5%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.9%	1	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.3%	2	0.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.1%	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
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	5.4%	40	4.0%	6	5.3%	6	10.1%	11	2.5%	2	6.9%	5	1.3%	1	7.2%	8	2.9%	1
(Refused)	0.7%	5	1.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Mean:		16.49		17.45		15.37		15.44		18.77		16.72		16.77		16.21		13.79	
Base:		744		149		114		109		79		72		75		111		35	

Meanscore: [Often = 3, Occasionally = 2, Never = 1]

Q13 How often do you use any of the following methods to purchase food and grocery items? [PR]

Internet

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Often	11.2%	112	7.5%	15	9.3%	14	10.0%	15	10.0%	10	20.0%	20	13.9%	14	11.3%	17	14.0%	7
Occasionally	13.6%	136	8.5%	17	16.0%	24	11.3%	17	14.0%	14	20.0%	20	10.9%	11	15.9%	24	18.0%	9
Never	75.2%	754	83.6%	168	74.7%	112	78.7%	118	76.0%	76	60.0%	60	75.2%	76	72.8%	110	68.0%	34
(Don't know)	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.36		1.24		1.35		1.31		1.34		1.60		1.39		1.38		1.46	
Base:		1003		201		150		150		100		100		101		151		50	

By telephone (e.g. from supermarkets)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Often	0.6%	6	0.5%	1	0.7%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	2.0%	1
Occasionally	1.8%	18	2.5%	5	1.3%	2	2.0%	3	2.0%	2	0.0%	0	3.0%	3	0.0%	0	6.0%	3
Never	97.5%	978	97.0%	195	98.0%	147	98.0%	147	97.0%	97	98.0%	98	96.0%	97	100.0%	151	92.0%	46
(Don't know)	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
Mean:		1.03		1.03		1.03		1.02		1.02		1.04		1.05		1.00		1.10	
Base:		1003		201		150		150		100		100		101		151		50	

Catalogue / mail order

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Often	0.4%	4	0.5%	1	1.3%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Occasionally	2.2%	22	2.0%	4	0.7%	1	4.0%	6	2.0%	2	3.0%	3	3.0%	3	0.7%	1	4.0%	2
Never	97.3%	976	97.5%	196	98.0%	147	96.0%	144	96.0%	96	97.0%	97	97.0%	98	99.3%	150	96.0%	48
(Don't know)	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
Mean:		1.03		1.03		1.03		1.04		1.04		1.03		1.03		1.01		1.04	
Base:		1003		201		150		150		100		100		101		151		50	

Moray Household Survey
for Hargest Planning

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Mobile shops																		
Often	2.6%	26	2.5%	5	3.3%	5	2.0%	3	3.0%	3	7.0%	7	1.0%	1	1.3%	2	0.0%	0
Occasionally	3.5%	35	3.5%	7	8.0%	12	1.3%	2	4.0%	4	6.0%	6	2.0%	2	0.7%	1	2.0%	1
Never	93.8%	941	94.0%	189	88.7%	133	96.7%	145	92.0%	92	87.0%	87	97.0%	98	98.0%	148	98.0%	49
(Don't know)	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
Mean:		*1.09*		*1.08*		*1.15*		*1.05*		*1.10*		*1.20*		*1.04*		*1.03*		*1.02*
Base:		1003		201		150		150		100		100		101		151		50
Farmers Markets or similar																		
Often	1.5%	15	1.0%	2	4.0%	6	2.0%	3	0.0%	0	3.0%	3	0.0%	0	0.7%	1	0.0%	0
Occasionally	16.5%	165	16.4%	33	21.3%	32	11.3%	17	16.0%	16	23.0%	23	12.9%	13	14.6%	22	18.0%	9
Never	81.8%	820	82.6%	166	74.7%	112	86.7%	130	83.0%	83	74.0%	74	87.1%	88	84.1%	127	80.0%	40
(Don't know)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	2.0%	1
Mean:		*1.20*		*1.18*		*1.29*		*1.15*		*1.16*		*1.29*		*1.13*		*1.16*		*1.18*
Base:		1003		201		150		150		100		100		101		151		50
Car boot / jumble / second hand sales																		
Often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Occasionally	1.2%	12	2.5%	5	0.7%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.3%	2	2.0%	1
Never	98.7%	990	97.5%	196	99.3%	149	100.0%	150	99.0%	99	98.0%	98	99.0%	100	98.7%	149	98.0%	49
(Don't know)	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
Mean:		*1.01*		*1.02*		*1.01*		*1.00*		*1.00*		*1.02*		*1.01*		*1.01*		*1.02*
Base:		1003		201		150		150		100		100		101		151		50
Other method																		
Often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Occasionally	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	99.1%	994	99.0%	199	100.0%	150	98.7%	148	98.0%	98	100.0%	100	100.0%	101	98.7%	149	98.0%	49
(Don't know)	0.9%	9	1.0%	2	0.0%	0	1.3%	2	2.0%	2	0.0%	0	0.0%	0	1.3%	2	2.0%	1
Mean:		*1.00*		*1.00*		*1.00*		*1.00*		*1.00*		*1.00*		*1.00*		*1.00*		*1.00*
Base:		1003		201		150		150		100		100		101		151		50

Column %ges.

Moray Household Survey
for Hargest Planning

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

Meanscore: [£]

Q14 On average how much does your household spend on groceries each week via the internet?
Those that said they use 'Internet' often or occasionally to purchase food and grocery items at Q13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	2.4%	6	6.3%	2	0.0%	0	3.1%	1	0.0%	0	0.0%	0	8.0%	2	2.4%	1	0.0%	0
£1 - £5	2.4%	6	3.1%	1	2.6%	1	3.1%	1	0.0%	0	5.0%	2	0.0%	0	2.4%	1	0.0%	0
£6 - £10	2.0%	5	3.1%	1	2.6%	1	0.0%	0	0.0%	0	2.5%	1	4.0%	1	2.4%	1	0.0%	0
£11 - £15	2.4%	6	3.1%	1	10.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
£16 - £20	6.0%	15	12.5%	4	5.3%	2	12.5%	4	4.2%	1	2.5%	1	8.0%	2	2.4%	1	0.0%	0
£21 - £25	1.2%	3	0.0%	0	2.6%	1	0.0%	0	4.2%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
£26 - £30	2.8%	7	0.0%	0	7.9%	3	0.0%	0	12.5%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0
£31 - £35	0.8%	2	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
£36 - £40	3.2%	8	0.0%	0	2.6%	1	3.1%	1	4.2%	1	2.5%	1	4.0%	1	7.3%	3	0.0%	0
£41 - £45	3.6%	9	3.1%	1	0.0%	0	6.3%	2	4.2%	1	0.0%	0	12.0%	3	4.9%	2	0.0%	0
£46 - £50	7.7%	19	9.4%	3	7.9%	3	6.3%	2	4.2%	1	0.0%	0	12.0%	3	12.2%	5	12.5%	2
£51 - £60	5.6%	14	0.0%	0	2.6%	1	12.5%	4	4.2%	1	7.5%	3	4.0%	1	4.9%	2	12.5%	2
£61 - £70	6.0%	15	6.3%	2	2.6%	1	3.1%	1	8.3%	2	7.5%	3	12.0%	3	2.4%	1	12.5%	2
£71 - £80	5.6%	14	3.1%	1	5.3%	2	18.8%	6	0.0%	0	5.0%	2	4.0%	1	4.9%	2	0.0%	0
£81 - £90	6.0%	15	3.1%	1	2.6%	1	3.1%	1	12.5%	3	7.5%	3	8.0%	2	4.9%	2	12.5%	2
£91 - £100	8.1%	20	9.4%	3	2.6%	1	9.4%	3	12.5%	3	15.0%	6	4.0%	1	7.3%	3	0.0%	0
£101 - £110	0.8%	2	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
£111 - £120	4.0%	10	6.3%	2	2.6%	1	0.0%	0	0.0%	0	7.5%	3	4.0%	1	4.9%	2	6.3%	1
£121 - £130	1.2%	3	3.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	6.3%	1
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	2.4%	6	0.0%	0	2.6%	1	0.0%	0	0.0%	0	7.5%	3	0.0%	0	4.9%	2	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	1.2%	3	0.0%	0	5.3%	2	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	23.0%	57	25.0%	8	23.7%	9	18.8%	6	29.2%	7	17.5%	7	16.0%	4	24.4%	10	37.5%	6
(Refused)	1.2%	3	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Mean:	*64.04*		*54.42*		*61.78*		*56.69*		*60.29*		*84.09*		*52.86*		*63.23*		*78.50*	
Base:	248		32		38		32		24		40		25		41		16	

Column %ges.

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

Meanscore: [£]

Q15 On average how much does your household spend on groceries each week via the telephone?
Those that said they use 'By telephone' often or occasionally to purchase food and grocery items at Q13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0
£1 - £5	4.2%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £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
£11 - £15	8.3%	2	0.0%	0	33.3%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£16 - £20	25.0%	6	33.3%	2	33.3%	1	0.0%	0	50.0%	1	0.0%	0	25.0%	1	0.0%	0	25.0%	1
£21 - £25	4.2%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	25.0%	1
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	25.0%	1	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	4.2%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	4.2%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	4.2%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	4.2%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	12.5%	3	16.7%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	42.57		53.00		17.50		56.00		16.00		105.00		21.75		0.00		32.33	
Base:	24		6		3		3		2		2		4		0		4	

Column %ges.

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

Meanscore: [£]

Q16 On average how much does your household spend on groceries each week via catalogue / mail order?
Those that said they use 'Catalogue / mail order' often or occasionally to purchase food and grocery items at Q13

	Total %		Zone 1 %		Zone 2 %		Zone 3 %		Zone 4 %		Zone 5 %		Zone 6 %		Zone 7 %		Zone 8 %	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
£6 - £10	11.5%	3	20.0%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1
£11 - £15	3.8%	1	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£16 - £20	15.4%	4	20.0%	1	0.0%	0	0.0%	0	33.3%	1	33.3%	1	0.0%	0	100.0%	1	0.0%	0
£21 - £25	3.8%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	7.7%	2	0.0%	0	0.0%	0	33.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	3.8%	1	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0
£51 - £60	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	7.7%	2	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	34.6%	9	60.0%	3	66.7%	2	16.7%	1	33.3%	1	33.3%	1	0.0%	0	0.0%	0	50.0%	1
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	*32.76*		*15.00*		*7.00*		*43.60*		*22.50*		*11.00*		*68.33*		*20.00*		*10.00*	
Base:	26		5		3		6		3		3		3		1		2	

Column %ges.

Moray Household Survey
for Hargest Planning

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

Meanscore: [£]

Q17 On average how much does your household spend on groceries each week at mobile shops?
Those that said they use 'Mobile shops' often or occasionally to purchase food and grocery items at Q13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	24.6%	15	25.0%	3	11.8%	2	60.0%	3	0.0%	0	38.5%	5	33.3%	1	0.0%	0	100.0%	1
£6 - £10	31.1%	19	25.0%	3	47.1%	8	0.0%	0	42.9%	3	30.8%	4	33.3%	1	0.0%	0	0.0%	0
£11 - £15	9.8%	6	25.0%	3	5.9%	1	0.0%	0	0.0%	0	7.7%	1	33.3%	1	0.0%	0	0.0%	0
£16 - £20	11.5%	7	8.3%	1	5.9%	1	20.0%	1	28.6%	2	15.4%	2	0.0%	0	0.0%	0	0.0%	0
£21 - £25	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
£26 - £30	4.9%	3	8.3%	1	11.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	3.3%	2	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	1.6%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	9.8%	6	8.3%	1	5.9%	1	0.0%	0	28.6%	2	0.0%	0	0.0%	0	66.7%	2	0.0%	0
(Refused)	1.6%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	14.07		12.73		17.60		15.80		13.20		10.15		9.00		50.00		2.00	
Base:	61		12		17		5		7		13		3		3		1	

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

Meanscore: [£]

Q18 On average how much does your household spend on groceries each week at farmers markets or similar?
Those that said they use 'Markets' often or occasionally to purchase food and grocery items at Q13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	1.7%	3	5.7%	2	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	18.9%	34	22.9%	8	23.7%	9	5.0%	1	18.8%	3	23.1%	6	15.4%	2	13.0%	3	22.2%	2
£6 - £10	18.9%	34	20.0%	7	26.3%	10	10.0%	2	0.0%	0	19.2%	5	7.7%	1	26.1%	6	33.3%	3
£11 - £15	10.0%	18	8.6%	3	13.2%	5	5.0%	1	12.5%	2	11.5%	3	23.1%	3	4.3%	1	0.0%	0
£16 - £20	12.2%	22	2.9%	1	5.3%	2	20.0%	4	6.3%	1	11.5%	3	30.8%	4	26.1%	6	11.1%	1
£21 - £25	5.6%	10	2.9%	1	7.9%	3	10.0%	2	18.8%	3	3.8%	1	0.0%	0	0.0%	0	0.0%	0
£26 - £30	0.6%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£31 - £35	0.6%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	1.1%	2	0.0%	0	2.6%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
£51 - £60	0.6%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	1.1%	2	0.0%	0	2.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.6%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	27.2%	49	28.6%	10	13.2%	5	35.0%	7	43.8%	7	26.9%	7	23.1%	3	30.4%	7	33.3%	3
(Refused)	1.1%	2	2.9%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	*14.91*		*10.13*		*19.13*		*22.15*		*15.22*		*13.05*		*14.50*		*12.25*		*9.00*	
Base:	180		35		38		20		16		26		13		23		9	

Column %ges.

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

Meanscore: [£]

Q19 On average how much does your household spend on groceries each week at car boot / jumble / second hand sales?
Those that said they use 'Car boot / jumble / second hand sales' often or occasionally to purchase food and grocery items at Q13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	16.7%	2	20.0%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0
£11 - £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
£16 - £20	25.0%	3	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	100.0%	1
£21 - £25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0
£31 - £35	8.3%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	33.3%	4	40.0%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	1	100.0%	1	0.0%	0	0.0%	0
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	16.88		18.67		2.00		0.00		0.00		30.00		0.00		13.50		20.00	
Base:	12		5		1		0		0		2		1		2		1	

Column %ges.

Moray Household Survey
for Hargest Planning

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

Meanscore: [£]

Q20 On average how much does your household spend on groceries each week via (OTHER RESPONSE STATED AT Q13)?
Those that said they use 'Other method' often or occasionally to purchase food and grocery items at Q13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	0.0%	0	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 - £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
£11 - £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
£16 - £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
£21 - £25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0

Column %ges.

Moray Household Survey
for Hargest Planning

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

Q21 I would like to ask you a few questions about where you purchase 'personal' goods such as clothing, footwear, radio, china, glass, sports goods, jewellery etc. Where do you normally shop for these 'personal' goods?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Banff Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Buckie Town Centre	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	10.6%	16	2.0%	1
Dufftown Town Centre	0.1%	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
Elgin City Centre	17.9%	180	16.9%	34	18.7%	28	18.7%	28	25.0%	25	22.0%	22	15.8%	16	10.6%	16	22.0%	11
Forres Town Centre	0.5%	5	0.0%	0	0.7%	1	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow City Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hopeman Village Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverness City Centre	6.3%	63	8.0%	16	8.0%	12	9.3%	14	6.0%	6	5.0%	5	3.0%	3	2.0%	3	8.0%	4
Keith Town Centre	1.1%	11	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	8	0.7%	1	2.0%	1
Lossiemouth Town Centre	0.2%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nairn Town Centre	0.2%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Elgin Local Centre	0.5%	5	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Eastfield Retail Park, Inverness	0.5%	5	0.5%	1	0.7%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Elgin Retail Park, Elgin	7.9%	79	8.5%	17	3.3%	5	10.0%	15	13.0%	13	7.0%	7	5.9%	6	10.6%	16	0.0%	0
Inverness Shopping Park, Inverness	1.6%	16	2.0%	4	2.0%	3	2.7%	4	0.0%	0	0.0%	0	3.0%	3	0.7%	1	2.0%	1
Springfield Retail Park, Elgin	6.1%	61	10.0%	20	11.3%	17	3.3%	5	4.0%	4	2.0%	2	2.0%	2	6.6%	10	2.0%	1
Asda, Beach Boulevard Retail Park, Aberdeen AB11 5EJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Asda, Edgar Road, Elgin, IV30 6YQ	5.5%	55	7.0%	14	8.0%	12	4.0%	6	5.0%	5	6.0%	6	3.0%	3	3.3%	5	8.0%	4
Lidl, East Cathcart Street, Buckie, AB56 1PJ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0
Lidl, Station Road, Elgin, IV30 1QW	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Garthdee Road, Aberdeen, AB10 7AY	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
Tesco Extra, Blackfriars Road, Elgin, IV30 1TY	3.7%	37	7.0%	14	5.3%	8	0.7%	1	4.0%	4	3.0%	3	1.0%	1	2.6%	4	4.0%	2
Tesco Superstore, High Street, Buckie, AB56 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Superstore, Moss Street, Keith, AB55 5HB	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	7	0.0%	0	0.0%	0
Tesco Superstore, Nairn Road, Forres, IV36 2EY	0.2%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	35.7%	358	30.8%	62	32.7%	49	34.0%	51	34.0%	34	49.0%	49	34.7%	35	37.7%	57	42.0%	21
Aberdeen City Centre	2.4%	24	1.5%	3	1.3%	2	0.7%	1	2.0%	2	1.0%	1	7.9%	8	4.0%	6	2.0%	1
Beach Boulevard Retail Park, Links Road, Aberdeen, AB11 5EJ	0.1%	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
Central London / West End	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Brander Street, Burghead, Elgin, IV30 5XD	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgar Road Retail Park, Edgar Road, Elgin, IV30 6YQ	0.2%	2	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holm Mills Shopping Village, Dores Road, Inverness, IV2 4RB	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshes Retail Park, Sir Walter Scott Drive, Inverness, IV2 3TW	0.4%	4	1.0%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
M&S Foodhall, High Street, Elgin, IV30 1DJ	0.4%	4	1.0%	2	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.6%	46	2.5%	5	4.0%	6	7.3%	11	5.0%	5	4.0%	4	5.9%	6	5.3%	8	2.0%	1
Base:		1003		201		150		150		100		100		101		151		50

Column %ges.

Moray Household Survey
for Hargest Planning

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

Q22 What would you say are your THREE most important reasons for shopping at (LOCATION MENTIONED AT Q21)? [MR]
Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q21

Reason	Total %	n	Z1 %	n	Z2 %	n	Z3 %	n	Z4 %	n	Z5 %	n	Z6 %	n	Z7 %	n	Z8 %	n
Close to home	19.5%	187	27.6%	54	23.6%	34	13.7%	19	17.9%	17	16.7%	16	12.6%	12	20.3%	29	12.2%	6
Online shopping is convenient	17.9%	171	16.3%	32	15.3%	22	15.1%	21	13.7%	13	29.2%	28	15.8%	15	21.0%	30	20.4%	10
Shops - good range of non-food shops generally	14.8%	142	14.8%	29	20.8%	30	18.0%	25	8.4%	8	11.5%	11	16.8%	16	13.3%	19	8.2%	4
Delivery service	13.0%	124	7.1%	14	13.2%	19	11.5%	16	16.8%	16	7.3%	7	21.1%	20	16.1%	23	18.4%	9
Low prices / value for money	11.8%	113	12.8%	25	8.3%	12	10.8%	15	17.9%	17	5.2%	5	11.6%	11	14.7%	21	14.3%	7
Can get everything I want there	11.6%	111	9.2%	18	9.0%	13	16.5%	23	14.7%	14	10.4%	10	11.6%	11	11.2%	16	12.2%	6
Shops - good range of clothes shops	8.0%	77	6.6%	13	6.3%	9	13.0%	18	9.5%	9	9.4%	9	7.4%	7	7.0%	10	4.1%	2
Shops - good range of 'high street' retailers	7.3%	70	7.1%	14	13.2%	19	7.9%	11	3.2%	3	4.2%	4	4.2%	4	7.7%	11	8.2%	4
Easy to get to by car	5.4%	52	3.1%	6	4.2%	6	5.8%	8	10.5%	10	2.1%	2	11.6%	11	4.2%	6	6.1%	3
Shop online as there's a lack of choice locally	4.6%	44	5.6%	11	4.2%	6	2.9%	4	2.1%	2	13.5%	13	2.1%	2	4.2%	6	0.0%	0
Familiar / know where everything is	2.8%	27	2.6%	5	2.1%	3	1.4%	2	1.1%	1	2.1%	2	8.4%	8	4.2%	6	0.0%	0
Parking - it's easy to find a space	2.7%	26	1.5%	3	4.2%	6	3.6%	5	2.1%	2	3.1%	3	3.2%	3	1.4%	2	4.1%	2
Shop online as there's a good range of goods	2.6%	25	2.0%	4	2.8%	4	3.6%	5	3.2%	3	2.1%	2	1.1%	1	2.8%	4	4.1%	2
Compact / easy to get around / good layout	2.5%	24	3.6%	7	0.7%	1	2.9%	4	3.2%	3	0.0%	0	2.1%	2	4.2%	6	2.0%	1
Shops - good range of quality shops	2.4%	23	3.1%	6	4.2%	6	0.7%	1	2.1%	2	2.1%	2	1.1%	1	2.1%	3	4.1%	2
Nice atmosphere / friendly	2.1%	20	3.1%	6	1.4%	2	0.0%	0	6.3%	6	1.0%	1	1.1%	1	2.1%	3	2.0%	1
Shops - good range of independent shops	2.1%	20	3.6%	7	2.1%	3	0.7%	1	2.1%	2	3.1%	3	1.1%	1	2.1%	3	0.0%	0
The store offers a good range of products	2.0%	19	4.6%	9	2.8%	4	0.7%	1	2.1%	2	1.0%	1	0.0%	0	1.4%	2	0.0%	0
Easy to get to by bus	1.8%	17	2.6%	5	0.7%	1	1.4%	2	2.1%	2	1.0%	1	1.1%	1	3.5%	5	0.0%	0
Good shopping centre	1.8%	17	1.0%	2	0.0%	0	2.9%	4	1.1%	1	0.0%	0	4.2%	4	4.2%	6	0.0%	0
Like to support local business	1.6%	15	1.5%	3	2.1%	3	2.2%	3	2.1%	2	0.0%	0	1.1%	1	2.1%	3	0.0%	0
Not too busy	1.6%	15	2.0%	4	0.0%	0	2.9%	4	4.2%	4	0.0%	0	3.2%	3	0.0%	0	0.0%	0
Shop online due to covid / the pandemic	1.5%	14	0.0%	0	1.4%	2	2.2%	3	3.2%	3	2.1%	2	0.0%	0	2.1%	3	2.0%	1
Attractive environment / nice place	1.5%	14	2.0%	4	1.4%	2	1.4%	2	0.0%	0	0.0%	0	4.2%	4	0.7%	1	2.0%	1
Close to work	1.3%	12	0.5%	1	0.7%	1	3.6%	5	1.1%	1	0.0%	0	0.0%	0	2.1%	3	2.0%	1
Parking - is free	1.1%	11	1.5%	3	1.4%	2	0.7%	1	0.0%	0	1.0%	1	2.1%	2	1.4%	2	0.0%	0
Shops - good range of affordable shops	1.1%	11	3.1%	6	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Parking - is close to the shops	1.0%	10	1.0%	2	0.0%	0	2.2%	3	0.0%	0	0.0%	0	1.1%	1	2.8%	4	0.0%	0
The store offers good quality products	1.0%	10	2.0%	4	0.7%	1	0.7%	1	0.0%	0	2.1%	2	0.0%	0	1.4%	2	0.0%	0
Good places to eat / drink	0.6%	6	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.4%	2	2.0%	1
Clean environment	0.5%	5	2.0%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of supermarkets	0.5%	5	2.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Close to family / friends	0.5%	5	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.4%	2	0.0%	0
Shop online because it's easy to return goods	0.5%	5	1.0%	2	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Part of a day out	0.5%	5	0.5%	1	2.1%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Preference for retailer	0.5%	5	0.5%	1	0.0%	0	0.7%	1	2.1%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.4%	4	0.0%	0	0.0%	0	0.7%	1	1.1%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	1
Only place around to shop	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.0%	1	0.0%	0	0.7%	1	0.0%	0
Good for financial services (e.g. banks / building societies)	0.4%	4	0.0%	0	0.0%	0	1.4%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Lack of choice of shops locally	0.4%	4	1.0%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised shopping area	0.3%	3	0.0%	0	0.7%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can also do food shopping at the store	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Good market	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Feel safe there	0.3%	3	0.5%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like the M&S store there	0.3%	3	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Shop online because it's easy to compare products	0.3%	3	0.5%	1	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Shops - good opening hours / open on Sundays	0.3%	3	0.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Like the TK Maxx store there	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Shops - good range of charity shops	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Good disabled / elderly access	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Loyalty scheme / reward points	0.2%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - it's cheap	0.2%	2	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like the M&Co store there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Good range of other services (e.g. library, hairdresser, vets etc.)	0.1%	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
Shops - good range of bakers / butchers / greengrocers	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Character / old buildings	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Less traffic congestion	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Shop online because I started due to the pandemic and have kept doing it	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like the Matalan store there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Like the B&M store there	0.1%	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
Like the Dorothy Jacks store there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undercover shopping area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No particular reason)	3.9%	37	2.6%	5	3.5%	5	5.0%	7	4.2%	4	2.1%	2	4.2%	4	4.9%	7	6.1%	3
(Don't know)	0.9%	9	2.0%	4	0.7%	1	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	4.1%	2
Base:		957		196		144		139		95		96		95		143		49

Meanscore: [Number of times per week]

Q23 How often do you shop for personal goods at (LOCATION MENTIONED AT Q21)?
Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q21

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
7 times a week	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0
5 - 6 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 - 4 times a week	1.0%	10	1.0%	2	0.7%	1	0.7%	1	1.1%	1	1.0%	1	1.1%	1	2.1%	3	0.0%	0
Twice a week	2.6%	25	2.0%	4	2.8%	4	2.9%	4	4.2%	4	4.2%	4	2.1%	2	0.7%	1	4.1%	2
Once a week	12.9%	123	13.3%	26	16.7%	24	16.5%	23	12.6%	12	9.4%	9	5.3%	5	13.3%	19	10.2%	5
Every two weeks	12.4%	119	9.7%	19	6.9%	10	9.4%	13	16.8%	16	17.7%	17	16.8%	16	15.4%	22	12.2%	6
Every three weeks	2.1%	20	1.0%	2	0.7%	1	4.3%	6	5.3%	5	1.0%	1	1.1%	1	2.8%	4	0.0%	0
Monthly	26.3%	252	31.6%	62	24.3%	35	27.3%	38	23.2%	22	16.7%	16	25.3%	24	28.7%	41	28.6%	14
Once every two months	10.1%	97	10.7%	21	9.7%	14	11.5%	16	8.4%	8	6.3%	6	15.8%	15	8.4%	12	10.2%	5
Three-four times a year	13.8%	132	11.7%	23	16.0%	23	13.7%	19	5.3%	5	22.9%	22	13.7%	13	14.0%	20	14.3%	7
Twice a year	7.0%	67	5.6%	11	11.1%	16	7.9%	11	5.3%	5	8.3%	8	8.4%	8	3.5%	5	6.1%	3
Once a year	2.0%	19	1.0%	2	3.5%	5	1.4%	2	1.1%	1	4.2%	4	1.1%	1	1.4%	2	4.1%	2
Less often	2.2%	21	3.1%	6	3.5%	5	1.4%	2	2.1%	2	1.0%	1	2.1%	2	0.7%	1	4.1%	2
(Don't know)	1.0%	10	0.5%	1	2.1%	3	0.0%	0	2.1%	2	1.0%	1	3.2%	3	0.0%	0	0.0%	0
(Varies)	6.3%	60	8.7%	17	2.1%	3	2.9%	4	12.6%	12	6.3%	6	3.2%	3	8.4%	12	6.1%	3
Mean:		*0.44*		*0.42*		*0.40*		*0.43*		*0.50*		*0.41*		*0.42*		*0.51*		*0.38*
Base:		957		196		144		139		95		96		95		143		49

Moray Household Survey
for Hargest Planning

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

Q24 Where do you use second most often when shopping for personal goods?
Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q21

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aberlour Town Centre (aka Charlestown Of Aberlour)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Banff Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Buckie Town Centre	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	14	2.0%	1
Craigellachie Village Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cullen Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Edinburgh City Centre	0.5%	5	0.0%	0	2.1%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0
Elgin City Centre	8.8%	84	10.2%	20	10.4%	15	5.8%	8	7.4%	7	14.6%	14	12.6%	12	2.1%	3	10.2%	5
Forres Town Centre	0.7%	7	0.0%	0	0.0%	0	4.3%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Glasgow City Centre	0.8%	8	0.0%	0	0.0%	0	1.4%	2	1.1%	1	1.0%	1	0.0%	0	2.1%	3	2.0%	1
Grantown On Spey Town Centre	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Inverness City Centre	8.6%	82	9.7%	19	6.9%	10	14.4%	20	13.7%	13	7.3%	7	1.1%	1	4.9%	7	10.2%	5
Keith Town Centre	0.9%	9	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.1%	2	5.3%	5	0.7%	1	0.0%	0
Lossiemouth Town Centre	0.2%	2	0.0%	0	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nairn Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
New Elgin Local Centre	0.2%	2	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirling City Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastfield Retail Park, Inverness	0.5%	5	0.5%	1	0.7%	1	0.7%	1	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Elgin Retail Park, Elgin	6.5%	62	6.6%	13	6.3%	9	7.9%	11	5.3%	5	6.3%	6	4.2%	4	7.0%	10	8.2%	4
Inverness Shopping Park, Inverness	2.0%	19	3.6%	7	1.4%	2	3.6%	5	1.1%	1	0.0%	0	1.1%	1	0.7%	1	4.1%	2
Springfield Retail Park, Elgin	6.2%	59	6.6%	13	4.2%	6	2.2%	3	8.4%	8	6.3%	6	11.6%	11	7.7%	11	2.0%	1
Telford Street, Retail Park, Inverness	0.2%	2	0.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Trinity Place, Elgin IV30 1UL	0.2%	2	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Edgar Road, Elgin, IV30 6YQ	3.0%	29	5.1%	10	3.5%	5	0.0%	0	4.2%	4	3.1%	3	0.0%	0	2.8%	4	6.1%	3
Lidl, Station Road, Elgin, IV30 1QW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Blackfriars Road, Elgin, IV30 1TY	2.1%	20	1.0%	2	4.9%	7	0.7%	1	4.2%	4	3.1%	3	1.1%	1	0.7%	1	2.0%	1
Tesco Superstore, Moss Street, Keith, AB55 5HB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Tesco Superstore, Nairn Road, Forres, IV36 2EY	0.4%	4	0.0%	0	0.0%	0	2.2%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	7.2%	69	7.7%	15	7.6%	11	8.6%	12	9.5%	9	2.1%	2	4.2%	4	9.8%	14	4.1%	2
Aberdeen City Centre	4.6%	44	3.6%	7	3.5%	5	2.2%	3	4.2%	4	5.2%	5	5.3%	5	9.1%	13	4.1%	2
Aviemore Town Centre, PH22 1RH	0.1%	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
Balmakeith Business Park, Forres Road, Nairn, IV12 5QF	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braehead Shopping Centre, King's Inch Road, Renfrew, G51 4BN	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
Edgar Road Retail Park, Edgar Road, Elgin, IV30 6YQ	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter City Centre, EX4 3HP	0.1%	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
Inshes Retail Park, Sir Walter Scott Drive, Inverness, IV2 3TW	0.5%	5	1.0%	2	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, High Street, Elgin, IV30 1DJ	0.4%	4	1.0%	2	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, St Nicholas Street, Aberdeen, AB10 1BU	0.1%	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
Sainsbury's Superstore, Forres Road, Nairn, IV12 5QF	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre, B79 7PA	0.1%	1	0.5%	1	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)	1.3%	12	0.5%	1	1.4%	2	0.7%	1	0.0%	0	0.0%	0	4.2%	4	2.8%	4	0.0%	0
(Nowhere else)	40.0%	383	39.3%	77	43.1%	62	40.3%	56	35.8%	34	37.5%	36	47.4%	45	36.4%	52	42.9%	21
Base:		957		196		144		139		95		96		95		143		49

Column %ges.

Moray Household Survey
for Hargest Planning

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

Meanscore: [Number of times per week]

Q25 How often do you shop at (LOCATION MENTIONED AT Q24) for personal goods ?
Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q21 or '(Don't know / varies)' or '(Nowhere else)' at Q24

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
7 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	0.2%	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
3 - 4 times a week	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Twice a week	1.8%	10	0.8%	1	2.5%	2	0.0%	0	1.6%	1	5.0%	3	0.0%	0	3.4%	3	0.0%	0
Once a week	7.8%	44	9.3%	11	7.5%	6	8.5%	7	9.8%	6	3.3%	2	10.9%	5	8.0%	7	0.0%	0
Every two weeks	8.4%	47	6.8%	8	11.3%	9	13.4%	11	4.9%	3	8.3%	5	4.3%	2	8.0%	7	7.1%	2
Every three weeks	0.9%	5	1.7%	2	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monthly	21.2%	119	16.1%	19	15.0%	12	29.3%	24	26.2%	16	16.7%	10	28.3%	13	23.0%	20	17.9%	5
Once every two months	17.3%	97	16.1%	19	17.5%	14	11.0%	9	23.0%	14	18.3%	11	19.6%	9	17.2%	15	21.4%	6
Three-four times a year	15.8%	89	17.8%	21	17.5%	14	12.2%	10	11.5%	7	25.0%	15	8.7%	4	11.5%	10	28.6%	8
Twice a year	11.7%	66	12.7%	15	10.0%	8	12.2%	10	8.2%	5	13.3%	8	10.9%	5	11.5%	10	17.9%	5
Once a year	5.5%	31	5.1%	6	8.8%	7	4.9%	4	1.6%	1	3.3%	2	10.9%	5	5.7%	5	3.6%	1
Less often	3.0%	17	6.8%	8	2.5%	2	1.2%	1	1.6%	1	1.7%	1	2.2%	1	3.4%	3	0.0%	0
(Don't know)	0.5%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	3.6%	1
(Varies)	5.3%	30	6.8%	8	5.0%	4	3.7%	3	9.8%	6	5.0%	3	2.2%	1	5.7%	5	0.0%	0
Mean:		0.30		0.25		0.35		0.28		0.36		0.28		0.25		0.39		0.14
Base:		562		118		80		82		61		60		46		87		28

Moray Household Survey
for Hargest Planning

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

Q26A Where else do you undertake shopping for personal goods ?

Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q21 or '(Don't know / varies)' or '(Nowhere else)' at Q24

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Buckie Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	3.6%	1
Craigellachie Village Centre	0.4%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elgin City Centre	4.3%	24	6.8%	8	2.5%	2	3.7%	3	3.3%	2	10.0%	6	0.0%	0	3.4%	3	0.0%	0
Forres Town Centre	0.5%	3	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Glasgow City Centre	0.4%	2	0.8%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantown On Spey Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Huntly Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Inverness City Centre	6.8%	38	4.2%	5	8.8%	7	9.8%	8	9.8%	6	5.0%	3	6.5%	3	4.6%	4	7.1%	2
Keith Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	2.3%	2	0.0%	0
Lossiemouth Town Centre	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
Burghmuir Retail Park, Stirling	0.2%	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
Eastfield Retail Park, Inverness	1.6%	9	1.7%	2	2.5%	2	1.2%	1	1.6%	1	1.7%	1	0.0%	0	1.1%	1	3.6%	1
Elgin Retail Park, Elgin	4.1%	23	3.4%	4	3.8%	3	6.1%	5	1.6%	1	3.3%	2	8.7%	4	2.3%	2	7.1%	2
Inverness Shopping Park, Inverness	0.7%	4	0.8%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Springfield Retail Park, Elgin	2.5%	14	1.7%	2	5.0%	4	1.2%	1	1.6%	1	0.0%	0	0.0%	0	5.7%	5	3.6%	1
Asda, Edgar Road, Elgin, IV30 6YQ	1.2%	7	0.8%	1	5.0%	4	0.0%	0	1.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Blackfriars Road, Elgin, IV30 1TY	1.1%	6	3.4%	4	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Eastfield Way, Inverness Business & Retail Park, Inverness, IV2 7GD	0.2%	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
Tesco Superstore, High Street, Buckie, AB56 4AB	0.2%	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
Abroad	0.4%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Internet / delivery	5.0%	28	5.1%	6	2.5%	2	6.1%	5	4.9%	3	1.7%	1	6.5%	3	5.7%	5	10.7%	3
Aberdeen City Centre	3.9%	22	5.9%	7	0.0%	0	1.2%	1	3.3%	2	0.0%	0	4.3%	2	11.5%	10	0.0%	0
Allarburn Farm Shop, Edgar Road, Elgin, IV30 6XQ	0.2%	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
Aviemore Town Centre, PH22 1RH	0.2%	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
Christies Garden Centre, The Nurseries, Fochabers, IV32 7PF	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
Costco, Endeavour Drive, Westhill, AB32 6UF	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.2%	1	0.0%	0	0.0%	0
M&S Foodhall, High Street, Elgin, IV30 1DJ	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
Portsoy Town Centre	0.2%	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
Sainsbury's Superstore, Forres Road, Nairn, IV12 5QF	0.2%	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
Turriff Town Centre, AB53 4AA	0.2%	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
(Don't know / varies)	1.1%	6	0.0%	0	1.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.4%	3	3.6%	1
(Nowhere else)	62.1%	349	62.7%	74	62.5%	50	65.9%	54	65.6%	40	68.3%	41	65.2%	30	50.6%	44	57.1%	16
Base:		562		118		80		82		61		60		46		87		28

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

Q26B Where else do you undertake shopping for personal goods ?

Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q21 or '(Don't know / varies)' or '(Nowhere else)' at Q24 or Q26A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Buckie Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Edinburgh City Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elgin City Centre	1.0%	2	2.3%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forres Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Glasgow City Centre	1.0%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Inverness City Centre	4.3%	9	4.5%	2	10.3%	3	7.1%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0
Keith Town Centre	0.5%	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
Eastfield Retail Park, Inverness	1.0%	2	0.0%	0	3.4%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elgin Retail Park, Elgin	1.4%	3	2.3%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Inverness Shopping Park, Inverness	2.9%	6	4.5%	2	3.4%	1	3.6%	1	5.0%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Elgin	2.4%	5	4.5%	2	3.4%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Asda, Edgar Road, Elgin, IV30 6YQ	0.5%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Blackfriars Road, Elgin, IV30 1TY	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Moss Street, Keith, AB55 5HB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	2.9%	6	0.0%	0	3.4%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	7.5%	3	9.1%	1
Aberdeen City Centre	6.3%	13	6.8%	3	3.4%	1	0.0%	0	10.0%	2	10.5%	2	0.0%	0	2.5%	1	36.4%	4
Gyle Shopping Centre, Gyle Ave, Edinburgh, EH12 9JY	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Inshes Retail Park, Sir Walter Scott Drive, Inverness, IV2 3TW	1.0%	2	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1
M&S Foodhall, High Street, Elgin, IV30 1DJ	1.0%	2	2.3%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	70.5%	146	68.2%	30	65.5%	19	75.0%	21	60.0%	12	78.9%	15	93.8%	15	75.0%	30	36.4%	4
Base:		207		44		29		28		20		19		16		40		11

Q26C Where else do you undertake shopping for personal goods ?

Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q21 or '(Don't know / varies)' or '(Nowhere else)' at Q24 or Q26A or Q26B

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Banff Town Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Edinburgh City Centre	5.0%	3	14.3%	2	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forres Town Centre	1.7%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantown On Spey Town Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverness City Centre	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	10.0%	1	0.0%	0
Inverness Shopping Park, Inverness	1.7%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Elgin	1.7%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	2
Aberdeen City Centre	3.3%	2	0.0%	0	10.0%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	76.7%	46	71.4%	10	90.0%	9	71.4%	5	85.7%	6	50.0%	2	100.0%	1	80.0%	8	71.4%	5
Base:		60		14		10		7		7		4		1		10		7

Column %ges.

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

Meanscore: [£]

Q27 On average how much does your household spend on personal goods each month?
Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q21

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
£1 - £5	0.8%	8	1.5%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.1%	1	2.1%	3	0.0%	0
£6 - £10	3.3%	32	2.6%	5	3.5%	5	1.4%	2	2.1%	2	8.3%	8	4.2%	4	3.5%	5	2.0%	1
£11 - £15	1.5%	14	2.0%	4	1.4%	2	1.4%	2	1.1%	1	1.0%	1	3.2%	3	0.7%	1	0.0%	0
£16 - £20	7.9%	76	11.2%	22	9.0%	13	9.4%	13	3.2%	3	9.4%	9	7.4%	7	4.9%	7	4.1%	2
£21 - £25	3.1%	30	2.0%	4	4.9%	7	3.6%	5	2.1%	2	3.1%	3	4.2%	4	2.1%	3	4.1%	2
£26 - £30	6.7%	64	8.2%	16	6.3%	9	10.1%	14	5.3%	5	5.2%	5	7.4%	7	5.6%	8	0.0%	0
£31 - £35	1.9%	18	2.6%	5	4.2%	6	1.4%	2	0.0%	0	1.0%	1	2.1%	2	1.4%	2	0.0%	0
£36 - £40	5.1%	49	4.6%	9	8.3%	12	5.0%	7	4.2%	4	5.2%	5	3.2%	3	6.3%	9	0.0%	0
£41 - £45	1.6%	15	1.5%	3	1.4%	2	2.9%	4	0.0%	0	0.0%	0	2.1%	2	1.4%	2	4.1%	2
£46 - £50	11.7%	112	10.7%	21	10.4%	15	10.8%	15	10.5%	10	11.5%	11	13.7%	13	14.0%	20	14.3%	7
£51 - £60	2.6%	25	4.1%	8	1.4%	2	1.4%	2	3.2%	3	3.1%	3	4.2%	4	1.4%	2	2.0%	1
£61 - £70	1.0%	10	0.5%	1	0.0%	0	0.7%	1	2.1%	2	2.1%	2	0.0%	0	2.8%	4	0.0%	0
£71 - £80	1.5%	14	1.5%	3	1.4%	2	0.7%	1	1.1%	1	2.1%	2	2.1%	2	2.1%	3	0.0%	0
£81 - £90	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
£91 - £100	7.8%	75	7.7%	15	5.6%	8	5.0%	7	8.4%	8	5.2%	5	8.4%	8	11.2%	16	16.3%	8
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.7%	7	1.0%	2	1.4%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.0%	1
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	2.0%	19	1.5%	3	2.1%	3	2.9%	4	1.1%	1	2.1%	2	2.1%	2	2.1%	3	2.0%	1
£151 - £175	0.1%	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
£176 - £200	2.5%	24	0.5%	1	2.1%	3	1.4%	2	4.2%	4	4.2%	4	4.2%	4	2.1%	3	6.1%	3
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.6%	6	1.0%	2	0.7%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.4%	4	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.0%	1
£301+	0.6%	6	0.5%	1	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
(Don't know / varies)	34.8%	333	32.1%	63	32.6%	47	39.6%	55	49.5%	47	35.4%	34	30.5%	29	29.4%	42	32.7%	16
(Refused)	0.9%	9	1.0%	2	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	2.0%	1
Mean:		63.52		57.85		59.13		54.96		74.21		56.85		57.08		77.91		88.25	
Base:		957		196		144		139		95		96		95		143		49	

Meanscore: [Often = 3, Occasionally = 2, Never = 1]

Q28 How often do you use any of the following to purchase personal goods? [PR]
Not those that said '(Don't buy these kind of goods)' at Q21

Internet

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Often	29.6%	297	23.4%	47	28.7%	43	32.7%	49	28.0%	28	30.0%	30	28.7%	29	34.4%	52	38.0%	19
Occasionally	36.0%	361	37.3%	75	34.0%	51	38.7%	58	32.0%	32	38.0%	38	31.7%	32	39.1%	59	32.0%	16
Never	34.4%	345	39.3%	79	37.3%	56	28.7%	43	40.0%	40	32.0%	32	39.6%	40	26.5%	40	30.0%	15
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.95		1.84		1.91		2.04		1.88		1.98		1.89		2.08		2.08	
Base:		1003		201		150		150		100		100		101		151		50	

By telephone (e.g. from supermarkets)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Often	0.6%	6	0.5%	1	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	2.0%	1
Occasionally	4.5%	45	4.0%	8	4.0%	6	6.0%	9	9.0%	9	3.0%	3	3.0%	3	2.6%	4	6.0%	3
Never	94.9%	952	95.5%	192	96.0%	144	94.0%	141	89.0%	89	95.0%	95	97.0%	98	97.4%	147	92.0%	46
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.06		1.05		1.04		1.06		1.13		1.07		1.03		1.03		1.10	
Base:		1003		201		150		150		100		100		101		151		50	

Catalogue / mail order

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Often	1.6%	16	1.5%	3	0.0%	0	0.7%	1	2.0%	2	2.0%	2	2.0%	2	2.6%	4	4.0%	2
Occasionally	15.2%	152	10.4%	21	14.7%	22	14.7%	22	19.0%	19	19.0%	19	16.8%	17	12.6%	19	26.0%	13
Never	83.3%	835	88.1%	177	85.3%	128	84.7%	127	79.0%	79	79.0%	79	81.2%	82	84.8%	128	70.0%	35
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.18		1.13		1.15		1.16		1.23		1.23		1.21		1.18		1.34	
Base:		1003		201		150		150		100		100		101		151		50	

Column %ges.

Moray Household Survey
for Hargest Planning

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

Mobile shops

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Occasionally	0.5%	5	0.5%	1	1.3%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Never	99.5%	998	99.5%	200	98.7%	148	100.0%	150	100.0%	100	99.0%	99	99.0%	100	100.0%	151	100.0%	50
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	*1.00*		*1.00*		*1.01*		*1.00*		*1.00*		*1.01*		*1.01*		*1.00*		*1.00*	
Base:	1003		201		150		150		100		100		101		151		50	

Farmers Markets or similar

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Occasionally	3.3%	33	3.5%	7	4.0%	6	2.7%	4	6.0%	6	4.0%	4	2.0%	2	2.0%	3	2.0%	1
Never	96.6%	969	96.5%	194	96.0%	144	97.3%	146	94.0%	94	96.0%	96	98.0%	99	97.4%	147	98.0%	49
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	*1.03*		*1.03*		*1.04*		*1.03*		*1.06*		*1.04*		*1.02*		*1.03*		*1.02*	
Base:	1003		201		150		150		100		100		101		151		50	

Car boot / jumble / second hand sales

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Often	0.6%	6	1.0%	2	0.7%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Occasionally	4.3%	43	3.0%	6	6.0%	9	4.0%	6	4.0%	4	3.0%	3	3.0%	3	6.6%	10	4.0%	2
Never	95.1%	954	96.0%	193	93.3%	140	96.0%	144	95.0%	95	96.0%	96	96.0%	97	93.4%	141	96.0%	48
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	*1.05*		*1.05*		*1.07*		*1.04*		*1.06*		*1.05*		*1.05*		*1.07*		*1.04*	
Base:	1003		201		150		150		100		100		101		151		50	

Other method

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Occasionally	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	99.3%	996	99.5%	200	99.3%	149	98.7%	148	100.0%	100	98.0%	98	100.0%	101	99.3%	150	100.0%	50
(Don't know)	0.7%	7	0.5%	1	0.7%	1	1.3%	2	0.0%	0	2.0%	2	0.0%	0	0.7%	1	0.0%	0
Mean:	*1.00*		*1.00*		*1.00*		*1.00*		*1.00*		*1.00*		*1.00*		*1.00*		*1.00*	
Base:	1003		201		150		150		100		100		101		151		50	

Column %ges.

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

Meanscore: [£]

Q29 On average how much does your household spend on personal goods each month via the internet?
Those that said they use 'Internet' often or occasionally to purchase personal goods at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.9%	1
£1 - £5	0.6%	4	0.8%	1	1.1%	1	0.9%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
£6 - £10	4.1%	27	2.5%	3	4.3%	4	6.5%	7	1.7%	1	1.5%	1	4.9%	3	6.3%	7	2.9%	1
£11 - £15	1.4%	9	1.6%	2	2.1%	2	2.8%	3	1.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
£16 - £20	7.6%	50	9.8%	12	7.4%	7	10.3%	11	3.3%	2	4.4%	3	11.5%	7	4.5%	5	8.6%	3
£21 - £25	3.2%	21	2.5%	3	3.2%	3	3.7%	4	5.0%	3	2.9%	2	3.3%	2	2.7%	3	2.9%	1
£26 - £30	6.4%	42	7.4%	9	6.4%	6	6.5%	7	8.3%	5	5.9%	4	11.5%	7	2.7%	3	2.9%	1
£31 - £35	1.2%	8	0.8%	1	3.2%	3	0.9%	1	0.0%	0	1.5%	1	1.6%	1	0.9%	1	0.0%	0
£36 - £40	4.9%	32	3.3%	4	4.3%	4	3.7%	4	5.0%	3	5.9%	4	8.2%	5	7.2%	8	0.0%	0
£41 - £45	2.1%	14	0.8%	1	2.1%	2	3.7%	4	3.3%	2	2.9%	2	3.3%	2	0.0%	0	2.9%	1
£46 - £50	12.9%	85	15.6%	19	8.5%	8	9.3%	10	13.3%	8	16.2%	11	18.0%	11	10.8%	12	17.1%	6
£51 - £60	3.5%	23	4.9%	6	3.2%	3	1.9%	2	3.3%	2	4.4%	3	4.9%	3	2.7%	3	2.9%	1
£61 - £70	1.1%	7	0.8%	1	0.0%	0	0.0%	0	1.7%	1	2.9%	2	0.0%	0	2.7%	3	0.0%	0
£71 - £80	1.8%	12	2.5%	3	1.1%	1	0.9%	1	1.7%	1	4.4%	3	1.6%	1	0.9%	1	2.9%	1
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	8.2%	54	9.0%	11	7.4%	7	5.6%	6	3.3%	2	5.9%	4	8.2%	5	12.6%	14	14.3%	5
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.2%	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
£121 - £130	0.5%	3	0.8%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	2.6%	17	4.1%	5	0.0%	0	3.7%	4	1.7%	1	2.9%	2	1.6%	1	3.6%	4	0.0%	0
£151 - £175	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	2.6%	17	0.0%	0	3.2%	3	0.0%	0	3.3%	2	4.4%	3	1.6%	1	3.6%	4	11.4%	4
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.6%	4	1.6%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.5%	3	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
£301+	0.9%	6	2.5%	3	0.0%	0	0.9%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.9%	1
(Don't know / varies)	32.2%	212	27.0%	33	35.1%	33	37.4%	40	43.3%	26	29.4%	20	19.7%	12	36.0%	40	22.9%	8
(Refused)	0.6%	4	1.6%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Mean:	*65.06*		*70.98*		*68.75*		*52.24*		*56.18*		*71.75*		*49.18*		*66.71*		*93.48*	
Base:	658		122		94		107		60		68		61		111		35	

Moray Household Survey
for Hargest Planning

Meanscore: [£]

Q30 On average how much does your household spend on personal goods each month via the telephone?
Those that said they use 'By telephone' often or occasionally to purchase personal goods at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	0.0%	0	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 - £10	5.9%	3	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	66.7%	2	0.0%	0	0.0%	0
£11 - £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
£16 - £20	5.9%	3	0.0%	0	16.7%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	1
£21 - £25	2.0%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	3.9%	2	0.0%	0	16.7%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£31 - £35	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
£36 - £40	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
£41 - £45	2.0%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	5.9%	3	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	1	25.0%	1
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	3.9%	2	11.1%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	64.7%	33	66.7%	6	50.0%	3	88.9%	8	81.8%	9	80.0%	4	33.3%	1	25.0%	1	25.0%	1
(Refused)	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
Mean:	*37.94*		*56.67*		*20.00*		*50.00*		*25.00*		*100.00*		*10.00*		*42.50*		*36.67*	
Base:	51		9		6		9		11		5		3		4		4	

Column %ges.

NEMS market research

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

Meanscore: [£]

Q31 On average how much does your household spend on personal goods each month via catalogue / mail order?
Those that said they use 'Catalogue / mail order' often or occasionally to purchase personal goods at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	3.0%	5	0.0%	0	4.5%	1	8.7%	2	0.0%	0	4.8%	1	5.3%	1	0.0%	0	0.0%	0
£6 - £10	7.1%	12	4.2%	1	13.6%	3	0.0%	0	0.0%	0	14.3%	3	10.5%	2	13.0%	3	0.0%	0
£11 - £15	1.8%	3	0.0%	0	4.5%	1	4.3%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£16 - £20	8.3%	14	4.2%	1	18.2%	4	4.3%	1	14.3%	3	4.8%	1	5.3%	1	4.3%	1	13.3%	2
£21 - £25	5.4%	9	8.3%	2	4.5%	1	0.0%	0	4.8%	1	4.8%	1	0.0%	0	13.0%	3	6.7%	1
£26 - £30	4.8%	8	8.3%	2	4.5%	1	0.0%	0	0.0%	0	19.0%	4	5.3%	1	0.0%	0	0.0%	0
£31 - £35	0.6%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	3.6%	6	4.2%	1	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0	4.3%	1	13.3%	2
£41 - £45	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	13.3%	2
£46 - £50	8.9%	15	4.2%	1	4.5%	1	13.0%	3	4.8%	1	0.0%	0	15.8%	3	17.4%	4	13.3%	2
£51 - £60	1.8%	3	0.0%	0	9.1%	2	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	1.8%	3	4.2%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
£81 - £90	0.6%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	1.8%	3	4.2%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
£101 - £110	0.6%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.6%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.6%	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
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	45.2%	76	41.7%	10	31.8%	7	56.5%	13	66.7%	14	42.9%	9	47.4%	9	39.1%	9	33.3%	5
(Refused)	1.8%	3	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Mean:	*36.97*		*45.83*		*28.87*		*49.20*		*28.86*		*22.58*		*37.00*		*43.23*		*41.00*	
Base:	168		24		22		23		21		21		19		23		15	

Column %ges.

Moray Household Survey
for Hargest Planning

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

Meanscore: [£]

Q32 On average how much does your household spend on personal goods each month at mobile shops?
Those that said they use 'Mobile shops' often or occasionally to purchase personal goods at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	0.0%	0	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 - £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
£11 - £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
£16 - £20	20.0%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£21 - £25	20.0%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	20.0%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	40.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	100.0%	1	0.0%	0	0.0%	0
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	148.33		20.00		212.50		0.00		0.00		0.00		0.00		0.00		0.00	
Base:	5		1		2		0		0		1		1		0		0	

Column %ges.

NEMS market research

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

Meanscore: [£]

Q33 On average how much does your household spend on personal goods each month at farmers markets or similar?
Those that said they use 'Markets' often or occasionally to purchase personal goods at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	8.8%	3	0.0%	0	33.3%	2	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	8.8%	3	0.0%	0	16.7%	1	0.0%	0	16.7%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0
£11 - £15	14.7%	5	14.3%	1	16.7%	1	25.0%	1	16.7%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0
£16 - £20	20.6%	7	28.6%	2	16.7%	1	25.0%	1	16.7%	1	25.0%	1	50.0%	1	0.0%	0	0.0%	0
£21 - £25	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
£26 - £30	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
£31 - £35	2.9%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	38.2%	13	42.9%	3	16.7%	1	50.0%	2	33.3%	2	50.0%	2	50.0%	1	25.0%	1	100.0%	1
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		16.52		22.50		11.00		17.50		12.50		25.00		20.00		15.67		0.00	
Base:		34		7		6		4		6		4		2		4		1	

Column %ges.

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

Meanscore: [£]

Q34 On average how much does your household spend on personal goods each month at car boot / jumble / second hand sales?
Those that said they use 'Car boot / jumble / second hand sales' often or occasionally to purchase personal goods at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	14.3%	7	12.5%	1	30.0%	3	0.0%	0	40.0%	2	0.0%	0	0.0%	0	10.0%	1	0.0%	0
£6 - £10	22.4%	11	0.0%	0	10.0%	1	33.3%	2	0.0%	0	50.0%	2	25.0%	1	30.0%	3	100.0%	2
£11 - £15	8.2%	4	25.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
£16 - £20	12.2%	6	25.0%	2	0.0%	0	16.7%	1	20.0%	1	25.0%	1	25.0%	1	0.0%	0	0.0%	0
£21 - £25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	4.1%	2	0.0%	0	10.0%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
£31 - £35	4.1%	2	12.5%	1	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	32.7%	16	25.0%	2	40.0%	4	50.0%	3	40.0%	2	0.0%	0	25.0%	1	40.0%	4	0.0%	0
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	*14.64*		*18.33*		*14.50*		*13.33*		*10.00*		*16.75*		*23.33*		*10.33*		*8.50*	
Base:	49		8		10		6		5		4		4		10		2	

Column %ges.

Moray Household Survey
for Hargest Planning

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

Meanscore: [£]

Q35 On average how much does your household spend on personal goods each month via (OTHER RESPONSE STATED AT Q28)?
Those that said they use 'Other method' often or occasionally to purchase personal goods at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	0.0%	0	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 - £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
£11 - £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
£16 - £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
£21 - £25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0

Column %ges.

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

Q36 I would like to ask you a few questions about where you purchase 'bulky' goods such as furniture, carpets, large domestic appliances (eg fridges, freezers, cookers etc) and other household hardware including DIY goods. Where do you normally shop for these 'bulky' goods?

Location	Total %	Total	Z1 %	Z1	Z2 %	Z2	Z3 %	Z3	Z4 %	Z4	Z5 %	Z5	Z6 %	Z6	Z7 %	Z7	Z8 %	Z8
Buckie Town Centre	2.4%	24	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	11.3%	17	10.0%	5
Elgin City Centre	9.2%	92	9.0%	18	13.3%	20	11.3%	17	13.0%	13	9.0%	9	3.0%	3	5.3%	8	8.0%	4
Forres Town Centre	0.8%	8	0.0%	0	0.0%	0	5.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huntly Town Centre	0.1%	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
Inverness City Centre	1.8%	18	1.5%	3	2.7%	4	3.3%	5	1.0%	1	2.0%	2	1.0%	1	1.3%	2	0.0%	0
Keith Town Centre	10.1%	101	2.0%	4	2.0%	3	0.0%	0	0.0%	0	17.0%	17	48.5%	49	12.6%	19	18.0%	9
Lossiemouth Town Centre	2.5%	25	4.5%	9	1.3%	2	0.7%	1	10.0%	10	1.0%	1	0.0%	0	0.0%	0	4.0%	2
Nairn Town Centre	0.2%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Elgin Local Centre	0.6%	6	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	1	0.0%	0
Rothes Town Centre	0.1%	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
Stirling City Centre	0.1%	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
Eastfield Retail Park, Inverness	0.8%	8	1.0%	2	2.0%	3	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Elgin Retail Park, Elgin	9.0%	90	8.0%	16	10.7%	16	12.7%	19	6.0%	6	11.0%	11	4.0%	4	9.3%	14	8.0%	4
Inverness Shopping Park, Inverness	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Elgin	15.4%	154	22.9%	46	21.3%	32	11.3%	17	18.0%	18	16.0%	16	4.0%	4	8.6%	13	16.0%	8
Telford Retail Park, Inverness	0.2%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Street, Retail Park, Inverness	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Asda, Edgar Road, Elgin, IV30 6YQ	0.4%	4	0.5%	1	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Extra, Blackfriars Road, Elgin, IV30 1TY	0.5%	5	2.0%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	19.6%	197	16.9%	34	16.0%	24	18.0%	27	19.0%	19	24.0%	24	20.8%	21	26.5%	40	16.0%	8
Aberdeen City Centre	0.7%	7	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.0%	2	1.3%	2	2.0%	1
Anderson & England, Lossie Wynd, Elgin, IV30 1PU	0.4%	4	0.5%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Andersons of Inverurie, Highclere Business Park, Inverurie, AB51 5QW	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Edgar Road Retail Park, Elgin, IV30 6YQ	0.3%	3	1.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Balmakeith Business Park, Forres Road, Nairn, IV12 5QF	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beach Boulevard Retail Park, Links Road, Aberdeen, AB11 5EJ	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berryden Retail Park, Aberdeen, AB25 3SG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Bishopmill Local Centre, IV30 4EB	0.2%	2	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Endeavour Drive, Westhill, AB32 6UF	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Decora, Lossiebank Mills, Bridge Street, Elgin, IV30 4DE	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Millburn Road, Inverness, IV2 3TR	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgar Road Retail Park, Edgar Road, Elgin, IV30 6YQ	0.5%	5	1.5%	3	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grampian Furnishers, Waulkmill House, Linkwood Place, Elgin, IV30 8QN	2.4%	24	3.5%	7	4.0%	6	0.0%	0	8.0%	8	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Greshop Industrial Estate, Forres, IV36 2GW	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Costkea Way, Loanhead, EH20 9BY	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Kings Inch Drive, Glasgow, G51 4FB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Inshes Retail Park, Sir Walter Scott Drive, Inverness, IV2 3TW	0.3%	3	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Inverurie Town Centre, AB51 3PY	0.5%	5	1.0%	2	1.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Moray Household Survey
for Hargest Planning

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Pinefield Industrial Estate, Pinefield Parade, Elgin, IV30 6FG	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Industrial Estate, Edgar Road, Elgin, IV30 6YQ	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stannifer Retail Park, Garthdee Road, Aberdeen, AB10 7AY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Travis Perkins, Commercial Road, Buckie, AB56 1TX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Turriff Town Centre, AB53 4AA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.3%	2	0.0%	0
(Don't know / varies)	3.5%	35	4.5%	9	4.0%	6	6.7%	10	5.0%	5	1.0%	1	1.0%	1	2.0%	3	0.0%	0
(Don't buy these kind of goods)	15.3%	153	14.4%	29	15.3%	23	21.3%	32	16.0%	16	11.0%	11	9.9%	10	15.2%	23	18.0%	9
Base:		1003		201		150		150		100		100		101		151		50

Meanscore: [Number of times per week]

Q37 How often do you shop at (LOCATION MENTIONED AT Q36) for bulky goods ?
Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q36

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
7 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 - 4 times a week	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Twice a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.6%	5	1.2%	2	1.7%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every two weeks	0.5%	4	0.6%	1	0.8%	1	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Every three weeks	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Monthly	3.4%	28	1.2%	2	4.1%	5	4.6%	5	6.3%	5	1.1%	1	2.2%	2	5.6%	7	2.4%	1
Once every two months	2.5%	20	3.1%	5	3.3%	4	3.7%	4	0.0%	0	1.1%	1	2.2%	2	3.2%	4	0.0%	0
Three-four times a year	8.3%	68	5.5%	9	7.4%	9	8.3%	9	8.9%	7	8.0%	7	13.3%	12	10.4%	13	4.9%	2
Twice a year	13.1%	107	14.7%	24	18.2%	22	11.1%	12	15.2%	12	14.8%	13	5.6%	5	12.0%	15	9.8%	4
Once a year	21.8%	178	23.3%	38	25.6%	31	16.7%	18	15.2%	12	31.8%	28	22.2%	20	17.6%	22	22.0%	9
Less often	36.2%	295	33.7%	55	33.9%	41	37.0%	40	36.7%	29	27.3%	24	48.9%	44	35.2%	44	43.9%	18
(Don't know)	1.5%	12	1.2%	2	0.0%	0	1.9%	2	1.3%	1	3.4%	3	0.0%	0	2.4%	3	2.4%	1
(Varies)	11.5%	94	14.1%	23	5.0%	6	16.7%	18	13.9%	11	12.5%	11	2.2%	2	13.6%	17	14.6%	6
Mean:		*0.04*		*0.06*		*0.05*		*0.03*		*0.06*		*0.01*		*0.07*		*0.04*		*0.01*
Base:		815		163		121		108		79		88		90		125		41

Moray Household Survey
for Hargest Planning

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

Q38 Where do you use second most often for shopping for bulky goods ?
Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q36

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Buckie Town Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	9	0.0%	0
Elgin City Centre	5.2%	42	5.5%	9	7.4%	9	3.7%	4	2.5%	2	9.1%	8	2.2%	2	5.6%	7	2.4%	1
Findochty Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Forres Town Centre	0.5%	4	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow City Centre	0.2%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huntly Town Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverness City Centre	2.1%	17	1.2%	2	2.5%	3	6.5%	7	3.8%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Keith Town Centre	2.2%	18	1.8%	3	0.8%	1	0.0%	0	0.0%	0	3.4%	3	4.4%	4	2.4%	3	9.8%	4
Lossiemouth Town Centre	1.4%	11	2.5%	4	1.7%	2	0.9%	1	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Elgin Local Centre	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirling City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Eastfield Retail Park, Inverness	0.6%	5	1.2%	2	0.8%	1	0.9%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elgin Retail Park, Elgin	5.4%	44	5.5%	9	4.1%	5	6.5%	7	2.5%	2	8.0%	7	3.3%	3	6.4%	8	7.3%	3
Inverness Shopping Park, Inverness	0.7%	6	1.2%	2	0.8%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Springfield Retail Park, Elgin	9.4%	77	11.7%	19	13.2%	16	5.6%	6	10.1%	8	6.8%	6	8.9%	8	8.0%	10	9.8%	4
Telford Street, Retail Park, Inverness	0.1%	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
Asda, Edgar Road, Elgin, IV30 6YQ	0.4%	3	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco Extra, Blackfriars Road, Elgin, IV30 1TY	1.1%	9	0.6%	1	0.8%	1	0.9%	1	2.5%	2	1.1%	1	0.0%	0	1.6%	2	2.4%	1
Internet / delivery	9.7%	79	11.0%	18	7.4%	9	9.3%	10	11.4%	9	11.4%	10	5.6%	5	9.6%	12	14.6%	6
Aberdeen City Centre	1.4%	11	2.5%	4	1.7%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.2%	4	0.0%	0
Anderson & England, Lossie Wynd, Elgin, IV30 1PU	0.5%	4	0.0%	0	1.7%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.8%	1	0.0%	0
Andersons of Inverurie, Highclere Business Park, Inverurie, AB51 5QW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
B&Q, Edgar Road Retail Park, Elgin, IV30 6YQ	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Bishopmill Local Centre, IV30 4EB	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge of Don Retail Park, Denmore Road, Aberdeen, AB23 8JW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Costco, Endeavour Drive, Westhill, AB32 6UF	0.4%	3	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Decora, Lossiebank Mills, Bridge Street, Elgin, IV30 4DE	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Millburn Road, Inverness, IV2 3TR	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grampian Furnishers, Waulkmill House, Linkwood Place, Elgin, IV30 8QN	0.9%	7	0.0%	0	1.7%	2	0.9%	1	2.5%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0
IKEA, Kings Inch Drive, Glasgow, G51 4FB	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Wellington Circle, Altens, Aberdeen, AB12 3QW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Inshes Retail Park, Sir Walter Scott Drive, Inverness, IV2 3TW	0.4%	3	0.6%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverurie Town Centre, AB51 3PY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.8%	1	0.0%	0
Turriff Town Centre, AB53 4AA	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.8%	15	1.2%	2	0.8%	1	4.6%	5	3.8%	3	1.1%	1	0.0%	0	2.4%	3	0.0%	0
(Nowhere else)	52.6%	429	49.1%	80	52.1%	63	49.1%	53	53.2%	42	50.0%	44	71.1%	64	48.8%	61	53.7%	22
Base:		815		163		121		108		79		88		90		125		41

Column %ges.

Moray Household Survey
for Hargest Planning

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

Meanscore: [Number of times per week]

Q39 How often do you shop for bulky goods at (LOCATION MENTIONED AT Q38)?
Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q36 or '(Don't know / varies)' or '(Nowhere else)' at Q38

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
7 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 - 4 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twice a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.8%	3	0.0%	0	1.8%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Every two weeks	1.6%	6	0.0%	0	5.3%	3	2.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	5.3%	1
Every three weeks	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monthly	5.1%	19	6.2%	5	7.0%	4	4.0%	2	8.8%	3	0.0%	0	7.7%	2	3.3%	2	5.3%	1
Once every two months	2.7%	10	2.5%	2	1.8%	1	6.0%	3	5.9%	2	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Three-four times a year	7.0%	26	7.4%	6	1.8%	1	12.0%	6	8.8%	3	9.3%	4	15.4%	4	3.3%	2	0.0%	0
Twice a year	12.4%	46	11.1%	9	14.0%	8	14.0%	7	5.9%	2	16.3%	7	19.2%	5	9.8%	6	10.5%	2
Once a year	21.3%	79	24.7%	20	22.8%	13	14.0%	7	11.8%	4	41.9%	18	11.5%	3	14.8%	9	26.3%	5
Less often	36.9%	137	32.1%	26	42.1%	24	34.0%	17	32.4%	11	25.6%	11	42.3%	11	49.2%	30	36.8%	7
(Don't know)	1.9%	7	3.7%	3	0.0%	0	2.0%	1	2.9%	1	0.0%	0	0.0%	0	1.6%	1	5.3%	1
(Varies)	10.0%	37	11.1%	9	3.5%	2	12.0%	6	20.6%	7	4.7%	2	3.8%	1	13.1%	8	10.5%	2
Mean:		0.05		0.04		0.07		0.05		0.09		0.02		0.04		0.04		0.05
Base:		371		81		57		50		34		43		26		61		19

Moray Household Survey
for Hargest Planning

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

Q40A Where else do you undertake shopping for bulky goods?

Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q36 or '(Don't know / varies)' or '(Nowhere else)' at Q38

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Buckie Town Centre	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Elgin City Centre	3.2%	12	6.2%	5	0.0%	0	0.0%	0	2.9%	1	2.3%	1	3.8%	1	0.0%	0	21.1%	4
Forres Town Centre	0.5%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow City Centre	0.3%	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
Grantown On Spey Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Inverness City Centre	1.6%	6	1.2%	1	1.8%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	2	5.3%	1
Keith Town Centre	1.3%	5	1.2%	1	1.8%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	3.3%	2	0.0%	0
Lossiemouth Town Centre	0.5%	2	1.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastfield Retail Park, Inverness	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elgin Retail Park, Elgin	2.2%	8	1.2%	1	0.0%	0	6.0%	3	0.0%	0	0.0%	0	3.8%	1	4.9%	3	0.0%	0
Inverness Shopping Park, Inverness	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Elgin	3.0%	11	2.5%	2	3.5%	2	2.0%	1	2.9%	1	4.7%	2	3.8%	1	3.3%	2	0.0%	0
Telford Retail Park, Inverness	0.3%	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
Internet / delivery	2.4%	9	3.7%	3	0.0%	0	0.0%	0	8.8%	3	0.0%	0	0.0%	0	1.6%	1	10.5%	2
Aberdeen City Centre	0.8%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Anderson & England, Lossie Wynd, Elgin, IV30 1PU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Edgar Road Retail Park, Elgin, IV30 6YQ	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beach Boulevard Retail Park, Links Road, Aberdeen, AB11 5EJ	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Endeavour Drive, Westhill, AB32 6UF	0.3%	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
Edgar Road Retail Park, Edgar Road, Elgin, IV30 6YQ	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grampian Furnishers, Waulkmill House, Linkwood Place, Elgin, IV30 8QN	0.8%	3	1.2%	1	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshes Retail Park, Sir Walter Scott Drive, Inverness, IV2 3TW	0.3%	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
Mackenzie & Cruickshank, West Road, Forres, IV36 2GU	0.3%	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
Springfield Industrial Estate, Edgar Road, Elgin, IV30 6YQ	0.3%	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
The House of Bruar, Pitagowan, Blair Atholl, Pitlochry, PH18 5TW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Turriff Town Centre, AB53 4AA	0.3%	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
(Don't know / varies)	1.1%	4	1.2%	1	0.0%	0	0.0%	0	2.9%	1	2.3%	1	0.0%	0	0.0%	0	5.3%	1
(Nowhere else)	77.9%	289	74.1%	60	87.7%	50	78.0%	39	79.4%	27	76.7%	33	88.5%	23	75.4%	46	57.9%	11
Base:		371		81		57		50		34		43		26		61		19

NEMS market research

Column %ges.

Moray Household Survey
for Hargest Planning

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

Q40B Where else do you undertake shopping for bulky goods?

Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q36 or '(Don't know / varies)' or '(Nowhere else)' at Q38 or Q40A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Edinburgh City Centre	1.3%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elgin City Centre	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Inverness City Centre	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	6.7%	1	0.0%	0
Elgin Retail Park, Elgin	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1
Inverness Shopping Park, Inverness	1.3%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Elgin	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1
Lidl, West Road, Greshop Industrial Estate, Forres, IV36 2GW	1.3%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	5.1%	4	5.0%	1	0.0%	0	9.1%	1	0.0%	0	11.1%	1	0.0%	0	6.7%	1	0.0%	0
Aberdeen City Centre	5.1%	4	5.0%	1	14.3%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
DFS, Millburn Road, Inverness, IV2 3TR	1.3%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grampian Furnishers, Waulkmill House, Linkwood Place, Elgin, IV30 8QN	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1
Inshes Retail Park, Sir Walter Scott Drive, Inverness, IV2 3TW	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1
(Don't know / varies)	2.6%	2	5.0%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	73.1%	57	75.0%	15	85.7%	6	54.5%	6	100.0%	6	77.8%	7	100.0%	3	73.3%	11	42.9%	3
Base:		78		20		7		11		6		9		3		15		7

Q40C Where else do you undertake shopping for bulky goods?

Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q36 or '(Don't know / varies)' or '(Nowhere else)' at Q38 or Q40A or Q40B

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Buckie Town Centre	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Inverness City Centre	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
Springfield Retail Park, Elgin	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Aberdeen City Centre	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
Tyock Industrial Estate, Elgin, IV30 1XY	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
(Nowhere else)	73.7%	14	100.0%	4	100.0%	1	100.0%	4	0.0%	0	100.0%	2	0.0%	0	25.0%	1	50.0%	2
Base:		19		4		1		4		0		2		0		4		4

Column %ges.

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

Meanscore: [£]

Q41 On average how much does your household spend on bulky goods each month?
Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q36

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.6%	5	1.8%	3	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
£1 - £5	2.2%	18	2.5%	4	1.7%	2	1.9%	2	3.8%	3	4.5%	4	1.1%	1	0.8%	1	2.4%	1
£6 - £10	3.7%	30	2.5%	4	6.6%	8	0.9%	1	1.3%	1	3.4%	3	6.7%	6	4.8%	6	2.4%	1
£11 - £15	2.3%	19	1.8%	3	3.3%	4	0.9%	1	3.8%	3	3.4%	3	1.1%	1	2.4%	3	2.4%	1
£16 - £20	8.1%	66	7.4%	12	9.9%	12	8.3%	9	7.6%	6	9.1%	8	6.7%	6	6.4%	8	12.2%	5
£21 - £25	6.1%	50	4.3%	7	9.1%	11	4.6%	5	3.8%	3	9.1%	8	8.9%	8	4.0%	5	7.3%	3
£26 - £30	2.6%	21	2.5%	4	0.8%	1	3.7%	4	2.5%	2	4.5%	4	6.7%	6	0.0%	0	0.0%	0
£31 - £35	2.1%	17	3.1%	5	0.8%	1	1.9%	2	0.0%	0	3.4%	3	4.4%	4	1.6%	2	0.0%	0
£36 - £40	1.0%	8	1.2%	2	1.7%	2	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.8%	1	2.4%	1
£41 - £45	4.4%	36	3.7%	6	5.8%	7	3.7%	4	0.0%	0	5.7%	5	6.7%	6	5.6%	7	2.4%	1
£46 - £50	2.9%	24	3.7%	6	2.5%	3	2.8%	3	2.5%	2	3.4%	3	2.2%	2	1.6%	2	7.3%	3
£51 - £60	1.1%	9	0.6%	1	0.0%	0	1.9%	2	1.3%	1	1.1%	1	1.1%	1	2.4%	3	0.0%	0
£61 - £70	0.7%	6	0.6%	1	0.0%	0	1.9%	2	1.3%	1	0.0%	0	1.1%	1	0.8%	1	0.0%	0
£71 - £80	0.5%	4	0.0%	0	0.8%	1	0.9%	1	1.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
£81 - £90	2.5%	20	3.1%	5	2.5%	3	4.6%	5	1.3%	1	1.1%	1	1.1%	1	2.4%	3	2.4%	1
£91 - £100	2.2%	18	1.2%	2	1.7%	2	1.9%	2	2.5%	2	2.3%	2	3.3%	3	4.0%	5	0.0%	0
£101 - £110	0.4%	3	0.6%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
£111 - £120	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
£121 - £130	0.4%	3	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
£151 - £175	1.5%	12	1.8%	3	1.7%	2	0.9%	1	1.3%	1	0.0%	0	0.0%	0	2.4%	3	4.9%	2
£176 - £200	0.5%	4	0.6%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
£201 - £225	0.1%	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
£226 - £250	0.5%	4	0.0%	0	1.7%	2	0.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.5%	4	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.8%	1	0.0%	0
£301+	0.9%	7	1.2%	2	0.8%	1	0.0%	0	1.3%	1	2.3%	2	0.0%	0	0.8%	1	0.0%	0
(Don't know / varies)	50.2%	409	52.8%	86	42.1%	51	53.7%	58	62.0%	49	43.2%	38	41.1%	37	54.4%	68	53.7%	22
(Refused)	1.6%	13	1.2%	2	2.5%	3	2.8%	3	0.0%	0	0.0%	0	1.1%	1	3.2%	4	0.0%	0
Mean:	*56.25*		*67.40*		*53.04*		*53.62*		*64.93*		*49.62*		*47.12*		*61.62*		*43.84*	
Base:	815		163		121		108		79		88		90		125		41	

Meanscore: [Often = 3, Occasionally = 2, Never = 1]

Q42 How often do you use any of the following to purchase bulky goods? [PR]
Not those that said '(Don't buy these kind of goods)' at Q36

Internet

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Often	9.6%	82	8.1%	14	8.7%	11	11.0%	13	8.3%	7	5.6%	5	9.9%	9	16.4%	21	4.9%	2
Occasionally	39.6%	337	38.4%	66	40.2%	51	42.4%	50	34.5%	29	48.3%	43	30.8%	28	42.2%	54	39.0%	16
Never	50.4%	428	52.9%	91	50.4%	64	46.6%	55	57.1%	48	46.1%	41	59.3%	54	40.6%	52	56.1%	23
(Don't know)	0.4%	3	0.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Mean:	*1.59*		*1.55*		*1.58*		*1.64*		*1.51*		*1.60*		*1.51*		*1.76*		*1.49*	
Base:	850		172		127		118		84		89		91		128		41	

By telephone (e.g. from supermarkets)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Occasionally	2.2%	19	2.3%	4	3.2%	4	2.5%	3	1.2%	1	2.2%	2	1.1%	1	2.3%	3	2.4%	1
Never	97.5%	829	97.1%	167	96.9%	123	97.5%	115	98.8%	83	97.8%	87	97.8%	89	97.7%	125	97.6%	40
(Don't know)	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	*1.02*		*1.02*		*1.03*		*1.03*		*1.01*		*1.02*		*1.03*		*1.02*		*1.02*	
Base:	850		172		127		118		84		89		91		128		41	

Catalogue / mail order

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Often	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Occasionally	6.6%	56	7.0%	12	4.7%	6	4.2%	5	9.5%	8	6.7%	6	5.5%	5	6.3%	8	14.6%	6
Never	93.1%	791	92.4%	159	95.3%	121	95.8%	113	88.1%	74	93.3%	83	94.5%	86	93.8%	120	85.4%	35
(Don't know)	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	*1.07*		*1.07*		*1.05*		*1.04*		*1.14*		*1.07*		*1.05*		*1.06*		*1.15*	
Base:	850		172		127		118		84		89		91		128		41	

Column %ges.

Moray Household Survey
for Hargest Planning

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Mobile shops																		
Often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Occasionally	0.5%	4	0.6%	1	0.8%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	99.4%	845	98.8%	170	99.2%	126	98.3%	116	100.0%	84	100.0%	89	100.0%	91	100.0%	128	100.0%	41
(Don't know)	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	*1.00*		*1.01*		*1.01*		*1.02*		*1.00*		*1.00*		*1.00*		*1.00*		*1.00*	
Base:	850		172		127		118		84		89		91		128		41	
Farmers Markets or similar																		
Often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Occasionally	1.2%	10	1.2%	2	0.0%	0	1.7%	2	1.2%	1	1.1%	1	2.2%	2	0.8%	1	2.4%	1
Never	98.7%	839	98.3%	169	100.0%	127	98.3%	116	98.8%	83	98.9%	88	97.8%	89	99.2%	127	97.6%	40
(Don't know)	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	*1.01*		*1.01*		*1.00*		*1.02*		*1.01*		*1.01*		*1.02*		*1.01*		*1.02*	
Base:	850		172		127		118		84		89		91		128		41	
Car boot / jumble / second hand sales																		
Often	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Occasionally	1.9%	16	4.1%	7	0.0%	0	3.4%	4	0.0%	0	0.0%	0	2.2%	2	1.6%	2	2.4%	1
Never	97.9%	832	95.3%	164	100.0%	127	95.8%	113	100.0%	84	100.0%	89	97.8%	89	98.4%	126	97.6%	40
(Don't know)	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	*1.02*		*1.04*		*1.00*		*1.05*		*1.00*		*1.00*		*1.02*		*1.02*		*1.02*	
Base:	850		172		127		118		84		89		91		128		41	
Other method																		
Often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Occasionally	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	99.8%	848	99.4%	171	100.0%	127	100.0%	118	100.0%	84	100.0%	89	98.9%	90	100.0%	128	100.0%	41
(Don't know)	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Mean:	*1.00*		*1.00*		*1.00*		*1.00*		*1.00*		*1.00*		*1.00*		*1.00*		*1.00*	
Base:	850		172		127		118		84		89		91		128		41	

Column %ges.

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

Meanscore: [£]

Q43 On average how much does your household spend on bulky goods each month via the internet?
Those that said they use 'Internet' often or occasionally to purchase bulky goods at Q42

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	1.2%	5	3.8%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.3%	1	0.0%	0
£1 - £5	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	3.1%	13	1.3%	1	3.2%	2	4.8%	3	0.0%	0	8.3%	4	0.0%	0	2.7%	2	5.6%	1
£11 - £15	0.7%	3	2.5%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£16 - £20	5.0%	21	2.5%	2	6.5%	4	3.2%	2	2.8%	1	14.6%	7	0.0%	0	6.7%	5	0.0%	0
£21 - £25	1.4%	6	1.3%	1	3.2%	2	1.6%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1
£26 - £30	3.1%	13	3.8%	3	1.6%	1	3.2%	2	8.3%	3	2.1%	1	2.7%	1	2.7%	2	0.0%	0
£31 - £35	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.7%	1	0.0%	0	0.0%	0
£36 - £40	1.9%	8	2.5%	2	4.8%	3	1.6%	1	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	9.1%	38	5.0%	4	14.5%	9	11.1%	7	2.8%	1	6.3%	3	8.1%	3	8.0%	6	27.8%	5
£51 - £60	2.1%	9	2.5%	2	1.6%	1	3.2%	2	2.8%	1	2.1%	1	0.0%	0	2.7%	2	0.0%	0
£61 - £70	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
£71 - £80	1.2%	5	1.3%	1	1.6%	1	0.0%	0	2.8%	1	0.0%	0	2.7%	1	1.3%	1	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	5.3%	22	6.3%	5	1.6%	1	7.9%	5	5.6%	2	6.3%	3	5.4%	2	4.0%	3	5.6%	1
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.7%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	5.6%	1
£151 - £175	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	1.9%	8	1.3%	1	4.8%	3	0.0%	0	2.8%	1	2.1%	1	2.7%	1	0.0%	0	5.6%	1
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	1.0%	4	1.3%	1	1.6%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	5.6%	1
£301+	2.1%	9	5.0%	4	4.8%	3	1.6%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	56.8%	238	57.5%	46	40.3%	25	60.3%	38	69.4%	25	43.8%	21	67.6%	25	68.0%	51	38.9%	7
(Refused)	1.4%	6	1.3%	1	3.2%	2	1.6%	1	0.0%	0	0.0%	0	2.7%	1	1.3%	1	0.0%	0
Mean:	*96.06*		*115.45*		*115.03*		*131.67*		*65.45*		*71.22*		*83.18*		*53.13*		*94.00*	
Base:	419		80		62		63		36		48		37		75		18	

Column %ges.

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

Meanscore: [£]

Q44 On average how much does your household spend on bulky goods each month via the telephone?
Those that said they use 'By telephone' often or occasionally to purchase bulky goods at Q42

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	5.0%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £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
£11 - £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
£16 - £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
£21 - £25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	5.0%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	5.0%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	5.0%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	80.0%	16	100.0%	4	25.0%	1	66.7%	2	100.0%	1	100.0%	2	100.0%	2	100.0%	3	100.0%	1
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	*76.25*		*0.00*		*68.33*		*100.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*	
Base:	20		4		4		3		1		2		2		3		1	

Column %ges.

Moray Household Survey
for Hargest Planning

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

Meanscore: [£]

Q45 On average how much does your household spend on bulky goods each month via catalogue / mail order?
Those that said they use 'Catalogue / mail order' often or occasionally to purchase bulky goods at Q42

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	0.0%	0	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 - £10	3.4%	2	0.0%	0	16.7%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£11 - £15	3.4%	2	8.3%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£16 - £20	10.3%	6	8.3%	1	0.0%	0	20.0%	1	10.0%	1	16.7%	1	0.0%	0	25.0%	2	0.0%	0
£21 - £25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	5.2%	3	0.0%	0	0.0%	0	0.0%	0	10.0%	1	16.7%	1	0.0%	0	12.5%	1	0.0%	0
£31 - £35	1.7%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	3	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0
£51 - £60	1.7%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	1.7%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	3.4%	2	8.3%	1	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	58.6%	34	75.0%	9	83.3%	5	20.0%	1	50.0%	5	0.0%	0	80.0%	4	50.0%	4	100.0%	6
(Refused)	1.7%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*60.96*		*128.33*		*8.00*		*43.33*		*31.80*		*86.67*		*80.00*		*30.00*		*0.00*
Base:		58		12		6		5		10		6		5		8		6

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

Meanscore: [£]

Q46 On average how much does your household spend on bulky goods each month at mobile shops?
Those that said they use 'Mobile shops' often or occasionally to purchase bulky goods at Q42

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	0.0%	0	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 - £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
£11 - £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
£16 - £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
£21 - £25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	25.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	75.0%	3	100.0%	1	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	30.00		0.00		30.00		0.00		0.00		0.00		0.00		0.00		0.00	
Base:	4		1		1		2		0		0		0		0		0	

Column %ges.

Moray Household Survey
for Hargest Planning

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

Meanscore: [£]

Q47 On average how much does your household spend on bulky goods each month at farmers markets or similar?
Those that said they use 'Markets' often or occasionally to purchase bulky goods at Q42

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	10.0%	1	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £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
£11 - £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
£16 - £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
£21 - £25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	80.0%	8	100.0%	2	0.0%	0	50.0%	1	100.0%	1	0.0%	0	100.0%	2	100.0%	1	100.0%	1
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	15.00		0.00		0.00		0.00		0.00		30.00		0.00		0.00		0.00	
Base:	10		2		0		2		1		1		2		1		1	

Column %ges.

Moray Household Survey
for Hargest Planning

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

Meanscore: [£]

Q48 On average how much does your household spend on bulky goods each month at car boot / jumble / second hand sales?
Those that said they use 'Car boot / jumble / second hand sales' often or occasionally to purchase bulky goods at Q42

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	0.0%	0	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 - £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
£11 - £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
£16 - £20	17.6%	3	14.3%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0
£21 - £25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	5.9%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	5.9%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	64.7%	11	71.4%	5	0.0%	0	60.0%	3	0.0%	0	0.0%	0	50.0%	1	50.0%	1	100.0%	1
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		55.00		110.00		0.00		30.00		0.00		0.00		30.00		20.00		0.00	
Base:		17		7		0		5		0		0		2		2		1	

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

Meanscore: [£]

Q49 On average how much does your household spend on bulky goods each month via (OTHER RESPONSE STATED AT Q42)?
Those that said they use 'Other method' often or occasionally to purchase bulky goods at Q42

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	0.0%	0	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 - £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
£11 - £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
£16 - £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
£21 - £25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0

Meanscore: [Very good = 5, Quite good = 4, Neither good nor poor = 3, Quite poor = 2, Very poor = 1]

Q50 Now thinking about Elgin City Centre as a place to shop. How would you rate Elgin City Centre on the following areas? [PR]

Choice of shops for clothing and footwear

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	2.3%	23	1.5%	3	2.7%	4	0.7%	1	1.0%	1	2.0%	2	4.0%	4	4.6%	7	2.0%	1
Good	9.1%	91	2.0%	4	8.7%	13	13.3%	20	13.0%	13	9.0%	9	12.9%	13	9.3%	14	10.0%	5
Adequate	23.5%	236	15.4%	31	21.3%	32	28.0%	42	26.0%	26	22.0%	22	28.7%	29	27.2%	41	26.0%	13
Poor	30.3%	304	40.3%	81	19.3%	29	31.3%	47	33.0%	33	35.0%	35	22.8%	23	29.8%	45	22.0%	11
Very poor	25.2%	253	36.3%	73	38.0%	57	14.7%	22	23.0%	23	25.0%	25	11.9%	12	18.5%	28	26.0%	13
(Don't know)	3.8%	38	2.5%	5	5.3%	8	5.3%	8	1.0%	1	0.0%	0	5.0%	5	6.0%	9	4.0%	2
Never visit	5.8%	58	2.0%	4	4.7%	7	6.7%	10	3.0%	3	7.0%	7	14.9%	15	4.6%	7	10.0%	5
Mean:		2.26		1.87		2.10		2.48		2.33		2.23		2.68		2.46		2.30
Base:		1003		201		150		150		100		100		101		151		50

Choice of shops for other personal goods (e.g., CDs, china, glass, jewellery etc)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	2.1%	21	1.5%	3	2.7%	4	1.3%	2	1.0%	1	2.0%	2	3.0%	3	2.0%	3	6.0%	3
Good	11.3%	113	4.5%	9	8.7%	13	14.0%	21	14.0%	14	12.0%	12	18.8%	19	14.6%	22	6.0%	3
Adequate	27.8%	279	23.4%	47	24.7%	37	34.0%	51	35.0%	35	23.0%	23	27.7%	28	28.5%	43	30.0%	15
Poor	26.4%	265	36.3%	73	22.7%	34	22.7%	34	30.0%	30	30.0%	30	16.8%	17	22.5%	34	26.0%	13
Very poor	17.5%	176	26.9%	54	24.7%	37	10.0%	15	16.0%	16	20.0%	20	7.9%	8	11.3%	17	18.0%	9
(Don't know)	8.5%	85	5.0%	10	12.0%	18	11.3%	17	1.0%	1	6.0%	6	10.9%	11	13.9%	21	2.0%	1
Never visit	6.4%	64	2.5%	5	4.7%	7	6.7%	10	3.0%	3	7.0%	7	14.9%	15	7.3%	11	12.0%	6
Mean:		2.46		2.11		2.30		2.68		2.52		2.38		2.89		2.66		2.49
Base:		1003		201		150		150		100		100		101		151		50

Moray Household Survey
for Hargest Planning

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

Choice of shops for furniture, floor coverings and large household electrical items

	Total %	n	Z1 %	n	Z2 %	n	Z3 %	n	Z4 %	n	Z5 %	n	Z6 %	n	Z7 %	n	Z8 %	n
Very good	2.8%	28	1.5%	3	4.0%	6	0.7%	1	2.0%	2	5.0%	5	6.9%	7	2.0%	3	2.0%	1
Good	12.3%	123	9.5%	19	11.3%	17	12.0%	18	16.0%	16	14.0%	14	13.9%	14	13.9%	21	8.0%	4
Adequate	21.8%	219	23.4%	47	16.7%	25	29.3%	44	19.0%	19	22.0%	22	17.8%	18	20.5%	31	26.0%	13
Poor	25.6%	257	32.8%	66	19.3%	29	24.0%	36	31.0%	31	21.0%	21	21.8%	22	27.2%	41	22.0%	11
Very poor	21.7%	218	24.9%	50	34.0%	51	14.0%	21	23.0%	23	24.0%	24	11.9%	12	17.2%	26	22.0%	11
(Don't know)	9.3%	93	6.0%	12	9.3%	14	12.7%	19	6.0%	6	6.0%	6	12.9%	13	12.6%	19	8.0%	4
Never visit	6.5%	65	2.0%	4	5.3%	8	7.3%	11	3.0%	3	8.0%	8	14.9%	15	6.6%	10	12.0%	6
Mean:	2.39		2.24		2.20		2.52		2.37		2.48		2.75		2.46		2.33	
Base:	1003		201		150		150		100		100		101		151		50	

Easy to travel to by car

	Total %	n	Z1 %	n	Z2 %	n	Z3 %	n	Z4 %	n	Z5 %	n	Z6 %	n	Z7 %	n	Z8 %	n
Very good	27.2%	273	26.9%	54	40.7%	61	28.0%	42	29.0%	29	32.0%	32	22.8%	23	14.6%	22	20.0%	10
Good	40.6%	407	42.3%	85	24.7%	37	43.3%	65	48.0%	48	36.0%	36	41.6%	42	51.7%	78	32.0%	16
Adequate	13.5%	135	12.4%	25	14.7%	22	11.3%	17	7.0%	7	15.0%	15	16.8%	17	13.2%	20	24.0%	12
Poor	3.1%	31	4.5%	9	3.3%	5	1.3%	2	1.0%	1	5.0%	5	0.0%	0	4.6%	7	4.0%	2
Very poor	2.5%	25	3.0%	6	6.0%	9	0.7%	1	0.0%	0	2.0%	2	0.0%	0	2.6%	4	6.0%	3
(Don't know)	7.0%	70	8.5%	17	5.3%	8	9.3%	14	12.0%	12	3.0%	3	4.0%	4	7.3%	11	2.0%	1
Never visit	6.2%	62	2.5%	5	5.3%	8	6.0%	9	3.0%	3	7.0%	7	14.9%	15	6.0%	9	12.0%	6
Mean:	4.00		3.96		4.01		4.14		4.24		4.01		4.07		3.82		3.65	
Base:	1003		201		150		150		100		100		101		151		50	

Easy and cheap to park

	Total %	n	Z1 %	n	Z2 %	n	Z3 %	n	Z4 %	n	Z5 %	n	Z6 %	n	Z7 %	n	Z8 %	n
Very good	14.8%	148	10.4%	21	18.0%	27	14.0%	21	13.0%	13	21.0%	21	18.8%	19	11.9%	18	16.0%	8
Good	31.4%	315	26.4%	53	26.7%	40	40.7%	61	35.0%	35	31.0%	31	28.7%	29	35.1%	53	26.0%	13
Adequate	19.4%	195	22.4%	45	22.0%	33	15.3%	23	24.0%	24	17.0%	17	18.8%	19	15.2%	23	22.0%	11
Poor	12.7%	127	20.4%	41	11.3%	17	11.3%	17	8.0%	8	12.0%	12	7.9%	8	13.2%	20	8.0%	4
Very poor	5.9%	59	7.0%	14	8.7%	13	2.7%	4	2.0%	2	5.0%	5	4.0%	4	6.6%	10	14.0%	7
(Don't know)	9.3%	93	10.0%	20	8.0%	12	10.0%	15	14.0%	14	7.0%	7	6.9%	7	11.3%	17	2.0%	1
Never visit	6.6%	66	3.5%	7	5.3%	8	6.0%	9	4.0%	4	7.0%	7	14.9%	15	6.6%	10	12.0%	6
Mean:	3.43		3.15		3.39		3.62		3.60		3.59		3.65		3.40		3.26	
Base:	1003		201		150		150		100		100		101		151		50	

Easy to travel to by public transport

	Total %	n	Z1 %	n	Z2 %	n	Z3 %	n	Z4 %	n	Z5 %	n	Z6 %	n	Z7 %	n	Z8 %	n
Very good	16.8%	169	19.4%	39	14.7%	22	17.3%	26	22.0%	22	13.0%	13	18.8%	19	15.9%	24	8.0%	4
Good	26.3%	264	29.4%	59	13.3%	20	26.7%	40	37.0%	37	17.0%	17	34.7%	35	30.5%	46	20.0%	10
Adequate	9.6%	96	3.5%	7	10.0%	15	10.0%	15	10.0%	10	8.0%	8	11.9%	12	9.9%	15	28.0%	14
Poor	7.6%	76	5.5%	11	14.7%	22	6.0%	9	6.0%	6	13.0%	13	2.0%	2	5.3%	8	10.0%	5
Very poor	7.3%	73	6.5%	13	9.3%	14	4.0%	6	4.0%	4	24.0%	24	4.0%	4	4.0%	6	4.0%	2
(Don't know)	22.9%	230	28.9%	58	30.0%	45	22.0%	33	18.0%	18	18.0%	18	9.9%	10	27.8%	42	12.0%	6
Never visit	9.5%	95	7.0%	14	8.0%	12	14.0%	21	3.0%	3	7.0%	7	18.8%	19	6.6%	10	18.0%	9
Mean:	3.56		3.78		3.15		3.74		3.85		2.76		3.88		3.75		3.26	
Base:	1003		201		150		150		100		100		101		151		50	

As a pleasant and attractive place to visit

	Total %	n	Z1 %	n	Z2 %	n	Z3 %	n	Z4 %	n	Z5 %	n	Z6 %	n	Z7 %	n	Z8 %	n
Very good	9.8%	98	13.4%	27	12.7%	19	5.3%	8	7.0%	7	6.0%	6	6.9%	7	13.9%	21	6.0%	3
Good	28.1%	282	27.9%	56	22.0%	33	32.7%	49	37.0%	37	20.0%	20	34.7%	35	25.2%	38	28.0%	14
Adequate	26.5%	266	21.9%	44	24.7%	37	28.0%	42	24.0%	24	30.0%	30	30.7%	31	29.1%	44	28.0%	14
Poor	18.1%	182	23.9%	48	21.3%	32	13.3%	20	24.0%	24	24.0%	24	8.9%	9	12.6%	19	12.0%	6
Very poor	8.7%	87	8.5%	17	10.0%	15	11.3%	17	4.0%	4	12.0%	12	4.0%	4	8.6%	13	10.0%	5
(Don't know)	2.8%	28	2.5%	5	3.3%	5	3.3%	5	1.0%	1	1.0%	1	0.0%	0	5.3%	8	6.0%	3
Never visit	6.0%	60	2.0%	4	6.0%	9	6.0%	9	3.0%	3	7.0%	7	14.9%	15	5.3%	8	10.0%	5
Mean:	3.13		3.15		3.07		3.08		3.20		2.83		3.37		3.26		3.10	
Base:	1003		201		150		150		100		100		101		151		50	

Column %ges.

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

As a good place to combine shopping with other leisure activities (e.g. visit friends, the cinema etc)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	5.6%	56	5.0%	10	6.0%	9	3.3%	5	3.0%	3	6.0%	6	7.9%	8	9.3%	14	2.0%	1
Good	22.9%	230	23.9%	48	13.3%	20	24.7%	37	28.0%	28	18.0%	18	23.8%	24	28.5%	43	24.0%	12
Adequate	24.0%	241	31.8%	64	28.0%	42	22.0%	33	24.0%	24	18.0%	18	24.8%	25	17.9%	27	16.0%	8
Poor	18.2%	183	17.9%	36	26.0%	39	20.7%	31	19.0%	19	26.0%	26	7.9%	8	10.6%	16	16.0%	8
Very poor	10.1%	101	12.4%	25	11.3%	17	5.3%	8	10.0%	10	17.0%	17	3.0%	3	9.3%	14	14.0%	7
(Don't know)	11.2%	112	5.0%	10	10.0%	15	15.3%	23	13.0%	13	6.0%	6	14.9%	15	15.9%	24	12.0%	6
Never visit	8.0%	80	4.0%	8	5.3%	8	8.7%	13	3.0%	3	9.0%	9	17.8%	18	8.6%	13	16.0%	8
Mean:		2.95		2.90		2.72		3.00		2.94		2.65		3.38		3.24		2.78
Base:		1003		201		150		150		100		100		101		151		50

As a good place to combine shopping with other personal business (e.g. visit the bank/building society)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	8.2%	82	5.0%	10	13.3%	20	4.7%	7	8.0%	8	9.0%	9	14.9%	15	7.3%	11	4.0%	2
Good	32.9%	330	38.3%	77	25.3%	38	30.7%	46	45.0%	45	28.0%	28	26.7%	27	35.8%	54	30.0%	15
Adequate	27.3%	274	31.8%	64	26.0%	39	32.0%	48	26.0%	26	28.0%	28	23.8%	24	20.5%	31	28.0%	14
Poor	10.6%	106	11.9%	24	13.3%	20	8.0%	12	6.0%	6	17.0%	17	2.0%	2	10.6%	16	18.0%	9
Very poor	5.1%	51	4.0%	8	8.0%	12	3.3%	5	5.0%	5	8.0%	8	4.0%	4	5.3%	8	2.0%	1
(Don't know)	8.9%	89	5.5%	11	8.7%	13	11.3%	17	7.0%	7	3.0%	3	13.9%	14	13.2%	20	8.0%	4
Never visit	7.1%	71	3.5%	7	5.3%	8	10.0%	15	3.0%	3	7.0%	7	14.9%	15	7.3%	11	10.0%	5
Mean:		3.34		3.31		3.26		3.32		3.50		3.14		3.65		3.37		3.20
Base:		1003		201		150		150		100		100		101		151		50

Meanscore: [Very good = 5, Quite good = 4, Neither good nor poor = 3, Quite poor = 2, Very poor = 1]

Q51 Now thinking about Buckie Town Centre as a place to shop. How would you rate Buckie Town Centre on the following areas? [PR]
Those living in postcode sectors AB56 1, AB56 4, AB56 5 & IV32 7

Choice of shops for clothing and footwear

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.0%	1
Good	8.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	11	12.0%	6
Adequate	14.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	21	16.0%	8
Poor	32.8%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.4%	55	22.0%	11
Very poor	26.4%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.8%	48	10.0%	5
(Don't know)	6.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	8	10.0%	5
Never visit	10.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	7	28.0%	14
Mean:		2.10		0.00		0.00		0.00		0.00		0.00		0.00		1.99		2.58
Base:		201		0		0		0		0		0		0		151		50

Choice of shops for other personal goods (e.g., CDs, china, glass, jewellery etc)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	2.0%	1
Good	12.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	18	14.0%	7
Adequate	25.9%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.8%	45	14.0%	7
Poor	20.4%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.9%	33	16.0%	8
Very poor	17.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.9%	33	6.0%	3
(Don't know)	10.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	10	20.0%	10
Never visit	10.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	8	28.0%	14
Mean:		2.51		0.00		0.00		0.00		0.00		0.00		0.00		2.45		2.81
Base:		201		0		0		0		0		0		0		151		50

Choice of shops for furniture, floor coverings and large household electrical items

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	6.0%	3
Good	11.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	19	8.0%	4
Adequate	21.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.5%	34	20.0%	10
Poor	19.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.5%	34	12.0%	6
Very poor	22.9%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.5%	43	6.0%	3
(Don't know)	10.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	11	20.0%	10
Never visit	10.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	8	28.0%	14
Mean:		2.37		0.00		0.00		0.00		0.00		0.00		0.00		2.27		2.92
Base:		201		0		0		0		0		0		0		151		50

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

Easy to travel to by car

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	27.9%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.5%	49	14.0%	7
Good	37.3%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.4%	55	40.0%	20
Adequate	10.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	17	8.0%	4
Poor	4.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	7	4.0%	2
Very poor	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	2.0%	1
(Don't know)	8.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	14	4.0%	2
Never visit	10.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	7	28.0%	14
Mean:		4.05		0.00		0.00		0.00		0.00		0.00		0.00		4.09		3.88
Base:		201		0		0		0		0		0		0		151		50

Easy and cheap to park

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	36.8%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.7%	63	22.0%	11
Good	30.3%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.1%	44	34.0%	17
Adequate	8.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	13	8.0%	4
Poor	4.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	7	2.0%	1
Very poor	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	2.0%	1
(Don't know)	7.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	13	4.0%	2
Never visit	10.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	7	28.0%	14
Mean:		4.16		0.00		0.00		0.00		0.00		0.00		0.00		4.18		4.06
Base:		201		0		0		0		0		0		0		151		50

Easy to travel to by public transport

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	22.9%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.8%	42	8.0%	4
Good	23.4%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.5%	37	20.0%	10
Adequate	7.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	12	6.0%	3
Poor	5.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	6	8.0%	4
Very poor	3.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	4.0%	2
(Don't know)	27.4%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.8%	42	26.0%	13
Never visit	10.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	7	28.0%	14
Mean:		3.92		0.00		0.00		0.00		0.00		0.00		0.00		4.03		3.43
Base:		201		0		0		0		0		0		0		151		50

As a pleasant and attractive place to visit

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	13.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	23	10.0%	5
Good	30.8%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.1%	53	18.0%	9
Adequate	21.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.5%	34	20.0%	10
Poor	12.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	19	12.0%	6
Very poor	5.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	7	6.0%	3
(Don't know)	5.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	8	6.0%	3
Never visit	10.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	7	28.0%	14
Mean:		3.43		0.00		0.00		0.00		0.00		0.00		0.00		3.49		3.21
Base:		201		0		0		0		0		0		0		151		50

As a good place to combine shopping with other leisure activities (e.g. visit friends, the cinema etc)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	7.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	12	6.0%	3
Good	22.9%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.8%	39	14.0%	7
Adequate	17.4%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	30	10.0%	5
Poor	14.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	22	14.0%	7
Very poor	14.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	27	6.0%	3
(Don't know)	11.9%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	13	22.0%	11
Never visit	10.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	8	28.0%	14
Mean:		2.92		0.00		0.00		0.00		0.00		0.00		0.00		2.90		3.00
Base:		201		0		0		0		0		0		0		151		50

Column %ges.

Moray Household Survey
for Hargest Planning

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

As a good place to combine shopping with other personal business (e.g. visit the bank/building society)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	6.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	11	2.0%	1
Good	26.4%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.8%	45	16.0%	8
Adequate	13.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	24	8.0%	4
Poor	19.4%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	30	18.0%	9
Very poor	13.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	24	8.0%	4
(Don't know)	10.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	10	20.0%	10
Never visit	10.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	7	28.0%	14
Mean:		*2.89*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*2.92*		*2.73*
Base:		201		0		0		0		0		0		0		151		50

Meanscore: [Very good = 5, Quite good = 4, Neither good nor poor = 3, Quite poor = 2, Very poor = 1]

Q52 Now thinking about Forres Town Centre as a place to shop. How would you rate Forres Town Centre on the following areas? [PR]
Those living in postcode sectors IV36 1, IV36 2 & IV36 3

Choice of shops for clothing and footwear

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	2.0%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	6.0%	9	0.0%	0	0.0%	0	6.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	35.3%	53	0.0%	0	0.0%	0	35.3%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	49.3%	74	0.0%	0	0.0%	0	49.3%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.7%	4	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	4.7%	7	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*1.58*		*0.00*		*0.00*		*1.58*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*
Base:		150		0		0		150		0		0		0		0		0

Choice of shops for other personal goods (e.g., CDs, china, glass, jewellery etc)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	6.0%	9	0.0%	0	0.0%	0	6.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	25.3%	38	0.0%	0	0.0%	0	25.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	33.3%	50	0.0%	0	0.0%	0	33.3%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	25.3%	38	0.0%	0	0.0%	0	25.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.7%	7	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	4.7%	7	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*2.15*		*0.00*		*0.00*		*2.15*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*
Base:		150		0		0		150		0		0		0		0		0

Choice of shops for furniture, floor coverings and large household electrical items

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	4.7%	7	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	18.7%	28	0.0%	0	0.0%	0	18.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	34.7%	52	0.0%	0	0.0%	0	34.7%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	31.3%	47	0.0%	0	0.0%	0	31.3%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.3%	8	0.0%	0	0.0%	0	5.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	4.7%	7	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*1.99*		*0.00*		*0.00*		*1.99*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*
Base:		150		0		0		150		0		0		0		0		0

Easy to travel to by car

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	36.0%	54	0.0%	0	0.0%	0	36.0%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	40.7%	61	0.0%	0	0.0%	0	40.7%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	5.3%	8	0.0%	0	0.0%	0	5.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	1.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	12.0%	18	0.0%	0	0.0%	0	12.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	4.7%	7	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*4.32*		*0.00*		*0.00*		*4.32*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*
Base:		150		0		0		150		0		0		0		0		0

Moray Household Survey
for Hargest Planning

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

Easy and cheap to park

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	42.0%	63	0.0%	0	0.0%	0	42.0%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	36.0%	54	0.0%	0	0.0%	0	36.0%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	4.7%	7	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	1.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	10.7%	16	0.0%	0	0.0%	0	10.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	4.7%	7	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		4.38		0.00		0.00		4.38		0.00		0.00		0.00		0.00		0.00
Base:		150		0		0		150		0		0		0		0		0

Easy to travel to by public transport

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	20.0%	30	0.0%	0	0.0%	0	20.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	24.7%	37	0.0%	0	0.0%	0	24.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	6.7%	10	0.0%	0	0.0%	0	6.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	5.3%	8	0.0%	0	0.0%	0	5.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	8.0%	12	0.0%	0	0.0%	0	8.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	30.7%	46	0.0%	0	0.0%	0	30.7%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	4.7%	7	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		3.67		0.00		0.00		3.67		0.00		0.00		0.00		0.00		0.00
Base:		150		0		0		150		0		0		0		0		0

As a pleasant and attractive place to visit

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	46.7%	70	0.0%	0	0.0%	0	46.7%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	38.0%	57	0.0%	0	0.0%	0	38.0%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	4.7%	7	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	1.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	1.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.3%	5	0.0%	0	0.0%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	4.7%	7	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		4.38		0.00		0.00		4.38		0.00		0.00		0.00		0.00		0.00
Base:		150		0		0		150		0		0		0		0		0

As a good place to combine shopping with other leisure activities (e.g. visit friends, the cinema etc)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	9.3%	14	0.0%	0	0.0%	0	9.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	32.0%	48	0.0%	0	0.0%	0	32.0%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	20.0%	30	0.0%	0	0.0%	0	20.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	16.0%	24	0.0%	0	0.0%	0	16.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	12.0%	18	0.0%	0	0.0%	0	12.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.0%	9	0.0%	0	0.0%	0	6.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	4.7%	7	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		3.12		0.00		0.00		3.12		0.00		0.00		0.00		0.00		0.00
Base:		150		0		0		150		0		0		0		0		0

As a good place to combine shopping with other personal business (e.g. visit the bank/building society)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	6.0%	9	0.0%	0	0.0%	0	6.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	26.0%	39	0.0%	0	0.0%	0	26.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	20.7%	31	0.0%	0	0.0%	0	20.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	22.0%	33	0.0%	0	0.0%	0	22.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	15.3%	23	0.0%	0	0.0%	0	15.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.3%	8	0.0%	0	0.0%	0	5.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	4.7%	7	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		2.84		0.00		0.00		2.84		0.00		0.00		0.00		0.00		0.00
Base:		150		0		0		150		0		0		0		0		0

Column %ges.

	Total		**Zone 1**		**Zone 2**		**Zone 3**		**Zone 4**		**Zone 5**		**Zone 6**		**Zone 7**		**Zone 8**	

Meanscore: [Very good = 5, Quite good = 4, Neither good nor poor = 3, Quite poor = 2, Very poor = 1]

Q53 Now thinking about Keith Town Centre as a place to shop. How would you rate Keith Town Centre on the following areas? [PR]
Those living in postcode sectors AB37 9, AB38 7, AB38 9, AB55 5, AB55 6 & IV32 7

Choice of shops for clothing and footwear

	Total		**Zone 1**		**Zone 2**		**Zone 3**		**Zone 4**		**Zone 5**		**Zone 6**		**Zone 7**		**Zone 8**	
Very good	3.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	3.0%	3	0.0%	0	2.0%	1
Good	4.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	5.0%	5	0.0%	0	4.0%	2
Adequate	12.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	15.8%	16	0.0%	0	8.0%	4
Poor	22.7%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	37.6%	38	0.0%	0	12.0%	6
Very poor	19.9%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	32.7%	33	0.0%	0	14.0%	7
(Don't know)	6.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	3.0%	3	0.0%	0	6.0%	3
Never visit	30.7%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.0%	47	3.0%	3	0.0%	0	54.0%	27
Mean:	2.19		0.00		0.00		0.00		0.00		2.56		2.02		0.00		2.20	
Base:	251		0		0		0		0		100		101		0		50	

Choice of shops for other personal goods (e.g., CDs, china, glass, jewellery etc)

	Total		**Zone 1**		**Zone 2**		**Zone 3**		**Zone 4**		**Zone 5**		**Zone 6**		**Zone 7**		**Zone 8**	
Very good	2.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	0.0%	0	4.0%	2
Good	9.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	10.9%	11	0.0%	0	10.0%	5
Adequate	15.1%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	20.8%	21	0.0%	0	12.0%	6
Poor	18.3%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	30.7%	31	0.0%	0	8.0%	4
Very poor	15.1%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9	25.7%	26	0.0%	0	6.0%	3
(Don't know)	8.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	14	5.0%	5	0.0%	0	6.0%	3
Never visit	30.7%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.0%	47	3.0%	3	0.0%	0	54.0%	27
Mean:	2.44		0.00		0.00		0.00		0.00		2.49		2.31		0.00		2.95	
Base:	251		0		0		0		0		100		101		0		50	

Choice of shops for furniture, floor coverings and large household electrical items

	Total		**Zone 1**		**Zone 2**		**Zone 3**		**Zone 4**		**Zone 5**		**Zone 6**		**Zone 7**		**Zone 8**	
Very good	7.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	14.9%	15	0.0%	0	4.0%	2
Good	21.5%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	16	29.7%	30	0.0%	0	16.0%	8
Adequate	19.1%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	26.7%	27	0.0%	0	16.0%	8
Poor	7.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	10.9%	11	0.0%	0	4.0%	2
Very poor	6.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	10.9%	11	0.0%	0	0.0%	0
(Don't know)	7.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	4.0%	4	0.0%	0	6.0%	3
Never visit	30.7%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.0%	47	3.0%	3	0.0%	0	54.0%	27
Mean:	3.26		0.00		0.00		0.00		0.00		3.07		3.29		0.00		3.50	
Base:	251		0		0		0		0		100		101		0		50	

Easy to travel to by car

	Total		**Zone 1**		**Zone 2**		**Zone 3**		**Zone 4**		**Zone 5**		**Zone 6**		**Zone 7**		**Zone 8**	
Very good	31.1%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	15	54.5%	55	0.0%	0	16.0%	8
Good	23.9%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	25	24.8%	25	0.0%	0	20.0%	10
Adequate	6.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	5.9%	6	0.0%	0	4.0%	2
Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
(Don't know)	7.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	10.9%	11	0.0%	0	6.0%	3
Never visit	30.7%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.0%	47	3.0%	3	0.0%	0	54.0%	27
Mean:	4.35		0.00		0.00		0.00		0.00		4.04		4.53		0.00		4.30	
Base:	251		0		0		0		0		100		101		0		50	

Easy and cheap to park

	Total		**Zone 1**		**Zone 2**		**Zone 3**		**Zone 4**		**Zone 5**		**Zone 6**		**Zone 7**		**Zone 8**	
Very good	27.9%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	18	41.6%	42	0.0%	0	20.0%	10
Good	20.7%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	20	25.7%	26	0.0%	0	12.0%	6
Adequate	8.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	13.9%	14	0.0%	0	4.0%	2
Poor	3.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	5.0%	5	0.0%	0	4.0%	2
Very poor	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
(Don't know)	7.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	9.9%	10	0.0%	0	6.0%	3
Never visit	30.7%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.0%	47	3.0%	3	0.0%	0	54.0%	27
Mean:	4.15		0.00		0.00		0.00		0.00		4.11		4.17		0.00		4.20	
Base:	251		0		0		0		0		100		101		0		50	

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

Easy to travel to by public transport

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	13.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	28.7%	29	0.0%	0	10.0%	5
Good	12.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	24.8%	25	0.0%	0	4.0%	2
Adequate	3.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.9%	7	0.0%	0	2.0%	1
Poor	8.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	14	3.0%	3	0.0%	0	8.0%	4
Very poor	15.5%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	21	14.9%	15	0.0%	0	6.0%	3
(Don't know)	15.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	18.8%	19	0.0%	0	16.0%	8
Never visit	30.7%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.0%	47	3.0%	3	0.0%	0	54.0%	27
Mean:		*3.01*		*0.00*		*0.00*		*0.00*		*0.00*		*1.73*		*3.63*		*0.00*		*3.13*
Base:		251		0		0		0		0		100		101		0		50

As a pleasant and attractive place to visit

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	12.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	16.8%	17	0.0%	0	6.0%	3
Good	20.3%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	12	32.7%	33	0.0%	0	12.0%	6
Adequate	21.5%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	15	29.7%	30	0.0%	0	18.0%	9
Poor	8.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	12.9%	13	0.0%	0	4.0%	2
Very poor	3.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	3.0%	3	0.0%	0	4.0%	2
(Don't know)	3.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	2.0%	2	0.0%	0	2.0%	1
Never visit	30.7%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.0%	47	3.0%	3	0.0%	0	54.0%	27
Mean:		*3.45*		*0.00*		*0.00*		*0.00*		*0.00*		*3.44*		*3.50*		*0.00*		*3.27*
Base:		251		0		0		0		0		100		101		0		50

As a good place to combine shopping with other leisure activities (e.g. visit friends, the cinema etc)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	5.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	7.9%	8	0.0%	0	4.0%	2
Good	13.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	21.8%	22	0.0%	0	6.0%	3
Adequate	17.1%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	28.7%	29	0.0%	0	8.0%	4
Poor	13.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	16.8%	17	0.0%	0	12.0%	6
Very poor	9.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9	10.9%	11	0.0%	0	6.0%	3
(Don't know)	10.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	10.9%	11	0.0%	0	10.0%	5
Never visit	30.7%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.0%	47	3.0%	3	0.0%	0	54.0%	27
Mean:		*2.87*		*0.00*		*0.00*		*0.00*		*0.00*		*2.70*		*2.99*		*0.00*		*2.72*
Base:		251		0		0		0		0		100		101		0		50

As a good place to combine shopping with other personal business (e.g. visit the bank/building society)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	6.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	9.9%	10	0.0%	0	6.0%	3
Good	15.1%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	14	16.8%	17	0.0%	0	14.0%	7
Adequate	13.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	21.8%	22	0.0%	0	6.0%	3
Poor	13.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9	19.8%	20	0.0%	0	12.0%	6
Very poor	11.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	22.8%	23	0.0%	0	0.0%	0
(Don't know)	8.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	5.9%	6	0.0%	0	8.0%	4
Never visit	30.7%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.0%	47	3.0%	3	0.0%	0	54.0%	27
Mean:		*2.85*		*0.00*		*0.00*		*0.00*		*0.00*		*2.98*		*2.68*		*0.00*		*3.37*
Base:		251		0		0		0		0		100		101		0		50

Meanscore: [Very good = 5, Quite good = 4, Neither good nor poor = 3, Quite poor = 2, Very poor = 1]

Q54 Now thinking about Lossiemouth Town Centre as a place to shop.　How would you rate Lossiemouth Town Centre on the following areas? [PR]
Those living in postcode sectors IV30 4, IV30 5, IV30 8 & IV31 6

Choice of shops for clothing and footwear

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	0.3%	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
Good	2.5%	8	0.0%	0	3.3%	5	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	7.5%	24	2.9%	2	6.7%	10	0.0%	0	12.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	18.2%	58	13.2%	9	12.7%	19	0.0%	0	30.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	31.1%	99	19.1%	13	24.7%	37	0.0%	0	49.0%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.6%	21	8.8%	6	8.7%	13	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	33.6%	107	55.9%	38	44.0%	66	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*1.71*		*1.54*		*1.76*		*0.00*		*1.71*		*0.00*		*0.00*		*0.00*		*0.00*
Base:		318		68		150		0		100		0		0		0		0

Moray Household Survey
for Hargest Planning

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

Choice of shops for other personal goods (e.g., CDs, china, glass, jewellery etc)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	0.3%	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
Good	1.9%	6	0.0%	0	2.0%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	6.0%	19	2.9%	2	6.0%	9	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	20.8%	66	11.8%	8	13.3%	20	0.0%	0	38.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	29.6%	94	19.1%	13	24.0%	36	0.0%	0	45.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.9%	25	10.3%	7	10.7%	16	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	33.6%	107	55.9%	38	44.0%	66	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	1.68		1.52		1.69		0.00		1.71		0.00		0.00		0.00		0.00	
Base:	318		68		150		0		100		0		0		0		0	

Choice of shops for furniture, floor coverings and large household electrical items

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	0.3%	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
Good	2.2%	7	1.5%	1	1.3%	2	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	7.2%	23	0.0%	0	8.0%	12	0.0%	0	11.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	17.9%	57	11.8%	8	14.0%	21	0.0%	0	28.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	31.8%	101	20.6%	14	24.7%	37	0.0%	0	50.0%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.9%	22	10.3%	7	8.0%	12	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	33.6%	107	55.9%	38	44.0%	66	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	1.68		1.48		1.71		0.00		1.70		0.00		0.00		0.00		0.00	
Base:	318		68		150		0		100		0		0		0		0	

Easy to travel to by car

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	23.9%	76	16.2%	11	22.7%	34	0.0%	0	31.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	26.7%	85	17.6%	12	20.7%	31	0.0%	0	42.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	6.3%	20	5.9%	4	6.0%	9	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	1.3%	4	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	2.2%	7	2.9%	2	1.3%	2	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.3%	20	2.9%	2	2.7%	4	0.0%	0	14.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	33.3%	106	54.4%	37	44.0%	66	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	4.14		4.03		4.14		0.00		4.18		0.00		0.00		0.00		0.00	
Base:	318		68		150		0		100		0		0		0		0	

Easy and cheap to park

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	24.5%	78	19.1%	13	21.3%	32	0.0%	0	33.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	22.0%	70	13.2%	9	18.7%	28	0.0%	0	33.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	7.2%	23	5.9%	4	6.7%	10	0.0%	0	9.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	3.5%	11	1.5%	1	3.3%	5	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	1.9%	6	2.9%	2	0.7%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.5%	24	2.9%	2	5.3%	8	0.0%	0	14.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	33.3%	106	54.4%	37	44.0%	66	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	4.08		4.03		4.12		0.00		4.06		0.00		0.00		0.00		0.00	
Base:	318		68		150		0		100		0		0		0		0	

Easy to travel to by public transport

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	10.4%	33	7.4%	5	4.0%	6	0.0%	0	22.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	12.0%	38	11.8%	8	1.3%	2	0.0%	0	28.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	7.2%	23	4.4%	3	5.3%	8	0.0%	0	12.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	6.9%	22	4.4%	3	10.7%	16	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	11.0%	35	1.5%	1	19.3%	29	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	19.2%	61	16.2%	11	15.3%	23	0.0%	0	27.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	33.3%	106	54.4%	37	44.0%	66	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	3.08		3.65		2.02		0.00		3.84		0.00		0.00		0.00		0.00	
Base:	318		68		150		0		100		0		0		0		0	

Column %ges.

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

As a pleasant and attractive place to visit

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	26.7%	85	20.6%	14	18.7%	28	0.0%	0	43.0%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	26.7%	85	16.2%	11	22.7%	34	0.0%	0	40.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	7.5%	24	4.4%	3	8.7%	13	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	1.6%	5	0.0%	0	2.0%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	1.6%	5	1.5%	1	0.7%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.5%	8	2.9%	2	3.3%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	33.3%	106	54.4%	37	44.0%	66	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		4.18		4.28		4.08		0.00		4.23		0.00		0.00		0.00		0.00
Base:		318		68		150		0		100		0		0		0		0

As a good place to combine shopping with other leisure activities (e.g. visit friends, the cinema etc)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	5.0%	16	4.4%	3	3.3%	5	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	17.3%	55	7.4%	5	14.7%	22	0.0%	0	28.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	15.7%	50	7.4%	5	16.7%	25	0.0%	0	20.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	13.2%	42	11.8%	8	10.0%	15	0.0%	0	19.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	9.7%	31	5.9%	4	6.7%	10	0.0%	0	17.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.7%	18	8.8%	6	4.7%	7	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	33.3%	106	54.4%	37	44.0%	66	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		2.91		2.80		2.96		0.00		2.90		0.00		0.00		0.00		0.00
Base:		318		68		150		0		100		0		0		0		0

As a good place to combine shopping with other personal business (e.g. visit the bank/building society)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	0.6%	2	1.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	5.3%	17	2.9%	2	4.0%	6	0.0%	0	9.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	9.4%	30	5.9%	4	8.7%	13	0.0%	0	13.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	15.4%	49	14.7%	10	12.7%	19	0.0%	0	20.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	28.3%	90	8.8%	6	21.3%	32	0.0%	0	52.0%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.2%	23	10.3%	7	8.7%	13	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	33.6%	107	55.9%	38	44.0%	66	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.89		2.22		1.94		0.00		1.78		0.00		0.00		0.00		0.00
Base:		318		68		150		0		100		0		0		0		0

Q55 Do you visit on a regular basis, e.g. once or more per year, OTHER cities for shopping trips?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Yes	55.8%	560	65.2%	131	60.0%	90	49.3%	74	55.0%	55	53.0%	53	48.5%	49	55.0%	83	50.0%	25
No	44.2%	443	34.8%	70	40.0%	60	50.7%	76	45.0%	45	47.0%	47	51.5%	52	45.0%	68	50.0%	25
Base:		1003		201		150		150		100		100		101		151		50

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q56 So of the other cities you visit - which city do you visit the most for shopping?																		
Those that visit other cities for shopping trips at Q55																		
Aberdeen	33.2%	186	24.4%	32	15.6%	14	25.7%	19	32.7%	18	30.2%	16	65.3%	32	55.4%	46	36.0%	9
Dundee	0.4%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	4.3%	24	3.1%	4	6.7%	6	4.1%	3	9.1%	5	1.9%	1	2.0%	1	2.4%	2	8.0%	2
Glasgow	5.0%	28	3.1%	4	6.7%	6	6.8%	5	9.1%	5	3.8%	2	0.0%	0	4.8%	4	8.0%	2
Inverness	53.4%	299	64.9%	85	68.9%	62	58.1%	43	47.3%	26	60.4%	32	28.6%	14	32.5%	27	40.0%	10
Perth	0.7%	4	0.8%	1	0.0%	0	1.4%	1	0.0%	0	1.9%	1	0.0%	0	1.2%	1	0.0%	0
Stirling	0.7%	4	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	1.2%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aviemore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckie	0.2%	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
Chester	0.2%	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
Dunstable	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantown-on-Spey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverurie	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keith	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Livingston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
London	0.9%	5	0.8%	1	2.2%	2	1.4%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend	0.0%	0	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)	0.5%	3	0.8%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
(Nowhere else)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		560		131		90		74		55		53		49		83		25
Q57 Which city do you visit second most often for shopping?																		
Those that visit other cities for shopping trips at Q55 excluding those said '(Don't know)' at Q56																		
Aberdeen	25.0%	139	33.1%	43	28.9%	26	17.6%	13	25.9%	14	24.5%	13	16.3%	8	19.5%	16	24.0%	6
Dundee	1.1%	6	0.0%	0	2.2%	2	0.0%	0	1.9%	1	0.0%	0	6.1%	3	0.0%	0	0.0%	0
Edinburgh	5.2%	29	6.9%	9	7.8%	7	5.4%	4	7.4%	4	1.9%	1	4.1%	2	2.4%	2	0.0%	0
Glasgow	7.0%	39	5.4%	7	5.6%	5	10.8%	8	11.1%	6	5.7%	3	8.2%	4	4.9%	4	8.0%	2
Inverness	19.4%	108	15.4%	20	12.2%	11	16.2%	12	11.1%	6	26.4%	14	18.4%	9	34.1%	28	32.0%	8
Perth	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirling	0.2%	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
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aviemore	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Buckie	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forres	0.4%	2	0.0%	0	1.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantown-on-Spey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverurie	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Livingston	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	8.0%	2
Manchester	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	60.0%	32	0.0%	0	0.0%	0	40.0%	10
Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.2%	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
Southend	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.9%	5	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	2.0%	1	1.2%	1	4.0%	1
(Nowhere else)	39.7%	221	37.7%	49	41.1%	37	45.9%	34	38.9%	21	39.6%	21	42.9%	21	36.6%	30	32.0%	8
Base:		557		130		90		74		54		53		49		82		25

Column %ges.

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

Q58 Which city do you visit third most often for shopping?
Those that visit other cities for shopping trips at Q55 excluding those said '(Don't know)' at Q56 or '(Don't know / varies)' or '(Nowhere else)' at Q57

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aberdeen	4.8%	16	4.9%	4	3.8%	2	7.7%	3	9.1%	3	3.1%	1	0.0%	0	5.9%	3	0.0%	0
Dundee	2.1%	7	0.0%	0	0.0%	0	2.6%	1	3.0%	1	0.0%	0	11.1%	3	3.9%	2	0.0%	0
Edinburgh	5.1%	17	6.2%	5	1.9%	1	5.1%	2	12.1%	4	9.4%	3	7.4%	2	0.0%	0	0.0%	0
Glasgow	8.8%	29	16.0%	13	1.9%	1	12.8%	5	3.0%	1	0.0%	0	14.8%	4	9.8%	5	0.0%	0
Inverness	5.7%	19	3.7%	3	5.8%	3	5.1%	2	12.1%	4	9.4%	3	11.1%	3	2.0%	1	0.0%	0
Perth	1.8%	6	3.7%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Stirling	0.6%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aviemore	0.3%	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
Buckie	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantown-on-Spey	0.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverurie	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Keith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Livingston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.9%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	6.3%	1
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Newcastle	0.6%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend	0.0%	0	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)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
(Nowhere else)	67.4%	223	61.7%	50	80.8%	42	66.7%	26	60.6%	20	78.1%	25	44.4%	12	66.7%	34	87.5%	14
Base:		331		81		52		39		33		32		27		51		16

Q58X Which cities do you visit? (Any mention)
Those that visit other cities for shopping trips at Q55

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aberdeen	61.1%	342	60.3%	79	46.7%	42	48.6%	36	63.6%	35	56.6%	30	81.6%	40	78.3%	65	60.0%	15
Dundee	2.7%	15	1.5%	2	2.2%	2	1.4%	1	3.6%	2	0.0%	0	12.2%	6	2.4%	2	0.0%	0
Edinburgh	12.5%	70	13.7%	18	15.6%	14	12.2%	9	23.6%	13	9.4%	5	10.2%	5	4.8%	4	8.0%	2
Glasgow	17.1%	96	18.3%	24	13.3%	12	24.3%	18	21.8%	12	9.4%	5	16.3%	8	15.7%	13	16.0%	4
Inverness	75.9%	425	82.4%	108	84.4%	76	77.0%	57	65.5%	36	90.6%	48	53.1%	26	67.5%	56	72.0%	18
Perth	2.0%	11	3.8%	5	1.1%	1	1.4%	1	0.0%	0	1.9%	1	0.0%	0	3.6%	3	0.0%	0
Stirling	1.1%	6	1.5%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	4.1%	2	1.2%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aviemore	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.2%	1	0.0%	0
Buckie	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Chester	0.2%	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
Dunstable	0.2%	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
Forres	0.4%	2	0.0%	0	1.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantown-on-Spey	0.2%	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
Inverurie	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Keith	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2
Leeds	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Livingston	0.4%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
London	1.4%	8	1.5%	2	2.2%	2	1.4%	1	0.0%	0	1.9%	1	0.0%	0	1.2%	1	4.0%	1
Manchester	0.2%	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
Middlesbrough	0.2%	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
Newcastle	0.4%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Sheffield	0.2%	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
Southend	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		560		131		90		74		55		53		49		83		25

Column %ges.

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

Meanscore: [Number of times per week]

Q59 How regularly do you undertake shopping trips to (FIRST CITY MENTIONED AT Q56)?
Those that visit other cities for shopping trips at Q55 excluding those said '(Don't know)' at Q56

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
7 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 - 4 times a week	0.2%	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
Twice a week	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.5%	3	0.8%	1	0.0%	0	1.4%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every two weeks	2.0%	11	0.8%	1	1.1%	1	2.7%	2	5.6%	3	1.9%	1	6.1%	3	0.0%	0	0.0%	0
Every three weeks	0.2%	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
Monthly	10.4%	58	11.5%	15	6.7%	6	21.6%	16	14.8%	8	3.8%	2	8.2%	4	7.3%	6	4.0%	1
Once every two months	17.8%	99	19.2%	25	16.7%	15	21.6%	16	24.1%	13	7.5%	4	20.4%	10	19.5%	16	0.0%	0
Three-four times a year	26.8%	149	23.8%	31	23.3%	21	17.6%	13	29.6%	16	28.3%	15	32.7%	16	35.4%	29	32.0%	8
Twice a year	22.6%	126	23.1%	30	27.8%	25	18.9%	14	16.7%	9	34.0%	18	14.3%	7	17.1%	14	36.0%	9
Once a year	16.2%	90	16.2%	21	17.8%	16	10.8%	8	7.4%	4	24.5%	13	16.3%	8	18.3%	15	20.0%	5
Less often	2.2%	12	3.1%	4	6.7%	6	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
(Don't know)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
(Varies)	0.9%	5	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	2.4%	2	0.0%	0
Mean:			*0.10*		*0.11*		*0.07*		*0.18*		*0.14*		*0.06*		*0.11*		*0.08*		*0.05*
Base:		557		130		90		74		54		53		49		82		25

Q60 What types of goods do you buy when you visit (FIRST CITY MENTIONED AT Q56)? [MR]
Those that visit other cities for shopping trips at Q55 excluding those said '(Don't know)' at Q56

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Books	4.0%	22	3.1%	4	0.0%	0	1.4%	1	11.1%	6	1.9%	1	6.1%	3	8.5%	7	0.0%	0
Clothing / shoes	80.1%	446	81.5%	106	75.6%	68	75.7%	56	90.7%	49	75.5%	40	83.7%	41	81.7%	67	76.0%	19
Console / PC games	4.5%	25	5.4%	7	4.4%	4	1.4%	1	9.3%	5	3.8%	2	2.0%	1	4.9%	4	4.0%	1
Craft / hobby items (including stationary and cards)	3.2%	18	2.3%	3	1.1%	1	2.7%	2	3.7%	2	1.9%	1	10.2%	5	3.7%	3	4.0%	1
DIY / garden products (includes hardware goods & tools)	3.8%	21	3.8%	5	4.4%	4	6.8%	5	1.9%	1	1.9%	1	6.1%	3	2.4%	2	0.0%	0
Food (including alcohol & groceries)	7.9%	44	7.7%	10	5.6%	5	8.1%	6	1.9%	1	3.8%	2	14.3%	7	11.0%	9	16.0%	4
Furniture / soft furnishings / floor coverings	9.9%	55	10.8%	14	8.9%	8	9.5%	7	9.3%	5	9.4%	5	8.2%	4	9.8%	8	16.0%	4
Gifts	18.1%	101	18.5%	24	14.4%	13	14.9%	11	20.4%	11	20.8%	11	24.5%	12	19.5%	16	12.0%	3
Health / beauty / cosmetic / chemist goods	9.5%	53	9.2%	12	3.3%	3	13.5%	10	11.1%	6	3.8%	2	12.2%	6	15.9%	13	4.0%	1
Household electrical goods (e.g. washing machines, hoovers, lamps)	6.3%	35	6.9%	9	7.8%	7	2.7%	2	5.6%	3	1.9%	1	8.2%	4	6.1%	5	16.0%	4
Other electrical goods (e.g. TV's, PC's, game consoles, cameras)	4.3%	24	4.6%	6	1.1%	1	4.1%	3	3.7%	2	0.0%	0	10.2%	5	7.3%	6	4.0%	1
Jewellery	4.7%	26	3.8%	5	2.2%	2	4.1%	3	3.7%	2	5.7%	3	4.1%	2	8.5%	7	8.0%	2
Media (e.g. DVD's, CD's, Vinyl)	2.0%	11	1.5%	2	2.2%	2	2.7%	2	1.9%	1	0.0%	0	2.0%	1	3.7%	3	0.0%	0
Mobile phones / tablets / pads	1.8%	10	1.5%	2	1.1%	1	2.7%	2	1.9%	1	1.9%	1	0.0%	0	3.7%	3	0.0%	0
Musical instruments / accessories	2.0%	11	0.8%	1	0.0%	0	2.7%	2	3.7%	2	0.0%	0	2.0%	1	6.1%	5	0.0%	0
Pet food / products	0.7%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	4.1%	2	1.2%	1	0.0%	0
Sporting / leisure products	4.3%	24	3.8%	5	1.1%	1	2.7%	2	9.3%	5	3.8%	2	8.2%	4	6.1%	5	0.0%	0
Sports goods (includes fishing & cycling items)	2.0%	11	1.5%	2	0.0%	0	4.1%	3	7.4%	4	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Toys	3.4%	19	4.6%	6	2.2%	2	1.4%	1	0.0%	0	3.8%	2	2.0%	1	7.3%	6	4.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crockery / cutlery / tableware	0.4%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Vehicles / vehicle parts	0.9%	5	0.8%	1	2.2%	2	1.4%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.3%	24	4.6%	6	6.7%	6	8.1%	6	0.0%	0	1.9%	1	0.0%	0	3.7%	3	8.0%	2
Base:		557		130		90		74		54		53		49		82		25

GEN Gender of respondent.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Male	31.5%	316	31.3%	63	38.7%	58	35.3%	53	26.0%	26	32.0%	32	26.7%	27	27.2%	41	32.0%	16
Female	68.5%	687	68.7%	138	61.3%	92	64.7%	97	74.0%	74	68.0%	68	73.3%	74	72.8%	110	68.0%	34
Base:		1003		201		150		150		100		100		101		151		50

Column %ges.

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

AGE Could I ask, how old are you?

	Total %	n	Z1 %	n	Z2 %	n	Z3 %	n	Z4 %	n	Z5 %	n	Z6 %	n	Z7 %	n	Z8 %	n
18 – 24 years	4.5%	45	7.5%	15	2.0%	3	4.7%	7	8.0%	8	1.0%	1	3.0%	3	4.6%	7	2.0%	1
25 – 34 years	9.6%	96	7.0%	14	6.0%	9	8.7%	13	10.0%	10	9.0%	9	18.8%	19	13.9%	21	2.0%	1
35 – 44 years	12.3%	123	13.9%	28	10.7%	16	10.7%	16	17.0%	17	7.0%	7	10.9%	11	15.9%	24	8.0%	4
45 – 54 years	12.8%	128	11.4%	23	17.3%	26	11.3%	17	10.0%	10	11.0%	11	10.9%	11	13.9%	21	18.0%	9
55 – 64 years	18.0%	181	14.9%	30	22.0%	33	18.0%	27	21.0%	21	19.0%	19	11.9%	12	20.5%	31	16.0%	8
65+ years	42.9%	430	45.3%	91	42.0%	63	46.7%	70	34.0%	34	53.0%	53	44.6%	45	31.1%	47	54.0%	27
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1003		201		150		150		100		100		101		151		50

QUOTA Zone

	Total %	n	Z1 %	n	Z2 %	n	Z3 %	n	Z4 %	n	Z5 %	n	Z6 %	n	Z7 %	n	Z8 %	n
Zone 1	20.0%	201	100.0%	201	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	15.0%	150	0.0%	0	100.0%	150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	15.0%	150	0.0%	0	0.0%	0	100.0%	150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	10.0%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 6	10.1%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0
Zone 7	15.1%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	151	0.0%	0
Zone 8	5.0%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	50
Base:		1003		201		150		150		100		100		101		151		50

PC Postcode Sector

	Total %	n	Z1 %	n	Z2 %	n	Z3 %	n	Z4 %	n	Z5 %	n	Z6 %	n	Z7 %	n	Z8 %	n
AB37 9	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	18	0.0%	0	0.0%	0	0.0%	0
AB38 7	5.1%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.0%	51	0.0%	0	0.0%	0	0.0%	0
AB38 9	3.1%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.0%	31	0.0%	0	0.0%	0	0.0%	0
AB55 5	8.2%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	81.2%	82	0.0%	0	0.0%	0
AB55 6	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	19	0.0%	0	0.0%	0
AB56 1	8.3%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.0%	83	0.0%	0
AB56 4	4.9%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.5%	49	0.0%	0
AB56 5	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	19	0.0%	0
IV30 1	3.0%	30	14.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IV30 4	6.8%	68	33.8%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IV30 5	7.8%	78	0.0%	0	52.0%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IV30 6	10.3%	103	51.2%	103	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IV30 8	7.2%	72	0.0%	0	48.0%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IV31 6	10.0%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IV32 7	5.0%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	50
IV36 1	7.8%	78	0.0%	0	0.0%	0	52.0%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IV36 2	5.0%	50	0.0%	0	0.0%	0	33.3%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IV36 3	2.2%	22	0.0%	0	0.0%	0	14.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1003		201		150		150		100		100		101		151		50

Column %ges.

Appendix 2:

Data Tabulations

By Zone

(Weighted)

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

Q01 Where do you undertake most of your household's main food and grocery shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, Trinity Place, Elgin IV30 1UL	7.0%	70	12.4%	30	6.7%	9	3.6%	6	16.4%	14	3.4%	3	4.4%	3	1.5%	2	6.2%	3
Asda, Edgar Road, Elgin, IV30 6YQ	21.6%	217	34.5%	82	27.8%	39	5.3%	9	27.2%	22	31.5%	27	4.7%	3	10.0%	16	37.1%	18
Asda, Steven Raod, Huntly, AB54 8SX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.6%	1	0.0%	0
Co-op, Couldardbank Road, Faroes Court, Lossiemouth, IV31 6ED	1.0%	10	0.0%	0	1.0%	1	0.0%	0	11.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, East Church Street, Buckie, AB56 1AB	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	10	0.0%	0
Co-op, Grant Street, Cullen, Buckie, AB56 4RS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Co-op, Grantown Road, Forres, IV36 2UG	0.5%	5	0.3%	1	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Fochabers, IV32 7DX	0.6%	6	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3
Co-op, High Street, Forres, IV36 1PF	0.7%	7	0.0%	0	0.0%	0	4.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Balvenie Street, Dufftown, Keith, AB55 4AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Costcutter, Harbour Street, Hopeman, Elgin, IV30 5SJ	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Elgin, IV30 1EE	0.2%	2	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keystore Shop & Post Office, St Andrew's Road, Lhanbryde, Elgin, IV30 8RZ	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, East Cathcart Street, Buckie, AB56 1PJ	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	20.3%	33	6.8%	3
Lidl, Station Road, Elgin, IV30 1QW	5.2%	52	8.0%	19	11.8%	16	2.3%	4	3.8%	3	7.5%	6	1.4%	1	0.0%	0	4.8%	2
Lidl, West Road, Greshop Industrial Estate, Forres, IV36 2GW	2.9%	29	0.0%	0	1.1%	2	14.9%	26	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, High Street, Elgin, IV30 1DJ	0.2%	2	0.0%	0	0.0%	0	0.4%	1	0.6%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
McColl's, New Street, Rothes, Aberlour, AB38 7BQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, King Street, Aberdeen, AB24 5DA	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Harbour Street, Hopeman, Elgin, IV30 5RU	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Reidhaven Square, Keith, AB55 5AB	0.1%	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
Scotmid, Brander Street, Burghead, Elgin, IV30 5XD	0.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Forres, IV36 1QQ	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Mosstodloch, Fochabers, IV32 7LH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Tesco Extra, Blackfriars Road, Elgin, IV30 1TY	19.6%	197	37.0%	88	37.4%	52	6.8%	12	23.5%	19	15.6%	13	0.0%	0	3.0%	5	15.5%	8
Tesco Extra, Eastfield Way, Inverness Business & Retail Park, Inverness, IV2 7GD	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Deveron Way, Huntly, AB54 8TS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Buckie, AB56 4AB	8.4%	85	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	2.7%	2	47.4%	77	8.7%	4
Tesco Superstore, Moss Street, Keith, AB55 5HB	5.5%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	71.2%	52	1.2%	2	0.0%	0
Tesco Superstore, Nairn Road, Forres, IV36 2EY	8.0%	80	0.0%	0	0.4%	1	45.6%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Food Warehouse	0.6%	6	0.7%	2	2.3%	3	0.0%	0	0.0%	0	0.7%	1	1.4%	1	0.0%	0	0.0%	0

Column %ges.

Moray Household Survey
for Hargest Planning

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(Iceland), Elgin Retail Park, Elgin, IV30 6WQ																		
Internet / delivery	8.9%	89	6.1%	14	7.5%	10	7.4%	13	8.5%	7	22.1%	19	7.4%	5	8.6%	14	13.1%	6
Aldi, Santa Claus Drive, Aviemore, PH22 1AF	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Aberlour, AB38 9QB	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen Street, Lossiemouth, IV31 6PN	0.6%	6	0.0%	0	0.0%	0	0.0%	0	7.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craigellachie Filling Station, Hill Street, Craigellachie, AB38 9TB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Local market, Findhorn Village Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Inverness City Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Keith Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Forres Road, Nairn, IV12 5QF	0.5%	5	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
The Deli Shop, Mid Street, Keith, AB55 5BJ	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
Tomintoul Village Store, The Square, Tomintoul, AB37 9ET	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1003		237		139		175		82		84		73		162		49	
Sample:	1003		201		150		150		100		100		101		151		50	

Q02 Which retailer do you purchase your main food internet / home delivery shopping from?
Those that said 'Internet / delivery' at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Amazon	0.0%	0	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	44.7%	40	34.9%	5	35.4%	4	48.2%	6	50.5%	4	44.4%	8	21.9%	1	48.4%	7	80.3%	5
Iceland	3.4%	3	0.0%	0	12.4%	1	0.0%	0	15.6%	1	0.0%	0	0.0%	0	0.0%	0	9.9%	1
Morrisons	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	8.2%	7	23.0%	3	5.3%	1	19.5%	3	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco	41.4%	37	42.2%	6	41.6%	4	32.3%	4	33.9%	2	42.3%	8	78.1%	4	51.6%	7	9.9%	1
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tomintoul Village Store, The Square, Tomintoul	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.6%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	89		14		10		13		7		19		5		14		6	
Sample:	92		12		12		11		8		21		9		13		6	

Column %ges.

By Zone [B]
Weighted:

Moray Household Survey
for Hargest Planning

Page 79
August 2021

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

Q03 What would you say are your THREE most important reasons for shopping at (STORE MENTIONED AT Q01) for your main food and grocery shopping? [MR]

Reason	Total %	n	Z1 %	n	Z2 %	n	Z3 %	n	Z4 %	n	Z5 %	n	Z6 %	n	Z7 %	n	Z8 %	n
Convenient to home	36.6%	367	44.2%	105	22.6%	32	43.7%	76	29.8%	25	24.3%	21	47.1%	35	40.3%	65	18.3%	9
Low prices / value for money	31.5%	316	40.4%	96	33.2%	46	23.6%	41	35.0%	29	25.3%	21	16.3%	12	33.2%	54	34.2%	17
Range of food goods available	23.9%	239	25.0%	59	33.8%	47	17.3%	30	23.7%	20	20.3%	17	19.8%	14	23.7%	38	26.9%	13
Quality of food goods available	14.6%	146	15.8%	38	11.3%	16	11.7%	20	22.1%	18	7.8%	7	14.2%	10	17.0%	27	19.7%	10
Habit / always used it	9.9%	99	9.0%	21	14.1%	20	6.8%	12	8.8%	7	13.4%	11	11.6%	8	7.1%	11	15.6%	8
Friendly / helpful staff	6.0%	60	7.9%	19	4.0%	6	3.7%	6	3.6%	3	4.1%	3	13.8%	10	6.9%	11	2.6%	1
Easy to get to by car	5.7%	57	4.1%	10	6.4%	9	4.5%	8	9.2%	8	3.6%	3	8.8%	6	7.2%	12	3.0%	1
Parking provision is good	4.2%	42	1.2%	3	10.5%	15	3.0%	5	1.0%	1	0.7%	1	7.5%	6	5.1%	8	8.4%	4
Preference for retailer	3.9%	39	5.1%	12	3.1%	4	3.2%	6	1.3%	1	2.9%	2	4.2%	3	5.4%	9	2.6%	1
Delivery service	3.7%	37	2.3%	6	2.4%	3	2.4%	4	4.2%	3	5.8%	5	3.4%	2	4.3%	7	13.1%	6
Online shopping is convenient	3.7%	37	2.3%	5	2.8%	4	3.7%	7	3.0%	2	7.9%	7	6.0%	4	3.7%	6	3.9%	2
Range of non-food goods available	3.6%	36	3.5%	8	4.8%	7	4.2%	7	3.8%	3	0.0%	0	2.5%	2	3.1%	5	7.7%	4
Loyalty scheme / reward points	3.6%	36	5.1%	12	1.7%	2	2.8%	5	5.0%	4	1.1%	1	3.4%	3	4.0%	6	4.8%	2
Good layout / easy to get around	3.6%	36	3.2%	8	2.8%	4	1.4%	2	4.0%	3	3.8%	3	2.4%	2	5.3%	9	9.8%	5
Staff discount / work there	3.5%	35	6.6%	16	3.1%	4	4.5%	8	0.0%	0	2.3%	2	0.0%	0	3.1%	5	0.0%	0
Only one in the area	3.3%	33	0.7%	2	0.4%	1	5.8%	10	1.3%	1	3.3%	3	9.3%	7	6.4%	10	0.0%	0
Large store	3.2%	32	2.8%	7	0.4%	1	3.8%	7	7.7%	6	1.1%	1	1.4%	1	5.4%	9	3.0%	1
Convenient to work	3.2%	32	1.2%	3	4.4%	6	6.8%	12	2.6%	2	3.7%	3	1.4%	1	1.5%	2	5.3%	3
Good offers	3.1%	31	3.6%	9	1.7%	2	3.8%	7	2.6%	2	1.1%	1	0.0%	0	6.3%	10	0.0%	0
Clean store	2.5%	25	2.4%	6	0.7%	1	2.9%	5	5.8%	5	0.0%	0	5.5%	4	1.7%	3	2.6%	1
Easy to get to by foot	1.6%	16	2.0%	5	0.0%	0	2.6%	5	2.6%	2	0.0%	0	0.0%	0	2.5%	4	1.3%	1
Parking is free	1.4%	14	1.3%	3	0.7%	1	1.0%	2	1.3%	1	0.0%	0	2.7%	2	3.5%	6	0.0%	0
Has a petrol station	1.4%	14	0.7%	2	0.8%	1	0.0%	0	0.0%	0	0.7%	1	4.1%	3	5.0%	8	0.0%	0
Quality of non-food goods available	1.4%	14	1.9%	5	0.9%	1	1.0%	2	3.9%	3	0.0%	0	0.0%	0	0.9%	1	3.9%	2
Can get everything I want there	1.4%	14	1.4%	3	1.3%	2	1.4%	3	1.0%	1	0.0%	0	0.0%	0	2.3%	4	3.2%	2
Shop online due to covid / the pandemic	1.2%	13	0.3%	1	0.8%	1	1.1%	2	0.0%	0	6.9%	6	0.0%	0	1.8%	3	0.0%	0
Pleasant shopping environment	1.2%	12	0.3%	1	0.4%	1	3.3%	6	2.9%	2	0.0%	0	0.0%	0	1.2%	2	1.3%	1
Small / quiet store	1.2%	12	0.3%	1	3.0%	4	0.4%	1	2.1%	2	1.5%	1	0.0%	0	0.0%	0	5.8%	3
Easy to get to by public transport	0.9%	9	0.6%	1	3.4%	5	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Like to support local business	0.9%	9	0.0%	0	1.0%	1	0.4%	1	0.0%	0	1.5%	1	5.5%	4	0.8%	1	0.0%	0
Close to family / friends	0.6%	6	0.7%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.4%	1	0.8%	1	0.0%	0
Sells local produce	0.5%	5	0.0%	0	0.7%	1	0.4%	1	1.0%	1	0.7%	1	0.0%	0	0.9%	1	1.3%	1
Long opening hours	0.4%	4	0.0%	0	0.0%	0	1.4%	2	1.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Parking prices are low	0.4%	4	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Offers Click & Collect	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Safe shopping environment	0.3%	3	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.3%	1
Familiar / know where everything is	0.3%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Ethical policy	0.3%	3	0.0%	0			0.4%	1	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Self-service checkouts	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.8%	1	0.0%	0
Near to leisure activity	0.2%	2	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Shop online as the nearest supermarket is too far away	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Shop online as it stops me impulse buying	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shop online because I started due to the pandemic and have kept doing it	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Offers scan-as-you-shop service	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Offers electric carts for disabled people	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Offers cash back	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a cafe	0.1%	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
Get a lift there	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has an electric charging point	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
On school run	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

By Zone [B]

Weighted:

Moray Household Survey

for Hargest Planning

Page 80

August 2021

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Shop online due to age / ill health / disability	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
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No particular reason)	2.0%	20	2.6%	6	1.6%	2	1.7%	3	1.1%	1	2.7%	2	1.8%	1	2.0%	3	1.3%	1
(Don't know)	0.6%	6	0.6%	1	0.0%	0	0.4%	1	0.6%	0	0.0%	0	0.0%	0	1.9%	3	1.3%	1
Weighted base:		1003		237		139		175		82		84		73		162		49
Sample:		1003		201		150		150		100		100		101		151		50

Meanscore: [Number of times per week]

Q04 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
7 times a week	1.1%	11	0.3%	1	1.0%	1	1.7%	3	1.0%	1	2.2%	2	2.5%	2	1.0%	2	0.0%	0
5 - 6 times a week	0.8%	8	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.5%	1	0.0%	0	3.4%	6	0.0%	0
3 - 4 times a week	4.7%	48	6.5%	15	6.8%	9	5.0%	9	0.6%	0	1.8%	2	6.2%	5	4.2%	7	1.3%	1
Twice a week	14.0%	140	17.6%	42	13.7%	19	14.7%	26	12.8%	11	5.4%	5	18.9%	14	14.5%	23	2.6%	1
Once a week	61.3%	615	60.4%	143	57.5%	80	63.0%	110	60.1%	50	60.7%	51	62.2%	46	61.3%	99	71.8%	35
Every two weeks	10.5%	105	9.7%	23	11.6%	16	7.2%	13	9.9%	8	21.3%	18	6.0%	4	7.6%	12	21.1%	10
Every three weeks	1.5%	15	0.0%	0	1.3%	2	2.2%	4	3.8%	3	1.3%	1	0.6%	0	3.0%	5	0.0%	0
Monthly	5.1%	51	4.5%	11	8.1%	11	4.2%	7	8.4%	7	4.7%	4	3.0%	2	4.6%	7	3.2%	2
Once every two months	0.3%	3	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Three-four times a year	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
Twice a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.0%	0	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.7%	7	1.0%	2	0.0%	0	1.1%	2	1.9%	2	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Mean:		*1.26*		*1.28*		*1.24*		*1.29*		*1.14*		*1.14*		*1.44*		*1.38*		*0.93*
Weighted base:		1003		237		139		175		82		84		73		162		49
Sample:		1003		201		150		150		100		100		101		151		50

Q05 How do you normally travel to (STORE MENTIONED AT Q01)?
Not those that said 'Internet / delivery' at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car / van (as driver)	75.4%	689	71.3%	159	79.8%	103	72.8%	118	72.1%	54	71.2%	47	83.0%	56	78.2%	116	82.6%	35
Car / van (as passenger)	11.4%	104	16.8%	37	11.5%	15	5.0%	8	13.6%	10	16.4%	11	6.4%	4	8.3%	12	14.4%	6
Bus, minibus or coach	2.6%	24	1.6%	4	3.4%	4	3.0%	5	3.1%	2	2.5%	2	0.6%	0	3.9%	6	1.5%	1
Motorcycle, scooter or moped	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Walk	7.7%	70	8.1%	18	4.2%	5	12.6%	20	9.1%	7	7.9%	5	5.9%	4	6.4%	9	1.5%	1
Taxi	0.7%	7	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.4%	2	1.3%	2	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.9%	8	0.7%	2	1.1%	1	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.4%	4	0.7%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.8%	7	0.0%	0	0.0%	0	2.3%	4	0.6%	0	1.9%	1	0.0%	0	1.0%	1	0.0%	0
Weighted base:		914		223		129		162		76		66		68		148		43
Sample:		911		189		138		139		92		79		92		138		44

Meanscore: [Time in minutes]

Q06 How long did your last journey to (STORE MENTIONED AT Q01) take?
Not those that said 'Internet / delivery' at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
1 - 10 minutes	65.4%	598	85.0%	189	48.9%	63	73.3%	119	64.7%	49	13.8%	9	75.2%	51	72.6%	107	23.9%	10
11 - 20 minutes	24.4%	223	9.9%	22	47.0%	61	18.6%	30	27.6%	21	45.2%	30	17.8%	12	12.4%	18	68.6%	29
21 - 30 minutes	5.8%	53	1.3%	3	3.7%	5	4.8%	8	4.0%	3	27.7%	18	6.4%	4	7.2%	11	3.0%	1
31 - 40 minutes	1.5%	13	0.7%	2	0.0%	0	0.4%	1	0.0%	0	8.2%	5	0.6%	0	3.5%	5	0.0%	0
41 - 50 minutes	1.0%	9	0.7%	2	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	2.8%	4	0.0%	0
51 - 60 minutes	0.7%	7	0.7%	2	0.4%	1	1.0%	2	1.4%	1	0.0%	0	0.0%	0	1.1%	2	0.0%	0
61 - 70 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
71 - 80 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
81 - 90 minutes	0.1%	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
Over 90 minutes	0.0%	0	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)	1.0%	9	1.6%	4	0.0%	0	1.1%	2	1.7%	1	0.0%	0	0.0%	0	0.4%	1	4.5%	2
(Refused)	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*11.49*		*8.29*		*12.47*		*9.76*		*12.04*		*21.81*		*9.61*		*12.14*		*15.49*
Weighted base:		914		223		129		162		76		66		68		148		43
Sample:		911		189		138		139		92		79		92		138		44

Column %ges.

Moray Household Survey
for Hargest Planning

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

Meanscore: [£]

Q07 Approximately how much did you spend on your last main food shopping trip to (STORE MENTIONED AT Q01)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
£1 - £5	0.7%	7	1.4%	3	0.0%	0	1.1%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
£6 - £10	1.2%	12	1.0%	2	0.8%	1	1.0%	2	0.6%	0	3.5%	3	0.6%	0	1.8%	3	0.0%	0
£11 - £15	1.3%	13	1.2%	3	1.8%	2	2.8%	5	1.9%	2	0.0%	0	0.6%	0	0.4%	1	1.3%	1
£16 - £20	2.5%	25	1.4%	3	2.1%	3	3.3%	6	1.9%	2	2.2%	2	5.3%	4	3.3%	5	1.3%	1
£21 - £25	3.0%	30	3.2%	8	4.2%	6	3.9%	7	2.3%	2	2.0%	2	4.6%	3	1.6%	3	1.3%	1
£26 - £30	5.1%	51	6.0%	14	4.9%	7	7.1%	12	1.7%	1	4.9%	4	3.7%	3	5.6%	9	0.0%	0
£31 - £35	2.1%	21	2.2%	5	4.9%	7	0.4%	1	2.5%	2	0.7%	1	2.0%	1	1.6%	3	2.6%	1
£36 - £40	6.4%	65	6.4%	15	3.9%	5	10.7%	19	5.5%	5	5.1%	4	4.5%	3	5.5%	9	8.4%	4
£41 - £45	4.2%	42	5.9%	14	4.2%	6	5.4%	9	0.6%	0	2.6%	2	6.4%	5	2.8%	5	2.6%	1
£46 - £50	10.2%	102	10.9%	26	11.6%	16	13.2%	23	5.6%	5	8.9%	7	7.7%	6	9.9%	16	5.8%	3
£51 - £60	12.5%	125	12.3%	29	10.3%	14	11.5%	20	13.2%	11	9.1%	8	15.4%	11	15.1%	24	15.0%	7
£61 - £70	8.0%	80	7.4%	17	6.7%	9	6.2%	11	11.0%	9	9.6%	8	8.1%	6	8.3%	13	12.3%	6
£71 - £80	9.8%	98	9.6%	23	8.6%	12	12.0%	21	12.2%	10	6.9%	6	9.8%	7	10.4%	17	6.0%	3
£81 - £90	5.2%	52	5.7%	14	3.1%	4	4.9%	9	9.6%	8	5.2%	4	7.0%	5	2.5%	4	7.7%	4
£91 - £100	10.5%	105	11.3%	27	10.8%	15	6.0%	11	12.8%	11	13.0%	11	9.4%	7	13.5%	22	5.5%	3
£101 - £110	1.1%	11	0.0%	0	2.6%	4	0.4%	1	1.3%	1	3.0%	3	0.0%	0	1.8%	3	1.3%	1
£111 - £120	4.0%	40	3.8%	9	4.8%	7	1.4%	2	4.6%	4	4.3%	4	5.5%	4	4.4%	7	6.0%	3
£121 - £130	2.2%	22	1.4%	3	1.9%	3	2.2%	4	3.2%	3	3.6%	3	0.0%	0	1.8%	3	6.6%	3
£131 - £140	1.0%	10	1.9%	5	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.0%	1	0.0%	0	5.5%	3
£141 - £150	2.2%	22	3.1%	7	1.9%	3	0.0%	0	1.0%	1	5.1%	4	2.5%	2	2.3%	4	3.2%	2
£151 - £175	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.6%	1	0.0%	0
£176 - £200	1.3%	13	0.0%	0	3.3%	5	0.0%	0	1.3%	1	0.0%	0	2.0%	2	2.5%	4	3.2%	2
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.1%	41	2.6%	6	6.1%	8	6.2%	11	4.6%	4	3.8%	3	3.1%	2	2.7%	4	3.2%	2
(Refused)	0.7%	7	1.0%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Mean:	70.38		66.95		70.68		57.62		74.39		92.54		69.51		72.01		81.51	
Weighted base:	1003		237		139		175		82		84		73		162		49	
Sample:	1003		201		150		150		100		100		101		151		50	

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 82

August 2021

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

Q08 Where do you use second most often for your household's main food and grocery shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, Trinity Place, Elgin, IV30 1UL	6.2%	62	10.8%	26	7.9%	11	1.4%	2	12.5%	10	4.3%	4	0.6%	0	3.8%	6	5.5%	3
Asda, Edgar Road, Elgin, IV30 6YQ	11.4%	115	13.0%	31	17.9%	25	7.9%	14	9.0%	7	9.0%	8	9.7%	7	10.9%	18	10.5%	5
Asda, Steven Raod, Huntly, AB54 8SX	0.2%	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
Co-op, Couldardbank Road, Faroes Court, Lossiemouth, IV31 6ED	0.8%	8	0.0%	0	0.0%	0	0.0%	0	10.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, East Church Street, Buckie, AB56 1AB	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	2.6%	1
Co-op, Fife Street, Dufftown, Keith, AB55 4AL	0.1%	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
Co-op, Grant Street, Cullen, Buckie, AB56 4RS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.9%	1	0.0%	0
Co-op, Grantown Road, Forres, IV36 2UG	0.4%	4	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Forres, IV36 1PF	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southfield Drive, Elgin, IV30 6GR	0.3%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Andrew's Road, Lhanbryde, Elgin, IV30 8NZ	0.2%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Harbour Street, Hopeman, Elgin, IV30 5SJ	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Elgin, IV30 1EE	0.7%	7	0.7%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0
Keystore Shop & Post Office, St Andrew's Road, Lhanbryde, Elgin, IV30 8RZ	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, East Cathcart Street, Buckie, AB56 1PJ	4.4%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	23.7%	38	4.5%	2
Lidl, Station Road, Elgin, IV30 1QW	4.9%	49	7.8%	18	8.6%	12	1.9%	3	0.6%	0	5.4%	5	4.4%	3	0.0%	0	15.0%	7
Lidl, West Road, Greshop Industrial Estate, Forres, IV36 2GW	2.3%	23	0.0%	0	0.4%	1	13.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, High Street, Elgin, IV30 1DJ	2.8%	28	4.0%	10	3.7%	5	2.5%	4	2.3%	2	4.6%	4	1.2%	1	1.0%	2	1.3%	1
Morrisons, Millburn Road, Inverness, IV2 3PX	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Harbour Street, Hopeman, Elgin, IV30 5RU	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Reidhaven Square, Keith, AB55 5AB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Scotmid, High Street, Fochabers, IV32 7EP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Spar, Mid Street, Keith, AB55 5BL	0.1%	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
Spar, Regent Street, Keith, AB55 5DW	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0
Spar, Station Road, Portgordon, Buckie, AB56 5RZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco Extra, Blackfriars Road, Elgin, IV30 1TY	10.4%	104	18.0%	43	12.4%	17	3.3%	6	20.4%	17	16.6%	14	2.0%	1	1.4%	2	7.1%	3
Tesco Metro, Carmelite Street, Banff, AB45 1AF	0.1%	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
Tesco Superstore, High Street, Buckie, AB56 4AB	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	21	0.0%	0
Tesco Superstore, Moss Street, Keith, AB55 5HB	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.0%	3	1.6%	3	1.3%	1
Tesco Superstore, Nairn Road, Forres, IV36 2EY	3.9%	39	0.0%	0	1.3%	2	20.5%	36	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Food Warehouse (Iceland), Elgin Retail Park, Elgin, IV30 6WQ	1.2%	12	1.7%	4	2.7%	4	0.0%	0	1.3%	1	2.3%	2	0.0%	0	0.0%	0	3.0%	1
Internet / delivery	1.7%	17	0.3%	1	1.9%	3	1.1%	2	1.3%	1	4.6%	4	4.4%	3	1.9%	3	0.0%	0
AJ Jamieson Butcher, Duke	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Moray Household Survey
for Hargest Planning

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Street, Fochabers, IV32 7DN																		
Aldi, Santa Claus Drive, Aviemore, PH22 1AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Allarburn Farm Shop, Edgar Road, Elgin, IV30 6XQ	0.3%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Aberlour, AB38 9QB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen Street, Lossiemouth, IV31 6PN	0.4%	4	0.7%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Grantown-on-Spey, PH26 3HG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Edgar Road, Elgin, IV30 6WQ	0.2%	2	0.0%	0	0.4%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Hopeman Stores, Harbour Street, Hopeman, IV30 5RU	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JC Dawson, Batchen Street, Elgin, IV30 1BH	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Aberdeen City Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Aberlour Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Bishopmill Local Centre, Elgin	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Buckie Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Local shops, Burghead Town Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Elgin City Centre	0.4%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.0%	1
Local shops, Forres Town Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Macleod Organics, Kylerona Farm, Ardersier, Inverness, IV2 7QZ	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blackhall Road, Inverurie, AB51 4JP	0.1%	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
Sainsbury's Superstore, Forres Road, Nairn, IV12 5QF	0.8%	8	0.0%	0	0.0%	0	4.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Re:Store, Queen Street, Lossiemouth, IV31 6NU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Rothers Butchers, High Street, Rothes, AB38 7AU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
The Spey Larder, High Street, Charlestown, Aberlour, AB38 9QB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tomintoul Village Store, The Square, Tomintoul, AB37 9ET	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
W Reid butchers, Harbour Street, Hopeman, Elgin, IV30 5SJ	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Burghmuir Retail Park, Burghmuir Road, Stirling, FK7 7NZ	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
Webster's Beef, Mid Street, Keith, AB55 5BL	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
Wester Hardmuir Fruit Farm, Auldearn, Nairn, IV12 5QG	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodside Farm Shop, B9089, Kinloss, IV36 3UA	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.3%	3	0.0%	0	0.0%	0	0.4%	1	1.9%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	38.8%	389	39.2%	93	35.7%	50	38.8%	68	35.3%	29	38.9%	33	52.1%	38	34.5%	56	44.9%	22
Weighted base:		1003		237		139		175		82		84		73		162		49
Sample:		1003		201		150		150		100		100		101		151		50

Column %ges.

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 84

August 2021

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

Q09 In addition to your main food shop, do you do top-up shopping for food and grocery items?

Yes	77.2%	775	78.4%	186	79.6%	111	74.2%	130	81.3%	67	73.4%	62	78.5%	58	76.9%	124	74.9%	37
No	22.8%	228	21.6%	51	20.4%	28	25.8%	45	18.7%	15	26.6%	22	21.5%	16	23.1%	37	25.1%	12
Weighted base:		1003		237		139		175		82		84		73		162		49
Sample:		1003		201		150		150		100		100		101		151		50

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 85

August 2021

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

Q10 Where do you do most of your household's small scale 'top-up' food shopping?
Those that do top-up shopping at Q09

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, Trinity Place, Elgin IV30 1UL	5.8%	45	13.3%	25	6.5%	7	1.3%	2	12.5%	8	0.0%	0	0.0%	0	1.1%	1	4.3%	2
Asda, Edgar Road, Elgin, IV30 6YQ	7.4%	57	19.1%	36	12.0%	13	1.0%	1	1.9%	1	6.5%	4	1.7%	1	0.0%	0	1.7%	1
Co-op, Couldardbank Road, Faroes Court, Lossiemouth, IV31 6ED	6.0%	46	1.0%	2	4.9%	5	1.3%	2	56.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, East Church Street, Buckie, AB56 1AB	5.4%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	32.9%	41	0.0%	0
Co-op, Fife Street, Dufftown, Keith, AB55 4AL	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.7%	1	0.0%	0	0.0%	0
Co-op, Grant Street, Cullen, Buckie, AB56 4RS	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	7.2%	9	0.0%	0
Co-op, Grantown Road, Forres, IV36 2UG	1.6%	12	0.0%	0	0.0%	0	9.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Fochabers, IV32 7DX	3.0%	24	0.0%	0	0.9%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.7%	20
Co-op, High Street, Forres, IV36 1PF	2.5%	19	0.0%	0	0.0%	0	14.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, North Street, Bishopmill, Elgin, IV30 4EF	0.8%	6	2.6%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Seafield Street, Portsoy, Banff, AB45 2QL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Co-op, Southfield Drive, Elgin, IV30 6GR	1.0%	8	4.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Andrew's Road, Lhanbryde, Elgin, IV30 8NZ	1.0%	8	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3
Costcutter, Balvenie Street, Dufftown, Keith, AB55 4AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Costcutter, Harbour Street, Hopeman, Elgin, IV30 5SJ	1.0%	8	0.0%	0	7.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, High Street, Rothes, Aberlour, AB38 7AU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Elgin, IV30 1EE	0.4%	3	1.3%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keystore Shop & Post Office, St Andrew's Road, Lhanbryde, Elgin, IV30 8RZ	0.7%	6	0.0%	0	5.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, East Cathcart Street, Buckie, AB56 1PJ	2.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	16	0.0%	0
Lidl, Station Road, Elgin, IV30 1QW	3.9%	30	9.0%	17	6.4%	7	1.3%	2	2.3%	2	5.2%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, West Road, Greshop Industrial Estate, Forres, IV36 2GW	1.8%	14	0.0%	0	0.5%	1	10.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Hill Street, Craigellachie, Aberlour, AB38 9TB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, High Street, Elgin, IV30 1DJ	3.0%	23	8.8%	16	1.2%	1	2.6%	3	1.6%	1	0.0%	0	0.0%	0	0.5%	1	1.7%	1
McColl's, Fleurs Place, Forres, IV36 1LX	0.6%	5	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, High Street, Forres, IV36 1AA	0.2%	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
McColl's, New Street, Rothes, Aberlour, AB38 7BQ	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	5	0.0%	0	0.0%	0	0.0%	0
Morrisons, King Street, Aberdeen, AB24 5DA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Premier, Harbour Street, Hopeman, Elgin, IV30 5RU	0.3%	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
Premier, Reidhaven Square, Keith, AB55 5AB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0
Scotmid, Brander Street, Burghead, Elgin, IV30	2.6%	20	0.9%	2	16.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Moray Household Survey
for Hargest Planning

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
5XD																		
Scotmid, High Street, Fochabers, IV32 7EP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Spar, Church St, Portknockie, Buckie, AB56 4LN	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	7	0.0%	0
Spar, High Street, Forres, IV36 1QQ	0.2%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Kinloss, Forres, IV36 3TN	0.5%	4	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Mosstodloch, Fochabers, IV32 7LH	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	3
Spar, Mid Street, Keith, AB55 5BL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Spar, Regent Street, Keith, AB55 5DW	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0
Spar, Station Road, Portgordon, Buckie, AB56 5RZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Tesco Extra, Blackfriars Road, Elgin, IV30 1TY	7.1%	55	17.8%	33	12.6%	14	1.3%	2	6.1%	4	0.0%	0	0.0%	0	0.0%	0	5.8%	2
Tesco Extra, Inshes Retail Park, Milton Of Inshes, Inverness, IV2 3TW	0.2%	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
Tesco Superstore, High Street, Buckie, AB56 4AB	4.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	25.1%	31	0.0%	0
Tesco Superstore, Moss Street, Keith, AB55 5HB	4.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	57.3%	33	0.0%	0	0.0%	0
Tesco Superstore, Nairn Road, Forres, IV36 2EY	5.9%	46	0.0%	0	0.0%	0	35.4%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Rousay Drive, Aberdeen, AB15 6LT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
The Food Warehouse (Iceland), Elgin Retail Park, Elgin, IV30 6WQ	0.3%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.8%	6	1.3%	2	1.2%	1	0.6%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Allarburn Farm Shop, Edgar Road, Elgin, IV30 6XQ	0.7%	6	2.6%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashers Bakery, Clifton Road, lossiemouth, IV31 6DJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashers Bakery, High Street, Forres, IV36 1DX	0.2%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballindalloch Post Office, Tomintoul Road, Ballindalloch, AB37 9AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Bishopmill Service Station, Lossiemouth Road, Elgin, IV30 4LF	0.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burghead Post Office, Grant Street, Burghead, Elgin, IV30 5TT	0.2%	1	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Aberlour, AB38 9QB	3.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.6%	28	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen Street, Lossiemouth, IV31 6PN	2.0%	15	1.8%	3	0.0%	0	0.0%	0	17.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Grantown-on-Spey, PH26 3HG	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Costcutter, Mid Street, Keith, AB55 5BL	0.1%	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
Craigellachie Filling Station, Hill Street, Craigellachie, AB38 9TB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Findhorn Village Store, Post Office, Findhorn, IV36 3YJ	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fraser Bros Butchers, High Street, Forres, IV36 1PQ	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harry Gow Bakery, Moycroft Road, Elgin, IV30 1XE	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 87

August 2021

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Home Bargains, Edgar Road, Elgin, IV30 6WQ	0.9%	7	2.3%	4	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.7%	0	0.0%	0	0.0%	0
Home Bargains, Forres Road, Nairn, IV12 5QF	0.2%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hopeman Stores, Harbour Street, Hopeman, IV30 5RU	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
KeyStore, Seaview Road, Findochty, Buckie, AB56 4QJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Local shops, Aberlour Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Archiestown Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Bishopmill Local Centre, Elgin	0.4%	3	0.8%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Buckie Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0
Local shops, Burghead Town Centre	0.2%	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
Local shops, Cullen Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Local shops, Dufftown Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Local shops, Edgar Road, Elgin	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Elgin City Centre	0.6%	5	1.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Findochty Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Local shops, Fochabers Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Local shops, Forres Town Centre	0.5%	4	0.4%	1	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hopeman Village Centre	0.2%	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
Local shops, Keith Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	5	0.0%	0	0.0%	0
Local shops, Kinloss Village Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Lhanbryde Village Centre	0.5%	4	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Local shops, New Elgin Local Centre	0.2%	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
Local shops, Rothes Town Centre, AB38 7BQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Maclean's Highland Bakery, West Road, Forres, IV36 2GW	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Glen Moray Drive, Elgin, IV30 6YA	0.6%	4	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, St Andrew's Square, Buckie, AB56 1BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
McKay's Mini Market, Seafield Street, Cullen, Buckie, AB56 4SH	0.2%	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
Mosstodloch Service Station, Main Road, Mosstodloch, IV32 7LH	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
New Elgin Service Station, Main Street, New Elgin, IV30 6BG	0.5%	4	0.9%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, A95, Ballindalloch, AB37 9AS	0.2%	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
Premier, Morriston Road, Bishopsmill, Elgin, IV30 4EB	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, New Mill Road, Elgin, IV30 4AH	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Morriston Road, Bishopmill, Elgin, IV30 4EB	0.2%	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
Spar, St Paul Street, Buckie,	0.2%	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

Column %ges.

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 88

August 2021

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
AB56 1EJ																		
Spar, West Road, Elgin, IV30 1SA	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strathisla Bakery, Regent Street, Keith, AB55 5DZ	0.1%	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
The Deli Shop, Mid Street, Keith, AB55 5BJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
The Rothers Butchers, High Street, Rothes, AB38 7AU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
The Spey Larder, High Street, Charlestown, Aberlour, AB38 9QB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Tomintoul Village Store, The Square, Tomintoul, AB37 9ET	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0
W Reid butchers, Harbour Street, Hopeman, Elgin, IV30 5SJ	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.4%	11	2.9%	5	3.0%	3	1.0%	1	0.7%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Weighted base:		775		186		111		130		67		62		58		124		37
Sample:		754		153		117		110		80		72		75		112		35

Meanscore: [Number of times per week]

Q11 How often do you normally do your top-up food shopping at (STORE MENTIONED AT Q10)?
Those that do top-up shopping at Q09 excluding those that said (Don't know / varies) at Q10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
7 times a week	4.6%	35	1.7%	3	7.5%	8	1.9%	2	3.3%	2	6.3%	4	3.8%	2	6.7%	8	13.5%	5
5 - 6 times a week	1.9%	14	1.1%	2	2.3%	2	0.6%	1	4.0%	3	1.6%	1	1.7%	1	1.9%	2	6.0%	2
3 - 4 times a week	14.2%	109	14.0%	25	14.9%	16	12.8%	16	20.5%	14	13.5%	8	14.1%	8	14.3%	18	7.8%	3
Twice a week	31.0%	237	32.7%	59	29.5%	32	32.1%	41	30.1%	20	26.3%	16	31.4%	18	33.9%	42	23.1%	9
Once a week	32.9%	251	32.3%	58	31.4%	34	35.0%	45	25.4%	17	39.1%	24	40.9%	24	28.6%	35	37.9%	14
Every two weeks	8.8%	67	11.8%	21	8.9%	10	12.4%	16	5.1%	3	3.9%	2	6.0%	3	7.8%	10	3.5%	1
Every three weeks	1.3%	10	1.3%	2	1.3%	1	0.6%	1	1.6%	1	0.9%	1	0.7%	0	2.0%	2	1.7%	1
Monthly	1.9%	15	1.7%	3	2.5%	3	1.1%	1	3.0%	2	5.4%	3	1.3%	1	1.2%	1	0.0%	0
Once every two months	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Three-four times a year	0.1%	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
Twice a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.2%	2	0.0%	0	0.0%	0	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.4%	3	0.7%	1	0.5%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
(Varies)	2.5%	19	2.7%	5	1.2%	1	3.0%	4	4.5%	3	1.6%	1	0.0%	0	2.1%	3	6.5%	2
Mean:		*1.99*		*1.77*		*2.17*		*1.72*		*2.18*		*1.99*		*1.93*		*2.16*		*2.58*
Weighted base:		763		181		108		128		67		62		58		124		37
Sample:		744		149		114		109		79		72		75		111		35

By Zone [B]

Weighted:

Moray Household Survey

for Hargest Planning

Page 89

August 2021

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

Meanscore: [£]

Q12 Approximately how much did you spend on your last top-up trip to (STORE MENTIONED AT Q10)?
Those that do top-up shopping at Q09 excluding those that said (Don't know / varies) at Q10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
£1 - £5	14.9%	114	11.7%	21	22.0%	24	12.3%	16	17.4%	12	13.8%	9	9.0%	5	12.4%	15	33.8%	12
£6 - £10	27.0%	206	24.3%	44	24.7%	27	32.7%	42	24.7%	16	30.6%	19	31.0%	18	26.8%	33	19.1%	7
£11 - £15	15.0%	114	18.3%	33	8.9%	10	13.9%	18	16.6%	11	13.5%	8	12.5%	7	15.4%	19	21.9%	8
£16 - £20	16.9%	129	15.3%	28	16.1%	17	18.7%	24	13.0%	9	21.6%	13	22.1%	13	19.5%	24	4.0%	1
£21 - £25	5.1%	39	7.0%	13	6.6%	7	2.8%	4	8.6%	6	1.6%	1	5.9%	3	4.2%	5	1.7%	1
£26 - £30	8.5%	65	10.5%	19	7.3%	8	6.6%	8	6.7%	4	6.3%	4	10.7%	6	9.6%	12	8.3%	3
£31 - £35	1.5%	11	4.2%	8	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.7%	1	0.8%	1	1.7%	1
£36 - £40	2.5%	19	3.6%	7	2.1%	2	3.2%	4	2.9%	2	0.9%	1	1.3%	1	1.2%	1	3.5%	1
£41 - £45	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	2.2%	3	0.0%	0
£46 - £50	1.4%	10	0.9%	2	2.5%	3	1.0%	1	1.9%	1	0.0%	0	2.5%	1	1.2%	1	1.7%	1
£51 - £60	0.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.4%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.5%	1	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.2%	2	0.4%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.1%	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
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	4.8%	37	2.4%	4	5.6%	6	8.2%	11	2.3%	2	8.4%	5	0.7%	0	5.9%	7	4.3%	2
(Refused)	0.7%	5	1.3%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Mean:		16.87		17.54		16.46		15.40		20.19		16.51		17.65		16.74		13.16
Weighted base:		763		181		108		128		67		62		58		124		37
Sample:		744		149		114		109		79		72		75		111		35

Meanscore: [Often = 3, Occasionally = 2, Never = 1]

Q13 How often do you use any of the following methods to purchase food and grocery items? [PR]

Internet

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Often	11.4%	115	8.0%	19	9.6%	13	10.3%	18	10.8%	9	21.4%	18	13.7%	10	11.9%	19	16.3%	8
Occasionally	15.0%	151	9.7%	23	17.6%	25	12.8%	22	16.2%	13	24.1%	20	11.4%	8	17.7%	29	20.1%	10
Never	73.4%	736	81.6%	194	72.8%	101	76.9%	134	73.0%	60	54.5%	46	74.9%	55	70.4%	114	63.6%	31
(Don't know)	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.38		1.26		1.37		1.33		1.38		1.67		1.39		1.42		1.53
Weighted base:		1003		237		139		175		82		84		73		162		49
Sample:		1003		201		150		150		100		100		101		151		50

By telephone (e.g. from supermarkets)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Often	0.4%	4	0.3%	1	0.4%	1	0.0%	0	0.0%	0	1.8%	2	0.6%	0	0.0%	0	1.3%	1
Occasionally	1.5%	15	3.0%	7	0.8%	1	1.2%	2	1.6%	1	0.0%	0	2.6%	2	0.0%	0	3.9%	2
Never	98.0%	983	96.7%	230	98.8%	138	98.8%	173	97.1%	80	98.2%	83	96.8%	71	100.0%	162	94.8%	47
(Don't know)	0.1%	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
Mean:		1.02		1.04		1.02		1.01		1.02		1.04		1.04		1.00		1.07
Weighted base:		1003		237		139		175		82		84		73		162		49
Sample:		1003		201		150		150		100		100		101		151		50

Column %ges.

Moray Household Survey
for Hargest Planning

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Catalogue / mail order																		
Often	0.5%	5	0.7%	2	1.4%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Occasionally	2.3%	23	2.7%	6	0.9%	1	3.4%	6	1.6%	1	4.7%	4	3.5%	3	0.4%	1	2.6%	1
Never	97.1%	974	96.6%	229	97.7%	136	96.6%	169	96.1%	79	95.3%	80	96.5%	71	99.6%	161	97.4%	48
(Don't know)	0.1%	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
Mean:		1.03		1.04		1.04		1.03		1.04		1.05		1.04		1.00		1.03
Weighted base:		1003		237		139		175		82		84		73		162		49
Sample:		1003		201		150		150		100		100		101		151		50
Mobile shops																		
Often	2.4%	24	2.3%	5	3.4%	5	1.2%	2	2.5%	2	6.4%	5	1.4%	1	1.8%	3	0.0%	0
Occasionally	3.6%	36	3.4%	8	8.8%	12	1.4%	3	3.9%	3	7.0%	6	2.0%	1	0.9%	1	3.2%	2
Never	93.9%	942	94.3%	224	87.8%	122	97.3%	170	92.3%	76	86.6%	73	96.7%	71	97.4%	158	96.8%	48
(Don't know)	0.1%	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
Mean:		1.08		1.08		1.16		1.04		1.09		1.20		1.05		1.04		1.03
Weighted base:		1003		237		139		175		82		84		73		162		49
Sample:		1003		201		150		150		100		100		101		151		50
Farmers Markets or similar																		
Often	1.5%	15	1.0%	2	4.8%	7	2.1%	4	0.0%	0	2.0%	2	0.0%	0	0.6%	1	0.0%	0
Occasionally	16.8%	169	16.5%	39	25.2%	35	10.0%	17	15.1%	12	23.5%	20	12.6%	9	15.0%	24	22.8%	11
Never	81.4%	817	82.5%	196	70.1%	98	87.9%	154	83.6%	69	74.5%	63	87.4%	64	84.0%	136	75.9%	37
(Don't know)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.4%	1	1.3%	1
Mean:		1.20		1.19		1.35		1.14		1.15		1.27		1.13		1.16		1.23
Weighted base:		1003		237		139		175		82		84		73		162		49
Sample:		1003		201		150		150		100		100		101		151		50
Car boot / jumble / second hand sales																		
Often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Occasionally	1.5%	15	3.2%	8	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.4%	1	1.7%	3	2.3%	1
Never	98.4%	987	96.8%	230	99.1%	138	100.0%	175	98.7%	81	98.7%	83	98.6%	72	98.3%	159	97.7%	48
(Don't know)	0.1%	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
Mean:		1.02		1.03		1.01		1.00		1.00		1.01		1.01		1.02		1.02
Weighted base:		1003		237		139		175		82		84		73		162		49
Sample:		1003		201		150		150		100		100		101		151		50
Other method																		
Often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Occasionally	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	98.8%	991	98.7%	234	100.0%	139	98.6%	172	97.7%	81	100.0%	84	100.0%	73	98.2%	159	97.0%	48
(Don't know)	1.2%	12	1.3%	3	0.0%	0	1.4%	2	2.3%	2	0.0%	0	0.0%	0	1.8%	3	3.0%	1
Mean:		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00
Weighted base:		1003		237		139		175		82		84		73		162		49
Sample:		1003		201		150		150		100		100		101		151		50

Column %ges.

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 91

August 2021

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

Meanscore: [£]

Q14 On average how much does your household spend on groceries each week via the internet?
Those that said they use 'Internet' often or occasionally to purchase food and grocery items at Q13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	2.3%	6	3.4%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	9.9%	2	3.1%	1	0.0%	0
£1 - £5	3.1%	8	4.2%	2	3.6%	1	4.2%	2	0.0%	0	5.9%	2	0.0%	0	2.2%	1	0.0%	0
£6 - £10	2.0%	5	3.9%	2	1.5%	1	0.0%	0	0.0%	0	3.3%	1	4.1%	1	2.2%	1	0.0%	0
£11 - £15	2.2%	6	1.7%	1	12.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
£16 - £20	6.3%	17	14.8%	6	4.9%	2	12.4%	5	3.7%	1	1.4%	1	4.7%	1	2.9%	1	0.0%	0
£21 - £25	1.0%	3	0.0%	0	2.6%	1	0.0%	0	2.1%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
£26 - £30	2.6%	7	0.0%	0	10.7%	4	0.0%	0	10.6%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0
£31 - £35	1.2%	3	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
£36 - £40	2.4%	6	0.0%	0	1.5%	1	1.8%	1	3.7%	1	1.4%	1	4.1%	1	6.3%	3	0.0%	0
£41 - £45	2.8%	7	4.2%	2	0.0%	0	4.9%	2	2.1%	0	0.0%	0	7.0%	1	4.1%	2	0.0%	0
£46 - £50	8.6%	23	12.1%	5	8.5%	3	8.3%	3	3.7%	1	0.0%	0	12.2%	2	12.2%	6	12.4%	2
£51 - £60	5.8%	15	0.0%	0	3.6%	1	13.5%	5	5.2%	1	6.2%	2	5.4%	1	5.9%	3	7.1%	1
£61 - £70	5.0%	13	5.6%	2	1.5%	1	1.8%	1	10.1%	2	8.1%	3	13.6%	3	1.2%	1	7.1%	1
£71 - £80	6.3%	17	3.0%	1	6.2%	2	21.0%	8	0.0%	0	5.0%	2	2.3%	0	5.0%	2	0.0%	0
£81 - £90	5.7%	15	3.0%	1	3.6%	1	1.8%	1	13.4%	3	6.4%	2	11.2%	2	4.3%	2	12.4%	2
£91 - £100	7.4%	20	9.6%	4	1.5%	1	5.3%	2	13.4%	3	16.1%	6	2.3%	0	7.0%	3	0.0%	0
£101 - £110	1.0%	3	0.0%	0	3.4%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
£111 - £120	4.0%	11	5.7%	2	1.5%	1	0.0%	0	0.0%	0	7.5%	3	4.1%	1	5.2%	2	8.3%	1
£121 - £130	1.0%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	8.3%	1
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	2.6%	7	0.0%	0	3.4%	1	0.0%	0	0.0%	0	8.4%	3	0.0%	0	5.0%	2	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	1.3%	4	0.0%	0	6.0%	2	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	24.1%	64	23.1%	10	19.8%	8	22.0%	9	32.1%	7	17.3%	7	19.0%	4	26.2%	13	44.5%	8
(Refused)	1.1%	3	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Mean:	64.08		52.56		61.83		54.14		64.20		85.97		53.78		64.06		84.83	
Weighted base:	265		42		38		40		22		38		18		48		18	
Sample:	248		32		38		32		24		40		25		41		16	

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 92

August 2021

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

Meanscore: [£]

Q15 On average how much does your household spend on groceries each week via the telephone?
Those that said they use 'By telephone' often or occasionally to purchase food and grocery items at Q13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.8%	1	0.0%	0	0.0%	0
£1 - £5	3.7%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £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
£11 - £15	7.1%	1	0.0%	0	33.3%	1	0.0%	0	63.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£16 - £20	25.9%	5	37.4%	3	33.3%	1	0.0%	0	36.3%	0	0.0%	0	18.2%	0	0.0%	0	25.0%	1
£21 - £25	3.7%	1	9.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.8%	1	0.0%	0	25.0%	1
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.3%	1	18.2%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	3.7%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	8.6%	2	21.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	3.7%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	3.7%	1	9.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	63.6%	1	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	15.3%	3	22.8%	2	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	*45.83*		*49.13*		*17.50*		*56.00*		*14.91*		*122.75*		*19.91*		*0.00*		*32.33*	
Weighted base:	19		8		2		2		1		2		2		0		3	
Sample:	24		6		3		3		2		2		4		0		4	

Column %ges.

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 93

August 2021

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

Meanscore: [£]

Q16 On average how much does your household spend on groceries each week via catalogue / mail order?
Those that said they use 'Catalogue / mail order' often or occasionally to purchase food and grocery items at Q13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.7%	1	0.0%	0	0.0%	0	0.0%	0
£6 - £10	12.2%	3	21.8%	2	30.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1
£11 - £15	2.6%	1	0.0%	0	0.0%	0	12.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£16 - £20	14.2%	4	15.4%	1	0.0%	0	0.0%	0	38.9%	1	32.6%	1	0.0%	0	99.9%	1	0.0%	0
£21 - £25	2.9%	1	0.0%	0	0.0%	0	0.0%	0	38.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	9.0%	3	0.0%	0	0.0%	0	42.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	2.6%	1	0.0%	0	0.0%	0	12.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.6%	1	0.0%	0	0.0%	0
£51 - £60	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.6%	1	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	4.1%	1	0.0%	0	0.0%	0	12.1%	1	0.0%	0	0.0%	0	16.8%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	39.7%	11	62.8%	5	70.0%	2	21.3%	1	22.2%	0	32.7%	1	0.0%	0	0.0%	0	50.0%	1
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	*28.50*		*14.14*		*7.00*		*40.49*		*22.50*		*10.71*		*60.46*		*20.00*		*10.00*	
Weighted base:	28		8		3		6		2		4		3		1		1	
Sample:	26		5		3		6		3		3		3		1		2	

Column %ges.

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 94

August 2021

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

Meanscore: [£]

Q17 On average how much does your household spend on groceries each week at mobile shops?
Those that said they use 'Mobile shops' often or occasionally to purchase food and grocery items at Q13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	24.1%	14	19.7%	3	11.4%	2	69.2%	3	0.0%	0	40.9%	5	17.7%	0	0.0%	0	100.0%	2
£6 - £10	25.0%	15	15.8%	2	40.2%	7	0.0%	0	39.7%	2	26.0%	3	41.2%	1	0.0%	0	0.0%	0
£11 - £15	11.8%	7	30.7%	4	8.1%	1	0.0%	0	0.0%	0	4.9%	1	41.1%	1	0.0%	0	0.0%	0
£16 - £20	13.4%	8	12.3%	2	8.1%	1	15.4%	1	30.9%	2	23.4%	3	0.0%	0	0.0%	0	0.0%	0
£21 - £25	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0
£26 - £30	5.2%	3	9.2%	1	10.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	3.5%	2	0.0%	0	0.0%	0	15.4%	1	0.0%	0	0.0%	0	0.0%	0	32.6%	1	0.0%	0
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	2.3%	1	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	12.2%	7	12.3%	2	7.6%	1	0.0%	0	29.4%	2	0.0%	0	0.0%	0	67.4%	3	0.0%	0
(Refused)	1.6%	1	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	*15.30*		*14.13*		*20.44*		*12.42*		*13.50*		*10.23*		*10.64*		*50.00*		*2.00*	
Weighted base:	60		14		17		5		5		11		2		4		2	
Sample:	61		12		17		5		7		13		3		3		1	

Moray Household Survey
for Hargest Planning

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

Meanscore: [£]

Q18 On average how much does your household spend on groceries each week at farmers markets or similar?
Those that said they use 'Markets' often or occasionally to purchase food and grocery items at Q13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	2.0%	4	6.0%	2	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	18.8%	35	20.8%	9	24.1%	10	8.4%	2	19.0%	2	25.6%	6	15.5%	1	10.5%	3	19.8%	2
£6 - £10	18.5%	34	15.8%	7	27.6%	12	6.8%	1	0.0%	0	19.6%	4	10.9%	1	22.3%	6	33.0%	4
£11 - £15	9.2%	17	6.4%	3	13.4%	6	3.4%	1	10.3%	1	11.1%	2	31.3%	3	5.4%	1	0.0%	0
£16 - £20	13.3%	25	4.0%	2	6.4%	3	18.7%	4	6.6%	1	14.9%	3	28.3%	3	33.7%	9	9.9%	1
£21 - £25	5.5%	10	3.0%	1	7.8%	3	9.4%	2	25.1%	3	2.6%	1	0.0%	0	0.0%	0	0.0%	0
£26 - £30	0.9%	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
£31 - £35	1.0%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	1.1%	2	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
£51 - £60	0.9%	2	0.0%	0	0.0%	0	7.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	1.2%	2	0.0%	0	2.3%	1	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.8%	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
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.20%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	25.9%	48	34.0%	14	9.4%	4	33.4%	7	39.0%	5	23.7%	5	14.0%	1	28.1%	7	37.3%	4
(Refused)	0.9%	2	1.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	*15.86*		*11.36*		*20.35*		*23.72*		*16.11*		*12.44*		*14.21*		*13.66*		*9.06*	
Weighted base:	184		42		42		21		12		22		9		25		11	
Sample:	180		35		38		20		16		26		13		23		9	

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 96

August 2021

	Total		**Zone 1**		**Zone 2**		**Zone 3**		**Zone 4**		**Zone 5**		**Zone 6**		**Zone 7**		**Zone 8**	

Meanscore: [£]

Q19 On average how much does your household spend on groceries each week at car boot / jumble / second hand sales?
Those that said they use 'Car boot / jumble / second hand sales' often or occasionally to purchase food and grocery items at Q13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	19.9%	3	21.9%	2	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	9.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.9%	1	0.0%	0
£11 - £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
£16 - £20	28.7%	4	23.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.1%	1	100.0%	1
£21 - £25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0
£31 - £35	11.2%	2	21.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	27.2%	4	32.8%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	1	100.0%	1	0.0%	0	0.0%	0
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	16.08		18.70		2.00		0.00		0.00		30.00		0.00		13.51		20.00	
Weighted base:	15		8		1		0		0		1		1		3		1	
Sample:	12		5		1		0		0		2		1		2		1	

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 97

August 2021

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

Meanscore: [£]

Q20 On average how much does your household spend on groceries each week via (OTHER RESPONSE STATED AT Q13)?
Those that said they use 'Other method' often or occasionally to purchase food and grocery items at Q13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	0.0%	0	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 - £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
£11 - £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
£16 - £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
£21 - £25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.0%	0	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:		0		0		0		0		0		0		0		0		0
Sample:		0		0		0		0		0		0		0		0		0

Column %ges.

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 98

August 2021

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

Q21 I would like to ask you a few questions about where you purchase 'personal' goods such as clothing, footwear, radio, china, glass, sports goods, jewellery etc. Where do you normally shop for these 'personal' goods?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Banff Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Buckie Town Centre	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	8.4%	14	1.3%	1
Dufftown Town Centre	0.1%	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
Elgin City Centre	15.2%	153	15.1%	36	15.5%	22	15.6%	27	20.5%	17	18.1%	15	13.9%	10	9.4%	15	21.0%	10
Forres Town Centre	0.6%	6	0.0%	0	0.4%	1	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow City Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hopeman Village Centre	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverness City Centre	6.2%	62	7.3%	17	8.0%	11	8.1%	14	5.1%	4	6.5%	5	2.5%	2	2.5%	4	8.1%	4
Keith Town Centre	0.5%	5	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.4%	1	1.3%	1
Lossiemouth Town Centre	0.3%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nairn Town Centre	0.2%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Elgin Local Centre	0.3%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Eastfield Retail Park, Inverness	0.8%	8	0.7%	2	1.0%	1	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Elgin Retail Park, Elgin	8.5%	86	9.3%	22	4.0%	6	10.1%	18	15.5%	13	5.5%	5	7.1%	5	10.9%	18	0.0%	0
Inverness Shopping Park, Inverness	1.6%	16	2.0%	5	2.0%	3	2.5%	4	0.0%	0	0.0%	0	4.1%	3	0.4%	1	1.3%	1
Springfield Retail Park, Elgin	7.1%	72	10.3%	24	13.3%	19	3.6%	6	4.9%	4	1.8%	2	2.4%	2	8.7%	14	2.3%	1
Asda, Beach Boulevard Retail Park, Aberdeen AB11 5EJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Asda, Edgar Road, Elgin, IV30 6YQ	5.6%	56	7.3%	17	8.0%	11	4.2%	7	4.8%	4	5.4%	5	2.6%	2	3.3%	5	8.8%	4
Lidl, East Cathcart Street, Buckie, AB56 1PJ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0
Lidl, Station Road, Elgin, IV30 1QW	0.2%	2	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Garthdee Road, Aberdeen, AB10 7AY	0.1%	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
Tesco Extra, Blackfriars Road, Elgin, IV30 1TY	3.9%	39	7.8%	18	4.1%	6	1.0%	2	4.6%	4	2.4%	2	0.6%	0	3.5%	6	2.6%	1
Tesco Superstore, High Street, Buckie, AB56 4AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco Superstore, Moss Street, Keith, AB55 5HB	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	5	0.0%	0	0.0%	0
Tesco Superstore, Nairn Road, Forres, IV36 2EY	0.3%	3	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	38.2%	383	33.1%	79	36.3%	51	36.6%	64	37.1%	31	54.5%	46	36.5%	27	40.1%	65	44.4%	22
Aberdeen City Centre	2.0%	20	1.3%	3	1.4%	2	0.7%	1	1.6%	1	1.6%	1	7.9%	6	3.0%	5	1.3%	1
Beach Boulevard Retail Park, Links Road, Aberdeen, AB11 5EJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Brander Street, Burghead, Elgin, IV30 5XD	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgar Road Retail Park, Edgar Road, Elgin, IV30 6YQ	0.1%	1	0.0%	0	0.4%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holm Mills Shopping Village, Dores Road, Inverness, IV2 4RB	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshes Retail Park, Sir Walter Scott Drive, Inverness, IV2 3TW	0.5%	5	0.8%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
M&S Foodhall, High Street, Elgin, IV30 1DJ	0.2%	2	0.6%	1	0.4%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.7%	37	1.5%	4	2.9%	4	7.0%	12	4.0%	3	3.6%	3	6.9%	5	3.5%	6	1.3%	1
Weighted base:		1003		237		139		175		82		84		73		162		49
Sample:		1003		201		150		150		100		100		101		151		50

Column %ges.

Moray Household Survey
for Hargest Planning

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

Q22 What would you say are your THREE most important reasons for shopping at (LOCATION MENTIONED AT Q21)? [MR]
Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q21

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Online shopping is convenient	19.6%	189	17.7%	41	16.0%	22	16.5%	27	15.0%	12	33.6%	27	20.1%	14	22.7%	35	22.0%	11
Close to home	18.4%	177	24.6%	57	20.8%	28	14.1%	23	15.8%	13	15.3%	12	9.8%	7	19.1%	30	15.4%	8
Shops - good range of non-food shops generally	14.2%	137	14.4%	34	22.1%	30	16.2%	26	5.9%	5	12.3%	10	15.8%	11	11.5%	18	8.0%	4
Low prices / value for money	13.6%	132	15.5%	36	9.1%	12	13.8%	22	21.0%	17	4.4%	4	12.1%	8	16.3%	25	13.8%	7
Can get everything I want there	13.6%	131	9.6%	22	9.7%	13	19.3%	31	17.5%	14	13.9%	11	16.2%	11	13.0%	20	15.6%	8
Delivery service	13.6%	131	8.6%	20	12.7%	17	13.6%	22	19.8%	16	8.1%	7	23.1%	16	15.5%	24	19.0%	9
Shops - good range of 'high street' retailers	7.6%	73	7.3%	17	15.0%	20	8.1%	13	3.1%	2	4.6%	4	2.5%	2	7.0%	11	8.2%	4
Shops - good range of clothes shops	7.5%	72	6.1%	14	6.9%	9	11.2%	18	8.3%	7	8.5%	7	6.6%	4	6.5%	10	4.6%	2
Easy to get to by car	6.3%	61	4.3%	10	4.5%	6	6.9%	11	13.4%	11	1.4%	1	16.2%	11	4.8%	7	7.6%	4
Shop online as there's a lack of choice locally	5.1%	49	6.1%	14	5.5%	7	2.7%	4	2.8%	2	14.9%	12	1.3%	1	4.9%	8	0.0%	0
Familiar / know where everything is	3.2%	31	3.4%	8	1.8%	2	2.1%	3	1.4%	1	1.4%	1	10.9%	7	5.1%	8	0.0%	0
Compact / easy to get around / good layout	2.8%	27	3.0%	7	0.4%	1	2.7%	4	4.1%	3	0.0%	0	2.9%	2	5.1%	8	3.3%	2
Shop online as there's a good range of goods	2.7%	26	2.4%	6	2.8%	4	4.1%	7	2.5%	2	1.4%	1	1.1%	1	2.6%	4	4.6%	2
Parking - it's easy to find a space	2.5%	24	1.7%	4	3.7%	5	2.9%	5	2.8%	2	2.0%	2	3.6%	2	1.3%	2	3.6%	2
Shops - good range of quality shops	2.4%	24	2.9%	7	4.5%	6	1.0%	2	2.0%	2	2.4%	2	0.6%	0	2.2%	3	3.6%	2
Good shopping centre	2.4%	23	1.4%	3	0.0%	0	4.1%	7	1.4%	1	0.0%	0	5.5%	4	5.3%	8	0.0%	0
Shops - good range of independent shops	2.1%	20	3.7%	9	2.7%	4	0.8%	1	1.2%	1	2.0%	2	0.6%	0	2.3%	4	0.0%	0
Nice atmosphere / friendly	2.1%	20	3.3%	8	1.4%	2	0.0%	0	7.1%	6	0.7%	1	0.6%	0	2.1%	3	1.3%	1
The store offers a good range of products	2.1%	20	5.1%	12	2.0%	3	0.4%	1	2.0%	2	0.7%	1	0.0%	0	1.6%	2	0.0%	0
Like to support local business	2.0%	19	2.0%	5	2.5%	3	2.9%	5	2.4%	2	0.0%	0	1.5%	1	2.5%	4	0.0%	0
Not too busy	2.0%	19	2.4%	6	0.0%	0	4.1%	7	5.5%	4	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Easy to get to by bus	1.8%	17	1.9%	5	0.4%	1	2.1%	3	2.7%	2	0.7%	1	1.5%	1	3.4%	5	0.0%	0
Parking - is free	1.6%	16	2.3%	5	2.0%	3	1.1%	2	0.0%	0	1.7%	1	2.9%	2	1.8%	3	0.0%	0
Close to work	1.6%	15	0.8%	2	0.7%	1	4.0%	7	1.0%	1	0.0%	0	0.0%	0	2.4%	4	2.3%	1
Attractive environment / nice place	1.4%	14	2.0%	5	1.4%	2	1.8%	3	0.0%	0	0.0%	0	4.2%	3	0.4%	1	1.3%	1
Shops - good range of affordable shops	1.4%	14	3.3%	8	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Parking - is close to the shops	1.3%	12	0.6%	1	0.0%	0	2.5%	4	0.0%	0	0.0%	0	1.5%	1	3.6%	6	0.0%	0
Shop online due to covid / the pandemic	1.2%	12	0.0%	0	1.4%	2	1.3%	2	3.1%	2	1.4%	1	0.0%	0	2.3%	4	1.3%	1
The store offers good quality products	1.1%	11	2.4%	6	0.4%	1	0.4%	1	0.0%	0	1.9%	2	0.0%	0	1.6%	2	0.0%	0
Good places to eat / drink	0.9%	9	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.8%	3	3.3%	2
Clean environment	0.8%	8	2.8%	7	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shop online because it's easy to return goods	0.6%	6	1.5%	4	0.4%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Shops - good range of supermarkets	0.6%	6	2.1%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Close to family / friends	0.6%	6	0.7%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.5%	2	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.5%	5	0.0%	0	0.0%	0	1.0%	2	1.4%	1	0.7%	1	0.0%	0	0.0%	0	3.3%	2
Preference for retailer	0.4%	4	0.3%	1	0.0%	0	0.8%	1	1.6%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Part of a day out	0.4%	4	0.3%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Lack of choice of shops locally	0.4%	4	0.6%	1	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good opening hours / open on Sundays	0.4%	4	0.7%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Pedestrianised shopping area	0.4%	3	0.0%	0	1.0%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shop online because it's easy to compare products	0.4%	3	0.3%	1	1.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Only place around to shop	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0	0.9%	1	0.0%	0
Good for financial services (e.g. banks / building	0.3%	3	0.0%	0	0.0%	0	0.9%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1

Column %ges.

NEMS market research

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 100

August 2021

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
societies)																		
Good market	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0
Can also do food shopping at the store	0.3%	3	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Feel safe there	0.3%	3	0.7%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loyalty scheme / reward points	0.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like the TK Maxx store there	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Shops - good range of charity shops	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Parking - it's cheap	0.2%	2	0.0%	0	1.0%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like the M&S store there	0.2%	2	0.0%	0	0.4%	1	0.4%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Shops - good range of bakers / butchers / greengrocers	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Character / old buildings	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Good disabled / elderly access	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Like the B&M store there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of other services (e.g. library, hairdresser, vets etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shop online because I started due to the pandemic and have kept doing it	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like the M&Co store there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Like the Matalan store there	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
Like the Dorothy Jacks store there	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
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undercover shopping area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No particular reason)	2.9%	28	2.2%	5	3.0%	4	3.1%	5	4.0%	3	1.4%	1	3.0%	2	3.8%	6	3.9%	2
(Don't know)	0.7%	7	1.2%	3	0.7%	1	0.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.6%	1
Weighted base:		965		234		135		163		79		81		68		156		49
Sample:		957		196		144		139		95		96		95		143		49

Meanscore: [Number of times per week]

Q23 How often do you shop for personal goods at (LOCATION MENTIONED AT Q21)?
Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q21

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
7 times a week	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.9%	1	0.0%	0
5 - 6 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 - 4 times a week	1.1%	11	1.5%	3	0.4%	1	0.4%	1	1.4%	1	1.2%	1	1.5%	1	2.1%	3	0.0%	0
Twice a week	2.8%	27	1.9%	4	2.9%	4	3.3%	5	4.5%	4	5.5%	4	2.2%	2	0.9%	1	4.6%	2
Once a week	13.4%	130	14.3%	34	16.7%	23	16.1%	26	13.3%	11	8.0%	7	5.8%	4	14.4%	22	8.3%	4
Every two weeks	13.4%	129	10.9%	25	8.0%	11	10.9%	18	18.6%	15	17.7%	14	17.5%	12	17.6%	28	14.5%	7
Every three weeks	1.9%	19	1.5%	3	1.0%	1	3.2%	5	3.7%	3	0.7%	1	1.5%	1	2.6%	4	0.0%	0
Monthly	29.1%	281	33.9%	79	26.0%	35	32.0%	52	25.5%	20	18.5%	15	26.7%	18	29.6%	46	30.4%	15
Once every two months	10.1%	98	11.5%	27	9.8%	13	10.9%	18	8.9%	7	6.6%	5	16.5%	11	6.6%	10	12.2%	6
Three-four times a year	12.3%	119	9.1%	21	16.8%	23	10.6%	17	4.3%	3	24.6%	20	12.1%	8	12.4%	19	14.0%	7
Twice a year	6.0%	58	4.8%	11	10.5%	14	6.8%	11	4.6%	4	8.3%	7	6.0%	4	3.0%	5	4.9%	2
Once a year	1.3%	12	0.6%	1	2.1%	3	0.9%	1	0.6%	0	2.7%	2	0.6%	0	1.3%	2	2.6%	1
Less often	1.8%	17	2.2%	5	3.0%	4	1.5%	2	1.6%	1	1.6%	1	1.3%	1	0.4%	1	2.6%	1
(Don't know)	0.8%	8	0.5%	1	1.2%	2	0.0%	0	2.0%	2	0.7%	1	3.7%	3	0.0%	0	0.0%	0
(Varies)	5.8%	56	7.3%	17	1.5%	2	3.5%	6	11.2%	9	4.1%	3	4.0%	3	8.2%	13	5.9%	3
Mean:		*0.46*		*0.45*		*0.40*		*0.44*		*0.53*		*0.43*		*0.43*		*0.55*		*0.39*
Weighted base:		965		234		135		163		79		81		68		156		49
Sample:		957		196		144		139		95		96		95		143		49

Column %ges.

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 101

August 2021

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

Q24 Where do you use second most often when shopping for personal goods?
Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q21

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aberlour Town Centre (aka Charlestown Of Aberlour)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Banff Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Buckie Town Centre	1.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	15	1.3%	1
Craigellachie Village Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cullen Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Edinburgh City Centre	0.6%	6	0.0%	0	2.4%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.7%	1	0.0%	0
Elgin City Centre	7.2%	70	8.5%	20	8.9%	12	4.2%	7	7.4%	6	12.5%	10	10.2%	7	1.6%	3	11.0%	5
Forres Town Centre	0.7%	6	0.0%	0	0.0%	0	3.6%	6	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Glasgow City Centre	0.7%	7	0.0%	0	0.0%	0	1.2%	2	0.6%	0	1.2%	1	0.0%	0	1.7%	3	1.3%	1
Grantown On Spey Town Centre	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Inverness City Centre	8.2%	80	9.3%	22	7.6%	10	13.0%	21	13.9%	11	5.8%	5	0.6%	0	3.7%	6	9.5%	5
Keith Town Centre	0.7%	7	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.4%	1	6.2%	4	0.4%	1	0.0%	0
Lossiemouth Town Centre	0.2%	2	0.0%	0	0.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nairn Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
New Elgin Local Centre	0.2%	2	0.7%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirling City Centre	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastfield Retail Park, Inverness	0.7%	7	0.7%	2	1.0%	1	1.0%	2	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Elgin Retail Park, Elgin	6.9%	66	7.2%	17	6.6%	9	6.5%	11	4.6%	4	7.9%	6	5.6%	4	7.8%	12	8.2%	4
Inverness Shopping Park, Inverness	2.1%	21	2.8%	7	1.7%	2	4.1%	7	1.0%	1	0.0%	0	0.6%	0	0.9%	1	4.6%	2
Springfield Retail Park, Elgin	7.5%	73	9.0%	21	4.2%	6	2.6%	4	10.5%	8	9.2%	7	13.6%	9	9.8%	15	3.1%	1
Telford Street, Retail Park, Inverness	0.3%	3	0.7%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Trinity Place, Elgin IV30 1UL	0.2%	2	0.0%	0	0.4%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Edgar Road, Elgin, IV30 6YQ	3.2%	31	5.3%	12	4.2%	6	0.0%	0	4.4%	4	2.9%	2	0.0%	0	2.9%	4	4.9%	2
Lidl, Station Road, Elgin, IV30 1QW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Blackfriars Road, Elgin, IV30 1TY	1.9%	19	1.2%	3	5.3%	7	1.0%	2	2.4%	2	3.0%	2	0.6%	0	0.9%	1	1.3%	1
Tesco Superstore, Moss Street, Keith, AB55 5HB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Tesco Superstore, Nairn Road, Forres, IV36 2EY	0.5%	5	0.0%	0	0.0%	0	2.5%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	8.6%	83	9.7%	23	8.5%	12	10.1%	16	9.2%	7	2.9%	2	4.7%	3	10.6%	17	6.3%	3
Aberdeen City Centre	4.6%	45	4.3%	10	3.2%	4	1.9%	3	3.7%	3	6.2%	5	3.6%	2	9.3%	15	4.6%	2
Aviemore Town Centre, PH22 1RH	0.1%	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
Balmakeith Business Park, Forres Road, Nairn, IV12 5QF	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braehead Shopping Centre, King's Inch Road, Renfrew, G51 4BN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Edgar Road Retail Park, Edgar Road, Elgin, IV30 6YQ	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter City Centre, EX4 3HP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Inshes Retail Park, Sir Walter Scott Drive, Inverness, IV2 3TW	0.5%	5	0.6%	1	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, High Street, Elgin, IV30 1DJ	0.4%	4	1.1%	2	0.4%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, St Nicholas Street, Aberdeen, AB10 1BU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Forres Road, Nairn, IV12 5QF	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre, B79 7PA	0.1%	1	0.3%	1	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)	1.2%	12	0.3%	1	1.4%	2	0.4%	1	0.0%	0	0.0%	0	5.5%	4	3.0%	5	0.0%	0
(Nowhere else)	38.6%	373	36.4%	85	42.5%	57	42.7%	69	35.5%	28	35.9%	29	46.4%	32	33.4%	52	40.7%	20
Weighted base:		965		234		135		163		79		81		68		156		49
Sample:		957		196		144		139		95		96		95		143		49

Column %ges.

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 102

August 2021

	Total		**Zone 1**		**Zone 2**		**Zone 3**		**Zone 4**		**Zone 5**		**Zone 6**		**Zone 7**		**Zone 8**	

Meanscore: [Number of times per week]

Q25 How often do you shop at (LOCATION MENTIONED AT Q24) for personal goods ?

Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q21 or '(Don't know / varies)' or '(Nowhere else)' at Q24

	Total		**Zone 1**		**Zone 2**		**Zone 3**		**Zone 4**		**Zone 5**		**Zone 6**		**Zone 7**		**Zone 8**	
7 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 - 4 times a week	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Twice a week	2.0%	11	1.1%	2	3.6%	3	0.0%	0	2.1%	1	3.2%	2	0.0%	0	4.2%	4	0.0%	0
Once a week	8.1%	47	9.0%	13	5.9%	4	8.6%	8	11.5%	6	3.5%	2	13.6%	4	8.8%	9	0.0%	0
Every two weeks	8.9%	52	8.3%	12	10.2%	8	14.4%	13	4.1%	2	7.6%	4	5.4%	2	8.4%	8	7.7%	2
Every three weeks	1.1%	6	2.3%	3	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monthly	22.9%	133	17.1%	25	14.8%	11	32.9%	30	28.4%	14	20.2%	11	33.4%	11	25.2%	25	16.9%	5
Once every two months	17.9%	104	16.9%	25	21.3%	16	10.9%	10	24.8%	13	21.2%	11	18.5%	6	16.1%	16	24.1%	7
Three-four times a year	15.5%	90	18.3%	27	18.5%	14	11.0%	10	9.7%	5	22.8%	12	9.1%	3	10.8%	11	27.5%	8
Twice a year	11.0%	64	9.7%	14	9.0%	7	13.0%	12	7.3%	4	15.2%	8	7.6%	2	11.1%	11	19.3%	6
Once a year	4.5%	26	4.0%	6	8.2%	6	3.1%	3	0.9%	0	2.1%	1	8.5%	3	6.0%	6	2.2%	1
Less often	2.6%	15	6.4%	9	1.5%	1	0.8%	1	1.6%	1	1.1%	1	1.3%	0	1.8%	2	0.0%	0
(Don't know)	0.3%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	2.2%	1
(Varies)	4.9%	28	6.8%	10	5.5%	4	2.3%	2	8.0%	4	3.2%	2	1.3%	0	5.5%	5	0.0%	0
Mean:		*0.31*		*0.27*		*0.33*		*0.30*		*0.39*		*0.25*		*0.30*		*0.41*		*0.14*
Weighted base:		581		148		76		92		51		52		33		99		29
Sample:		562		118		80		82		61		60		46		87		28

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 103

August 2021

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

Q26A Where else do you undertake shopping for personal goods ?

Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q21 or '(Don't know / varies)' or '(Nowhere else)' at Q24

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Buckie Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	2.2%	1
Craigellachie Village Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.3%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elgin City Centre	4.6%	27	7.1%	11	2.5%	2	3.5%	3	3.0%	2	13.1%	7	0.0%	0	2.7%	3	0.0%	0
Forres Town Centre	0.4%	2	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Glasgow City Centre	0.3%	2	0.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantown On Spey Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Huntly Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Inverness City Centre	6.3%	37	4.4%	7	8.4%	6	8.4%	8	10.8%	5	3.2%	2	5.9%	2	4.4%	4	9.4%	3
Keith Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	1.6%	2	0.0%	0
Lossiemouth Town Centre	0.1%	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
Burghmuir Retail Park, Stirling	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Eastfield Retail Park, Inverness	1.9%	11	2.3%	3	3.6%	3	0.8%	1	1.6%	1	1.1%	1	0.0%	0	1.0%	1	5.2%	1
Elgin Retail Park, Elgin	3.9%	22	3.0%	4	3.7%	3	5.5%	5	2.3%	1	3.7%	2	8.9%	3	2.9%	3	4.4%	1
Inverness Shopping Park, Inverness	0.9%	5	1.2%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Springfield Retail Park, Elgin	2.8%	16	1.3%	2	4.6%	3	1.9%	2	0.9%	0	0.0%	0	0.0%	0	7.0%	7	5.5%	2
Asda, Edgar Road, Elgin, IV30 6YQ	1.4%	8	0.8%	1	5.5%	4	0.0%	0	2.1%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Blackfriars Road, Elgin, IV30 1TY	1.3%	8	3.3%	5	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Eastfield Way, Inverness Business & Retail Park, Inverness, IV2 7GD	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, High Street, Buckie, AB56 4AB	0.3%	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
Abroad	0.4%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Internet / delivery	5.3%	31	4.3%	6	2.0%	2	7.2%	7	5.8%	3	1.1%	1	7.4%	2	6.3%	6	13.2%	4
Aberdeen City Centre	4.0%	23	6.1%	9	0.0%	0	0.8%	1	3.2%	2	0.0%	0	6.5%	2	9.8%	10	0.0%	0
Allarburn Farm Shop, Edgar Road, Elgin, IV30 6XQ	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aviemore Town Centre, PH22 1RH	0.2%	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
Christies Garden Centre, The Nurseries, Fochabers, IV32 7PF	0.1%	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
Costco, Endeavour Drive, Westhill, AB32 6UF	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.3%	0	0.0%	0	0.0%	0
M&S Foodhall, High Street, Elgin, IV30 1DJ	0.1%	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
Portsoy Town Centre	0.2%	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
Sainsbury's Superstore, Forres Road, Nairn, IV12 5QF	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Turriff Town Centre, AB53 4AA	0.3%	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
(Don't know / varies)	1.3%	7	0.0%	0	1.8%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.5%	3	5.2%	1
(Nowhere else)	61.8%	359	63.5%	94	60.4%	46	68.8%	64	64.6%	33	67.9%	35	64.0%	21	50.8%	50	52.8%	15
Weighted base:		581		148		76		92		51		52		33		99		29
Sample:		562		118		80		82		61		60		46		87		28

Column %ges.

Moray Household Survey
for Hargest Planning

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

Q26B Where else do you undertake shopping for personal goods ?

Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q21 or '(Don't know / varies)' or '(Nowhere else)' at Q24 or Q26A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Buckie Town Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Edinburgh City Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elgin City Centre	0.7%	1	1.3%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forres Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Glasgow City Centre	1.4%	3	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Inverness City Centre	4.1%	9	4.6%	2	9.9%	3	5.0%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
Keith Town Centre	0.3%	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
Eastfield Retail Park, Inverness	1.4%	3	0.0%	0	4.8%	1	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elgin Retail Park, Elgin	1.6%	3	3.1%	2	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Inverness Shopping Park, Inverness	2.6%	6	4.6%	2	3.4%	1	2.5%	1	4.8%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Elgin	2.8%	6	3.6%	2	4.8%	1	5.8%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Asda, Edgar Road, Elgin, IV30 6YQ	0.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Blackfriars Road, Elgin, IV30 1TY	0.5%	1	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Moss Street, Keith, AB55 5HB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	3.7%	8	0.0%	0	4.8%	1	0.0%	0	6.8%	1	0.0%	0	0.0%	0	9.5%	4	9.2%	1
Aberdeen City Centre	7.6%	16	9.4%	5	4.5%	1	0.0%	0	5.5%	1	13.9%	2	0.0%	0	3.2%	1	43.6%	5
Gyle Shopping Centre, Gyle Ave, Edinburgh, EH12 9JY	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0
Inshes Retail Park, Sir Walter Scott Drive, Inverness, IV2 3TW	1.1%	2	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	1
M&S Foodhall, High Street, Elgin, IV30 1DJ	0.8%	2	2.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	68.3%	147	66.6%	36	63.9%	18	74.1%	21	60.5%	10	77.0%	13	96.4%	11	71.2%	32	32.7%	4
Weighted base:	215		54		29		29		17		17		12		45		12	
Sample:	207		44		29		28		20		19		16		40		11	

Q26C Where else do you undertake shopping for personal goods ?

Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q21 or '(Don't know / varies)' or '(Nowhere else)' at Q24 or Q26A or Q26B

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Banff Town Centre	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	1	0.0%	0
Edinburgh City Centre	6.8%	5	19.0%	3	0.0%	0	0.0%	0	20.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forres Town Centre	1.1%	1	0.0%	0	0.0%	0	9.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantown On Spey Town Centre	1.4%	1	0.0%	0	0.0%	0	0.0%	0	25.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverness City Centre	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.1%	1	0.0%	0	11.2%	1	0.0%	0
Inverness Shopping Park, Inverness	2.6%	2	9.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Elgin	2.5%	2	9.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.1%	3
Aberdeen City Centre	4.4%	3	0.0%	0	12.5%	1	22.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	71.2%	48	61.9%	11	87.5%	9	68.0%	5	79.4%	4	49.8%	2	100.1%	0	77.6%	10	66.9%	5
Weighted base:	67		18		10		7		6		4		0		13		8	
Sample:	60		14		10		7		7		4		1		10		7	

Column %ges.

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 105

August 2021

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

Meanscore: [£]

Q27 On average how much does your household spend on personal goods each month?
Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q21

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
£1 - £5	0.8%	8	1.3%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.5%	1	1.4%	2	0.0%	0
£6 - £10	2.8%	27	2.3%	5	4.1%	6	0.9%	1	2.1%	2	5.9%	5	3.0%	2	2.9%	5	2.3%	1
£11 - £15	1.3%	13	2.0%	5	0.8%	1	1.2%	2	1.4%	1	0.7%	1	3.2%	2	0.7%	1	0.0%	0
£16 - £20	8.0%	77	11.4%	27	8.0%	11	9.6%	16	3.3%	3	8.0%	7	6.8%	5	5.5%	9	2.6%	1
£21 - £25	2.8%	27	1.2%	3	5.3%	7	4.0%	7	2.0%	2	2.0%	2	4.3%	3	1.9%	3	2.6%	1
£26 - £30	7.4%	72	8.5%	20	6.9%	9	11.9%	19	6.3%	5	4.8%	4	8.3%	6	5.4%	8	0.0%	0
£31 - £35	2.1%	21	3.4%	8	4.6%	6	1.5%	2	0.0%	0	0.7%	1	2.1%	1	1.3%	2	0.0%	0
£36 - £40	5.7%	55	4.2%	10	9.3%	13	6.1%	10	5.1%	4	5.8%	5	2.8%	2	7.3%	11	0.0%	0
£41 - £45	1.7%	17	1.4%	3	0.8%	1	3.4%	6	0.0%	0	0.0%	0	3.0%	2	1.6%	2	4.6%	2
£46 - £50	12.5%	121	13.0%	30	10.7%	14	10.9%	18	12.2%	10	13.2%	11	13.3%	9	14.6%	23	11.9%	6
£51 - £60	2.8%	27	4.4%	10	2.0%	3	1.2%	2	3.3%	3	3.8%	3	4.2%	3	1.8%	3	1.3%	1
£61 - £70	0.9%	9	0.3%	1	0.0%	0	1.0%	2	2.4%	2	1.4%	1	0.0%	0	2.3%	4	0.0%	0
£71 - £80	1.6%	16	1.7%	4	1.7%	2	1.0%	2	1.0%	1	2.8%	2	2.6%	2	1.9%	3	0.0%	0
£81 - £90	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
£91 - £100	9.1%	88	8.6%	20	6.0%	8	6.1%	10	10.1%	8	7.2%	6	10.2%	7	12.3%	19	20.6%	10
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	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
£121 - £130	1.0%	10	1.4%	3	2.0%	3	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.3%	2
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	2.5%	24	1.8%	4	2.2%	3	4.2%	7	1.5%	1	2.9%	2	2.9%	2	2.6%	4	1.3%	1
£151 - £175	0.1%	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
£176 - £200	2.5%	24	0.7%	2	1.8%	2	1.5%	3	4.4%	3	3.7%	3	5.1%	4	2.5%	4	7.8%	4
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.7%	7	1.5%	3	0.4%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.5%	5	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.3%	1
£301+	0.8%	8	0.8%	2	1.0%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0
(Don't know / varies)	30.7%	297	27.4%	64	29.2%	40	33.4%	54	43.0%	34	35.6%	29	26.6%	18	26.4%	41	33.2%	16
(Refused)	0.9%	8	1.0%	2	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	1.3%	1
Mean:		66.83		63.05		60.83		55.14		73.11		62.74		61.49		81.45		98.51
Weighted base:		965		234		135		163		79		81		68		156		49
Sample:		957		196		144		139		95		96		95		143		49

Meanscore: [Often = 3, Occasionally = 2, Never = 1]

Q28 How often do you use any of the following to purchase personal goods? [PR]
Not those that said '(Don't buy these kind of goods)' at Q21

Internet

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Often	34.8%	349	29.6%	70	33.6%	47	38.9%	68	31.7%	26	34.8%	29	32.1%	24	39.2%	63	43.5%	21
Occasionally	37.0%	371	38.2%	91	34.7%	48	36.8%	64	34.3%	28	41.0%	35	34.2%	25	38.8%	63	34.2%	17
Never	28.2%	283	32.3%	77	31.7%	44	24.2%	42	34.0%	28	24.2%	20	33.7%	25	22.0%	36	22.3%	11
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		2.07		1.97		2.02		2.15		1.98		2.11		1.98		2.17		2.21
Weighted base:		1003		237		139		175		82		84		73		162		49
Sample:		1003		201		150		150		100		100		101		151		50

By telephone (e.g. from supermarkets)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Often	0.4%	4	0.3%	1	0.0%	0	0.0%	0	1.1%	1	2.2%	2	0.0%	0	0.0%	0	1.3%	1
Occasionally	3.4%	35	2.8%	7	3.5%	5	4.8%	8	7.1%	6	2.0%	2	2.6%	2	2.0%	3	3.9%	2
Never	96.1%	964	96.9%	230	96.5%	134	95.2%	166	91.8%	76	95.9%	81	97.4%	71	98.0%	159	94.8%	47
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.04		1.03		1.04		1.05		1.09		1.06		1.03		1.02		1.07
Weighted base:		1003		237		139		175		82		84		73		162		49
Sample:		1003		201		150		150		100		100		101		151		50

Column %ges.

Moray Household Survey
for Hargest Planning

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

Catalogue / mail order

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Often	1.4%	14	1.1%	3	0.0%	0	1.0%	2	1.1%	1	2.7%	2	1.2%	1	2.3%	4	4.3%	2
Occasionally	13.3%	134	9.7%	23	12.9%	18	11.4%	20	17.2%	14	17.5%	15	17.7%	13	12.2%	20	22.6%	11
Never	85.2%	855	89.2%	212	87.1%	121	87.6%	153	81.7%	67	79.8%	67	81.2%	59	85.5%	138	73.1%	36
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*1.16*		*1.12*		*1.13*		*1.14*		*1.20*		*1.23*		*1.20*		*1.17*		*1.31*	
Weighted base:		1003		237		139		175		82		84		73		162		49	
Sample:		1003		201		150		150		100		100		101		151		50	

Mobile shops

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Occasionally	0.7%	7	0.7%	2	1.9%	3	0.0%	0	0.0%	0	1.5%	1	1.4%	1	0.0%	0	0.0%	0
Never	99.3%	996	99.3%	236	98.1%	137	100.0%	175	100.0%	82	98.5%	83	98.6%	72	100.0%	162	100.0%	49
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*1.01*		*1.01*		*1.02*		*1.00*		*1.00*		*1.02*		*1.01*		*1.00*		*1.00*	
Weighted base:		1003		237		139		175		82		84		73		162		49	
Sample:		1003		201		150		150		100		100		101		151		50	

Farmers Markets or similar

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Occasionally	3.6%	36	3.7%	9	4.9%	7	3.1%	5	5.9%	5	4.1%	3	2.7%	2	2.1%	3	3.2%	2
Never	96.3%	965	96.3%	229	95.1%	133	96.9%	169	94.1%	78	95.9%	81	97.3%	71	97.2%	157	96.8%	48
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*1.04*		*1.04*		*1.05*		*1.03*		*1.06*		*1.04*		*1.03*		*1.03*		*1.03*	
Weighted base:		1003		237		139		175		82		84		73		162		49	
Sample:		1003		201		150		150		100		100		101		151		50	

Car boot / jumble / second hand sales

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Often	0.6%	6	1.0%	2	1.0%	1	0.0%	0	0.6%	0	0.7%	1	1.4%	1	0.0%	0	0.0%	0
Occasionally	4.7%	47	3.3%	8	6.7%	9	4.5%	8	4.8%	4	3.3%	3	3.4%	3	6.7%	11	4.3%	2
Never	94.7%	950	95.7%	227	92.3%	129	95.5%	167	94.7%	78	96.0%	81	95.2%	70	93.3%	151	95.7%	47
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*1.06*		*1.05*		*1.09*		*1.05*		*1.06*		*1.05*		*1.06*		*1.07*		*1.04*	
Weighted base:		1003		237		139		175		82		84		73		162		49	
Sample:		1003		201		150		150		100		100		101		151		50	

Other method

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Occasionally	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	99.3%	996	99.3%	236	99.6%	139	98.6%	172	100.0%	82	98.7%	83	100.0%	73	99.2%	161	100.0%	49
(Don't know)	0.7%	7	0.7%	2	0.4%	1	1.4%	3	0.0%	0	1.3%	1	0.0%	0	0.8%	1	0.0%	0
Mean:		*1.00*		*1.00*		*1.00*		*1.00*		*1.00*		*1.00*		*1.00*		*1.00*		*1.00*	
Weighted base:		1003		237		139		175		82		84		73		162		49	
Sample:		1003		201		150		150		100		100		101		151		50	

Column %ges.

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 107

August 2021

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

Meanscore: [£]

Q29 On average how much does your household spend on personal goods each month via the internet?
Those that said they use 'Internet' often or occasionally to purchase personal goods at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.7%	1
£1 - £5	0.5%	4	0.4%	1	0.6%	1	1.3%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
£6 - £10	3.9%	28	2.6%	4	4.4%	4	6.1%	8	2.0%	1	0.9%	1	4.0%	2	5.2%	7	2.9%	1
£11 - £15	1.2%	9	1.5%	2	1.2%	1	2.8%	4	2.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
£16 - £20	7.4%	53	8.4%	13	7.0%	7	11.4%	15	4.0%	2	3.7%	2	12.4%	6	4.6%	6	5.0%	2
£21 - £25	2.9%	21	2.2%	4	3.9%	4	2.6%	3	5.0%	3	2.9%	2	2.4%	1	2.4%	3	3.9%	1
£26 - £30	6.5%	47	7.3%	12	7.1%	7	7.4%	10	8.3%	5	6.4%	4	10.4%	5	3.0%	4	2.9%	1
£31 - £35	1.1%	8	0.4%	1	3.5%	3	1.3%	2	0.0%	0	0.9%	1	0.9%	0	0.8%	1	0.0%	0
£36 - £40	4.9%	35	2.7%	4	4.9%	5	4.0%	5	5.5%	3	6.5%	4	8.2%	4	7.7%	10	0.0%	0
£41 - £45	2.1%	15	0.8%	1	1.9%	2	4.5%	6	2.8%	2	2.4%	2	4.3%	2	0.0%	0	2.9%	1
£46 - £50	12.9%	93	17.0%	27	8.0%	8	8.3%	11	13.8%	8	17.3%	11	18.3%	9	10.9%	14	15.9%	6
£51 - £60	3.7%	26	4.5%	7	4.3%	4	2.6%	3	4.1%	2	3.7%	2	5.0%	2	3.1%	4	1.7%	1
£61 - £70	1.1%	8	1.0%	2	0.0%	0	0.0%	0	2.0%	1	3.6%	2	0.0%	0	2.4%	3	0.0%	0
£71 - £80	2.2%	16	3.1%	5	1.5%	1	1.0%	1	2.0%	1	5.5%	4	2.1%	1	0.8%	1	3.9%	1
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	9.5%	68	10.4%	17	7.9%	8	6.6%	9	4.1%	2	7.2%	5	8.6%	4	13.7%	17	17.7%	7
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.2%	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
£121 - £130	0.6%	4	1.0%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	3.0%	21	4.4%	7	0.0%	0	3.7%	5	1.5%	1	3.6%	2	2.1%	1	4.2%	5	0.0%	0
£151 - £175	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	2.5%	18	0.0%	0	2.5%	2	0.0%	0	3.0%	2	3.9%	2	2.1%	1	4.2%	5	14.1%	5
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.7%	5	1.8%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.5%	3	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
£301+	1.0%	7	3.2%	5	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.7%	1
(Don't know / varies)	30.5%	220	25.7%	41	32.1%	31	35.3%	47	39.9%	22	28.4%	18	19.3%	9	33.7%	42	24.2%	9
(Refused)	0.7%	5	1.5%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Mean:	67.31		77.40		70.88		49.66		54.93		69.71		51.65		69.68		95.51	
Weighted base:	720		161		95		132		54		64		49		126		38	
Sample:	658		122		94		107		60		68		61		111		35	

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 108

August 2021

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

Meanscore: [£]

Q30 On average how much does your household spend on personal goods each month via the telephone?
Those that said they use 'By telephone' often or occasionally to purchase personal goods at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	0.0%	0	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 - £10	5.3%	2	0.0%	0	11.3%	1	0.0%	0	0.0%	0	0.0%	0	77.7%	2	0.0%	0	0.0%	0
£11 - £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
£16 - £20	4.3%	2	0.0%	0	11.3%	1	0.0%	0	6.9%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
£21 - £25	1.8%	1	9.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	4.2%	2	0.0%	0	11.3%	1	0.0%	0	16.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£31 - £35	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.8%	1	0.0%	0
£36 - £40	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
£41 - £45	1.8%	1	9.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	6.2%	2	0.0%	0	0.0%	0	8.6%	1	0.0%	0	0.0%	0	0.0%	0	31.8%	1	25.0%	1
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	5.7%	2	22.6%	2	0.0%	0	0.0%	0	0.0%	0	15.8%	1	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.20%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.20%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	64.7%	25	58.1%	4	66.0%	3	91.4%	8	77.2%	5	84.2%	3	22.3%	0	18.2%	1	25.0%	1
(Refused)	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	1	0.0%	0
Mean:	*42.54*		*70.01*		*20.00*		*50.00*		*27.00*		*100.00*		*10.00*		*42.50*		*36.67*	
Weighted base:	39		7		5		8		7		3		2		3		3	
Sample:	51		9		6		9		11		5		3		4		4	

Moray Household Survey
for Hargest Planning

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

Meanscore: [£]

Q31 On average how much does your household spend on personal goods each month via catalogue / mail order?
Those that said they use 'Catalogue / mail order' often or occasionally to purchase personal goods at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	3.7%	5	0.0%	0	3.1%	1	15.9%	3	0.0%	0	5.7%	1	3.1%	0	0.0%	0	0.0%	0
£6 - £10	6.7%	10	2.8%	1	14.0%	3	0.0%	0	0.0%	0	9.7%	2	10.9%	2	15.0%	4	0.0%	0
£11 - £15	1.4%	2	0.0%	0	3.1%	1	3.3%	1	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£16 - £20	8.6%	13	4.9%	1	14.7%	3	8.2%	2	13.9%	2	7.5%	1	7.3%	1	6.2%	1	9.6%	1
£21 - £25	6.8%	10	9.7%	2	3.1%	1	0.0%	0	7.2%	1	7.5%	1	0.0%	0	15.0%	4	8.4%	1
£26 - £30	5.0%	7	7.6%	2	7.2%	1	0.0%	0	0.0%	0	20.1%	3	5.5%	1	0.0%	0	0.0%	0
£31 - £35	1.2%	2	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	3.6%	5	2.8%	1	0.0%	0	0.0%	0	0.0%	0	11.2%	2	0.0%	0	6.2%	1	9.6%	1
£41 - £45	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	20.4%	3
£46 - £50	10.2%	15	6.5%	2	7.7%	1	12.4%	3	5.4%	1	0.0%	0	14.0%	2	19.0%	4	16.0%	2
£51 - £60	1.6%	2	0.0%	0	10.8%	2	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	2.1%	3	2.8%	1	0.0%	0	8.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
£81 - £90	0.4%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	1.3%	2	2.8%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0
£101 - £110	0.8%	1	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.9%	1	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.7%	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
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	40.9%	61	39.3%	10	33.2%	6	42.9%	9	65.1%	10	38.2%	7	53.1%	7	31.6%	7	31.2%	4
(Refused)	2.0%	3	9.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Mean:		*37.31*		*44.51*		*30.91*		*45.01*		*27.51*		*23.98*		*33.76*		*41.30*		*41.62*
Weighted base:		148		26		18		22		15		17		14		23		13
Sample:		168		24		22		23		21		21		19		23		15

Column %ges.

Moray Household Survey
for Hargest Planning

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

Meanscore: [£]

Q32 On average how much does your household spend on personal goods each month at mobile shops?
Those that said they use 'Mobile shops' often or occasionally to purchase personal goods at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	0.0%	0	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 - £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
£11 - £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
£16 - £20	25.3%	2	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£21 - £25	19.8%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	19.8%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	35.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	100.0%	1	0.0%	0	0.0%	0
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	*137.40*		*20.00*		*212.50*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*	
Weighted base:	7		2		3		0		0		1		1		0		0	
Sample:	5		1		2		0		0		1		1		0		0	

Column %ges.

Moray Household Survey
for Hargest Planning

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

Meanscore: [£]

Q33 On average how much does your household spend on personal goods each month at farmers markets or similar?
Those that said they use 'Markets' often or occasionally to purchase personal goods at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	9.1%	3	0.0%	0	37.7%	3	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	9.8%	4	0.0%	0	20.1%	1	0.0%	0	16.7%	1	0.0%	0	0.0%	0	32.8%	1	0.0%	0
£11 - £15	14.8%	6	8.1%	1	20.1%	1	23.1%	1	16.7%	1	0.0%	0	0.0%	0	30.8%	1	0.0%	0
£16 - £20	22.0%	8	27.0%	2	14.1%	1	32.8%	2	23.7%	1	28.1%	1	50.0%	1	0.0%	0	0.0%	0
£21 - £25	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.1%	1	0.0%	0
£26 - £30	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	1	0.0%	0	0.0%	0	0.0%	0
£31 - £35	4.4%	2	18.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	35.7%	13	46.0%	4	8.1%	1	44.1%	2	26.2%	1	55.9%	2	50.0%	1	13.2%	1	100.0%	2
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	*16.51*		*24.49*		*10.58*		*17.93*		*13.21*		*23.64*		*20.00*		*14.71*		*0.00*	
Weighted base:	37		9		7		5		5		3		2		4		2	
Sample:	34		7		6		4		6		4		2		4		1	

Moray Household Survey
for Hargest Planning

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

Meanscore: [£]

Q34 On average how much does your household spend on personal goods each month at car boot / jumble / second hand sales?

Those that said they use 'Car boot / jumble / second hand sales' often or occasionally to purchase personal goods at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	13.8%	7	7.0%	1	33.4%	4	0.0%	0	37.0%	2	0.0%	0	0.0%	0	12.7%	1	0.0%	0
£6 - £10	23.4%	12	0.0%	0	5.2%	1	31.5%	3	0.0%	0	67.1%	2	30.5%	1	35.8%	4	100.0%	2
£11 - £15	8.9%	5	19.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.5%	3	0.0%	0
£16 - £20	11.7%	6	23.4%	2	0.0%	0	22.5%	2	10.6%	0	16.4%	1	28.6%	1	0.0%	0	0.0%	0
£21 - £25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	3.7%	2	0.0%	0	12.9%	1	0.0%	0	0.0%	0	16.4%	1	0.0%	0	0.0%	0	0.0%	0
£31 - £35	5.7%	3	16.4%	2	12.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	1	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	31.0%	16	33.9%	3	35.5%	4	46.0%	4	52.4%	2	0.0%	0	12.3%	0	26.0%	3	0.0%	0
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	14.95		20.66		15.87		14.16		8.33		14.07		23.05		10.34		9.10	
Weighted base:	53		10		11		8		4		3		4		11		2	
Sample:	49		8		10		6		5		4		4		10		2	

Column %ges.

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 113

August 2021

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

Meanscore: [£]

Q35 On average how much does your household spend on personal goods each month via (OTHER RESPONSE STATED AT Q28)?
Those that said they use 'Other method' often or occasionally to purchase personal goods at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	0.0%	0	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 - £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
£11 - £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
£16 - £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
£21 - £25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.0%	0	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:		0		0		0		0		0		0		0		0		0
Sample:		0		0		0		0		0		0		0		0		0

Column %ges.

Moray Household Survey
for Hargest Planning

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q36 I would like to ask you a few questions about where you purchase 'bulky' goods such as furniture, carpets, large domestic appliances (eg fridges, freezers, cookers etc) and other household hardware including DIY goods. Where do you normally shop for these 'bulky' goods?																		
Buckie Town Centre	2.3%	23	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	9.4%	15	10.3%	5
Elgin City Centre	8.9%	89	8.5%	20	12.5%	17	10.5%	18	12.1%	10	9.1%	8	1.8%	1	5.9%	10	9.8%	5
Forres Town Centre	0.6%	6	0.0%	0	0.0%	0	3.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huntly Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Inverness City Centre	2.0%	20	1.5%	4	3.3%	5	3.2%	6	1.3%	1	1.8%	2	1.4%	1	1.5%	2	0.0%	0
Keith Town Centre	7.3%	74	1.6%	4	1.5%	2	0.0%	0	0.0%	0	14.3%	12	41.6%	31	10.8%	18	15.5%	8
Lossiemouth Town Centre	1.9%	19	4.2%	10	0.8%	1	0.4%	1	6.9%	6	0.7%	1	0.0%	0	0.0%	0	2.6%	1
Nairn Town Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Elgin Local Centre	0.8%	8	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.9%	1	0.0%	0
Rothes Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Stirling City Centre	0.1%	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
Eastfield Retail Park, Inverness	0.9%	9	1.2%	3	2.7%	4	0.0%	0	2.6%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Elgin Retail Park, Elgin	9.3%	94	8.8%	21	11.4%	16	12.5%	22	5.0%	4	12.2%	10	4.4%	3	8.5%	14	7.1%	3
Inverness Shopping Park, Inverness	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Elgin	15.6%	157	20.6%	49	23.1%	32	11.7%	21	16.6%	14	16.9%	14	4.4%	3	9.2%	15	18.8%	9
Telford Retail Park, Inverness	0.2%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Street, Retail Park, Inverness	0.3%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Asda, Edgar Road, Elgin, IV30 6YQ	0.5%	5	0.7%	2	1.0%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco Extra, Blackfriars Road, Elgin, IV30 1TY	0.7%	7	2.8%	7	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	23.1%	231	20.7%	49	19.0%	26	20.3%	35	22.4%	18	27.7%	23	25.5%	19	31.1%	50	18.6%	9
Aberdeen City Centre	0.7%	7	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	2.7%	2	1.8%	3	1.3%	1
Anderson & England, Lossie Wynd, Elgin, IV30 1PU	0.4%	4	0.3%	1	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Andersons of Inverurie, Highclere Business Park, Inverurie, AB51 5QW	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Edgar Road Retail Park, Elgin, IV30 6YQ	0.5%	5	1.4%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Balmakeith Business Park, Forres Road, Nairn, IV12 5QF	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beach Boulevard Retail Park, Links Road, Aberdeen, AB11 5EJ	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berryden Retail Park, Aberdeen, AB25 3SG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Bishopmill Local Centre, IV30 4EB	0.1%	1	0.3%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Endeavour Drive, Westhill, AB32 6UF	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Decora, Lossiebank Mills, Bridge Street, Elgin, IV30 4DE	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Millburn Road, Inverness, IV2 3TR	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgar Road Retail Park, Edgar Road, Elgin, IV30 6YQ	0.3%	3	0.9%	2	0.4%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grampian Furnishers, Waulkmill House, Linkwood Place, Elgin, IV30 8QN	2.1%	21	3.0%	7	4.1%	6	0.0%	0	7.8%	6	1.3%	1	1.0%	1	0.0%	0	0.0%	0
Greshop Industrial Estate, Forres, IV36 2GW	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Costkea Way, Loanhead, EH20 9BY	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
IKEA, Kings Inch Drive, Glasgow, G51 4FB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Inshes Retail Park, Sir Walter Scott Drive, Inverness, IV2 3TW	0.3%	3	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Inverurie Town Centre, AB51 3PY	0.4%	4	0.6%	1	1.1%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Moray Household Survey
for Hargest Planning

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Pinefield Industrial Estate, Pinefield Parade, Elgin, IV30 6FG	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Industrial Estate, Edgar Road, Elgin, IV30 6YQ	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stannifer Retail Park, Garthdee Road, Aberdeen, AB10 7AY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.0%	1	0.0%	0	0.0%	0
Travis Perkins, Commercial Road, Buckie, AB56 1TX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Turriff Town Centre, AB53 4AA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.0%	2	0.0%	0
(Don't know / varies)	4.0%	40	4.9%	12	4.0%	6	8.3%	15	5.8%	5	0.7%	1	1.4%	1	1.4%	2	0.0%	0
(Don't buy these kind of goods)	14.3%	144	12.8%	30	10.9%	15	21.5%	38	17.5%	14	10.0%	8	11.0%	8	13.4%	22	16.0%	8
Weighted base:		1003		237		139		175		82		84		73		162		49
Sample:		1003		201		150		150		100		100		101		151		50

Meanscore: [Number of times per week]

Q37 How often do you shop at (LOCATION MENTIONED AT Q36) for bulky goods ?
Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q36

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
7 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 - 4 times a week	0.2%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Twice a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.7%	6	1.2%	2	2.3%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every two weeks	0.4%	3	0.4%	1	0.8%	1	0.0%	0	0.7%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Every three weeks	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Monthly	3.6%	29	1.0%	2	4.2%	5	4.9%	6	8.2%	5	0.7%	1	2.2%	1	6.3%	9	1.5%	1
Once every two months	2.9%	24	3.8%	7	2.2%	3	4.3%	5	0.0%	0	1.7%	1	2.7%	2	4.0%	5	0.0%	0
Three-four times a year	8.7%	71	6.5%	13	7.3%	9	9.0%	11	9.2%	6	7.7%	6	15.7%	10	10.7%	15	6.3%	3
Twice a year	13.6%	111	14.9%	29	19.8%	23	9.7%	12	16.5%	10	15.7%	12	6.0%	4	12.4%	17	9.4%	4
Once a year	22.9%	188	25.3%	49	27.1%	32	17.6%	22	14.5%	9	33.8%	25	22.0%	14	19.2%	27	22.8%	9
Less often	33.4%	273	30.6%	60	31.8%	38	36.0%	44	37.5%	24	24.4%	18	44.4%	29	31.8%	44	41.3%	17
(Don't know)	1.3%	11	1.2%	2	0.0%	0	1.2%	1	0.7%	0	3.7%	3	0.0%	0	2.2%	3	1.5%	1
(Varies)	12.0%	99	14.2%	28	4.4%	5	17.3%	21	11.9%	8	12.3%	9	3.1%	2	13.4%	18	17.2%	7
Mean:		*0.05*		*0.05*		*0.05*		*0.04*		*0.05*		*0.01*		*0.09*		*0.04*		*0.01*
Weighted base:		819		195		119		123		63		75		64		138		41
Sample:		815		163		121		108		79		88		90		125		41

Moray Household Survey
for Hargest Planning

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

Q38 Where do you use second most often for shopping for bulky goods ?
Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q36

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Buckie Town Centre	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	10	0.0%	0
Elgin City Centre	5.0%	41	5.7%	11	6.9%	8	3.6%	4	1.5%	1	7.9%	6	2.2%	1	5.8%	8	1.5%	1
Findochty Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Forres Town Centre	0.7%	6	0.0%	0	0.0%	0	4.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow City Centre	0.3%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huntly Town Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverness City Centre	2.1%	17	0.7%	1	2.1%	2	7.7%	9	2.8%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Keith Town Centre	2.0%	16	1.6%	3	0.8%	1	0.0%	0	0.0%	0	2.2%	2	5.5%	4	1.9%	3	10.7%	4
Lossiemouth Town Centre	1.2%	10	1.5%	3	1.9%	2	0.6%	1	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Elgin Local Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirling City Centre	0.2%	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
Eastfield Retail Park, Inverness	0.8%	6	1.8%	3	1.1%	1	0.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elgin Retail Park, Elgin	5.0%	41	5.8%	11	4.4%	5	4.5%	6	3.4%	2	6.2%	5	4.8%	3	5.0%	7	4.6%	2
Inverness Shopping Park, Inverness	0.9%	8	1.2%	2	1.2%	1	2.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Springfield Retail Park, Elgin	10.7%	88	12.0%	23	14.8%	18	6.0%	7	11.7%	7	8.5%	6	9.7%	6	10.0%	14	13.7%	6
Telford Street, Retail Park, Inverness	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Edgar Road, Elgin, IV30 6YQ	0.5%	4	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Blackfriars Road, Elgin, IV30 1TY	0.9%	7	0.6%	1	0.5%	1	0.6%	1	1.5%	1	0.7%	1	0.0%	0	1.7%	2	1.5%	1
Internet / delivery	11.2%	92	12.5%	24	7.9%	9	9.7%	12	13.5%	9	13.9%	11	7.5%	5	11.2%	15	17.0%	7
Aberdeen City Centre	1.4%	12	2.7%	5	1.9%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	2.0%	3	0.0%	0
Anderson & England, Lossie Wynd, Elgin, IV30 1PU	0.5%	4	0.0%	0	1.6%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.4%	1	0.0%	0
Andersons of Inverurie, Highclere Business Park, Inverurie, AB51 5QW	0.1%	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
B&Q, Edgar Road Retail Park, Elgin, IV30 6YQ	0.2%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Bishopmill Local Centre, IV30 4EB	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge of Don Retail Park, Denmore Road, Aberdeen, AB23 8JW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Costco, Endeavour Drive, Westhill, AB32 6UF	0.4%	3	0.4%	1	0.0%	0	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Decora, Lossiebank Mills, Bridge Street, Elgin, IV30 4DE	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Millburn Road, Inverness, IV2 3TR	0.2%	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
Grampian Furnishers, Waulkmill House, Linkwood Place, Elgin, IV30 8QN	0.8%	6	0.0%	0	0.9%	1	0.6%	1	2.6%	2	3.6%	3	0.0%	0	0.0%	0	0.0%	0
IKEA, Kings Inch Drive, Glasgow, G51 4FB	0.2%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Wellington Circle, Altens, Aberdeen, AB12 3QW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Inshes Retail Park, Sir Walter Scott Drive, Inverness, IV2 3TW	0.4%	4	0.4%	1	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverurie Town Centre, AB51 3PY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.4%	1	0.0%	0
Turriff Town Centre, AB53 4AA	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.5%	13	1.2%	2	0.8%	1	2.9%	4	3.3%	2	0.7%	1	0.0%	0	2.2%	3	0.0%	0
(Nowhere else)	50.6%	414	49.3%	96	50.8%	60	49.5%	61	50.8%	32	46.9%	35	65.7%	42	48.1%	66	50.8%	21
Weighted base:		819		195		119		123		63		75		64		138		41
Sample:		815		163		121		108		79		88		90		125		41

Column %ges.

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 117

August 2021

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

Meanscore: [Number of times per week]

Q39 How often do you shop for bulky goods at (LOCATION MENTIONED AT Q38)?
Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q36 or '(Don't know / varies)' or '(Nowhere else)' at Q38

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
7 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 - 4 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twice a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.9%	4	0.0%	0	2.4%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Every two weeks	1.5%	6	0.0%	0	5.7%	3	2.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.1%	1
Every three weeks	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monthly	5.2%	20	5.3%	5	9.2%	5	3.4%	2	9.1%	3	0.0%	0	6.5%	1	4.1%	3	5.5%	1
Once every two months	2.7%	11	1.5%	1	1.0%	1	7.0%	4	6.5%	2	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Three-four times a year	7.5%	29	8.4%	8	1.0%	1	12.7%	7	10.5%	3	8.5%	3	18.5%	4	4.0%	3	0.0%	0
Twice a year	11.9%	47	12.0%	12	16.8%	10	11.2%	7	3.2%	1	15.6%	6	19.0%	4	7.7%	5	10.5%	2
Once a year	22.4%	88	27.3%	26	21.7%	12	13.9%	8	11.9%	3	44.4%	18	13.1%	3	17.4%	12	24.5%	5
Less often	35.3%	138	29.1%	28	39.1%	22	35.7%	21	33.8%	10	25.5%	10	38.3%	8	44.4%	30	40.0%	8
(Don't know)	1.8%	7	3.3%	3	0.0%	0	2.2%	1	1.6%	0	0.0%	0	0.0%	0	2.1%	1	3.1%	1
(Varies)	10.7%	42	12.3%	12	3.2%	2	11.8%	7	20.5%	6	4.6%	2	4.5%	1	14.1%	10	13.3%	3
Mean:		0.05		0.03		0.09		0.05		0.09		0.02		0.04		0.05		0.04
Weighted base:		392		97		57		58		29		39		22		69		20
Sample:		371		81		57		50		34		43		26		61		19

Column %ges.

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

Q40A Where else do you undertake shopping for bulky goods?

Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q36 or '(Don't know / varies)' or '(Nowhere else)' at Q38

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Buckie Town Centre	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Elgin City Centre	3.1%	12	5.8%	6	0.0%	0	0.0%	0	2.8%	1	3.3%	1	4.8%	1	0.0%	0	17.2%	3
Forres Town Centre	0.4%	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
Glasgow City Centre	0.3%	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
Grantown On Spey Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Inverness City Centre	1.4%	6	1.7%	2	1.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	5.5%	1
Keith Town Centre	1.4%	6	1.3%	1	1.0%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	3.6%	2	0.0%	0
Lossiemouth Town Centre	0.7%	3	1.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastfield Retail Park, Inverness	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elgin Retail Park, Elgin	2.3%	9	0.7%	1	0.0%	0	6.4%	4	0.0%	0	0.0%	0	4.6%	1	5.1%	4	0.0%	0
Inverness Shopping Park, Inverness	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Elgin	2.8%	11	2.0%	2	1.9%	1	2.9%	2	1.6%	0	4.9%	2	4.8%	1	4.1%	3	0.0%	0
Telford Retail Park, Inverness	0.2%	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
Internet / delivery	2.7%	10	3.9%	4	0.0%	0	0.0%	0	10.3%	3	0.0%	0	0.0%	0	2.1%	1	10.9%	2
Aberdeen City Centre	0.5%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Anderson & England, Lossie Wynd, Elgin, IV30 1PU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Edgar Road Retail Park, Elgin, IV30 6YQ	0.5%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beach Boulevard Retail Park, Links Road, Aberdeen, AB11 5EJ	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Endeavour Drive, Westhill, AB32 6UF	0.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgar Road Retail Park, Edgar Road, Elgin, IV30 6YQ	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grampian Furnishers, Waulkmill House, Linkwood Place, Elgin, IV30 8QN	0.9%	4	1.3%	1	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshes Retail Park, Sir Walter Scott Drive, Inverness, IV2 3TW	0.4%	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
Mackenzie & Cruickshank, West Road, Forres, IV36 2GU	0.5%	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
Springfield Industrial Estate, Edgar Road, Elgin, IV30 6YQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
The House of Bruar, Pitagowan, Blair Atholl, Pitlochry, PH18 5TW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Turriff Town Centre, AB53 4AA	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
(Don't know / varies)	1.0%	4	1.7%	2	0.0%	0	0.0%	0	4.0%	1	1.4%	1	0.0%	0	0.0%	0	3.1%	1
(Nowhere else)	78.2%	307	75.6%	73	88.9%	51	77.7%	45	77.6%	23	76.1%	30	85.7%	19	77.0%	53	63.3%	13
Weighted base:		392		97		57		58		29		39		22		69		20
Sample:		371		81		57		50		34		43		26		61		19

Moray Household Survey
for Hargest Planning

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

Q40B Where else do you undertake shopping for bulky goods?

Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q36 or '(Don't know / varies)' or '(Nowhere else)' at Q38 or Q40A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Edinburgh City Centre	0.9%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elgin City Centre	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	1	0.0%	0
Inverness City Centre	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	1	0.0%	0	9.3%	1	0.0%	0
Elgin Retail Park, Elgin	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	1
Inverness Shopping Park, Inverness	0.9%	1	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Elgin	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	2
Lidl, West Road, Greshop Industrial Estate, Forres, IV36 2GW	2.2%	2	0.0%	0	0.0%	0	13.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	4.6%	4	3.2%	1	0.0%	0	5.5%	1	0.0%	0	10.8%	1	0.0%	0	8.7%	1	0.0%	0
Aberdeen City Centre	7.1%	6	7.6%	2	15.3%	1	12.9%	2	0.0%	0	0.0%	0	0.0%	0	9.3%	1	0.0%	0
DFS, Millburn Road, Inverness, IV2 3TR	2.2%	2	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grampian Furnishers, Waulkmill House, Linkwood Place, Elgin, IV30 8QN	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	1
Inshes Retail Park, Sir Walter Scott Drive, Inverness, IV2 3TW	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	1
(Don't know / varies)	3.7%	3	8.0%	2	0.0%	0	9.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	68.9%	56	69.9%	15	84.7%	5	52.8%	7	100.0%	5	73.8%	7	100.0%	3	63.4%	10	48.8%	3
Weighted base:		81		22		6		13		5		9		3		16		7
Sample:		78		20		7		11		6		9		3		15		7

Q40C Where else do you undertake shopping for bulky goods?

Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q36 or '(Don't know / varies)' or '(Nowhere else)' at Q38 or Q40A or Q40B

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Buckie Town Centre	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	1
Inverness City Centre	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.4%	1	0.0%	0
Springfield Retail Park, Elgin	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	1
Aberdeen City Centre	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.4%	1	0.0%	0
Tyock Industrial Estate, Elgin, IV30 1XY	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	1	0.0%	0
(Nowhere else)	75.0%	17	100.0%	5	100.0%	1	100.0%	5	0.0%	0	100.0%	2	0.0%	0	25.4%	1	63.5%	2
Weighted base:		22		5		1		5		0		2		0		6		3
Sample:		19		4		1		4		0		2		0		4		4

Column %ges.

NEMS market research

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 120

August 2021

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

Meanscore: [£]

Q41 On average how much does your household spend on bulky goods each month?
Not those that said '(Don't know / varies)' or '(Don't buy these kind of goods)' at Q36

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.7%	6	2.2%	4	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
£1 - £5	2.1%	17	2.5%	5	2.0%	2	2.5%	3	2.2%	1	4.0%	3	0.7%	0	0.4%	1	2.7%	1
£6 - £10	3.1%	25	2.2%	4	5.5%	7	0.6%	1	1.7%	1	2.2%	2	5.4%	3	4.8%	7	1.5%	1
£11 - £15	2.0%	16	1.4%	3	2.9%	3	0.6%	1	4.3%	3	2.7%	2	0.7%	0	1.9%	3	3.8%	2
£16 - £20	8.5%	70	8.5%	17	10.4%	12	9.2%	11	9.2%	6	7.8%	6	6.3%	4	7.7%	11	7.7%	3
£21 - £25	6.0%	49	4.0%	8	8.9%	11	5.1%	6	4.3%	3	11.4%	9	9.2%	6	3.3%	5	6.7%	3
£26 - £30	2.3%	19	2.8%	5	1.1%	1	3.9%	5	1.5%	1	3.5%	3	6.4%	4	0.0%	0	0.0%	0
£31 - £35	2.3%	19	3.6%	7	1.2%	1	1.6%	2	0.0%	0	3.8%	3	4.5%	3	1.7%	2	0.0%	0
£36 - £40	1.1%	9	1.8%	3	0.9%	1	0.6%	1	0.0%	0	0.0%	0	1.6%	1	1.1%	1	3.8%	2
£41 - £45	4.9%	40	3.7%	7	6.8%	8	4.5%	6	0.0%	0	7.9%	6	6.0%	4	6.4%	9	1.5%	1
£46 - £50	3.3%	27	3.8%	7	3.3%	4	2.5%	3	2.6%	2	4.4%	3	2.7%	2	2.1%	3	8.1%	3
£51 - £60	1.3%	10	0.9%	2	0.0%	0	2.4%	3	1.3%	1	0.7%	1	1.6%	1	2.5%	3	0.0%	0
£61 - £70	0.7%	6	0.4%	1	0.0%	0	1.6%	2	1.8%	1	0.0%	0	0.7%	0	1.0%	1	0.0%	0
£71 - £80	0.6%	5	0.0%	0	1.2%	1	1.0%	1	1.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
£81 - £90	2.9%	24	3.9%	8	3.1%	4	4.5%	6	1.3%	1	1.3%	1	1.7%	1	2.5%	3	1.5%	1
£91 - £100	2.4%	19	1.2%	2	2.0%	2	2.0%	2	3.0%	2	1.5%	1	4.7%	3	4.5%	6	0.0%	0
£101 - £110	0.3%	2	0.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0
£111 - £120	0.2%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
£121 - £130	0.3%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.3%	3	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
£151 - £175	1.6%	13	1.9%	4	1.3%	2	1.5%	2	1.7%	1	0.0%	0	0.0%	0	2.2%	3	5.4%	2
£176 - £200	0.6%	5	0.6%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
£201 - £225	0.1%	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
£226 - £250	0.4%	3	0.0%	0	1.6%	2	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.5%	4	0.9%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.7%	0	0.4%	1	0.0%	0
£301+	1.0%	9	1.8%	3	1.2%	1	0.0%	0	1.3%	1	2.5%	2	0.0%	0	0.7%	1	0.0%	0
(Don't know / varies)	48.8%	399	49.4%	97	40.1%	48	50.6%	62	59.4%	38	43.2%	33	41.2%	26	52.9%	73	57.2%	24
(Refused)	1.8%	15	1.2%	2	3.1%	4	3.4%	4	0.0%	0	0.0%	0	0.7%	0	3.2%	4	0.0%	0
Mean:	59.60		74.52		54.97		54.76		66.97		49.78		50.54		58.66		46.94	
Weighted base:	819		195		119		123		63		75		64		138		41	
Sample:	815		163		121		108		79		88		90		125		41	

Meanscore: [Often = 3, Occasionally = 2, Never = 1]

Q42 How often do you use any of the following to purchase bulky goods? [PR]
Not those that said '(Don't buy these kind of goods)' at Q36

Internet

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Often	11.4%	98	10.5%	22	9.4%	12	13.3%	18	9.6%	7	6.3%	5	13.1%	9	17.7%	25	3.1%	1
Occasionally	43.8%	376	39.3%	81	43.8%	54	45.3%	62	43.0%	29	55.0%	42	34.9%	23	46.3%	65	46.6%	19
Never	44.5%	382	49.3%	102	46.0%	57	41.4%	57	47.4%	32	38.7%	29	52.0%	34	35.6%	50	50.3%	21
(Don't know)	0.4%	3	0.8%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Mean:	1.67		1.61		1.63		1.72		1.62		1.68		1.61		1.82		1.53	
Weighted base:	859		207		124		137		68		76		65		140		41	
Sample:	850		172		127		118		84		89		91		128		41	

By telephone (e.g. from supermarkets)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Occasionally	2.0%	17	1.6%	3	2.5%	3	2.7%	4	0.7%	0	2.5%	2	1.2%	1	2.4%	3	1.5%	1
Never	97.7%	839	97.6%	202	97.5%	121	97.3%	133	99.3%	68	97.5%	74	97.3%	63	97.6%	137	98.5%	41
(Don't know)	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	1.02		1.02		1.03		1.03		1.01		1.03		1.04		1.02		1.02	
Weighted base:	859		207		124		137		68		76		65		140		41	
Sample:	850		172		127		118		84		89		91		128		41	

Column %ges.

Moray Household Survey
for Hargest Planning

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

Catalogue / mail order

Often	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Occasionally	6.8%	58	7.2%	15	4.9%	6	3.8%	5	8.5%	6	7.9%	6	7.6%	5	7.4%	10	12.5%	5	
Never	92.8%	797	92.0%	190	95.1%	118	96.2%	132	88.3%	60	92.1%	70	92.4%	60	92.6%	130	87.6%	36	
(Don't know)	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mean:		*1.07*		*1.07*		*1.05*		*1.04*		*1.15*		*1.08*		*1.08*		*1.07*		*1.13*	
Weighted base:		859		207		124		137		68		76		65		140		41	
Sample:		850		172		127		118		84		89		91		128		41	

Mobile shops

Often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Occasionally	0.7%	6	0.9%	2	1.0%	1	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Never	99.1%	851	98.3%	203	99.0%	123	97.6%	134	100.0%	68	100.0%	76	100.0%	65	100.0%	140	100.0%	41	
(Don't know)	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mean:		*1.01*		*1.01*		*1.01*		*1.02*		*1.00*		*1.00*		*1.00*		*1.00*		*1.00*	
Weighted base:		859		207		124		137		68		76		65		140		41	
Sample:		850		172		127		118		84		89		91		128		41	

Farmers Markets or similar

Often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Occasionally	1.3%	11	1.7%	3	0.0%	0	2.1%	3	1.2%	1	0.7%	1	2.3%	2	0.4%	1	3.8%	2	
Never	98.5%	846	97.5%	202	100.0%	124	97.9%	134	98.8%	67	99.3%	75	97.7%	64	99.6%	140	96.2%	40	
(Don't know)	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mean:		*1.01*		*1.02*		*1.00*		*1.02*		*1.01*		*1.01*		*1.02*		*1.00*		*1.04*	
Weighted base:		859		207		124		137		68		76		65		140		41	
Sample:		850		172		127		118		84		89		91		128		41	

Car boot / jumble / second hand sales

Often	0.2%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Occasionally	2.6%	22	5.4%	11	0.0%	0	4.2%	6	0.0%	0	0.0%	0	2.2%	1	1.7%	2	3.6%	1	
Never	97.0%	834	93.8%	194	100.0%	124	94.6%	130	100.0%	68	100.0%	76	97.8%	64	98.3%	138	96.4%	40	
(Don't know)	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mean:		*1.03*		*1.05*		*1.00*		*1.07*		*1.00*		*1.00*		*1.02*		*1.02*		*1.04*	
Weighted base:		859		207		124		137		68		76		65		140		41	
Sample:		850		172		127		118		84		89		91		128		41	

Other method

Often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Occasionally	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Never	99.7%	857	99.2%	205	100.0%	124	100.0%	137	100.0%	68	100.0%	76	98.5%	64	100.0%	140	100.0%	41	
(Don't know)	0.3%	3	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	
Mean:		*1.00*		*1.00*		*1.00*		*1.00*		*1.00*		*1.00*		*1.00*		*1.00*		*1.00*	
Weighted base:		859		207		124		137		68		76		65		140		41	
Sample:		850		172		127		118		84		89		91		128		41	

Column %ges.

Moray Household Survey
for Hargest Planning

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

Meanscore: [£]

Q43 On average how much does your household spend on bulky goods each month via the internet?
Those that said they use 'Internet' often or occasionally to purchase bulky goods at Q42

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	1.4%	7	4.0%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	1.5%	1	0.0%	0
£1 - £5	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	2.6%	12	1.7%	2	2.9%	2	4.0%	3	0.0%	0	7.2%	3	0.0%	0	1.3%	1	3.1%	1
£11 - £15	0.8%	4	2.3%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£16 - £20	5.2%	25	3.3%	3	7.5%	5	3.8%	3	3.0%	1	12.5%	6	0.0%	0	7.0%	6	0.0%	0
£21 - £25	1.2%	6	0.7%	1	2.3%	2	1.6%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	7.2%	1
£26 - £30	3.3%	16	4.9%	5	2.1%	1	3.6%	3	6.6%	2	1.2%	1	3.2%	1	2.7%	2	0.0%	0
£31 - £35	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	3.2%	1	0.0%	0	0.0%	0
£36 - £40	1.7%	8	1.4%	1	3.8%	2	1.6%	1	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	9.8%	47	5.6%	6	15.9%	11	12.6%	10	3.2%	1	6.9%	3	8.0%	3	9.2%	8	24.2%	5
£51 - £60	2.3%	11	3.3%	3	1.5%	1	2.5%	2	2.3%	1	2.8%	1	0.0%	0	2.7%	2	0.0%	0
£61 - £70	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
£71 - £80	1.3%	6	1.6%	2	2.1%	1	0.0%	0	2.3%	1	0.0%	0	3.4%	1	1.5%	1	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	5.6%	26	6.3%	7	2.1%	1	8.2%	7	6.1%	2	6.0%	3	6.4%	2	3.8%	3	7.7%	2
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.9%	4	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	7.7%	2
£151 - £175	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
£176 - £200	1.6%	8	0.7%	1	6.1%	4	0.0%	0	3.2%	1	1.2%	1	1.4%	0	0.0%	0	3.1%	1
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.5%	1	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.7%	3	0.7%	1	2.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.1%	1
£301+	2.4%	11	6.1%	6	3.8%	2	1.6%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	56.3%	267	55.0%	57	37.9%	25	58.5%	47	71.0%	25	46.6%	22	68.4%	21	67.1%	60	43.8%	9
(Refused)	1.4%	7	0.7%	1	3.6%	2	2.1%	2	0.0%	0	0.0%	0	1.4%	0	1.6%	1	0.0%	0
Mean:		97.75		117.26		115.23		128.06		70.23		67.56		78.61		55.39		87.15
Weighted base:		474		103		66		80		36		47		31		90		21
Sample:		419		80		62		63		36		48		37		75		18

Column %ges.

Moray Household Survey
for Hargest Planning

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

Meanscore: [£]

Q44 On average how much does your household spend on bulky goods each month via the telephone?
Those that said they use 'By telephone' often or occasionally to purchase bulky goods at Q42

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	3.0%	1	0.0%	0	18.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £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
£11 - £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
£16 - £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
£21 - £25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	5.3%	1	0.0%	0	31.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	3.9%	1	0.0%	0	0.0%	0	19.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	5.3%	1	0.0%	0	31.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	82.4%	15	100.0%	3	18.2%	1	80.3%	3	99.9%	0	100.0%	2	100.0%	2	100.0%	3	100.0%	1
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	83.61		0.00		78.90		100.00		0.00		0.00		0.00		0.00		0.00	
Weighted base:	18		3		3		4		0		2		2		3		1	
Sample:	20		4		4		3		1		2		2		3		1	

Moray Household Survey
for Hargest Planning

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

Meanscore: [£]

Q45 On average how much does your household spend on bulky goods each month via catalogue / mail order?
Those that said they use 'Catalogue / mail order' often or occasionally to purchase bulky goods at Q42

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	0.0%	0	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 - £10	3.0%	2	0.0%	0	9.2%	1	24.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£11 - £15	2.5%	2	4.8%	1	0.0%	0	0.0%	0	10.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£16 - £20	12.1%	7	8.4%	1	0.0%	0	34.3%	2	10.2%	1	16.1%	1	0.0%	0	24.2%	2	0.0%	0
£21 - £25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	5.9%	4	0.0%	0	0.0%	0	0.0%	0	10.2%	1	22.8%	1	0.0%	0	13.3%	1	0.0%	0
£31 - £35	1.8%	1	0.0%	0	0.0%	0	0.0%	0	13.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.7%	2	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	1	0.0%	0
£51 - £60	0.8%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	1	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	1.2%	1	0.0%	0	0.0%	0	13.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.20%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.20%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	4.9%	3	11.1%	2	0.0%	0	0.0%	0	0.0%	0	21.4%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	58.6%	35	75.7%	11	90.8%	6	13.8%	1	49.9%	4	0.0%	0	78.5%	4	48.3%	5	100.0%	5
(Refused)	1.2%	1	0.0%	0	0.0%	0	13.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	70.45		170.27		8.00		31.94		29.64		100.92		80.00		30.81		0.00	
Weighted base:	61		15		6		5		8		6		5		10		5	
Sample:	58		12		6		5		10		6		5		8		6	

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 125

August 2021

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

Meanscore: [£]

Q46 On average how much does your household spend on bulky goods each month at mobile shops?
Those that said they use 'Mobile shops' often or occasionally to purchase bulky goods at Q42

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	0.0%	0	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 - £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
£11 - £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
£16 - £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
£21 - £25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	20.2%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	79.8%	5	100.0%	2	0.0%	0	100.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	*30.00*		*0.00*		*30.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*	
Weighted base:	6		2		1		3		0		0		0		0		0	
Sample:	4		1		1		2		0		0		0		0		0	

Column %ges.

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 126

August 2021

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

Meanscore: [£]

Q47 On average how much does your household spend on bulky goods each month at farmers markets or similar?
Those that said they use 'Markets' often or occasionally to purchase bulky goods at Q42

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	11.0%	1	0.0%	0	0.0%	0	42.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £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
£11 - £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
£16 - £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
£21 - £25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	84.1%	10	100.0%	3	0.0%	0	57.1%	2	100.0%	1	0.0%	0	100.0%	2	99.9%	1	100.0%	2
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		9.14		0.00		0.00		0.00		0.00		30.00		0.00		0.00		0.00
Weighted base:		11		3		0		3		1		1		2		1		2
Sample:		10		2		0		2		1		1		2		1		1

Column %ges.

By Zone [B]

Weighted:

Moray Household Survey

for Hargest Planning

Page 127

August 2021

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

Meanscore: [£]

Q48 On average how much does your household spend on bulky goods each month at car boot / jumble / second hand sales?

Those that said they use 'Car boot / jumble / second hand sales' often or occasionally to purchase bulky goods at Q42

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	0.0%	0	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 - £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
£11 - £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
£16 - £20	14.8%	4	15.9%	2	0.0%	0	9.7%	1	0.0%	0	0.0%	0	0.0%	0	42.9%	1	0.0%	0
£21 - £25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	70.0%	1	0.0%	0	0.0%	0
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	7.0%	2	0.0%	0	0.0%	0	22.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	7.0%	2	14.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	67.1%	16	69.2%	8	0.0%	0	67.8%	5	0.0%	0	0.0%	0	30.1%	0	57.1%	1	100.0%	1
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	63.54		107.11		0.00		33.99		0.00		0.00		30.00		20.00		0.00	
Weighted base:	24		11		0		7		0		0		1		2		1	
Sample:	17		7		0		5		0		0		2		2		1	

Column %ges.

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 128

August 2021

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

Meanscore: [£]

Q49 On average how much does your household spend on bulky goods each month via (OTHER RESPONSE STATED AT Q42)?
Those that said they use 'Other method' often or occasionally to purchase bulky goods at Q42

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £5	0.0%	0	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 - £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
£11 - £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
£16 - £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
£21 - £25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£26 - £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.0%	0	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:		0		0		0		0		0		0		0		0		0
Sample:		0		0		0		0		0		0		0		0		0

Meanscore: [Very good = 5, Quite good = 4, Neither good nor poor = 3, Quite poor = 2, Very poor = 1]

Q50 Now thinking about Elgin City Centre as a place to shop. How would you rate Elgin City Centre on the following areas? [PR]

Choice of shops for clothing and footwear

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	2.2%	22	1.7%	4	2.4%	3	0.4%	1	1.0%	1	1.3%	1	4.0%	3	5.0%	8	1.3%	1
Good	9.0%	91	2.0%	5	8.0%	11	15.9%	28	11.9%	10	8.6%	7	14.5%	11	9.4%	15	8.4%	4
Adequate	21.4%	214	14.8%	35	19.7%	27	25.3%	44	21.3%	18	18.4%	16	27.9%	20	26.6%	43	22.6%	11
Poor	33.2%	333	42.4%	101	20.0%	28	33.9%	59	35.8%	30	38.4%	32	24.0%	18	33.1%	54	24.2%	12
Very poor	26.1%	261	35.6%	85	40.5%	56	13.6%	24	26.1%	21	26.3%	22	11.2%	8	18.4%	30	29.9%	15
(Don't know)	3.4%	34	2.3%	5	4.9%	7	4.4%	8	1.4%	1	0.0%	0	5.3%	4	4.7%	8	2.6%	1
Never visit	4.8%	48	1.2%	3	4.4%	6	6.4%	11	2.5%	2	6.9%	6	13.1%	10	2.8%	5	11.1%	5
Mean:		2.22		1.88		2.03		2.50		2.23		2.14		2.71		2.45		2.16
Weighted base:		1003		237		139		175		82		84		73		162		49
Sample:		1003		201		150		150		100		100		101		151		50

Choice of shops for other personal goods (e.g., CDs, china, glass, jewellery etc)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	1.8%	18	1.5%	4	2.2%	3	1.1%	2	1.0%	1	1.3%	1	2.5%	2	2.1%	3	3.9%	2
Good	10.9%	109	4.7%	11	7.7%	11	16.1%	28	12.1%	10	10.7%	9	19.7%	14	14.9%	24	3.9%	2
Adequate	27.3%	274	22.9%	54	22.2%	31	32.7%	57	33.5%	28	21.4%	18	27.5%	20	31.1%	50	30.8%	15
Poor	29.5%	296	39.1%	93	24.7%	34	24.8%	43	32.4%	27	33.2%	28	20.3%	15	25.6%	41	29.7%	15
Very poor	18.2%	182	26.1%	62	28.5%	40	9.6%	17	17.1%	14	20.4%	17	8.4%	6	10.9%	18	18.2%	9
(Don't know)	7.1%	72	4.2%	10	10.3%	14	9.3%	16	1.4%	1	6.1%	5	8.5%	6	10.9%	18	1.3%	1
Never visit	5.2%	52	1.5%	4	4.4%	6	6.4%	11	2.5%	2	6.9%	6	13.1%	10	4.6%	7	12.4%	6
Mean:		2.41		2.11		2.19		2.70		2.45		2.30		2.84		2.67		2.37
Weighted base:		1003		237		139		175		82		84		73		162		49
Sample:		1003		201		150		150		100		100		101		151		50

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 129

August 2021

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

Choice of shops for furniture, floor coverings and large household electrical items

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	2.2%	22	1.3%	3	3.5%	5	0.4%	1	1.1%	1	4.2%	4	6.5%	5	2.1%	3	1.3%	1
Good	12.1%	121	9.4%	22	9.6%	13	14.4%	25	14.0%	12	14.2%	12	14.4%	11	14.2%	23	7.1%	4
Adequate	22.1%	222	21.6%	51	16.9%	24	28.7%	50	18.0%	15	21.1%	18	18.6%	14	22.7%	37	28.2%	14
Poor	27.9%	280	34.5%	82	19.5%	27	25.2%	44	37.1%	31	23.7%	20	24.5%	18	29.5%	48	20.6%	10
Very poor	22.3%	224	26.4%	63	37.2%	52	12.7%	22	22.6%	19	24.8%	21	12.0%	9	16.7%	27	23.4%	12
(Don't know)	8.1%	81	5.6%	13	8.1%	11	11.7%	20	4.6%	4	4.4%	4	10.9%	8	10.6%	17	7.1%	3
Never visit	5.3%	53	1.2%	3	5.1%	7	6.8%	12	2.5%	2	7.6%	6	13.1%	10	4.2%	7	12.4%	6
Mean:	2.35		2.19		2.11		2.57		2.29		2.43		2.72		2.48		2.28	
Weighted base:	1003		237		139		175		82		84		73		162		49	
Sample:	1003		201		150		150		100		100		101		151		50	

Easy to travel to by car

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	27.5%	276	28.8%	68	40.5%	56	28.3%	49	31.0%	26	32.1%	27	22.3%	16	14.4%	23	18.5%	9
Good	41.4%	415	42.2%	100	25.7%	36	42.5%	74	46.3%	38	34.4%	29	46.3%	34	54.1%	88	33.0%	16
Adequate	14.0%	140	12.9%	31	14.4%	20	11.4%	20	8.1%	7	17.8%	15	15.9%	12	14.5%	23	25.7%	13
Poor	3.5%	35	5.1%	12	3.9%	6	1.4%	2	1.3%	1	5.5%	5	0.0%	0	4.7%	8	3.6%	2
Very poor	2.5%	25	3.3%	8	5.7%	8	0.4%	1	0.0%	0	1.3%	1	0.0%	0	3.0%	5	5.6%	3
(Don't know)	6.1%	61	6.2%	15	4.6%	6	10.6%	19	10.7%	9	2.0%	2	2.3%	2	5.5%	9	1.3%	1
Never visit	5.0%	50	1.5%	4	5.1%	7	5.4%	9	2.5%	2	6.9%	6	13.1%	10	3.8%	6	12.4%	6
Mean:	3.99		3.96		4.01		4.15		4.23		3.99		4.08		3.80		3.64	
Weighted base:	1003		237		139		175		82		84		73		162		49	
Sample:	1003		201		150		150		100		100		101		151		50	

Easy and cheap to park

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	14.3%	144	10.8%	26	19.5%	27	13.6%	24	12.5%	10	20.1%	17	17.8%	13	12.0%	19	15.0%	7
Good	30.7%	308	24.4%	58	26.5%	37	39.6%	69	30.8%	25	33.0%	28	27.9%	20	36.6%	59	22.6%	11
Adequate	21.3%	214	25.5%	61	22.1%	31	15.5%	27	28.0%	23	18.5%	16	21.7%	16	16.7%	27	28.2%	14
Poor	13.8%	139	21.3%	51	11.4%	16	12.0%	21	8.7%	7	11.9%	10	9.4%	7	14.7%	24	6.9%	3
Very poor	6.4%	64	8.5%	20	8.9%	12	2.8%	5	2.4%	2	4.1%	3	4.8%	4	6.9%	11	13.7%	7
(Don't know)	7.9%	79	7.1%	17	6.5%	9	11.0%	19	13.8%	11	5.5%	5	5.3%	4	8.5%	14	1.3%	1
Never visit	5.5%	55	2.5%	6	5.1%	7	5.4%	9	3.8%	3	6.9%	6	13.1%	10	4.7%	8	12.4%	6
Mean:	3.38		3.09		3.41		3.59		3.51		3.61		3.55		3.37		3.21	
Weighted base:	1003		237		139		175		82		84		73		162		49	
Sample:	1003		201		150		150		100		100		101		151		50	

Easy to travel to by public transport

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	17.5%	176	20.2%	48	15.5%	22	20.1%	35	22.0%	18	11.1%	9	17.9%	13	16.3%	26	8.8%	4
Good	26.8%	269	29.9%	71	12.2%	17	28.0%	49	36.7%	30	15.4%	13	37.7%	28	31.3%	51	20.2%	10
Adequate	9.2%	92	3.2%	8	10.2%	14	8.9%	15	9.9%	8	8.4%	7	11.7%	9	10.0%	16	30.4%	15
Poor	7.4%	75	5.8%	14	13.1%	18	5.2%	9	6.1%	5	14.1%	12	2.0%	2	5.2%	8	13.0%	6
Very poor	7.0%	70	6.1%	15	10.3%	14	3.0%	5	5.2%	4	24.9%	21	3.7%	3	4.3%	7	2.6%	1
(Don't know)	24.0%	240	29.2%	69	31.4%	44	22.3%	39	17.5%	14	19.2%	16	10.0%	7	28.6%	46	7.8%	4
Never visit	8.0%	81	5.4%	13	7.3%	10	12.5%	22	2.5%	2	6.9%	6	17.1%	13	4.2%	7	17.2%	8
Mean:	3.59		3.80		3.15		3.87		3.81		2.64		3.88		3.75		3.26	
Weighted base:	1003		237		139		175		82		84		73		162		49	
Sample:	1003		201		150		150		100		100		101		151		50	

As a pleasant and attractive place to visit

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	9.0%	91	12.5%	30	12.9%	18	3.9%	7	5.6%	5	3.9%	3	6.1%	4	13.0%	21	5.8%	3
Good	29.6%	297	30.2%	72	21.9%	31	36.3%	63	35.9%	30	19.9%	17	37.5%	28	26.8%	43	27.5%	14
Adequate	27.4%	274	23.5%	56	25.3%	35	27.4%	48	26.0%	21	30.6%	26	32.4%	24	31.3%	51	27.3%	13
Poor	17.9%	179	22.9%	54	21.1%	29	13.2%	23	23.8%	20	25.4%	21	6.9%	5	12.4%	20	12.6%	6
Very poor	8.7%	87	7.5%	18	10.1%	14	10.0%	18	4.8%	4	12.6%	11	4.0%	3	8.7%	14	11.8%	6
(Don't know)	2.7%	27	2.2%	5	3.1%	4	3.8%	7	1.4%	1	0.7%	1	0.0%	0	4.4%	7	3.9%	2
Never visit	4.8%	49	1.2%	3	5.5%	8	5.4%	9	2.5%	2	6.9%	6	13.1%	10	3.5%	6	11.1%	5
Mean:	3.14		3.18		3.07		3.12		3.14		2.75		3.40		3.25		3.04	
Weighted base:	1003		237		139		175		82		84		73		162		49	
Sample:	1003		201		150		150		100		100		101		151		50	

Column %ges.

By Zone [B]
Weighted:

Moray Household Survey
for Hargest Planning

Page 130
August 2021

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

As a good place to combine shopping with other leisure activities (e.g. visit friends, the cinema etc)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	5.2%	53	4.2%	10	6.1%	8	3.6%	6	2.4%	2	3.9%	3	8.7%	6	9.2%	15	2.3%	1
Good	23.7%	238	23.5%	56	12.6%	18	25.8%	45	27.8%	23	17.4%	15	27.2%	20	30.5%	49	24.9%	12
Adequate	26.2%	263	34.3%	82	28.7%	40	22.4%	39	27.5%	23	21.0%	18	25.5%	19	21.0%	34	18.8%	9
Poor	19.0%	191	18.0%	43	25.9%	36	21.1%	37	19.1%	16	29.8%	25	8.0%	6	12.0%	20	17.6%	9
Very poor	10.0%	100	12.6%	30	12.7%	18	5.1%	9	10.1%	8	15.3%	13	3.4%	3	8.0%	13	13.7%	7
(Don't know)	9.6%	96	4.5%	11	8.9%	12	14.5%	25	10.5%	9	4.4%	4	11.9%	9	14.0%	23	7.8%	4
Never visit	6.3%	63	2.8%	7	5.1%	7	7.7%	13	2.5%	2	8.2%	7	15.3%	11	5.3%	9	14.9%	7
Mean:		2.94		2.88		2.69		3.02		2.92		2.60		3.41		3.26		2.80	
Weighted base:		1003		237		139		175		82		84		73		162		49	
Sample:		1003		201		150		150		100		100		101		151		50	

As a good place to combine shopping with other personal business (e.g. visit the bank/building society)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	7.4%	75	5.5%	13	12.7%	18	5.0%	9	6.1%	5	7.7%	7	14.5%	11	6.8%	11	3.6%	2
Good	33.0%	331	37.4%	89	26.0%	36	30.7%	54	41.8%	34	24.7%	21	29.7%	22	38.0%	61	26.9%	13
Adequate	29.0%	291	32.8%	78	27.0%	38	31.2%	55	30.7%	25	32.2%	27	24.6%	18	21.9%	35	30.2%	15
Poor	11.6%	117	12.3%	29	14.3%	20	9.3%	16	7.0%	6	19.4%	16	1.2%	1	12.1%	20	18.0%	9
Very poor	4.7%	47	3.9%	9	7.8%	11	3.5%	6	4.8%	4	7.1%	6	4.0%	3	4.2%	7	3.2%	2
(Don't know)	8.1%	81	5.6%	13	7.1%	10	10.9%	19	7.1%	6	2.0%	2	12.9%	9	11.3%	18	7.1%	3
Never visit	6.1%	61	2.5%	6	5.1%	7	9.3%	16	2.5%	2	6.9%	6	13.1%	10	5.6%	9	11.1%	5
Mean:		3.31		3.31		3.25		3.31		3.42		3.07		3.67		3.37		3.12	
Weighted base:		1003		237		139		175		82		84		73		162		49	
Sample:		1003		201		150		150		100		100		101		151		50	

Meanscore: [Very good = 5, Quite good = 4, Neither good nor poor = 3, Quite poor = 2, Very poor = 1]

Q51 Now thinking about Buckie Town Centre as a place to shop. How would you rate Buckie Town Centre on the following areas? [PR]
Those living in postcode sectors AB56 1, AB56 4, AB56 5 & IV32 7

Choice of shops for clothing and footwear

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.3%	1
Good	7.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	11	8.7%	4
Adequate	15.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	24	17.7%	9
Poor	34.3%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.8%	61	22.7%	11
Very poor	26.2%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.2%	50	10.1%	5
(Don't know)	6.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	9	8.4%	4
Never visit	9.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	31.2%	15
Mean:		2.07		0.00		0.00		0.00		0.00		0.00		0.00		1.99		2.48	
Weighted base:		211		0		0		0		0		0		0		162		49	
Sample:		201		0		0		0		0		0		0		151		50	

Choice of shops for other personal goods (e.g., CDs, china, glass, jewellery etc)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	2.3%	1
Good	11.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	19	10.0%	5
Adequate	28.4%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.8%	53	13.9%	7
Poor	21.1%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.8%	37	15.7%	8
Very poor	17.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	34	7.5%	4
(Don't know)	9.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	10	19.5%	10
Never visit	10.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6	31.2%	15
Mean:		2.48		0.00		0.00		0.00		0.00		0.00		0.00		2.45		2.67	
Weighted base:		211		0		0		0		0		0		0		162		49	
Sample:		201		0		0		0		0		0		0		151		50	

Choice of shops for furniture, floor coverings and large household electrical items

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	8.7%	4
Good	10.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	20	5.2%	3
Adequate	24.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.9%	42	21.9%	11
Poor	20.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	38	9.7%	5
Very poor	21.6%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.2%	42	6.6%	3
(Don't know)	9.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	11	16.8%	8
Never visit	10.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6	31.2%	15
Mean:		2.42		0.00		0.00		0.00		0.00		0.00		0.00		2.32		3.00	
Weighted base:		211		0		0		0		0		0		0		162		49	
Sample:		201		0		0		0		0		0		0		151		50	

Column %ges.

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 131

August 2021

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

Easy to travel to by car

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	27.7%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.0%	52	13.9%	7
Good	36.9%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.0%	58	39.9%	20
Adequate	11.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	20	6.9%	3
Poor	4.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	7	4.3%	2
Very poor	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.3%	1
(Don't know)	8.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	16	2.6%	1
Never visit	9.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	31.2%	15
Mean:	4.04		0.00		0.00		0.00		0.00		0.00		0.00		4.07		3.92	
Weighted base:	211		0		0		0		0		0		0		162		49	
Sample:	201		0		0		0		0		0		0		151		50	

Easy and cheap to park

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	36.1%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.7%	67	18.1%	9
Good	30.9%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.7%	48	35.1%	17
Adequate	9.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	16	8.8%	4
Poor	3.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	7	3.0%	1
Very poor	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	1.3%	1
(Don't know)	7.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	15	2.6%	1
Never visit	9.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	31.2%	15
Mean:	4.15		0.00		0.00		0.00		0.00		0.00		0.00		4.19		3.99	
Weighted base:	211		0		0		0		0		0		0		162		49	
Sample:	201		0		0		0		0		0		0		151		50	

Easy to travel to by public transport

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	22.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	43	10.0%	5
Good	24.4%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	42	19.3%	10
Adequate	9.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	16	8.5%	4
Poor	5.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	7	8.8%	4
Very poor	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	5	2.6%	1
(Don't know)	25.6%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.4%	44	19.7%	10
Never visit	9.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	31.2%	15
Mean:	3.92		0.00		0.00		0.00		0.00		0.00		0.00		4.00		3.51	
Weighted base:	211		0		0		0		0		0		0		162		49	
Sample:	201		0		0		0		0		0		0		151		50	

As a pleasant and attractive place to visit

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	14.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	26	10.3%	5
Good	29.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.6%	53	17.0%	8
Adequate	23.2%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.9%	40	17.6%	9
Poor	13.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	21	15.2%	8
Very poor	4.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	8	3.9%	2
(Don't know)	5.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	9	4.8%	2
Never visit	9.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	31.2%	15
Mean:	3.42		0.00		0.00		0.00		0.00		0.00		0.00		3.46		3.23	
Weighted base:	211		0		0		0		0		0		0		162		49	
Sample:	201		0		0		0		0		0		0		151		50	

As a good place to combine shopping with other leisure activities (e.g. visit friends, the cinema etc)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	7.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	12	5.8%	3
Good	22.6%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.1%	41	14.6%	7
Adequate	19.6%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.8%	37	9.2%	5
Poor	15.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	25	16.5%	8
Very poor	14.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	28	3.9%	2
(Don't know)	10.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	13	18.9%	9
Never visit	10.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6	31.2%	15
Mean:	2.91		0.00		0.00		0.00		0.00		0.00		0.00		2.89		3.04	
Weighted base:	211		0		0		0		0		0		0		162		49	
Sample:	201		0		0		0		0		0		0		151		50	

Column %ges.

Moray Household Survey
for Hargest Planning

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

As a good place to combine shopping with other personal business (e.g. visit the bank/building society)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	6.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	12	2.3%	1
Good	26.0%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	48	13.0%	6
Adequate	14.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	28	6.9%	3
Poor	21.5%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	35	21.8%	11
Very poor	12.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	22	7.1%	3
(Don't know)	9.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	11	17.8%	9
Never visit	9.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	31.2%	15
Mean:	*2.91*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*2.95*		*2.64*	
Weighted base:	211		0		0		0		0		0		0		162		49	
Sample:	201		0		0		0		0		0		0		151		50	

Meanscore: [Very good = 5, Quite good = 4, Neither good nor poor = 3, Quite poor = 2, Very poor = 1]

Q52 Now thinking about Forres Town Centre as a place to shop.   How would you rate Forres Town Centre on the following areas? [PR]
Those living in postcode sectors IV36 1, IV36 2 & IV36 3

Choice of shops for clothing and footwear

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	1.8%	3	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	7.1%	12	0.0%	0	0.0%	0	7.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	37.9%	66	0.0%	0	0.0%	0	37.9%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	46.2%	81	0.0%	0	0.0%	0	46.2%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.5%	4	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	4.6%	8	0.0%	0	0.0%	0	4.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	*1.62*		*0.00*		*0.00*		*1.62*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*	
Weighted base:	175		0		0		175		0		0		0		0		0	
Sample:	150		0		0		150		0		0		0		0		0	

Choice of shops for other personal goods (e.g., CDs, china, glass, jewellery etc)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	5.9%	10	0.0%	0	0.0%	0	5.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	26.4%	46	0.0%	0	0.0%	0	26.4%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	34.6%	60	0.0%	0	0.0%	0	34.6%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	24.3%	43	0.0%	0	0.0%	0	24.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.7%	7	0.0%	0	0.0%	0	3.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	4.6%	8	0.0%	0	0.0%	0	4.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	*2.17*		*0.00*		*0.00*		*2.17*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*	
Weighted base:	175		0		0		175		0		0		0		0		0	
Sample:	150		0		0		150		0		0		0		0		0	

Choice of shops for furniture, floor coverings and large household electrical items

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	3.7%	7	0.0%	0	0.0%	0	3.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	19.5%	34	0.0%	0	0.0%	0	19.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	36.2%	63	0.0%	0	0.0%	0	36.2%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	30.8%	54	0.0%	0	0.0%	0	30.8%	54	0.0%	0	0.0%	0	0.0%	0	13.0%	0	7.1%	3
(Don't know)	4.7%	8	0.0%	0	0.0%	0	4.7%	8	0.0%	0	0.0%	0	0.0%	0	6.0%	0	17.8%	0
Never visit	4.6%	8	0.0%	0	0.0%	0	4.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	*1.97*		*0.00*		*0.00*		*1.97*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*	
Weighted base:	175		0		0		175		0		0		0		0		0	
Sample:	150		0		0		150		0		0		0		0		0	

Easy to travel to by car

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	36.3%	63	0.0%	0	0.0%	0	36.3%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	40.1%	70	0.0%	0	0.0%	0	40.1%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	5.1%	9	0.0%	0	0.0%	0	5.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	13.1%	23	0.0%	0	0.0%	0	13.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	4.6%	8	0.0%	0	0.0%	0	4.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	*4.35*		*0.00*		*0.00*		*4.35*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*	
Weighted base:	175		0		0		175		0		0		0		0		0	
Sample:	150		0		0		150		0		0		0		0		0	

Column %ges.

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 133

August 2021

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

Easy and cheap to park

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	40.9%	71	0.0%	0	0.0%	0	40.9%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	35.2%	62	0.0%	0	0.0%	0	35.2%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	5.3%	9	0.0%	0	0.0%	0	5.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	12.8%	22	0.0%	0	0.0%	0	12.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	4.6%	8	0.0%	0	0.0%	0	4.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		4.39		0.00		0.00		4.39		0.00		0.00		0.00		0.00		0.00
Weighted base:		175		0		0		175		0		0		0		0		0
Sample:		150		0		0		150		0		0		0		0		0

Easy to travel to by public transport

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	23.3%	41	0.0%	0	0.0%	0	23.3%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	26.2%	46	0.0%	0	0.0%	0	26.2%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	5.8%	10	0.0%	0	0.0%	0	5.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	4.8%	8	0.0%	0	0.0%	0	4.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	6.2%	11	0.0%	0	0.0%	0	6.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	29.1%	51	0.0%	0	0.0%	0	29.1%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	4.6%	8	0.0%	0	0.0%	0	4.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		3.84		0.00		0.00		3.84		0.00		0.00		0.00		0.00		0.00
Weighted base:		175		0		0		175		0		0		0		0		0
Sample:		150		0		0		150		0		0		0		0		0

As a pleasant and attractive place to visit

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	44.1%	77	0.0%	0	0.0%	0	44.1%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	40.5%	71	0.0%	0	0.0%	0	40.5%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	4.9%	9	0.0%	0	0.0%	0	4.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	1.1%	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
Very poor	1.4%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.5%	6	0.0%	0	0.0%	0	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	4.6%	8	0.0%	0	0.0%	0	4.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		4.36		0.00		0.00		4.36		0.00		0.00		0.00		0.00		0.00
Weighted base:		175		0		0		175		0		0		0		0		0
Sample:		150		0		0		150		0		0		0		0		0

As a good place to combine shopping with other leisure activities (e.g. visit friends, the cinema etc)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	8.7%	15	0.0%	0	0.0%	0	8.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	31.2%	55	0.0%	0	0.0%	0	31.2%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	21.8%	38	0.0%	0	0.0%	0	21.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	17.5%	31	0.0%	0	0.0%	0	17.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	10.2%	18	0.0%	0	0.0%	0	10.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.0%	10	0.0%	0	0.0%	0	6.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	4.6%	8	0.0%	0	0.0%	0	4.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		3.12		0.00		0.00		3.12		0.00		0.00		0.00		0.00		0.00
Weighted base:		175		0		0		175		0		0		0		0		0
Sample:		150		0		0		150		0		0		0		0		0

As a good place to combine shopping with other personal business (e.g. visit the bank/building society)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	5.8%	10	0.0%	0	0.0%	0	5.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	26.5%	46	0.0%	0	0.0%	0	26.5%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	21.5%	38	0.0%	0	0.0%	0	21.5%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	21.7%	38	0.0%	0	0.0%	0	21.7%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	14.6%	26	0.0%	0	0.0%	0	14.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.2%	9	0.0%	0	0.0%	0	5.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	4.6%	8	0.0%	0	0.0%	0	4.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		2.86		0.00		0.00		2.86		0.00		0.00		0.00		0.00		0.00
Weighted base:		175		0		0		175		0		0		0		0		0
Sample:		150		0		0		150		0		0		0		0		0

Column %ges.

By Zone [B]
Weighted:

Moray Household Survey
for Hargest Planning

Page 134
August 2021

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

Meanscore: [Very good = 5, Quite good = 4, Neither good nor poor = 3, Quite poor = 2, Very poor = 1]

Q53 Now thinking about Keith Town Centre as a place to shop. How would you rate Keith Town Centre on the following areas? [PR]
Those living in postcode sectors AB37 9, AB38 7, AB38 9, AB55 5, AB55 6 & IV32 7

Choice of shops for clothing and footwear

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	1.8%	1	0.0%	0	1.3%	1
Good	4.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	4.5%	3	0.0%	0	6.2%	3
Adequate	11.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	8	16.5%	12	0.0%	0	5.2%	3
Poor	20.2%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	8	38.0%	28	0.0%	0	11.4%	6
Very poor	20.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	10	33.7%	25	0.0%	0	13.9%	7
(Don't know)	6.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	9	3.0%	2	0.0%	0	5.6%	3
Never visit	35.0%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.6%	43	2.5%	2	0.0%	0	56.4%	28
Mean:	2.12		0.00		0.00		0.00		0.00		2.40		1.97		0.00		2.20	
Weighted base:	207		0		0		0		0		84		73		0		49	
Sample:	251		0		0		0		0		100		101		0		50	

Choice of shops for other personal goods (e.g., CDs, china, glass, jewellery etc)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.0%	3	0.0%	0	4.5%	2
Good	7.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	9.7%	7	0.0%	0	11.1%	5
Adequate	14.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	9	21.2%	16	0.0%	0	9.7%	5
Poor	16.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	8	32.1%	24	0.0%	0	6.9%	3
Very poor	14.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	8	26.2%	19	0.0%	0	5.8%	3
(Don't know)	8.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	12	4.3%	3	0.0%	0	5.6%	3
Never visit	35.0%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.6%	43	2.5%	2	0.0%	0	56.4%	28
Mean:	2.42		0.00		0.00		0.00		0.00		2.34		2.28		0.00		3.04	
Weighted base:	207		0		0		0		0		84		73		0		49	
Sample:	251		0		0		0		0		100		101		0		50	

Choice of shops for furniture, floor coverings and large household electrical items

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	5.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	12.7%	9	0.0%	0	2.6%	1
Good	18.5%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	12	26.9%	20	0.0%	0	14.2%	7
Adequate	19.2%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	11	26.8%	20	0.0%	0	19.4%	10
Poor	6.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	12.8%	9	0.0%	0	3.6%	2
Very poor	7.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	5	13.8%	10	0.0%	0	0.0%	0
(Don't know)	7.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	10	4.4%	3	0.0%	0	3.9%	2
Never visit	35.0%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.6%	43	2.5%	2	0.0%	0	56.4%	28
Mean:	3.14		0.00		0.00		0.00		0.00		3.00		3.13		0.00		3.40	
Weighted base:	207		0		0		0		0		84		73		0		49	
Sample:	251		0		0		0		0		100		101		0		50	

Easy to travel to by car

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	29.5%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	10	57.9%	42	0.0%	0	16.9%	8
Good	22.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.8%	19	24.7%	18	0.0%	0	16.6%	8
Adequate	6.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	6	6.5%	5	0.0%	0	4.5%	2
Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.5%	1	0.0%	0	0.0%	0
(Don't know)	6.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5	6.9%	5	0.0%	0	5.6%	3
Never visit	35.0%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.6%	43	2.5%	2	0.0%	0	56.4%	28
Mean:	4.32		0.00		0.00		0.00		0.00		3.97		4.52		0.00		4.33	
Weighted base:	207		0		0		0		0		84		73		0		49	
Sample:	251		0		0		0		0		100		101		0		50	

Easy and cheap to park

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	27.0%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	15	43.8%	32	0.0%	0	18.3%	9
Good	20.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	14	27.8%	20	0.0%	0	14.5%	7
Adequate	7.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	5	13.5%	10	0.0%	0	2.6%	1
Poor	3.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	5.4%	4	0.0%	0	2.6%	1
Very poor	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.6%	0	0.0%	0	0.0%	0
(Don't know)	6.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	6	6.3%	5	0.0%	0	5.6%	3
Never visit	35.0%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.6%	43	2.5%	2	0.0%	0	56.4%	28
Mean:	4.18		0.00		0.00		0.00		0.00		4.10		4.20		0.00		4.28	
Weighted base:	207		0		0		0		0		84		73		0		49	
Sample:	251		0		0		0		0		100		101		0		50	

Column %ges.

Moray Household Survey
for Hargest Planning

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

Easy to travel to by public transport

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	13.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	30.3%	22	0.0%	0	10.1%	5
Good	11.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	27.0%	20	0.0%	0	2.6%	1
Adequate	3.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	6.6%	5	0.0%	0	1.3%	1
Poor	8.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	10	3.0%	2	0.0%	0	9.0%	4
Very poor	13.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	16	12.7%	9	0.0%	0	5.6%	3
(Don't know)	15.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	12	17.9%	13	0.0%	0	15.0%	7
Never visit	35.0%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.6%	43	2.5%	2	0.0%	0	56.4%	28
Mean:		*3.07*		*0.00*		*0.00*		*0.00*		*0.00*		*1.77*		*3.75*		*0.00*		*3.09*
Weighted base:		207		0		0		0		0		84		73		0		49
Sample:		251		0		0		0		0		100		101		0		50

As a pleasant and attractive place to visit

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	10.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	7	14.5%	11	0.0%	0	5.6%	3
Good	18.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	8	33.6%	25	0.0%	0	10.6%	5
Adequate	20.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	12	29.4%	22	0.0%	0	17.0%	8
Poor	9.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	7	14.1%	10	0.0%	0	4.5%	2
Very poor	3.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	3.4%	3	0.0%	0	4.5%	2
(Don't know)	3.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	5	2.4%	2	0.0%	0	1.3%	1
Never visit	35.0%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.6%	43	2.5%	2	0.0%	0	56.4%	28
Mean:		*3.36*		*0.00*		*0.00*		*0.00*		*0.00*		*3.29*		*3.44*		*0.00*		*3.20*
Weighted base:		207		0		0		0		0		84		73		0		49
Sample:		251		0		0		0		0		100		101		0		50

As a good place to combine shopping with other leisure activities (e.g. visit friends, the cinema etc)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	4.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	8.4%	6	0.0%	0	2.6%	1
Good	13.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	8	22.6%	17	0.0%	0	7.5%	4
Adequate	15.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	8	27.5%	20	0.0%	0	7.1%	3
Poor	12.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	8	18.2%	13	0.0%	0	9.7%	5
Very poor	9.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	8	11.4%	8	0.0%	0	8.5%	4
(Don't know)	9.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	8	9.4%	7	0.0%	0	8.2%	4
Never visit	35.0%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.6%	43	2.5%	2	0.0%	0	56.4%	28
Mean:		*2.82*		*0.00*		*0.00*		*0.00*		*0.00*		*2.64*		*2.98*		*0.00*		*2.61*
Weighted base:		207		0		0		0		0		84		73		0		49
Sample:		251		0		0		0		0		100		101		0		50

As a good place to combine shopping with other personal business (e.g. visit the bank/building society)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	5.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	9.8%	7	0.0%	0	5.6%	3
Good	14.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	10	17.6%	13	0.0%	0	14.6%	7
Adequate	13.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	9	22.7%	17	0.0%	0	3.9%	2
Poor	13.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	7	19.9%	15	0.0%	0	10.6%	5
Very poor	9.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	5	20.6%	15	0.0%	0	0.0%	0
(Don't know)	9.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	9	6.9%	5	0.0%	0	8.8%	4
Never visit	35.0%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.6%	43	2.5%	2	0.0%	0	56.4%	28
Mean:		*2.88*		*0.00*		*0.00*		*0.00*		*0.00*		*2.88*		*2.74*		*0.00*		*3.44*
Weighted base:		207		0		0		0		0		84		73		0		49
Sample:		251		0		0		0		0		100		101		0		50

Column %ges.

Moray Household Survey
for Hargest Planning

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

Meanscore: [Very good = 5, Quite good = 4, Neither good nor poor = 3, Quite poor = 2, Very poor = 1]

Q54 Now thinking about Lossiemouth Town Centre as a place to shop. How would you rate Lossiemouth Town Centre on the following areas? [PR]
Those living in postcode sectors IV30 4, IV30 5, IV30 8 & IV31 6

Choice of shops for clothing and footwear

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	0.3%	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
Good	2.4%	8	0.0%	0	3.1%	4	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	7.1%	22	2.8%	2	6.4%	9	0.0%	0	13.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	18.1%	56	15.5%	14	13.7%	19	0.0%	0	28.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	31.6%	98	21.3%	19	28.2%	39	0.0%	0	48.5%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.5%	20	8.1%	7	7.7%	11	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	34.0%	106	52.4%	47	41.0%	57	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.69		1.53		1.69		0.00		1.75		0.00		0.00		0.00		0.00
Weighted base:		312		90		139		0		82		0		0		0		0
Sample:		318		68		150		0		100		0		0		0		0

Choice of shops for other personal goods (e.g., CDs, china, glass, jewellery etc)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	0.3%	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
Good	2.0%	6	0.0%	0	2.0%	3	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	5.9%	18	3.4%	3	6.8%	9	0.0%	0	7.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	20.0%	62	14.1%	13	13.0%	18	0.0%	0	38.3%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	30.7%	96	22.3%	20	27.9%	39	0.0%	0	44.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.1%	22	7.8%	7	9.2%	13	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	34.0%	106	52.4%	47	41.0%	57	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.66		1.52		1.66		0.00		1.73		0.00		0.00		0.00		0.00
Weighted base:		312		90		139		0		82		0		0		0		0
Sample:		318		68		150		0		100		0		0		0		0

Choice of shops for furniture, floor coverings and large household electrical items

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	0.3%	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
Good	1.8%	6	0.8%	1	1.3%	2	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	6.4%	20	0.0%	0	7.6%	11	0.0%	0	11.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	18.6%	58	13.1%	12	15.7%	22	0.0%	0	29.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	32.0%	100	24.9%	22	27.0%	38	0.0%	0	48.1%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.9%	21	8.8%	8	7.3%	10	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	34.0%	106	52.4%	47	41.0%	57	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.65		1.40		1.68		0.00		1.73		0.00		0.00		0.00		0.00
Weighted base:		312		90		139		0		82		0		0		0		0
Sample:		318		68		150		0		100		0		0		0		0

Easy to travel to by car

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Very good	24.8%	77	16.0%	14	24.4%	34	0.0%	0	34.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	26.6%	83	22.6%	20	20.8%	29	0.0%	0	40.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	7.2%	23	6.6%	6	7.0%	10	0.0%	0	8.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	1.2%	4	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	2.3%	7	2.6%	2	1.7%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.5%	14	1.6%	1	2.4%	3	0.0%	0	11.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	33.5%	104	50.6%	45	41.0%	57	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		4.13		4.03		4.12		0.00		4.21		0.00		0.00		0.00		0.00
Weighted base:		312		90		139		0		82		0		0		0		0
Sample:		318		68		150		0		100		0		0		0		0

Column %ges.

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 137

August 2021

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Easy and cheap to park																		
Very good	26.3%	82	20.9%	19	23.9%	33	0.0%	0	36.2%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	20.9%	65	15.4%	14	17.9%	25	0.0%	0	31.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	7.6%	24	6.9%	6	6.8%	9	0.0%	0	9.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	3.8%	12	2.0%	2	4.3%	6	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	1.9%	6	2.6%	2	0.7%	1	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.0%	19	1.6%	1	5.4%	8	0.0%	0	11.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	33.5%	104	50.6%	45	41.0%	57	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*4.09*		*4.04*		*4.12*		*0.00*		*4.08*		*0.00*		*0.00*		*0.00*		*0.00*
Weighted base:		312		90		139		0		82		0		0		0		0
Sample:		318		68		150		0		100		0		0		0		0
Easy to travel to by public transport																		
Very good	11.2%	35	8.4%	8	5.5%	8	0.0%	0	24.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	11.6%	36	13.9%	12	1.6%	2	0.0%	0	26.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	7.3%	23	5.2%	5	5.1%	7	0.0%	0	13.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	7.5%	23	5.7%	5	11.0%	15	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	11.1%	34	0.8%	1	20.6%	29	0.0%	0	6.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	17.8%	55	15.4%	14	15.2%	21	0.0%	0	24.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	33.5%	104	50.6%	45	41.0%	57	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*3.09*		*3.69*		*2.10*		*0.00*		*3.80*		*0.00*		*0.00*		*0.00*		*0.00*
Weighted base:		312		90		139		0		82		0		0		0		0
Sample:		318		68		150		0		100		0		0		0		0
As a pleasant and attractive place to visit																		
Very good	27.3%	85	22.8%	20	20.8%	29	0.0%	0	43.3%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	25.9%	81	19.1%	17	22.9%	32	0.0%	0	38.3%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	8.3%	26	5.2%	5	10.0%	14	0.0%	0	8.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	1.5%	5	0.0%	0	1.8%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	1.4%	4	0.8%	1	0.7%	1	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.1%	7	1.6%	1	2.8%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	33.5%	104	50.6%	45	41.0%	57	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*4.18*		*4.32*		*4.09*		*0.00*		*4.20*		*0.00*		*0.00*		*0.00*		*0.00*
Weighted base:		312		90		139		0		82		0		0		0		0
Sample:		318		68		150		0		100		0		0		0		0
As a good place to combine shopping with other leisure activities (e.g. visit friends, the cinema etc)																		
Very good	4.8%	15	5.2%	5	3.5%	5	0.0%	0	6.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	15.6%	48	8.4%	8	12.8%	18	0.0%	0	27.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	17.5%	55	8.3%	7	20.7%	29	0.0%	0	22.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	13.9%	43	14.1%	13	9.9%	14	0.0%	0	20.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	10.0%	31	6.3%	6	8.5%	12	0.0%	0	16.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.8%	15	7.0%	6	3.6%	5	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	33.5%	104	50.6%	45	41.0%	57	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*2.86*		*2.81*		*2.87*		*0.00*		*2.87*		*0.00*		*0.00*		*0.00*		*0.00*
Weighted base:		312		90		139		0		82		0		0		0		0
Sample:		318		68		150		0		100		0		0		0		0
As a good place to combine shopping with other personal business (e.g. visit the bank/building society)																		
Very good	1.0%	3	1.8%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	6.1%	19	3.8%	3	4.4%	6	0.0%	0	11.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate	10.2%	32	6.6%	6	10.3%	14	0.0%	0	13.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	18.1%	56	17.8%	16	14.6%	20	0.0%	0	24.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	24.2%	75	10.2%	9	21.6%	30	0.0%	0	44.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.7%	21	8.4%	8	7.2%	10	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit	33.7%	105	51.4%	46	41.0%	57	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*2.02*		*2.24*		*2.01*		*0.00*		*1.93*		*0.00*		*0.00*		*0.00*		*0.00*
Weighted base:		312		90		139		0		82		0		0		0		0
Sample:		318		68		150		0		100		0		0		0		0

Column %ges.

By Zone [B]
Weighted:

Moray Household Survey
for Hargest Planning

Page 138
August 2021

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

Q55 Do you visit on a regular basis, e.g. once or more per year, OTHER cities for shopping trips?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Yes	61.6%	618	71.0%	169	63.6%	89	53.4%	93	60.2%	50	60.6%	51	55.8%	41	61.0%	99	54.6%	27
No	38.4%	385	29.0%	69	36.4%	51	46.6%	81	39.8%	33	39.4%	33	44.2%	32	39.0%	63	45.4%	22
Weighted base:	1003		237		139		175		82		84		73		162		49	
Sample:	1003		201		150		150		100		100		101		151		50	

Q56 So of the other cities you visit - which city do you visit the most for shopping?
Those that visit other cities for shopping trips at Q55

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aberdeen	34.3%	212	26.2%	44	15.9%	14	27.4%	26	33.4%	17	35.3%	18	69.0%	28	55.0%	54	41.4%	11
Dundee	0.5%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	4.6%	29	4.1%	7	7.8%	7	3.9%	4	8.7%	4	2.7%	1	2.5%	1	2.4%	2	8.2%	2
Glasgow	5.2%	32	3.2%	5	8.1%	7	6.5%	6	9.8%	5	4.6%	2	0.0%	0	4.1%	4	8.2%	2
Inverness	51.6%	319	61.4%	103	65.6%	58	56.6%	53	45.8%	23	54.5%	28	25.7%	11	33.7%	33	37.4%	10
Perth	0.8%	5	0.4%	1	0.0%	0	1.8%	2	0.0%	0	1.9%	1	0.0%	0	1.4%	1	0.0%	0
Stirling	0.8%	5	1.0%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	1.1%	0	1.4%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aviemore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckie	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Chester	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantown-on-Spey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverurie	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keith	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Livingston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
London	0.9%	6	1.0%	2	2.7%	2	1.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend	0.0%	0	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)	0.7%	4	1.0%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
(Nowhere else)	0.0%	0	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:	618		169		89		93		50		51		41		99		27	
Sample:	560		131		90		74		55		53		49		83		25	

Q57 Which city do you visit second most often for shopping?
Those that visit other cities for shopping trips at Q55 excluding those said '(Don't know)' at Q56

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aberdeen	26.0%	160	34.4%	57	30.5%	27	18.9%	18	26.8%	13	22.7%	12	15.6%	6	21.3%	21	22.7%	6
Dundee	1.1%	6	0.0%	0	2.7%	2	0.0%	0	2.2%	1	0.0%	0	7.4%	3	0.0%	0	0.0%	0
Edinburgh	5.4%	33	7.4%	12	8.0%	7	6.4%	6	7.8%	4	2.5%	1	2.1%	1	2.0%	2	0.0%	0
Glasgow	7.0%	43	5.4%	9	5.7%	5	8.8%	8	11.6%	6	7.9%	4	10.0%	4	5.0%	5	8.2%	2
Inverness	20.8%	128	17.1%	29	13.0%	12	18.7%	17	11.2%	5	30.3%	15	19.3%	8	32.8%	32	35.4%	10
Perth	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirling	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aviemore	0.2%	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
Buckie	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forres	0.3%	2	0.0%	0	1.6%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantown-on-Spey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverurie	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.2%	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
Livingston	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Manchester	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
Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.1%	7	0.0%	0	1.1%	1	1.8%	2	0.0%	0	0.0%	0	2.5%	1	1.4%	1	5.9%	2
(Nowhere else)	36.9%	226	34.3%	57	37.4%	33	43.4%	41	37.7%	18	34.2%	17	40.7%	17	36.4%	35	27.8%	7
Weighted base:	614		167		89		93		49		51		41		97		27	
Sample:	557		130		90		74		54		53		49		82		25	

Column %ges.

By Zone [B]

Weighted:

Moray Household Survey
for Hargest Planning

Page 139

August 2021

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

Q58 Which city do you visit third most often for shopping?
Those that visit other cities for shopping trips at Q55 excluding those said '(Don't know)' at Q56 or '(Don't know / varies)' or '(Nowhere else)' at Q57

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aberdeen	5.2%	20	5.3%	6	4.9%	3	9.0%	5	8.1%	2	3.8%	1	0.0%	0	4.9%	3	0.0%	0
Dundee	2.3%	9	0.0%	0	0.0%	0	3.3%	2	3.6%	1	0.0%	0	12.9%	3	4.7%	3	0.0%	0
Edinburgh	4.9%	19	5.9%	7	1.8%	1	4.7%	2	10.5%	3	11.0%	4	8.9%	2	0.0%	0	0.0%	0
Glasgow	10.6%	40	18.4%	20	2.5%	1	13.9%	7	3.6%	1	0.0%	0	14.8%	3	11.8%	7	0.0%	0
Inverness	6.0%	23	3.8%	4	6.5%	4	5.7%	3	14.4%	4	11.0%	4	13.2%	3	1.7%	1	0.0%	0
Perth	1.8%	7	3.8%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Stirling	0.5%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aviemore	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Buckie	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantown-on-Spey	0.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverurie	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Keith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Livingston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	1.1%	4	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	8.3%	1
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Newcastle	0.8%	3	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend	0.0%	0	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)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
(Nowhere else)	65.1%	248	59.1%	65	79.6%	43	63.5%	33	59.9%	18	74.2%	25	43.2%	10	65.2%	39	83.3%	15
Weighted base:		381		110		55		51		30		34		23		61		18
Sample:		331		81		52		39		33		32		27		51		16

Q58X Which cities do you visit? (Any mention)
Those that visit other cities for shopping trips at Q55

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aberdeen	63.7%	393	63.6%	107	49.4%	44	53.0%	49	64.6%	32	60.5%	31	84.6%	35	79.1%	78	64.0%	17
Dundee	2.9%	18	1.8%	3	2.7%	2	1.8%	2	4.4%	2	0.0%	0	14.7%	6	2.9%	3	0.0%	0
Edinburgh	13.1%	81	15.2%	26	16.9%	15	12.8%	12	22.8%	11	12.4%	6	9.6%	4	4.4%	4	8.2%	2
Glasgow	18.7%	116	20.5%	34	15.4%	14	22.9%	21	23.4%	12	12.4%	6	18.4%	8	16.3%	16	16.5%	4
Inverness	75.9%	469	80.8%	136	82.6%	73	78.4%	73	65.5%	32	90.9%	47	52.4%	21	67.1%	66	72.8%	20
Perth	2.0%	12	3.3%	6	0.6%	1	1.8%	2	0.0%	0	1.9%	1	0.0%	0	3.4%	3	0.0%	0
Stirling	1.1%	7	1.4%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	3.7%	2	1.4%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aviemore	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	1.4%	1	0.0%	0
Buckie	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Chester	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.2%	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
Forres	0.3%	2	0.0%	0	1.6%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantown-on-Spey	0.2%	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
Inverurie	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Keith	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1
Leeds	0.2%	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
Livingston	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
London	1.6%	10	2.0%	3	2.7%	2	1.3%	1	0.0%	0	1.1%	1	0.0%	0	1.0%	1	5.5%	1
Manchester	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
Middlesbrough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Newcastle	0.5%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sheffield	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend	0.1%	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
Weighted base:		618		169		89		93		50		51		41		99		27
Sample:		560		131		90		74		55		53		49		83		25

Column %ges.

By Zone [B]
Weighted:

Moray Household Survey
for Hargest Planning

Page 140
August 2021

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

Meanscore: [Number of times per week]

Q59 How regularly do you undertake shopping trips to (FIRST CITY MENTIONED AT Q56)?
Those that visit other cities for shopping trips at Q55 excluding those said '(Don't know)' at Q56

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
7 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 - 4 times a week	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twice a week	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.5%	3	0.7%	1	0.0%	0	0.8%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every two weeks	1.9%	12	1.1%	2	1.5%	1	3.1%	3	4.9%	2	1.9%	1	6.0%	2	0.0%	0	0.0%	0
Every three weeks	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
Monthly	12.2%	75	12.8%	21	8.3%	7	25.3%	24	16.8%	8	5.0%	3	6.4%	3	8.3%	8	5.5%	1
Once every two months	18.9%	116	20.3%	34	16.1%	14	22.4%	21	25.5%	12	7.5%	4	24.7%	10	21.2%	21	0.0%	0
Three-four times a year	26.2%	161	23.6%	39	24.9%	22	16.4%	15	31.3%	15	26.9%	14	31.3%	13	34.7%	34	30.9%	8
Twice a year	21.8%	134	24.2%	40	25.1%	22	16.7%	16	14.8%	7	30.3%	15	13.3%	5	16.1%	16	43.5%	12
Once a year	14.8%	91	13.0%	22	17.6%	16	10.0%	9	5.1%	2	28.4%	15	15.8%	6	18.0%	18	11.8%	3
Less often	2.2%	14	3.5%	6	6.5%	6	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
(Don't know)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2
(Varies)	0.8%	5	0.4%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0	2.6%	1	1.7%	2	0.0%	0
Mean:	0.10		0.10		0.07		0.17		0.15		0.06		0.11		0.08		0.05	
Weighted base:	614		167		89		93		49		51		41		97		27	
Sample:	557		130		90		74		54		53		49		82		25	

Q60 What types of goods do you buy when you visit (FIRST CITY MENTIONED AT Q56)? [MR]
Those that visit other cities for shopping trips at Q55 excluding those said '(Don't know)' at Q56

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Books	4.4%	27	3.4%	6	0.0%	0	1.8%	2	12.8%	6	2.5%	1	7.4%	3	9.1%	9	0.0%	0
Clothing / shoes	81.5%	500	84.1%	140	75.4%	67	78.2%	73	88.7%	43	77.7%	40	84.1%	34	83.6%	81	78.8%	21
Console / PC games	5.2%	32	7.0%	12	4.2%	4	1.3%	1	11.2%	5	3.6%	2	2.5%	1	5.7%	6	5.9%	2
Craft / hobby items (including stationary and cards)	3.6%	22	3.0%	5	1.6%	1	2.6%	2	3.9%	2	1.1%	1	12.6%	5	4.2%	4	5.9%	2
DIY / garden products (includes hardware goods & tools)	4.1%	25	4.8%	8	3.4%	3	7.7%	7	1.7%	1	1.1%	1	7.4%	3	2.8%	3	0.0%	0
Food (including alcohol & groceries)	7.3%	45	5.5%	9	5.4%	5	8.4%	8	2.2%	1	5.0%	3	13.0%	5	11.1%	11	13.0%	4
Furniture / soft furnishings / floor coverings	9.9%	61	10.2%	17	10.0%	9	8.5%	8	10.8%	5	8.6%	4	10.0%	4	9.1%	9	16.1%	4
Gifts	18.6%	114	18.6%	31	14.0%	12	17.9%	17	21.5%	10	21.8%	11	26.8%	11	19.0%	19	10.7%	3
Health / beauty / cosmetic / chemist goods	11.5%	70	11.4%	19	4.5%	4	16.0%	15	13.6%	7	3.6%	2	14.7%	6	16.8%	16	5.5%	1
Household electrical goods (e.g. washing machines, hoovers, lamps)	6.7%	41	7.4%	12	8.0%	7	3.6%	3	6.4%	3	1.9%	1	10.0%	4	6.9%	7	13.0%	3
Other electrical goods (e.g. TV's, PC's, game consoles, cameras)	4.8%	30	4.7%	8	1.5%	1	5.4%	5	4.5%	2	0.0%	0	12.4%	5	7.7%	8	2.4%	1
Jewellery	5.7%	35	4.7%	8	2.6%	2	5.4%	5	4.5%	2	7.9%	4	3.5%	1	9.9%	10	9.7%	3
Media (e.g. DVD's, CD's, Vinyl)	2.5%	15	2.0%	3	2.9%	3	3.6%	3	2.2%	1	0.0%	0	2.5%	1	4.2%	4	0.0%	0
Mobile phones / tablets / pads	2.3%	14	2.0%	3	1.5%	1	3.6%	3	2.2%	1	1.9%	1	0.0%	0	4.2%	4	0.0%	0
Musical instruments / accessories	2.5%	15	1.0%	2	0.0%	0	3.6%	3	4.5%	2	0.0%	0	2.5%	1	7.0%	7	0.0%	0
Pet food / products	0.8%	5	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	4.9%	2	1.4%	1	0.0%	0
Sporting / leisure products	4.5%	28	3.3%	6	1.5%	1	2.6%	2	10.6%	5	5.0%	3	9.8%	4	7.1%	7	0.0%	0
Sports goods (includes fishing & cycling items)	2.3%	14	2.0%	3	0.0%	0	4.0%	4	8.4%	4	0.0%	0	0.0%	0	2.8%	3	0.0%	0
Toys	4.0%	25	5.7%	10	2.6%	2	1.8%	2	0.0%	0	3.6%	2	2.5%	1	7.9%	8	2.4%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crockery / cutlery / tableware	0.3%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Vehicles / vehicle parts	0.8%	5	1.0%	2	1.7%	2	0.8%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.1%	25	3.1%	5	8.7%	8	6.2%	6	0.0%	0	2.7%	1	0.0%	0	2.7%	3	8.2%	2
Weighted base:	614		167		89		93		49		51		41		97		27	
Sample:	557		130		90		74		54		53		49		82		25	

Column %ges.

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

GEN Gender of respondent.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Male	31.8%	319	31.8%	75	39.0%	54	35.4%	62	27.9%	23	33.1%	28	24.7%	18	25.5%	41	34.7%	17
Female	68.2%	684	68.2%	162	61.0%	85	64.6%	113	72.1%	59	66.9%	56	75.3%	55	74.5%	121	65.3%	32
Weighted base:		1003		237		139		175		82		84		73		162		49
Sample:		1003		201		150		150		100		100		101		151		50

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	
18 – 24 years	6.4%	64	10.5%	25	2.8%	4	6.7%	12	10.5%	9	1.5%	1	4.1%	3	5.9%	10	3.0%	1
25 – 34 years	12.8%	128	9.8%	23	8.4%	12	12.4%	22	13.1%	11	13.7%	12	26.0%	19	17.8%	29	3.0%	1
35 – 44 years	17.1%	172	19.6%	47	14.9%	21	15.3%	27	22.4%	18	10.7%	9	15.1%	11	20.4%	33	12.1%	6
45 – 54 years	19.0%	190	17.1%	41	25.8%	36	17.3%	30	14.0%	12	17.8%	15	16.0%	12	19.0%	31	28.9%	14
55 – 64 years	18.8%	189	15.8%	37	23.1%	32	19.4%	34	20.8%	17	21.7%	18	12.3%	9	19.8%	32	18.1%	9
65+ years	25.9%	259	27.3%	65	25.1%	35	28.8%	50	19.2%	16	34.6%	29	26.4%	19	17.1%	28	34.9%	17
(Refused)	0.0%	0	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:		1003		237		139		175		82		84		73		162		49
Sample:		1003		201		150		150		100		100		101		151		50

QUOTA   Zone

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1	23.7%	237	100.0%	237	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	13.9%	139	0.0%	0	100.0%	139	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	17.4%	175	0.0%	0	0.0%	0	100.0%	175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	8.2%	82	0.0%	0	0.0%	0	0.0%	0	100.0%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	8.4%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	84	0.0%	0	0.0%	0	0.0%	0
Zone 6	7.3%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	73	0.0%	0	0.0%	0
Zone 7	16.1%	162	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	162	0.0%	0
Zone 8	4.9%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	49
Weighted base:		1003		237		139		175		82		84		73		162		49
Sample:		1003		201		150		150		100		100		101		151		50

PC   Postcode Sector

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
AB37 9	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	14	0.0%	0	0.0%	0	0.0%	0
AB38 7	4.4%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.1%	44	0.0%	0	0.0%	0	0.0%	0
AB38 9	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.2%	26	0.0%	0	0.0%	0	0.0%	0
AB55 5	5.9%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	80.1%	59	0.0%	0	0.0%	0
AB55 6	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	15	0.0%	0	0.0%	0
AB56 1	9.4%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.0%	94	0.0%	0
AB56 4	4.9%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.5%	49	0.0%	0
AB56 5	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	19	0.0%	0
IV30 1	3.6%	36	15.3%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IV30 4	8.9%	90	37.8%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IV30 5	7.1%	72	0.0%	0	51.3%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IV30 6	11.1%	111	47.0%	111	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IV30 8	6.8%	68	0.0%	0	48.7%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IV31 6	8.2%	82	0.0%	0	0.0%	0	0.0%	0	100.0%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IV32 7	4.9%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	49
IV36 1	9.2%	92	0.0%	0	0.0%	0	52.8%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IV36 2	6.0%	60	0.0%	0	0.0%	0	34.3%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IV36 3	2.2%	23	0.0%	0	0.0%	0	12.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1003		237		139		175		82		84		73		162		49
Sample:		1003		201		150		150		100		100		101		151		50

Column %ges.

Appendix 3:

Data Tabulations

By Q56

	Total		Aberdeen		Dundee		Edinburgh		Glasgow		Inverness		Perth		Stirling	

Q56 So of the other cities you visit - which city do you visit the most for shopping?
Those that visit other cities for shopping trips at Q55

	Total		Aberdeen		Dundee		Edinburgh		Glasgow		Inverness		Perth		Stirling	
Aberdeen	33.2%	186	100.0%	186	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dundee	0.4%	2	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	4.3%	24	0.0%	0	0.0%	0	100.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow	5.0%	28	0.0%	0	0.0%	0	0.0%	0	100.0%	28	0.0%	0	0.0%	0	0.0%	0
Inverness	53.4%	299	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	299	0.0%	0	0.0%	0
Perth	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	4	0.0%	0
Stirling	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aviemore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckie	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantown-on-Spey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverurie	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keith	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Livingston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend	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)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		560		186		2		24		28		299		4		4

Q57 Which city do you visit second most often for shopping?
Those that visit other cities for shopping trips at Q55 excluding those said '(Don't know)' at Q56

	Total		Aberdeen		Dundee		Edinburgh		Glasgow		Inverness		Perth		Stirling	
Aberdeen	25.0%	139	0.0%	0	0.0%	0	8.3%	2	25.0%	7	43.1%	129	0.0%	0	25.0%	1
Dundee	1.1%	6	2.2%	4	0.0%	0	4.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Edinburgh	5.2%	29	5.4%	10	0.0%	0	0.0%	0	25.0%	7	2.7%	8	0.0%	0	50.0%	2
Glasgow	7.0%	39	9.1%	17	50.0%	1	29.2%	7	0.0%	0	4.0%	12	0.0%	0	25.0%	1
Inverness	19.4%	108	52.2%	97	0.0%	0	16.7%	4	17.9%	5	0.3%	1	25.0%	1	0.0%	0
Perth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Stirling	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aviemore	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Buckie	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forres	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Grantown-on-Spey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverurie	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.2%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Livingston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
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
Manchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Southend	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.9%	5	0.5%	1	0.0%	0	0.0%	0	7.1%	2	0.7%	2	0.0%	0	0.0%	0
(Nowhere else)	39.7%	221	30.1%	56	50.0%	1	37.5%	9	21.4%	6	46.8%	140	75.0%	3	0.0%	0
Base:		557		186		2		24		28		299		4		4

Column %ges.

Moray Household Survey
for Hargest Planning

Q58 Which city do you visit third most often for shopping?
Those that visit other cities for shopping trips at Q55 excluding those said '(Don't know)' at Q56 or '(Don't know / varies)' or '(Nowhere else)' at Q57

	Total		Aberdeen		Dundee		Edinburgh		Glasgow		Inverness		Perth		Stirling	
Aberdeen	4.8%	16	0.0%	0	100.0%	1	26.7%	4	20.0%	4	3.8%	6	0.0%	0	25.0%	1
Dundee	2.1%	7	2.3%	3	0.0%	0	0.0%	0	5.0%	1	1.3%	2	100.0%	1	0.0%	0
Edinburgh	5.1%	17	6.2%	8	0.0%	0	0.0%	0	5.0%	1	4.5%	7	0.0%	0	0.0%	0
Glasgow	8.8%	29	10.1%	13	0.0%	0	6.7%	1	0.0%	0	9.6%	15	0.0%	0	0.0%	0
Inverness	5.7%	19	7.8%	10	0.0%	0	33.3%	5	15.0%	3	0.0%	0	0.0%	0	0.0%	0
Perth	1.8%	6	0.8%	1	0.0%	0	0.0%	0	10.0%	2	1.3%	2	0.0%	0	25.0%	1
Stirling	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	25.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aviemore	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckie	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Forres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantown-on-Spey	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverurie	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Keith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Livingston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.9%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Newcastle	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend	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)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
(Nowhere else)	67.4%	223	69.0%	89	0.0%	0	33.3%	5	45.0%	9	75.2%	118	0.0%	0	0.0%	0
Base:		331		129		1		15		20		157		1		4

Q58X Which cities do you visit? (Any mention)
Those that visit other cities for shopping trips at Q55

	Total		Aberdeen		Dundee		Edinburgh		Glasgow		Inverness		Perth		Stirling	
Aberdeen	61.1%	342	100.0%	186	50.0%	1	25.0%	6	42.9%	12	45.2%	135	0.0%	0	50.0%	2
Dundee	2.7%	15	3.8%	7	100.0%	2	4.2%	1	3.6%	1	1.0%	3	25.0%	1	0.0%	0
Edinburgh	12.5%	70	9.7%	18	0.0%	0	100.0%	24	28.6%	8	5.0%	15	0.0%	0	50.0%	2
Glasgow	17.1%	96	16.1%	30	50.0%	1	33.3%	8	100.0%	28	9.0%	27	0.0%	0	25.0%	1
Inverness	75.9%	425	57.5%	107	0.0%	0	37.5%	9	28.6%	8	100.0%	299	25.0%	1	0.0%	0
Perth	2.0%	11	0.5%	1	0.0%	0	0.0%	0	7.1%	2	1.0%	3	100.0%	4	25.0%	1
Stirling	1.1%	6	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	100.0%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aviemore	0.4%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Buckie	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Chester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Forres	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Grantown-on-Spey	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverurie	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Keith	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.2%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Livingston	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
London	1.4%	8	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Manchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Newcastle	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Southend	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Base:		560		186		2		24		28		299		4		4

Column %ges.

Moray Household Survey
for Hargest Planning

	Total		Aberdeen		Dundee		Edinburgh		Glasgow		Inverness		Perth		Stirling	

Meanscore: [Number of times per week]

Q59 How regularly do you undertake shopping trips to (FIRST CITY MENTIONED AT Q56)?
Those that visit other cities for shopping trips at Q55 excluding those said '(Don't know)' at Q56

	Total		Aberdeen		Dundee		Edinburgh		Glasgow		Inverness		Perth		Stirling	
7 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 - 4 times a week	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Twice a week	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Once a week	0.5%	3	0.5%	1	0.0%	0	0.0%	0	3.6%	1	0.3%	1	0.0%	0	0.0%	0
Every two weeks	2.0%	11	3.2%	6	0.0%	0	0.0%	0	3.6%	1	1.0%	3	25.0%	1	0.0%	0
Every three weeks	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Monthly	10.4%	58	9.1%	17	0.0%	0	12.5%	3	7.1%	2	12.0%	36	0.0%	0	0.0%	0
Once every two months	17.8%	99	14.5%	27	50.0%	1	12.5%	3	25.0%	7	19.7%	59	0.0%	0	25.0%	1
Three-four times a year	26.8%	149	28.0%	52	50.0%	1	33.3%	8	14.3%	4	26.4%	79	50.0%	2	50.0%	2
Twice a year	22.6%	126	23.7%	44	0.0%	0	20.8%	5	32.1%	9	21.4%	64	0.0%	0	25.0%	1
Once a year	16.2%	90	16.7%	31	0.0%	0	20.8%	5	10.7%	3	15.4%	46	25.0%	1	0.0%	0
Less often	2.2%	12	2.2%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	7	0.0%	0	0.0%	0
(Don't know)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.9%	5	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Mean:		0.10		0.09		0.10		0.08		0.12		0.11		0.18		0.08
Base:		557		186		2		24		28		299		4		4

Q60 What types of goods do you buy when you visit (FIRST CITY MENTIONED AT Q56)? [MR]
Those that visit other cities for shopping trips at Q55 excluding those said '(Don't know)' at Q56

	Total		Aberdeen		Dundee		Edinburgh		Glasgow		Inverness		Perth		Stirling	
Books	4.0%	22	3.2%	6	0.0%	0	8.3%	2	3.6%	1	4.3%	13	0.0%	0	0.0%	0
Clothing / shoes	80.1%	446	79.0%	147	50.0%	1	87.5%	21	75.0%	21	80.9%	242	75.0%	3	100.0%	4
Console / PC games	4.5%	25	5.9%	11	0.0%	0	4.2%	1	7.1%	2	3.3%	10	25.0%	1	0.0%	0
Craft / hobby items (including stationary and cards)	3.2%	18	4.3%	8	0.0%	0	8.3%	2	0.0%	0	2.7%	8	0.0%	0	0.0%	0
DIY / garden products (includes hardware goods & tools)	3.8%	21	3.2%	6	0.0%	0	4.2%	1	0.0%	0	4.3%	13	0.0%	0	25.0%	1
Food (including alcohol & groceries)	7.9%	44	9.7%	18	0.0%	0	0.0%	0	3.6%	1	8.0%	24	25.0%	1	0.0%	0
Furniture / soft furnishings / floor coverings	9.9%	55	8.1%	15	0.0%	0	25.0%	6	0.0%	0	10.7%	32	0.0%	0	0.0%	0
Gifts	18.1%	101	16.1%	30	50.0%	1	16.7%	4	14.3%	4	20.1%	60	25.0%	1	0.0%	0
Health / beauty / cosmetic / chemist goods	9.5%	53	12.9%	24	0.0%	0	16.7%	4	3.6%	1	7.0%	21	50.0%	2	0.0%	0
Household electrical goods (e.g. washing machines, hoovers, lamps)	6.3%	35	6.5%	12	0.0%	0	12.5%	3	0.0%	0	6.4%	19	0.0%	0	0.0%	0
Other electrical goods (e.g. TV's, PC's, game consoles, cameras)	4.3%	24	6.5%	12	0.0%	0	0.0%	0	0.0%	0	3.7%	11	0.0%	0	0.0%	0
Jewellery	4.7%	26	7.0%	13	0.0%	0	8.3%	2	0.0%	0	3.0%	9	0.0%	0	25.0%	1
Media (e.g. DVD's, CD's, Vinyl)	2.0%	11	2.2%	4	0.0%	0	0.0%	0	3.6%	1	1.7%	5	25.0%	1	0.0%	0
Mobile phones / tablets / pads	1.8%	10	2.7%	5	0.0%	0	8.3%	2	0.0%	0	1.0%	3	0.0%	0	0.0%	0
Musical instruments / accessories	2.0%	11	2.7%	5	0.0%	0	4.2%	1	0.0%	0	1.7%	5	0.0%	0	0.0%	0
Pet food / products	0.7%	4	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	25.0%	1
Sporting / leisure products	4.3%	24	3.8%	7	0.0%	0	0.0%	0	10.7%	3	4.3%	13	25.0%	1	0.0%	0
Sports goods (includes fishing & cycling items)	2.0%	11	1.6%	3	0.0%	0	4.2%	1	3.6%	1	1.7%	5	25.0%	1	0.0%	0
Toys	3.4%	19	4.3%	8	0.0%	0	0.0%	0	3.6%	1	3.3%	10	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crockery / cutlery / tableware	0.4%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Vehicles / vehicle parts	0.9%	5	1.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0	0.0%	0
(Don't know)	4.3%	24	6.5%	12	0.0%	0	0.0%	0	10.7%	3	3.0%	9	0.0%	0	0.0%	0
Base:		557		186		2		24		28		299		4		4

Column %ges.

Appendix 4:

Data Tabulations

By Q56 (Weighted)

Moray Household Survey
for Hargest Planning

	Total		Aberdeen		Dundee		Edinburgh		Glasgow		Inverness		Perth		Stirling	

Q56 So of the other cities you visit - which city do you visit the most for shopping?
Those that visit other cities for shopping trips at Q55

	Total %	n	Aberdeen %	n	Dundee %	n	Edinburgh %	n	Glasgow %	n	Inverness %	n	Perth %	n	Stirling %	n
Aberdeen	34.3%	212	100.0%	212	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dundee	0.5%	3	0.0%	0	100.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	4.6%	29	0.0%	0	0.0%	0	100.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow	5.2%	32	0.0%	0	0.0%	0	0.0%	0	100.0%	32	0.0%	0	0.0%	0	0.0%	0
Inverness	51.6%	319	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	319	0.0%	0	0.0%	0
Perth	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	5	0.0%	0
Stirling	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aviemore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckie	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantown-on-Spey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverurie	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keith	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Livingston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend	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)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	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:		618		212		3		29		32		319		5		5
Sample:		560		186		2		24		28		299		4		4

Q57 Which city do you visit second most often for shopping?
Those that visit other cities for shopping trips at Q55 excluding those said '(Don't know)' at Q56

	Total %	n	Aberdeen %	n	Dundee %	n	Edinburgh %	n	Glasgow %	n	Inverness %	n	Perth %	n	Stirling %	n
Aberdeen	26.0%	160	0.0%	0	0.0%	0	10.5%	3	25.5%	8	46.1%	147	0.0%	0	32.3%	2
Dundee	1.1%	6	2.1%	4	0.0%	0	3.5%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Edinburgh	5.4%	33	6.0%	13	0.0%	0	0.0%	0	23.9%	8	2.6%	8	0.0%	0	41.0%	2
Glasgow	7.0%	43	9.3%	20	58.6%	2	26.7%	8	0.0%	0	3.7%	12	0.0%	0	26.7%	1
Inverness	20.8%	128	54.0%	115	0.0%	0	19.4%	6	17.0%	5	0.2%	1	35.4%	2	0.0%	0
Perth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Stirling	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aviemore	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Buckie	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forres	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0
Grantown-on-Spey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverurie	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.2%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Livingston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0
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
Manchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Southend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.1%	7	0.6%	1	0.0%	0	0.0%	0	10.1%	3	0.6%	2	0.0%	0	0.0%	0
(Nowhere else)	36.9%	226	27.4%	58	41.4%	1	36.3%	10	21.0%	7	44.6%	142	64.6%	3	0.0%	0
Weighted base:		614		212		3		29		32		319		5		5
Sample:		557		186		2		24		28		299		4		4

Column %ges.

Moray Household Survey
for Hargest Planning

Q58 Which city do you visit third most often for shopping?
Those that visit other cities for shopping trips at Q55 excluding those said '(Don't know)' at Q56 or '(Don't know / varies)' or '(Nowhere else)' at Q57

	Total		Aberdeen		Dundee		Edinburgh		Glasgow		Inverness		Perth		Stirling	
Aberdeen	5.2%	20	0.0%	0	100.0%	2	26.5%	5	20.1%	4	4.0%	7	0.0%	0	32.6%	2
Dundee	2.3%	9	2.2%	3	0.0%	0	0.0%	0	4.9%	1	1.4%	2	100.0%	2	0.0%	0
Edinburgh	4.9%	19	5.9%	9	0.0%	0	0.0%	0	7.5%	2	4.3%	7	0.0%	0	0.0%	0
Glasgow	10.6%	40	13.3%	20	0.0%	0	9.1%	2	0.0%	0	10.4%	18	0.0%	0	0.0%	0
Inverness	6.0%	23	7.7%	12	0.0%	0	35.5%	6	16.4%	4	0.0%	0	0.0%	0	0.0%	0
Perth	1.8%	7	0.4%	1	0.0%	0	0.0%	0	11.3%	2	1.1%	2	0.0%	0	32.3%	2
Stirling	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	26.7%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aviemore	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckie	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Forres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantown-on-Spey	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverurie	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Keith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Livingston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	1.1%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	0
Newcastle	0.8%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend	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)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
(Nowhere else)	65.1%	248	66.0%	101	0.0%	0	28.9%	5	39.8%	9	74.7%	130	0.0%	0	0.0%	0
Weighted base:		381		153		2		18		22		175		2		5
Sample:		331		129		1		15		20		157		1		4

Q58X Which cities do you visit? (Any mention)
Those that visit other cities for shopping trips at Q55

	Total		Aberdeen		Dundee		Edinburgh		Glasgow		Inverness		Perth		Stirling	
Aberdeen	63.7%	393	100.0%	212	58.6%	2	27.4%	8	44.5%	14	48.3%	154	0.0%	0	64.9%	3
Dundee	2.9%	18	3.7%	8	100.0%	3	3.5%	1	3.4%	1	1.1%	3	35.4%	2	0.0%	0
Edinburgh	13.1%	81	10.3%	22	0.0%	0	100.0%	29	29.1%	9	4.9%	16	0.0%	0	41.0%	2
Glasgow	18.7%	116	18.9%	40	58.6%	2	32.5%	9	100.0%	32	9.4%	30	0.0%	0	26.7%	1
Inverness	75.9%	469	59.6%	126	0.0%	0	42.0%	12	28.3%	9	100.0%	319	35.4%	2	0.0%	0
Perth	2.0%	12	0.3%	1	0.0%	0	0.0%	0	7.8%	2	0.8%	3	100.0%	5	32.3%	2
Stirling	1.1%	7	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	100.0%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aviemore	0.4%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Buckie	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0
Chester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Forres	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.0%	0
Grantown-on-Spey	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inverurie	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Keith	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.2%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Livingston	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0
London	1.6%	10	0.7%	1	0.0%	0	0.0%	0	6.0%	2	0.9%	3	0.0%	0	0.0%	0
Manchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.0%	0
Middlesbrough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	0
Newcastle	0.5%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Southend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		618		212		3		29		32		319		5		5
Sample:		560		186		2		24		28		299		4		4

Column %ges.

NEMS market research

Moray Household Survey
for Hargest Planning

	Total		Aberdeen		Dundee		Edinburgh		Glasgow		Inverness		Perth		Stirling	

Meanscore: [Number of times per week]

Q59 How regularly do you undertake shopping trips to (FIRST CITY MENTIONED AT Q56)?
Those that visit other cities for shopping trips at Q55 excluding those said '(Don't know)' at Q56

	Total		Aberdeen		Dundee		Edinburgh		Glasgow		Inverness		Perth		Stirling	
7 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 - 4 times a week	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Twice a week	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Once a week	0.5%	3	0.6%	1	0.0%	0	0.0%	0	2.5%	1	0.2%	1	0.0%	0	0.0%	0
Every two weeks	1.9%	12	3.0%	6	0.0%	0	0.0%	0	3.9%	1	0.8%	3	35.4%	2	0.0%	0
Every three weeks	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Monthly	12.2%	75	10.3%	22	0.0%	0	15.3%	4	7.4%	2	14.6%	47	0.0%	0	0.0%	0
Once every two months	18.9%	116	15.8%	34	41.4%	1	11.0%	3	29.0%	9	20.8%	66	0.0%	0	26.7%	1
Three-four times a year	26.2%	161	27.1%	57	58.6%	2	31.0%	9	11.8%	4	26.4%	84	35.5%	2	41.0%	2
Twice a year	21.8%	134	23.2%	49	0.0%	0	18.0%	5	32.1%	10	20.4%	65	0.0%	0	32.3%	2
Once a year	14.8%	91	15.5%	33	0.0%	0	24.6%	7	8.3%	3	13.3%	42	29.1%	1	0.0%	0
Less often	2.2%	14	2.4%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	8	0.0%	0	0.0%	0
(Don't know)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.8%	5	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Mean:		0.10		0.10		0.10		0.09		0.11		0.11		0.21		0.07
Weighted base:		614		212		3		29		32		319		5		5
Sample:		557		186		2		24		28		299		4		4

Q60 What types of goods do you buy when you visit (FIRST CITY MENTIONED AT Q56)? [MR]
Those that visit other cities for shopping trips at Q55 excluding those said '(Don't know)' at Q56

	Total		Aberdeen		Dundee		Edinburgh		Glasgow		Inverness		Perth		Stirling	
Books	4.4%	27	3.1%	7	0.0%	0	10.5%	3	3.4%	1	5.0%	16	0.0%	0	0.0%	0
Clothing / shoes	81.5%	500	80.1%	170	41.4%	1	85.3%	25	76.6%	25	82.8%	264	70.9%	3	100.0%	5
Console / PC games	5.2%	32	6.6%	14	0.0%	0	5.8%	2	7.4%	2	4.0%	13	29.1%	1	0.0%	0
Craft / hobby items (including stationary and cards)	3.6%	22	4.6%	10	0.0%	0	11.3%	3	0.0%	0	2.8%	9	0.0%	0	0.0%	0
DIY / garden products (includes hardware goods & tools)	4.1%	25	3.2%	7	0.0%	0	4.8%	1	0.0%	0	4.9%	15	0.0%	0	32.3%	2
Food (including alcohol & groceries)	7.3%	45	9.5%	20	0.0%	0	0.0%	0	1.8%	1	7.1%	22	35.4%	2	0.0%	0
Furniture / soft furnishings / floor coverings	9.9%	61	8.0%	17	0.0%	0	26.4%	8	0.0%	0	11.0%	35	0.0%	0	0.0%	0
Gifts	18.6%	114	15.9%	34	58.6%	2	14.4%	4	13.9%	4	21.3%	68	29.1%	1	0.0%	0
Health / beauty / cosmetic / chemist goods	11.5%	70	15.1%	32	0.0%	0	18.1%	5	3.2%	1	8.7%	28	64.6%	3	0.0%	0
Household electrical goods (e.g. washing machines, hoovers, lamps)	6.7%	41	6.7%	14	0.0%	0	10.3%	3	0.0%	0	7.3%	23	0.0%	0	0.0%	0
Other electrical goods (e.g. TV's, PC's, game consoles, cameras)	4.8%	30	7.1%	15	0.0%	0	0.0%	0	0.0%	0	4.3%	14	0.0%	0	0.0%	0
Jewellery	5.7%	35	8.0%	17	0.0%	0	10.6%	3	0.0%	0	3.6%	12	0.0%	0	32.3%	2
Media (e.g. DVD's, CD's, Vinyl)	2.5%	15	2.2%	5	0.0%	0	0.0%	0	4.0%	1	2.4%	8	35.4%	2	0.0%	0
Mobile phones / tablets / pads	2.3%	14	2.9%	6	0.0%	0	11.6%	3	0.0%	0	1.5%	5	0.0%	0	0.0%	0
Musical instruments / accessories	2.5%	15	3.2%	7	0.0%	0	4.8%	1	0.0%	0	2.2%	7	0.0%	0	0.0%	0
Pet food / products	0.8%	5	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	26.7%	1
Sporting / leisure products	4.5%	28	3.7%	8	0.0%	0	0.0%	0	11.3%	4	4.7%	15	29.1%	1	0.0%	0
Sports goods (includes fishing & cycling items)	2.3%	14	1.9%	4	0.0%	0	5.8%	2	3.4%	1	1.8%	6	29.1%	1	0.0%	0
Toys	4.0%	25	4.8%	10	0.0%	0	0.0%	0	5.2%	2	4.0%	13	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crockery / cutlery / tableware	0.3%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Vehicles / vehicle parts	0.8%	5	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0	0.0%	0
(Don't know)	4.1%	25	5.7%	12	0.0%	0	0.0%	0	12.9%	4	2.7%	9	0.0%	0	0.0%	0
Weighted base:		614		212		3		29		32		319		5		5
Sample:		557		186		2		24		28		299		4		4

Appendix 5:

Sample Questionnaire

Job No: 010821
Moray Retail Study Household Survey

Good morning / afternoon / evening, I am …… from NEMS market research, an independent market research company, and we are conducting a short survey on behalf of Moray Council about shopping. Do you have time to answer some questions please? It will take about 6-7 minutes

QA **Are you the person responsible for the main food shopping in your household?**

Yes
No

IF 'YES' – CONTINUE INTERVIEW.
IF 'NO' – ASK, COULD I SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE FOOD SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW

READ OUT: We now have a few questions about where you go Food shopping. In answering these questions the location may be a store, a centre, a specific road or area or the internet.

Q01 **Where do you undertake most of your household's main food and grocery shopping?**
DO NOT PROMPT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK IF THERE'S ONE PLACE THEY USE MORE OFTEN FOR MAIN FOOD SHOPPING EVEN IF SLIGHTLY. IF THEY STILL SAY VARIES THEN ASK THEM TO NAME ONE OF THE PLACES THEY USE OFTEN FOR MAIN FOOD SHOPPING.
PLEASE PROBE FOR STORE NAME AND ADDRESS (E.G LOCAL SHOPPING PARADES/CENTRES/HIGH STREETS)

#Conv	Convenience List	GO TO Q03
502	Internet / delivery	GO TO Q02
505	(Don't know / can't remember)	**CLOSE**
506	(Don't do this type of shopping)	**CLOSE**

THOSE WHO SAID "INTERNET / DELIVERY" AT Q01
Q02 **Which retailer do you purchase your main food internet / home delivery shopping from?**
DO NOT READ OUT. ONE ANSWER ONLY.

1   Amazon
2   Asda
3   Iceland
4   Morrisons
5   Ocado
6   Sainsbury's
7   Tesco
8   Waitrose
9   Other (PLEASE WRITE IN)
A   (Don't know / varies)

Q03 **What would you say are your THREE most important reasons for shopping at (STORE MENTIONED AT Q01) for your main food and grocery shopping?**
DO NOT READ OUT. MAX THREE RESPONSES ALLOWED.

001   Clean store
002   Close to family / friends
003   Convenient to home
004   Convenient to work
005   Delivery service
006   Easy to get to by car
007   Easy to get to by foot
008   Easy to get to by public transport
009   Ethical policy
010   Friendly / helpful staff
011   Good layout / easy to get around
012   Good offers
013   Habit / always used it
014   Has a cafe
015   Has a petrol station
016   Large store
017   Like to support local business
018   Long opening hours
019   Low prices / value for money
020   Loyalty scheme / reward points
021   Online shopping is convenient
022   Only one in the area
023   Parking is free
024   Parking prices are low
025   Parking provision is good
026   Pleasant shopping environment
027   Preference for retailer
028   Quality of food goods available
029   Quality of non-food goods available
030   Range of food goods available
031   Range of non-food goods available
032   Safe shopping environment
033   Self-service checkouts
034   Small / quiet store
035   Staff discount / work there
500   Other (PLEASE WRITE IN)
505   (Don't know)
509   (No particular reason)

Q04 **How often do you normally do your main food shopping at (STORE MENTIONED AT Q01)?**
DO NOT READ OUT. ONE ANSWER ONLY.

1   7 times a week
2   5 - 6 times a week
3   3 - 4 times a week
4   Twice a week
5   Once a week
6   Every two weeks
7   Every three weeks
8   Monthly
9   Once every two months
A   Three-four times a year
B   Twice a year
C   Once a year
D   Less often
E   (Don't know)
F   (Varies)

Q05 **How do you normally travel to (STORE MENTIONED AT Q01)?**
DO NOT READ OUT. ONE ANSWER ONLY.

1   Car / van (as driver)
2   Car / van (as passenger)
3   Bus, minibus or coach
4   Motorcycle, scooter or moped
5   Walk
6   Taxi
7   Train
8   Bicycle
9   Mobility scooter / disability vehicle
A   Other (PLEASE WRITE IN)
B   (Don't know / varies)

Q06 **How long did your last journey to (STORE MENTIONED AT Q01) take?**
DO NOT PROMPT. ONE ANSWER ONLY.

X   Amount of time taken to nearest whole minute (PLEASE WRITE IN)
Y   (Don't know / can't remember)
Z   (Refused)

Q07 **Approximately how much did you spend on your last main food shopping trip to (STORE MENTIONED AT Q01)?**
DO NOT PROMPT. ONE ANSWER ONLY.

X   (PLEASE WRITE IN TO THE NEAREST £)
Y   (Don't know / varies)
Z   (Refused)

Q08 **Where do you use second most often for your household's main food and grocery shopping?**
DO NOT PROMPT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK THEM TO NAME ONE OF THE PLACES THEY USE OFTEN FOR MAIN FOOD SHOPPING.

#Conv   Convenience List

Q09 **In addition to your main food shop, do you do top-up shopping for food and grocery items?**
DO NOT READ OUT. ONE ANSWER ONLY.

1   Yes   GO TO Q10
2   No   GO TO Q13

Q10 **Where do you do most of your household's small scale 'top-up' food shopping?**
DO NOT PROMPT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK IF THERE'S ONE PLACE THEY USE MORE OFTEN FOR TOP-UP SHOPPING EVEN IF SLIGHTLY. IF THEY STILL SAY VARIES THEN ASK THEM TO NAME ONE OF THE PLACES THEY USE OFTEN FOR TOP-UP FOOD SHOPPING.
PLEASE PROBE FOR STORE NAME AND ADDRESS (E.G LOCAL SHOPPING PARADES/CENTRES/HIGH STREETS)

#Conv   Convenience List   GO TO Q11
505   (Don't know / varies)   GO TO Q13

Q11 **How often do you normally do your top-up food shopping at (STORE MENTIONED AT Q10)?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	7 times a week
2	5 - 6 times a week
3	3 - 4 times a week
4	Twice a week
5	Once a week
6	Every two weeks
7	Every three weeks
8	Monthly
9	Once every two months
A	Three-four times a year
B	Twice a year
C	Once a year
D	Less often
E	(Don't know)
F	(Varies)

Q12 **Approximately how much did you spend on your last top-up trip to (STORE MENTIONED AT Q10)?**
DO NOT READ OUT. ONE ANSWER ONLY.

X	(PLEASE WRITE IN TO THE NEAREST £)
Y	(Don't know / varies)
Z	(Refused)

Q13 **How often do you use any of the following methods to purchase food and grocery items? Note you can say you use them: Often, Occasionally or Never.**
READ OUT. ONE ANSWER FOR EACH.

Often | Occasionally | Never | (Don't know)

1	Internet	GO TO Q14
2	By telephone (e.g. from supermarkets)	GO TO Q15
3	Catalogue / mail order	GO TO Q16
4	Mobile shops	GO TO Q17
5	Farmers Markets or similar	GO TO Q18
6	Car boot / jumble / second hand sales	GO TO Q19
7	Other (PLEASE WRITE IN)	GO TO Q20

Q14 **On average how much does your household spend on groceries each week via the internet?**
DO NOT PROMPT. ONE ANSWER ONLY.

X	(PLEASE WRITE IN TO THE NEAREST £)
Y	(Don't know / varies)
Z	(Refused)

Q15 **On average how much does your household spend on groceries each week via the telephone?**
DO NOT PROMPT. ONE ANSWER ONLY.

X	(PLEASE WRITE IN TO THE NEAREST £)
Y	(Don't know / varies)
Z	(Refused)

Q16 **On average how much does your household spend on groceries each week via catalogue / mail order?**

DO NOT PROMPT. ONE ANSWER ONLY.

X	(PLEASE WRITE IN TO THE NEAREST £)
Y	(Don't know / varies)
Z	(Refused)

Q17 **On average how much does your household spend on groceries each week at mobile shops?**
DO NOT PROMPT. ONE ANSWER ONLY.

X	(PLEASE WRITE IN TO THE NEAREST £)
Y	(Don't know / varies)
Z	(Refused)

Q18 **On average how much does your household spend on groceries each week at markets?**
DO NOT PROMPT. ONE ANSWER ONLY.

X	(PLEASE WRITE IN TO THE NEAREST £)
Y	(Don't know / varies)
Z	(Refused)

Q19 **On average how much does your household spend on groceries each week at car boot / jumble / second hand sales?**
DO NOT PROMPT. ONE ANSWER ONLY.

X (PLEASE WRITE IN TO THE NEAREST £)
Y (Don't know / varies)
Z (Refused)

Q20 **On average how much does your household spend on groceries each week via (OTHER METHOD STATED AT Q13)?**
DO NOT PROMPT. ONE ANSWER ONLY.

X (PLEASE WRITE IN TO THE NEAREST £)
Y (Don't know / varies)
Z (Refused)

> **READ OUT: We now have a few questions about where you go for Non-Food shopping. In answering these questions the location may be a town centre, a specific road or area, a shopping centre, a retail park, a stand alone store, or it could be facilities such as the internet, TV shopping or catalogue.**

Q21 **I would like to ask you a few questions about where you purchase "personal" goods such as clothing, footwear, radio, china, glass, sports goods, jewellery etc. Where do you normally shop for these "personal" goods ?**
DO NOT PROMPT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK IF THERE'S ONE PLACE THEY USE MORE OFTEN EVEN IF SLIGHTLY. IF THEY STILL SAY VARIES THEN ASK THEM TO NAME ONE OF THE PLACES THEY VISIT OFTEN.

#Comp Comparison List
Internet / delivery
Other (PLEASE WRITE IN)
(Don't know / varies)   **GO TO Q28**

Q22 **What would you say are your THREE most important reasons for shopping at (LOCATION MENTIONED AT Q21)?**
DO NOT READ OUT. MAX THREE RESPONSES ALLOWED.

001 Attractive environment / nice place
002 Can get everything I want there
003 Character / old buildings
004 Clean environment
005 Close to family / friends
006 Close to home
007 Close to work
008 Compact / easy to get around / good layout
009 Delivery service
010 Easy to get to by bus
011 Easy to get to by car
012 Easy to get to by train
013 Familiar / know where everything is
014 Feel safe there
015 Good disabled / elderly access
016 Good for financial services (e.g. banks / building societies)
017 Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)
018 Good range of other services (e.g. library, hairdresser, vets etc.)
019 Good market
020 Good places to eat / drink
021 Good shopping centre
022 Like to support local business
023 Low prices / value for money
024 Nice atmosphere / friendly
025 Not too busy
026 Online shopping is convenient
027 Parking - is close to the shops
028 Parking - is free
029 Parking - it's cheap
030 Parking - it's easy to find a space
031 Pedestrianised shopping area
032 Shops - good opening hours / open on Sundays
033 Shops - good range of affordable shops
034 Shops - good range of bakers / butchers / greengrocers
035 Shops - good range of clothes shops
036 Shops - good range of 'high street' retailers
037 Shops - good range of independent shops
038 Shops - good range of non-food shops generally
039 Shops - good range of quality shops
040 Shops - good range of supermarkets
041 Undercover shopping area
500 Other (PLEASE WRITE IN)
505 (Don't know / varies)
509 (No reason in particular)

Q23 **How often do you shop for personal goods at (LOCATION MENTIONED AT Q21)?**

DO NOT PROMPT. ONE ANSWER ONLY.

1 7 times a week
2 5 - 6 times a week
3 3 - 4 times a week
4 Twice a week
5 Once a week
6 Every two weeks
7 Every three weeks
8 Monthly
9 Once every two months
A Three-four times a year
B Twice a year
C Once a year
D Less often
E (Don't know)
F (Varies)

Q24 **Where do you use second most often when shopping for personal goods?**
DO NOT PROMPT. ONE ANSWER ONLY. IF THEY SAY VARIES THEN ASK THEM TO NAME ONE OF THE
PLACES THEY VISIT OFTEN.

#Comp Comparison List
       (Don't know)   GO TO Q27
       (Nowhere else)   GO TO Q27

Q25 **How often do you shop at (LOCATION MENTIONED AT Q24) for personal goods ?**
DO NOT PROMPT. ONE ANSWER ONLY.

1 7 times a week
2 5 - 6 times a week
3 3 - 4 times a week
4 Twice a week
5 Once a week
6 Every two weeks
7 Every three weeks
8 Monthly
9 Once every two months
A Three-four times a year
B Twice a year
C Once a year
D Less often
E (Don't know)
F (Varies)

Q26A **Where else do you undertake shopping for personal goods?**
DO NOT PROMPT. ONE ANSWER ONLY. IF THEY SAY VARIES THEN ASK THEM TO NAME ONE OF THE
PLACES THEY VISIT OFTEN.

#Comp Comparison List
505   (Don't know)   GO TO Q27
507   (Nowhere else)   GO TO Q27

Q26B **Where else do you undertake shopping for personal goods?**
DO NOT PROMPT. ONE ANSWER ONLY. IF THEY SAY VARIES THEN ASK THEM TO NAME ONE OF THE
PLACES THEY VISIT OFTEN.

#Comp Comparison List
505   (Don't know)   GO TO Q27
507   (Nowhere else)   GO TO Q27

Q26C **Where else do you undertake shopping for personal goods?**
DO NOT PROMPT. ONE ANSWER ONLY. IF THEY SAY VARIES THEN ASK THEM TO NAME ONE OF THE
PLACES THEY VISIT OFTEN.

#Comp Comparison List
505   (Don't know)
507   (Nowhere else)

Q27 **On average how much does your household spend on personal goods each month?**
DO NOT PROMPT. ONE ANSWER ONLY.

X (PLEASE WRITE IN TO THE NEAREST £)
Y (Don't know / varies)
Z (Refused)

Q28 **How often do you use any of the following to purchase personal goods? Note you can say you use them:**
Often, Occasionally or Never.
READ OUT. ONE ANSWER FOR EACH.

Often | Occasionally | Never | (Don't know)

1	Internet	GO TO Q29
2	By telephone (e.g. from supermarkets)	GO TO Q30
3	Catalogue / mail order	GO TO Q31
4	Mobile shops	GO TO Q32
5	Farmers Markets or similar	GO TO Q33
6	Car boot / jumble / second hand sales	GO TO Q34
7	Other (PLEASE WRITE IN)	GO TO Q35

Q29 **On average how much does your household spend on personal goods each month via the internet?**
DO NOT PROMPT. ONE ANSWER ONLY.

X   (PLEASE WRITE IN TO THE NEAREST £)
Y   (Don't know / varies)
Z   (Refused)

Q30 **On average how much does your household spend on personal goods each month via the telephone?**
DO NOT PROMPT. ONE ANSWER ONLY.

X   (PLEASE WRITE IN TO THE NEAREST £)
Y   (Don't know / varies)
Z   (Refused)

Q31 **On average how much does your household spend on personal goods each month via catalogue / mail order?**

DO NOT PROMPT. ONE ANSWER ONLY.

X   (PLEASE WRITE IN TO THE NEAREST £)
Y   (Don't know / varies)
Z   (Refused)

Q32 **On average how much does your household spend on personal goods each month at mobile shops?**
DO NOT PROMPT. ONE ANSWER ONLY.

X   (PLEASE WRITE IN TO THE NEAREST £)
Y   (Don't know / varies)
Z   (Refused)

Q33 **On average how much does your household spend on personal goods each month at markets?**
DO NOT PROMPT. ONE ANSWER ONLY.

X   (PLEASE WRITE IN TO THE NEAREST £)
Y   (Don't know / varies)
Z   (Refused)

Q34 **On average how much does your household spend on personal goods each month at car boot / jumble / second hand sales?**
DO NOT PROMPT. ONE ANSWER ONLY.

X   (PLEASE WRITE IN TO THE NEAREST £)
Y   (Don't know / varies)
Z   (Refused)

Q35 **On average how much does your household spend on personal goods each month via (OTHER METHOD STATED AT Q28)?**
DO NOT PROMPT. ONE ANSWER ONLY.

X   (PLEASE WRITE IN TO THE NEAREST £)
Y   (Don't know / varies)
Z   (Refused)

Q36 **I would like to ask you a few questions about where you purchase "bulky" goods such as furniture, carpets, large domestic appliances (eg fridges, freezers, cookers etc) and other household hardware including DIY goods. Where do you normally shop for these "bulky" goods?**
DO NOT PROMPT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK IF THERE'S ONE PLACE THEY USE MORE OFTEN EVEN IF SLIGHTLY. IF THEY STILL SAY VARIES THEN ASK THEM TO NAME ONE OF THE PLACES THEY VISIT OFTEN.

#Comp	Comparison List
	Internet / delivery
	Other (PLEASE WRITE IN)
	(Don't know / varies)	**GO TO Q42**
	(Don't regularly buy these kind of goods)	GO TO Q50

Q37 **How often do you shop at (LOCATION MENTIONED AT Q36) for bulky goods ?**
DO NOT PROMPT. ONE ANSWER ONLY.

1	7 times a week
2	5 - 6 times a week
3	3 - 4 times a week
4	Twice a week
5	Once a week
6	Every two weeks
7	Every three weeks
8	Monthly
9	Once every two months
A	Three-four times a year
B	Twice a year
C	Once a year
D	Less often
E	(Don't know)
F	(Varies)

Q38 Where do you use second most often for shopping for bulky goods ?
DO NOT PROMPT. ONE ANSWER ONLY. IF THEY SAY VARIES THEN ASK THEM TO NAME ONE OF THE PLACES THEY VISIT OFTEN.

#Comp Comparison List
(Don't know)   GO TO Q41
(Nowhere else)   GO TO Q41

Q39 How often do you shop for bulky goods at (LOCATION MENTIONED AT Q38)?
DO NOT PROMPT. ONE ANSWER ONLY.

1	7 times a week
2	5 - 6 times a week
3	3 - 4 times a week
4	Twice a week
5	Once a week
6	Every two weeks
7	Every three weeks
8	Monthly
9	Once every two months
A	Three-four times a year
B	Twice a year
C	Once a year
D	Less often
E	(Don't know)
F	(Varies)

Q40A Where else do you undertake shopping for bulky goods?
DO NOT PROMPT. ONE ANSWER ONLY. IF THEY SAY VARIES THEN ASK THEM TO NAME ONE OF THE PLACES THEY VISIT OFTEN.

#Comp Comparison List
505   (Don't know)   GO TO Q41
507   (Nowhere else)   GO TO Q41

Q40B Where else do you undertake shopping for bulky goods?
DO NOT PROMPT. ONE ANSWER ONLY. IF THEY SAY VARIES THEN ASK THEM TO NAME ONE OF THE PLACES THEY VISIT OFTEN.

#Comp Comparison List
505   (Don't know)   GO TO Q41
507   (Nowhere else)   GO TO Q41

Q40C Where else do you undertake shopping for bulky goods?
DO NOT PROMPT. ONE ANSWER ONLY. IF THEY SAY VARIES THEN ASK THEM TO NAME ONE OF THE PLACES THEY VISIT OFTEN.

#Comp Comparison List
505   (Don't know)
507   (Nowhere else)

Q41 On average how much does your household spend on bulky goods each month?
DO NOT PROMPT. ONE ANSWER ONLY.

X	(PLEASE WRITE IN TO THE NEAREST £)
Y	(Don't know / varies)
Z	(Refused)

Q42 How often do you use any of the following to purchase bulky goods? Note you can say you use them: Often, Occasionally or Never.
READ OUT. ONE ANSWER FOR EACH.

Often | Occasionally | Never | (Don't know)

1	Internet	GO TO Q43
2	By telephone (e.g. from supermarkets)	GO TO Q44
3	Catalogue / mail order	GO TO Q45
4	Mobile shops	GO TO Q46
5	Farmers Markets or similar	GO TO Q47
6	Car boot / jumble / second hand sales	GO TO Q48
7	Other (PLEASE WRITE IN)	GO TO Q49

Q43 **On average how much does your household spend on bulky goods each month via the internet?**
DO NOT PROMPT. ONE ANSWER ONLY.

X (PLEASE WRITE IN TO THE NEAREST £)
Y (Don't know / varies)
Z (Refused)

Q44 **On average how much does your household spend on bulky goods each month via the telephone?**
DO NOT PROMPT. ONE ANSWER ONLY.

X (PLEASE WRITE IN TO THE NEAREST £)
Y (Don't know / varies)
Z (Refused)

Q45 **On average how much does your household spend on bulky goods each month via catalogue / mail order?**

DO NOT PROMPT. ONE ANSWER ONLY.

X (PLEASE WRITE IN TO THE NEAREST £)
Y (Don't know / varies)
Z (Refused)

Q46 **On average how much does your household spend on bulky goods each month at mobile shops?**
DO NOT PROMPT. ONE ANSWER ONLY.

X (PLEASE WRITE IN TO THE NEAREST £)
Y (Don't know / varies)
Z (Refused)

Q47 **On average how much does your household spend on bulky goods each month at markets?**
DO NOT PROMPT. ONE ANSWER ONLY.

X (PLEASE WRITE IN TO THE NEAREST £)
Y (Don't know / varies)
Z (Refused)

Q48 **On average how much does your household spend on bulky goods each month at car boot / jumble / second hand sales?**
DO NOT PROMPT. ONE ANSWER ONLY.

X (PLEASE WRITE IN TO THE NEAREST £)
Y (Don't know / varies)
Z (Refused)

Q49 **On average how much does your household spend on bulky goods each month via (OTHER METHOD STATED AT Q42)?**
DO NOT PROMPT. ONE ANSWER ONLY.

X (PLEASE WRITE IN TO THE NEAREST £)
Y (Don't know / varies)
Z (Refused)

ASK ALL. IF THEY NEVER VISIT THE CENTRE AT ALL THEN CHOOSE NEVER VISIT FOR EACH AREA - OTHERWISE GIVE AN ANSWER FOR EACH AREA EVEN IF DON'T KNOW
Q50 **Now thinking about Elgin City Centre as a place to shop. How would you rate Elgin City Centre on the following areas?**
READ OUT. ONE ANSWER FOR EACH. IF THEY SAY THEY NEVER VISIT ELGIN - CHOOSE NEVER VISIT FOR EACH RESPONSE. OTHERWISE CHOOSE A RATING OR DON'T KNOW FOR EACH RESPONSE.

Very good | Good | Adequate | Poor | Very poor |(Don't know)|Never visit

1 Choice of shops for clothing and footwear
2 Choice of shops for other personal goods (e.g., CDs, china, glass, jewellery etc)
3 Choice of shops for furniture, floor coverings and large household electrical items
4 Easy to travel to by car
5 Easy and cheap to park
6 Easy to travel to by public transport
7 As a pleasant and attractive place to visit
8 As a good place to combine shopping with other leisure activities (e.g. visit friends, the cinema etc)
9 As a good place to combine shopping with other personal business (e.g. visit the bank/building society)

Those in sectors AB56 1, AB56 4, AB56 5 & IV32 7. IF THEY NEVER VISIT THE CENTRE AT ALL THEN CHOOSE NEVER VISIT FOR EACH AREA - OTHERWISE GIVE AN ANSWER FOR EACH AREA EVEN IF DON'T KNOW
Q51 **Now thinking about Buckie Town Centre as a place to shop. How would you rate Buckie Town Centre on the following areas?**
READ OUT. ONE ANSWER FOR EACH. IF THEY SAY THEY NEVER VISIT - CHOOSE NEVER VISIT FOR EACH RESPONSE.

Very good | Good | Adequate | Poor | Very poor |(Don't know)|Never visit

1	Choice of shops for clothing and footwear
2	Choice of shops for other personal goods (e.g., CDs, china, glass, jewellery etc)
3	Choice of shops for furniture, floor coverings and large household electrical items
4	Easy to travel to by car
5	Easy and cheap to park
6	Easy to travel to by public transport
7	As a pleasant and attractive place to visit
8	As a good place to combine shopping with other leisure activities (e.g. visit friends, the cinema etc)
9	As a good place to combine shopping with other personal business (e.g. visit the bank/building society

Q52 **Now thinking about about Forres Town Centre as a place to shop. How would you rate Forres Town Centre on the following areas?**
READ OUT. ONE ANSWER FOR EACH. IF THEY SAY THEY NEVER VISIT - CHOOSE NEVER VISIT FOR EACH RESPONSE.

Very good | Good | Adequate | Poor | Very poor |(Don't know)|Never visit

1	Choice of shops for clothing and footwear
2	Choice of shops for other personal goods (e.g., CDs, china, glass, jewellery etc)
3	Choice of shops for furniture, floor coverings and large household electrical items
4	Easy to travel to by car
5	Easy and cheap to park
6	Easy to travel to by public transport
7	As a pleasant and attractive place to visit
8	As a good place to combine shopping with other leisure activities (e.g. visit friends, the cinema etc)
9	As a good place to combine shopping with other personal business (e.g. visit the bank/building society

Q53 **Now thinking about Keith Town Centre as a place to shop. How would you rate Keith Town Centre on the following areas?**
READ OUT. ONE ANSWER FOR EACH. IF THEY SAY THEY NEVER VISIT - CHOOSE NEVER VISIT FOR EACH RESPONSE.

Very good | Good | Adequate | Poor | Very poor |(Don't know)|Never visit

1	Choice of shops for clothing and footwear
2	Choice of shops for other personal goods (e.g., CDs, china, glass, jewellery etc)
3	Choice of shops for furniture, floor coverings and large household electrical items
4	Easy to travel to by car
5	Easy and cheap to park
6	Easy to travel to by public transport
7	As a pleasant and attractive place to visit
8	As a good place to combine shopping with other leisure activities (e.g. visit friends, the cinema etc)
9	As a good place to combine shopping with other personal business (e.g. visit the bank/building society

Q54 **Now thinking about Lossiemouth Town Centre as a place to shop. How would you rate Lossiemouth Town Centre on the following areas?**
READ OUT. ONE ANSWER FOR EACH. IF THEY SAY THEY NEVER VISIT - CHOOSE NEVER VISIT FOR EACH RESPONSE.

Very good | Good | Adequate | Poor | Very poor |(Don't know)|Never visit

1	Choice of shops for clothing and footwear
2	Choice of shops for other personal goods (e.g., CDs, china, glass, jewellery etc)
3	Choice of shops for furniture, floor coverings and large household electrical items
4	Easy to travel to by car
5	Easy and cheap to park
6	Easy to travel to by public transport
7	As a pleasant and attractive place to visit
8	As a good place to combine shopping with other leisure activities (e.g. visit friends, the cinema etc)
9	As a good place to combine shopping with other personal business (e.g. visit the bank/building society

Q55 **Do you visit on a regular basis, e.g. once or more per year, OTHER cities for shopping trips?**
DO NOT PROMPT. ONE ANSWER ONLY.

1	Yes	GO TO Q56
2	No	GO TO GEN

Q56 **So of the other cities you visit - which city do you visit the most for shopping?**
DO NOT PROMPT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK IF THERE'S ONE CITY THEY VISIT MORE OFTEN FOR SHOPPING EVEN IF SLIGHTLY. IF THEY STILL SAY VARIES THEN ASK THEM TO NAME ONE OF THE CITIES THEY VISIT OFTEN FOR SHOPPING.
NOTE IF THEY SAY ELGIN - ASK THEM WHICH CITY EXCLUDING ELGIN - AS THEY HAVE ALREADY ANSWERED QUESTIONS ON ELGIN AND WE WANT TO KNOW ABOUT OTHER CITIES.

1	Aberdeen

2	Dundee
3	Edinburgh
4	Glasgow
5	Inverness
6	Perth
7	Stirling
8	Other (PLEASE WRITE IN)
9	(Don't know)
A	(Nowhere else)

Q57   Which city do you visit second most often for shopping?
DO NOT PROMPT. ONE ANSWER ONLY. IF THEY STILL SAY VARIES THEN ASK THEM TO NAME ONE OF THE CITIES THEY VISIT OFTEN FOR SHOPPING.
NOTE IF THEY SAY ELGIN - ASK THEM WHICH CITY EXCLUDING ELGIN - AS THEY HAVE ALREADY ANSWERED QUESTIONS ON ELGIN AND WE WANT TO KNOW ABOUT OTHER CITIES.

1	Aberdeen
2	Dundee
3	Edinburgh
4	Glasgow
5	Inverness
6	Perth
7	Stirling
8	Other (PLEASE WRITE IN)
9	(Don't know)
A	(Nowhere else)

Q58   Which city do you visit third most often for shopping?
DO NOT PROMPT. ONE ANSWER ONLY. IF THEY SAY VARIES THEN ASK THEM TO NAME ONE OF THE CITIES THEY ALSO VISIT OFTEN FOR SHOPPING.
NOTE IF THEY SAY ELGIN - ASK THEM WHICH CITY EXCLUDING ELGIN - AS THEY HAVE ALREADY ANSWERED QUESTIONS ON ELGIN AND WE WANT TO KNOW ABOUT OTHER CITIES.

1	Aberdeen
2	Dundee
3	Edinburgh
4	Glasgow
5	Inverness
6	Perth
7	Stirling
8	Other (PLEASE WRITE IN)
9	(Don't know)
A	(Nowhere else)

Q59   How regularly do you undertake shopping trips to (CITY MENTIONED AT Q56)?
DO NOT PROMPT. ONE ANSWER ONLY.

1	7 times a week
2	5 - 6 times a week
3	3 - 4 times a week
4	Twice a week
5	Once a week
6	Every two weeks
7	Every three weeks
8	Monthly
9	Once every two months
A	Three-four times a year
B	Twice a year
C	Once a year
D	Less often
E	(Don't know)
F	(Varies)

Q60   What types of goods do you buy when you visit (CITY MENTIONED AT Q56)?
DO NOT PROMPT. CAN BE MULTICODED

1	Books
2	Clothing / shoes

3	Console / PC games
4	Craft / hobby items (including stationary and cards)
5	DIY / garden products (includes hardware goods & tools)
6	Food (including alcohol & groceries e.g. household cleaning products)
7	Furniture / soft furnishings / floor coverings
8	Gifts
9	Health / beauty / cosmetic / chemist goods
A	Household electrical goods (e.g. washing machines, hoovers, lamps)
B	Jewellery
C	Media (e.g. DVD's, CD's, Vinyl)
D	Mobile phones / tablets / pads
E	Musical instruments / accessories
F	Other electrical goods (e.g. TV's, PC's, game consoles, cameras)
G	Pet food / products
H	Sporting / leisure products
I	Sports goods (includes fishing & cycling items)
J	Toys
K	Other (PLEASE WRITE IN)
L	(Don't know)

GEN **Gender of respondent.**
DO NOT READ OUT. CODE FROM OBSERVATION

1 Male
2 Female

AGE **Could I ask, how old are you?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 18 – 24 years
2 25 – 34 years
3 35 – 44 years
4 45 – 54 years
5 55 – 64 years
6 65+ years
7 (Refused)

Thank and close