Moray Retail Study 2021

Final Report

Appendix C: NEMS Moray Household Survey Results

For Moray Council

February 2022



Moray Retail Study 2021

Final Report

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For Moray Council

February 2022

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Moray Retail Study

Moray Council
Final Report

February 2022 Hargest Planning Ltd



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Moray Household Survey for Hargest Planning

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Sample Questionnaire

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

	101		I Hangest I familing											August 20				
	Tota	ıl	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone	5	Zone 6	i	Zone 7	1	Zone	8
Q01 Where do you unde	rtake m	ost of	your ho	ouseh	old's ma	ain fo	od and g	roce	ry shop _l	ping?								
Aldi, Trinity Place, Elgin	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%	
IV30 1UL Asda, Edgar Road, Elgin,	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%	1:
IV30 6YQ Asda, Steven Raod, Huntly,	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%	
AB54 8SX Co-op, Couldardbank Road, Faroes Court,	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%	
Lossiemouth, IV31 6ED Co-op, East Church Street,	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%	
Buckie, AB56 1AB 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%	
o-op, Grantown Road,	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%	
Forres, IV36 2UG o-op, High Street,	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%	
Fochabers, IV32 7DX o-op, High Street, Forres,	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%	
IV36 1PF Costcutter, Balvenie Street, Dufftown, Keith, AB55	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%	
4AS costcutter, Harbour Street,	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%	
Hopeman, Elgin, IV30 5SJ armfoods, High Street,	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%	
Elgin, IV30 1EE eystore Shop & Post Office, St Andrew's Road, Lhanbryde, Elgin, IV30	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%	
8RZ idl, East Cathcart Street,	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%	
Buckie, AB56 1PJ idl, Station Road, Elgin,	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%	
IV30 1QW idl, West Road, Greshop Industrial Estate, Forres,	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%	
IV36 2GW 1&S Foodhall, High Street,	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%	
Elgin, IV30 1DJ IcColl's, New Street, Rothes, Aberlour, AB38	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%	
7BQ forrisons, King Street,	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%	
Aberdeen, AB24 5DA remier, Harbour Street,	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hopeman, Elgin, IV30 5RU remier, Reidhaven Square,	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%	
Keith, AB55 5AB cotmid, Brander Street,	0.1%	2		0		2	0.0%	0		0		0	0.0%	0	0.0%	0		
Burghead, Elgin, IV30 5XD																		
par, High Street, Forres, IV36 1QQ par, Main Street,	0.1%	1 2	0.0%	0		0	0.7%	0	0.0%	0		0	0.0%	0	0.0%	0		
Mosstodloch, Fochabers, IV32 7LH	0.270	۷	0.0%	U	0.0%	U	0.070	U	0.070	U	0.0%	U	0.0%	U	0.0%	U	4.0%	
esco 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%	
esco Extra, Eastfield Way, Inverness Business & Retail Park, Inverness, IV2	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%	
7GD Tesco Superstore, Deveron	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%	
Way, Huntly, AB54 8TS esco Superstore, High	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%	
Street, Buckie, AB56 4AB Jesco Superstore, Moss	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%	
Street, Keith, AB55 5HB desco Superstore, Nairn	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%	(
Road, Forres, IV36 2EY 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%	(

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	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
(Iceland), Elgin Retail																		
Park, Elgin, IV30 6WQ	0.20/	0.2	c 00/	10	0.00/	10	7.20/		0.00/	0	21.00/	21	0.00/	0	0.60/	10	12 00/	_
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,	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
Aviemore, PH22 1AF Co-op, High Street,	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
Aberlour, AB38 9QB	0.770	,	0.070	U	0.070	U	0.070	U	0.070	U	7.070	,	0.070	U	0.070	U	0.070	U
Co-op, Queen Street,	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
Lossiemouth, IV31 6PN	0.770	,	0.070	U	0.070	Ü	0.070	Ü	7.070	,	0.070	Ü	0.070	U	0.070	U	0.070	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	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
Village Centre	01170	-	0.070		0.070	Ü	01770	•	0.070	Ü	0.070	Ü	0.070		0.070		0.070	
Local shops, Inverness City	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
Centre																		
Local shops, Keith Town	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
Centre																		
Sainsbury's Superstore, Forres Road, Nairn, IV12 50F	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 yo	u purcl	hase y	our mai	n food	d intern	et / hc	me deli	ivery	shoppin	g froi	m?							
Those that said 'Internet	t / delive	ry' at Q	201															
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%	ő	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	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
Square, Tomintoul														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%	U	0.0%	0	0.0%	0

92

12

12

11

8

21

13

Base:

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	Total	1	Zone	1	Zone 2		Zone 3		Zone	4	Zone	5	Zone 6	í	Zone	7	Zone	8
Q03 What would you say grocery shopping?		ır THI	REE mo	st im _l	oortant re	aso	ns for sho	oppi	ing at (S	TORE	MENTI	ONE	AT Q01) for	your ma	ain fo	od and	
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%	1
Low prices / value for money Range of food goods	28.5% 24.1%	286 242	35.8% 24.4%	72 49	30.7% 31.3%	46 47	22.0% 20.0%	33 30	33.0% 23.0%	33 23	23.0% 23.0%	23 23	14.9% 19.8%	15 20	32.5% 25.2%	49 38	30.0% 24.0%	1 1
available Quality of food goods	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%	1
available Iabit / 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%	
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%	
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%	
arking provision is good	4.6%	46 41	2.0% 2.0%	4	10.0% 3.3%	15 5	3.3% 4.7%	5 7	1.0% 3.0%	1	1.0% 7.0%	1 7	5.9% 5.9%	6 6	6.0% 4.0%	9	10.0% 6.0%	
Online shopping is convenient Preference for retailer	4.1% 3.8%	38	5.5%	11	3.3%	5	3.3%	5	1.0%	1	3.0%	3	3.9%	3	5.3%	6 8	4.0%	
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%	
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%	
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%	
oyalty 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%	
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%	
taff 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%	
arge 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%	
Convenient to work Good offers	2.5% 2.4%	25 24	1.0% 3.0%	2	4.0% 2.0%	6	4.7% 2.7%	7 4	2.0% 2.0%	2 2	3.0% 1.0%	3 1	1.0% 0.0%	1	1.3% 5.3%	2 8	4.0% 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%	
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%	
Ias a petrol station Quality of non-food goods	1.4% 1.4%	14 14	0.5% 2.5%	1 5	1.3% 0.7%	2 1	0.0% 0.7%	0 1	0.0% 3.0%	0	1.0% 0.0%	1 0	3.0% 0.0%	3 0	4.6% 0.7%	7 1	0.0% 6.0%	
available	1 20/	12	2.00/	4	0.00/	0	2.00/	2	2.00/	2	0.00/	0	0.00/	0	2.00/	2	2.00/	
Easy to get to by foot small / quiet store	1.3% 1.3%	13 13	2.0% 0.5%	4	0.0% 2.7%	0 4	2.0% 0.7%	3	2.0% 3.0%	2 3	0.0% 1.0%	0	0.0% 0.0%	0	2.0% 0.0%	3	2.0% 6.0%	
arking 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%	
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%	
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%	
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%	
ike 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%	
Sells local produce	0.6%	6	0.0%	0	0.7%	1 0	0.7%	1	1.0%	1	1.0%	1 2	0.0%	0	0.7%	1 1	2.0%	
Close to family / friends	0.5% 0.4%	5 4	0.5% 0.0%	1 0	0.0% 0.0%	0	0.0% 1.3%	0 2	0.0% 1.0%	0 1	2.0% 0.0%	0	1.0% 1.0%	1 1	0.7% 0.0%	0	0.0% 0.0%	
afe 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%	
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%	
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%	
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%	
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%	
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%	
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%	
Vear 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%	
hop 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%	
hop online because I started due to the pandemic and	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%	
have kept doing it Is an electric charging	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%	
point 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%	
On school run Offers electric carts for	0.1% 0.1%	1 1	0.0% 0.0%	0	0.7% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.7%	0 1	0.0% 0.0%	
disabled people Shop online as it stops me	0.1%	1	0.5%	1		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
impulse buying 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%	
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%	

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							-8			8								
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	e 5	Zone	6	Zone	e 7	Zone	e 8
health / disability																		
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: [Numb	er of tim	es pe	r week]															
Q04 How often do you r	normally	do yo	ur main	food	shopp	ing at	(STORE	MEN	TIONEI	D AT C	201)?							
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	61.4%	62	62.3%	94		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 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
	0.0%	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% 0.7%	7	0.0% 1.0%	2	0.0%	0	0.0% 1.3%	2	2.0%	2	0.0% 0.0%	0	0.0%	0	0.0%	1	0.0%	0
(Varies) Mean:	0.7%	1.24	1.0%	1.25	0.0%	1.21	1.5%	1.24	2.0%	1.16	0.0%	1.09	0.0%	1.40	0.7%	1.38	0.0%	0.96
Base:		1003		201		1.21		1.24		100		100		1.40		1.50		50
Not those that said 'Int	ternet / del	livery'	at Q01															
Car / van (as driver)	74.0%	674		131		110	74.1%	103	69.6%	64		55	76.1%	70		106		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	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
moped Walk	7 70/	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	7.7% 1.0%	9	1.1%	2	0.0%	6 0	0.0%	0	1.1%	1	0.0%	6 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	0.0%	1	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability	0.3%	3	0.5%	1	0.7%	0	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
vehicle	0.570	3	0.570	1	0.070	Ü	0.770	1	0.070	Ü	0.070	Ü	1.1 /0		0.070	Ü	0.070	Ü
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 i	n minute	es]																
Q06 How long did your Not those that said 'Int				E ME	NTIONE	D AT	Q01) ta	ke?										
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		68	17.3%	24	29.3%	27		32	20.7%	19	14.5%	20		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%	20
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	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
remember)	-10/0		/5	_	,0	3	211,10	•	,0	_	,0	3	2.073	3	,0	•	2.070	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
											,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 Page 15 for Hargest Planning August 2021

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

Meanscore: [£]																		
Q07 Approximately how	v much d	id you	ı spend	on yo	our last	main	food sl	noppin	g trip t	o (STC	RE ME	NTION	IED AT	Q01)?	•			
£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

					101	11a	rgesi	1 10		g							August	2021
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone 6		Zone 7	,	Zone	8
Q08 Where do you use s	econd r	nost o	often for	your	househ	old's	main fo	od an	d groce	ry sh	opping?	,						
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%	
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%	
Asda, Steven Raod, Huntly,	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%	
AB54 8SX Co-op, Couldardbank Road, Faroes Court,	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%	
Lossiemouth, IV31 6ED Co-op, East Church Street,	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%	
Buckie, AB56 1AB Co-op, Fife Street, Dufftown,	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%	
Keith, AB55 4AL Co-op, Grant Street, Cullen,	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%	
Buckie, AB56 4RS Co-op, Grantown Road,	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%	
Forres, IV36 2UG 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%	
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%	
Co-op, St Andrew's Road, Lhanbryde, Elgin, IV30	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%	
8NZ 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%	
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%	
Ceystore 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%	
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%	
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%	
idl, West Road, Greshop Industrial Estate, Forres,	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%	
IV36 2GW M&S Foodhall, High Street,	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%	
Elgin, IV30 1DJ 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%	
remier, Harbour Street, Hopeman, Elgin, IV30	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%	
SRU Premier, Reidhaven Square,	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%	
Keith, AB55 5AB Scotmid, High Street,	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%	
Fochabers, IV32 7EP 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%	
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%	
par, Station Road, Portgordon, Buckie, AB56	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%	
5RZ Fesco Extra, Blackfriars	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%	
Road, Elgin, IV30 1TY Tesco Metro, Carmelite Street Parff AP45 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%	
Street, Banff, AB45 1AF Street, Bushing AB56 1AB	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%	
Street, Buckie, AB56 4AB Sesco 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%	
Pesco 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%	
he Food Warehouse (Iceland), Elgin Retail	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%	
Park, Elgin, IV30 6WQ nternet / delivery AJ Jamieson Butcher, Duke	1.6% 0.2%	16 2	0.5% 0.0%	1 0	1.3% 0.7%	2	1.3% 0.0%	2	1.0% 0.0%	1 0	3.0% 1.0%	3	4.0% 0.0%	4	2.0% 0.0%	3	0.0% 0.0%	

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Moray Household Survey for Hargest Planning

					101	11a	gesi	1 10		g							August	2021
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Street, Fochabers, IV32																		
7DN Aldi, Santa Claus Drive,	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
Aviemore, PH22 1AF 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 90B	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	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
9ET W Reid butchers, Harbour Street, Hopeman, Elgin,	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
IV30 5SJ Waitrose, Burghmuir Retail Park, Burghmuir Road,	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
Stirling, FK7 7NZ Webster's Beef, Mid Street,	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
Keith, AB55 5BL Wester Hardmuir Fruit Farm, Auldearn, Nairn, IV12	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
5QG Woodside Farm Shop, B9089, Kinloss, IV36	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
3UA (Don't know / varies) (Nowhere else)	0.4% 40.1%	4 402	0.0% 40.8%	0 82	0.0% 38.0%	0 57	0.7% 36.7%	1 55	2.0% 36.0%	2 36	1.0% 42.0%	1 42	0.0% 52.5%	0 53	0.0% 35.8%	0 54	0.0% 46.0%	0 23
Base:		1003		201		150		150		100		100		101		151		50

By Zone [A]

Moray Household Survey for Hargest Planning

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					for	Ha	rgest	Pla	nnin	g							August 2	2021
	Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7															Zone 8	8	
Q09 In addition to your	Q09 In addition to your main food shop, do you do top-up shopping for food and grocery items?																	
Yes No	75.2% 24.8%		76.1% 23.9%	153 48	78.0% 22.0%	117 33	73.3% 26.7%	110 40	80.0% 20.0%	80 20	72.0% 28.0%	72 28	74.3% 25.7%		74.2% 25.8%	112 39	70.0% 30.0%	35 15
Base:		1003		201		150		150		100		100		101		151		50

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					101	11a	rgest	1 14	1111111	g							August 1	2021
	Total	l	Zone	1	Zone 2	2	Zone 3	3	Zone	4	Zone 5	;	Zone 6		Zone	7	Zone	8
Q10 Where do you do mo			ouseholo	d's sm	nall scale	e 'top	-up' foo	d sho	pping?									
Aldi, Trinity Place, Elgin	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
IV30 1UL Asda, Edgar Road, Elgin,	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
IV30 6YQ Co-op, Couldardbank Road, Faroes Court,	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
Lossiemouth, IV31 6ED Co-op, East Church Street,	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%	C
Buckie, AB56 1AB Co-op, Fife Street, Dufftown,	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
Keith, AB55 4AL Co-op, Grant Street, Cullen,	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%	(
Buckie, AB56 4RS Co-op, Grantown Road,	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
Forres, IV36 2UG Co-op, High Street,	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
Fochabers, IV32 7DX Co-op, High Street, Forres,	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
IV36 1PF Co-op, North Street, Bishopmill, Elgin, IV30	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
4EF Co-op, Seafield Street,	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%	C
Portsoy, Banff, AB45 2QL Co-op, Southfield Drive,	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
Elgin, IV30 6GR Co-op, St Andrew's Road, Lhanbryde, Elgin, IV30	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
8NZ Costcutter, Balvenie Street, Dufftown, Keith, AB55	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
4AS Costcutter, Harbour Street,	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
Hopeman, Elgin, IV30 5SJ Costcutter, High Street, Rothes, Aberlour, AB38	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
7AU Farmfoods, High Street,	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%	O
Elgin, IV30 1EE Keystore Shop & Post Office, St Andrew's Road, Lhanbryde, Elgin, IV30	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%	C
8RZ Lidl, East Cathcart Street,	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%	C
Buckie, AB56 1PJ Lidl, Station Road, Elgin,	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
IV30 1QW Lidl, West Road, Greshop Industrial Estate, Forres,	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
IV36 2GW Londis, Hill Street, Craigellachie, Aberlour,	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
AB38 9TB 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,	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%	C
Forres, IV36 1AA 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%	O
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%	C
Premier, Reidhaven Square,	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%	C
Keith, AB55 5AB 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

					ior	на	rgest	Pla	nnınş	5							August 2	2021
	Total		Zone 1	1	Zone 2	2	Zone	3	Zone 4	ı	Zone 5	i	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,	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%	(
AB56 4LN 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%	(
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%	(
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%	
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%	(
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%	
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%	
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%	
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%	(
Tesco Superstore, High	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%	
Street, Buckie, AB56 4AB Tesco Superstore, Moss	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%	
Street, Keith, AB55 5HB Tesco Superstore, Nairn	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%	
Road, Forres, IV36 2EY Tesco Superstore, Rousay Drive, Aberdeen, AB15	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%	
6LT The Food Warehouse (Iceland), Elgin Retail	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%	
Park, Elgin, IV30 6WQ 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%	
Allarburn Farm Shop, Edgar Road, Elgin, IV30 6XQ Ashers Bakery, Clifton	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%	
Road, lossiemouth, IV31 6DJ	0.1%	1	0.0%	U	0.0%	U	0.0%	U	1.3%	1	0.0%	0	0.0%	U	0.0%	U	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%	
Ballindalloch Post Office, Tomintoul Road,	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%	
Ballindalloch, AB37 9AS Bishopmill Service Station, Lossiemouth Road, Elgin,	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%	
IV30 4LF Burghead Post Office, Grant Street, Burghead, Elgin,	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%	
IV30 5TT Co-op, High Street,	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%	
Aberlour, AB38 9QB 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%	
Co-op, The Square, Grantown-on-Spey, PH26	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%	
3HG 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%	
Craigellachie Filling Station, Hill Street, Craigellachie,	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%	
AB38 9TB Findhorn Village Store, Post Office, Findhorn, IV36	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%	
3YJ Fraser Bros Butchers, High	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%	
Street, Forres, IV36 1PQ 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%	(

					for I	la	rgest I	Pla	nning	,							August 20	021
	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	j	
Home Bargains, Edgar Road,	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
Elgin, IV30 6WQ Home Bargains, Forres	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
Road, Nairn, IV12 5QF Hopeman Stores, Harbour Street, Hopeman, IV30	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
5RU 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	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
Village Centre Local shops, Bishopmill	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 Centre, Elgin Local shops, Buckie Town	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
Centre Local shops, Burghead Town	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
Centre Local shops, Cullen Village	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
Centre Local shops, Dufftown Town	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
Centre Local shops, Edgar Road,	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
Elgin Local shops, Elgin City	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
Centre Local shops, Findochty	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
Village Centre Local shops, Fochabers	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
Village Centre Local shops, Forres Town	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
Centre Local shops, Hopeman	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
Village Centre Local shops, Keith Town	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
Centre Local shops, Kinloss Village	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
Centre Local shops, Lhanbryde	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
Village Centre Local shops, New Elgin	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 Centre Local shops, Rothes Town	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
Centre, AB38 7BQ Maclean's Highland Bakery, West Road, Forres, IV36	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
2GW McColl's, Glen Moray Drive,	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
Elgin, IV30 6YA McColl's, St Andrew's	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
Square, Buckie, AB56 1BT																		
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,	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
Ballindalloch, AB37 9AS Premier, Morriston Road, Bishopsmill, Elgin, IV30	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
4EB Premier, New Mill Road, Flain, 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
Elgin, IV30 4AH Spar, Morriston Road, Bishopmill, Elgin, IV30	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
4EB 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

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							-8-2			-							gust	
	Tota	ıl	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: [Numbe	er of time	es per	week]															
Q11 How often do you no Those that do top-up sh	-	-	•	•		_	•			D AT	Q10)?							
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		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		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

0.0%

0.0%

0.7%

2.7%

0

0

1

4

1.76

149

0.0%

0.0%

0.9%

0.9%

0

1

2.16

114

0.0%

0.9%

0.0%

3.7%

0

0

4

1.69

109

0.0%

1.3%

1.3%

3.8%

0

1

3

2.26

79

0.0%

0.0%

0.0%

1.4%

0

0

0

1

1.99

72

0.0%

0.0%

0.0%

0.0%

0

4

19

1.99

744

0.0%

0.3%

0.5%

2.6%

0.0%

0.0%

0.0%

8.6%

0

0

0

3

2.62

35

0

0

1

3

2.11

111

0.0%

0.0%

0.9%

2.7%

0

0

0

1.87

75

Once a year

(Don't know)

Less often

(Varies)

Mean:

Base:

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		Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	e 5	Zone	6	Zone	e 7	Zone	e 8
	Meanscore: [£]																		
	Approximately how Those that do top-up s										NTION	ED AT	Q10)?						
£1 - £5		17.5%		13.4%		24.6%	28	12.8%		21.5%	17		12	13.3%	10		16		13
£6 - £1		25.7%		21.5%		24.6%	28	30.3%	33	22.8%		29.2%	21	29.3%	22		31	17.1%	6
£11 - £ £16 - £		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
£21 - £		16.7% 4.8%	124 36	14.8% 6.7%	22 10	17.5% 6.1%	20 7	19.3% 1.8%	21	13.9% 7.6%	11 6	18.1% 1.4%	13 1	20.0%	15 5	18.9% 3.6%	21 4	2.9% 2.9%	1 1
£26 - £		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 - £		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 - £	240	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 - £		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 - £ £51 - £		1.3% 0.3%	10 2	0.7% 0.0%	1 0	1.8% 0.9%	2	0.9% 0.0%	1 0	2.5% 0.0%	2	0.0% 1.4%	0 1	2.7% 0.0%	2 0	0.9% 0.0%	1 0	2.9% 0.0%	1
£61 - £		0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £		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 - £	290	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 - £		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 - £111 -		0.0%	0	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 -		0.3% 0.1%	2	0.7% 0.0%	1 0	0.0% 0.0%	0	0.0%	0	1.3% 1.3%	1 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 -		0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 -		0.0%	0	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 -		0.0%	0	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 -		0.0%	0	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 - £226 -		0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	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 -		0.0%	0	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 -		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Ö
£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
•	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
(Refus	ed)	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, Occ	asiona	ally = 2,	Neve	r = 1]													
	How often do you ι	ise any o	of the	followir	ng me	thods to	o purc	hase fo	od an	d groce	ery ite	ms? [P	R]						
	Internet																		
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
	onally	13.6%	136			16.0%		11.3%		14.0%	14			10.9%		15.9%		18.0%	9
Never	1	75.2%		83.6%		74.7%	112	78.7%		76.0%	76	60.0%	60		76			68.0%	34
`	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 sup	erma	rkets)															
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
Occasi	onally	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	Irmorri)	97.5%		97.0%	195	98.0%	147	98.0%	147	97.0%	97	98.0%	98	96.0%		100.0%	151	92.0%	46
`	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 or	der																	
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
Occasi	onally	2.2%	22	2.0%	106	0.7%	1	4.0%	6 144	2.0%	2	3.0%	3	3.0%	3	0.7%	150	4.0%	2 18
Never (Don't	know)	97.3% 0.1%	9/6	97.5% 0.0%	196 0	98.0% 0.0%	147 0	96.0% 0.0%	144 0	96.0% 1.0%	96 1	97.0% 0.0%	97 0	97.0% 0.0%	98 0	99.3% 0.0%	150	96.0% 0.0%	48 0
`	· ·	0.170		3.070		3.070		3.070		1.070		3.370		3.370		3.070		3.070	
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

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August 2021

					101	11a	rgesi	1 10		S							August	2021
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Mobile shops																		
Often	2.6%	26 35	2.5% 3.5%	5 7	3.3% 8.0%	5 12	2.0%	3 2	3.0% 4.0%	3 4	7.0% 6.0%	7	1.0%	1 2	1.3% 0.7%	2	0.0% 2.0%	0
Occasionally Never	3.5% 93.8%	941	94.0%	189	88.7%	133	1.3% 96.7%	145	92.0%	92	87.0%	6 87	2.0% 97.0%	98	98.0%	148	98.0%	1 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 Never	16.5% 81.8%	165 820	16.4% 82.6%	33 166	21.3% 74.7%	32 112	11.3% 86.7%	17 130	16.0% 83.0%	16 83	23.0% 74.0%	23 74	12.9% 87.1%	13 88	14.6% 84.1%	22 127	18.0% 80.0%	9 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 (Don't know)	98.7% 0.1%	990 1	97.5% 0.0%	196 0	99.3% 0.0%	149	100.0%	150 0	99.0% 1.0%	99 1	98.0% 0.0%	98 0	99.0% 0.0%	100	98.7% 0.0%	149 0	98.0% 0.0%	49 0
Mean:	0.170	1.01	0.070	1.02	0.070	1.01	0.070	1.00	1.070	1.00	0.070	1.02	0.070	1.01	0.070	1.01	0.070	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%		100.0%	150	98.7%	148	98.0%		100.0%		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

(Refused)

Mean:

Base:

Moray Household Survey for Hargest Planning

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August 2021 Zone 2 Zone 3 Zone 4 Total Zone 1 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 Nothing 2.4% 6.3% 0.0% 3.1% 0.0% 0 0.0% 0 8.0% 2.4% 0.0% 0 2 0 £1 - £5 2.4% 3.1% 2.6% 3.1% 1 0.0% 0 5.0% 2 0.0% 2.4% 0.0% 0 £6 - £10 2.0% 3.1% 2.6% 0.0% 0 0.0% 0 2.5% 1 4.0% 2.4% 0.0% £11 - £15 2.4% 3.1% 10.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.4% 0.0% 6 1 0 1 6.0% 2 12.5% £16 - £20 15 12.5% 4 5.3% 4 4.2% 1 2.5% 1 8.0% 2 2 4% 0.0% 0 £21 - £25 1.2% 0.0% 0 2.6% 0.0% 0 4.2% 1 2.5% 1 0.0% 0 0.0% 0 0.0% 0 2.5% 12.5% 0.0% £26 - £30 2.8% 7 0.0% 0 7.9% 3 0.0% 0 3 1 0.0% 0 0.0% 0 0.8% 2 0 0 2.4% £31 - £35 3.1% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 1 1 £36 - £40 3.2% 8 0.0% 0 2.6% 3.1% 1 4.2% 1 2.5% 1 4.0% 7.3% 3 0.0% 0 £41 - £45 3.6% 0.0% 0 6.3% 4.2% 0.0% 0 12.0% 4.9% 0.0% 3.1% 1 0 2 £46 - £50 7.7% 19 9.4% 3 7.9% 6.3% 4.2% 0.0% 0 12.0% 3 12.2% 5 12.5% 2 3 1 0 12.5% 12.5% 2 £51 - £60 0.0% 2.6% 4 4 2% 7.5% 4.0% 49% 2 5.6% 14 1 1 3 2 £61 - £70 6.0% 15 6.3% 2 2.6% 3.1% 1 8.3% 2 7.5% 3 12.0% 3 2.4% 12.5% £71 - £80 5.6% 14 3.1% 1 5.3% 2 18.8% 6 0.0% 0 5.0% 2 4.0% 4.9% 0.0% 0 £81 - £90 6.0% 2.6% 12.5% 7.5% 3 8.0% 4.9% 2 12.5% 15 3.1% 1 3.1% 2 2 3 1 £91 - £100 8.1% 20 9.4% 3 2.6% 9.4% 3 12.5% 3 15.0% 6 4.0% 7.3% 3 0.0% 0 £101 - £110 0.8% 0.0% 0 2.6% 0.0% 0 0.0% 0 2.5% 0.0% 0 0.0% 0 0.0% 0 7.5% £111 - £120 4.0% 10 6.3% 2 2.6% 0.0% 0 0.0% 0 3 4.0% 4.9% 2 6.3% 1 0 1.2% 3.1% 0.0% 0 0.0% 0 0.0% 0 0.0% £121 - £130 1 0.0% 0 2.5% 1 6.3% £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% 0.0% 2.6% 0.0% 0.0% 7.5% 3 0.0% 4.9% 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% 0.0% 0 5.3% 0.0% 0 0.0% 2.5% 0.0% 0.0% 0 0.0% 3 2 0 1 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 £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

0.0%

2

38

61.78

0

32

56.69

0.0%

0.0%

0

24

60.29

0

84.09

40

0.0%

0

25

52.86

2.4%

0.0%

3

64.04

248

0

32

54.42

5.3%

1.2%

0.0%

1

41

63.23

0

16

78.50

Moray Household Survey Page 26 for Hargest Planning 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

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	2.57		53.00		17.50		56.00		16.00	i	05.00		21.75		0.00		32.33
Base:		24		6		3		3		2		2		4		0		4

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

Those that said they at	se cararosa	. , m	un oraci	ojien	or occus	ionany	to pure	nuse joe	ou unu s	rocery	iiciiis cii	215						
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	2.76		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

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£276 - £300

(Refused)

(Don't know / varies)

£301+

Mean:

Base:

0.0%

0.0%

9.8%

1.6%

0 0.0%

0.0%

6

14.07

8.3%

0.0%

0

0

1

0

12

12.73

0.0%

0.0%

5.9%

5.9%

0

0.0%

1

17

17.60

0.0%

0.0%

0.0%

0

0

0 28.6%

0.0%

5

15.80

0.0%

0.0%

0.0%

0.0%

2

0

7

13.20

0.0%

0.0%

0

0

0

0

13

10.15

0.0%

0.0%

0.0%

0.0%

0

0 66.7%

0

3

9.00

0.0%

0.0%

0.0%

0

0.0%

2

0

3

50.00

0.0%

0.0%

0.0%

0

0

0

0

2.00

Moray Household Survey for Hargest Planning

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August 2021 Zone 2 Zone 3 Zone 4 Total Zone 1 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 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 £1 - £5 24.6% 15 25.0% 3 11.8% 2 60.0% 3 0.0% 0 38.5% 5 33.3% 0.0% $0\ 100.0\%$ £6 - £10 31.1% 19 25.0% 3 47.1% 0.0% 0 42.9% 3 30.8% 4 33.3% 0.0% 0.0% 0 £11 - £15 9.8% 25.0% 3 5.9% 0.0% 0 0.0% 7.7% 1 33.3% 0.0% 0.0% 6 0 0 20.0% 2 £16 - £20 11.5% 8.3% 1 5 9% 1 28.6% 2 15.4% 0.0% 0 0.0% 0 0.0% 0 £21 - £25 1.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 7.7% 1 0.0% 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 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 £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 £46 - £50 3.3% 0.0% 0 0.0% 0 20.0% 0.0% 0 0.0% 0 0.0% 0 33.3% 0.0% 0 2 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 £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% 0.0% 0 5.9% 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 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 £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% £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% £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

Page 29 August 2021

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

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

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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 us		•				_					•				aies?			
•	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0
Nothing £1 - £5	16.7%	2	20.0%		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
£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%	-	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
£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
£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
£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%	-	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
Mean:		16.88	0.070	18.67	0.070	2.00	0.070	0.00	0.070	0.00	0.070	30.00	0.070	0.00	0.070	13.50		20.00
						2.00								0.00				20.00
Base:		12		5		1		0		0		2		1		2		1

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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

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

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Zone 2 Total Zone 1 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? Banff Town Centre 0.1% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0.7% 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 0.0% 0.0% 0.1% 0.0% 0 0 0.0% 0 0.0% 0.0% 0 1.0% 0.0% 0 **Dufftown Town Centre** 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% 2.7% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.7% 0.0% 0.0% 0.0% Glasgow City Centre 0.1% 0.0% 0 0.0% 0 0.0% 0 0 0 0.0% 0 1 0 Hopeman Village Centre 0.1% 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% 5.0% 5 3.0% 3 2.0% 3 8.0% 4 6 Keith Town Centre 1.1% 11 0.5% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 7.9% 0.7% 1 2.0% 0 1.0% 2 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 Lossiemouth Town Centre 0.2% 2 0 0 Nairn Town Centre 0.2% 2 0.0% 0.0% 0 1.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.5% 0.0% 0 0.0% 0.7% New Elgin Local Centre 2.0% 4 0.0% 0.0% 0.0% 0 0.0% Eastfield Retail Park, 0.5% 0.5% 1 1.3% 2 0.0% 0.0% 0 0.0% 0 0.0% 0 2.0% 0.7% 1 0 1 Inverness 7 Elgin Retail Park, Elgin 7.9% 79 8.5% 17 3.3% 5 10.0% 15 13.0% 13 7.0% 5.9% 10.6% 16 0.0% 0 Inverness Shopping Park, 1.6% 16 2.0% 4 2.0% 3 2.7% 4 0.0% 0 0.0% 0 3.0% 0.7% 2.0% 1 3 Inverness Springfield Retail Park, 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 Elgin Asda, Beach Boulevard 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.7% 0.0% 0 Retail Park, Aberdeen AB11 5EJ Asda, Edgar Road, Elgin, 3.0% 3.3% 4 5.5% 55 7.0% 14 8.0% 12 4.0% 6 5.0% 5 6.0% 6 3 5 8.0% IV30 6YQ 0 Lidl. East Cathcart Street. 0 0.0% 0 0.0% 0 0.0% 0 0.0% 4 0.0% 0 0.4% 4 0.0% 0.0% 2.6% Buckie, AB56 1PJ Lidl, Station Road, Elgin, 0.2% 2 0.0% 0 0.7% 0.0% 0 0.0% 0 0.0% 0 1.0% 0.0% 0 0.0% 0 IV30 10W Sainsbury's Superstore, 0.1% 0.0% 0 0.0% 0 0.0% 0 1.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Garthdee Road, Aberdeen, **AB107AY** Tesco Extra, Blackfriars 3.7% 37 7.0% 14 5.3% 0.7% 4.0% 3.0% 1.0% 2.6% 4.0% 2 8 1 4 3 1 4 Road, Elgin, IV30 1TY 0.7% Tesco Superstore, High 0.1% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 Street, Buckie, AB56 4AB 7 0 0 0.0% 0 0 Tesco Superstore, Moss 0.7% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 6.9% 7 0.0% Street, Keith, AB55 5HB 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 Tesco Superstore, Nairn Road, Forres, IV36 2EY 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 24 3 7.9% Aberdeen City Centre 2.4% 1.5% 1.3% 2 0.7% 2.0% 1.0% 4.0% 2.0% 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 0.0% 0 0.0% 0 0.0% 0 Beach Boulevard Retail 1 Park, Links Road, Aberdeen, AB11 5EJ Central London / West End 0.1% 0.0% 0.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% Co-op, Brander Street. 0.0% 0.1% 1 0.0% 0 0.7% 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 Burghead, Elgin, IV30 Edgar Road Retail Park, 0.2% 2 0.0% 0 0.7% 0.7% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Edgar Road, Elgin, IV30 6YO Holm Mills Shopping 0.1% 0.0% 0.0% 0.7% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Village, Dores Road, Inverness, IV2 4RB Inshes Retail Park, Sir 0.0% 0.0% 0.0% 0.0% 0.0% 2.0% 0.4% 1.0% 0.7% 0 0 Walter Scott Drive, Inverness, IV2 3TW M&S Foodhall, High Street, 0.4% 4 1.0% 2 0.7% 0.0% 0 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Elgin, IV30 1DJ (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

50

150

100

100

101

151

Base:

1003

201

150

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Case What would you say are your THREE most important reasons for shooping at (LOCATION MENTIONED AT 021)? [MR] Not those that said TDor't how \(\text{variety} \) for \(\text{TDOR'T} \) by these kind of geodes' are \(\text{QZI} \). Clase to home 19.5% 187 27.0% 54 23.6% 34 13.7% 19 17.9% 17 16.7% 16 12.0% 12 20.3% 20 22 22 23 23 23 23 23		Tota	1	Zone	1	Zone	2	Zone 3		Zone	<u>8</u> 1	Zone	5	Zone	6	Zone '	7	Zone	- R
Note those that waid Ubon't brown't variety's or 110m+1 broy three kinds of geodesis or QUI series (1.00 to home) 1.95% 187 2.76% 54 23.6% 84 12.36% 12 20.3% 29 12.50% 12 11.65		1014	1	Zone	1	Zone .	4	Zone 3	,	Zone	4	Zone	3	Zone	U	Zone	,	Zone	; 0
Online shopping is 1,79% 171 16.3% 32 15.3% 22 15.1% 21 13.7% 13 29.2% 28 15.8% 15 21.0% 30 20-convenient Shope, spond range of 14.8% 142 14.8% 29 20.8% 30 18.0% 25 8.4% 11.5% 11 16.8% 16 13.3% 19 8.1										ing at (L	ОСАТ	ION ME	NTIO	NED AT	Q21)	? [MR]			
convenient: Shopps - good range of plass 14.8% 142 14.8% 29 20.8% 30 18.0% 25 8.4% 8 11.5% 11 16.8% 16 13.3% 19 8.5 Dono-flood shops generally 13.0% 124 7.1% 14 13.2% 19 11.5% 16 16.8% 16 7.3% 7 21.1% 20 16.1% 23 8.4 Low prices value for mone 11.3% 113 12.8% 25 8.3% 12 10.8% 15 17.9% 17 5.2% 5 11.6% 11 14.7% 21 14.5 Low prices value for mone 11.3% 113 22.8% 28 8.3% 12 10.8% 15 17.9% 17 5.2% 5 11.6% 11 14.7% 12 14.5 Low prices value for mone 11.3% 113 22.8% 28 8.3% 13 15.5% 221 14.7% 14 10.4% 10 11.6% 11 14.7% 12 14.5 Shops - good range of fitigh 7.3% 70 7.1% 14 13.2% 19 7.9% 11 3.2% 3 4.2% 4 4.2% 4 7.7% 11 8.5 Shops - good range of fitigh 7.3% 70 7.1% 14 13.2% 19 7.9% 11 3.2% 3 4.2% 4 4.2% 4 7.7% 11 8.5 Shops - good range of fitigh 7.3% 70 7.1% 14 13.2% 19 7.9% 11 3.2% 3 4.2% 4 4.2% 4 7.7% 11 8.5 Shops - good range of fitigh 7.3% 70 7.1% 14 13.2% 19 7.9% 11 3.2% 3 4.2% 4 4.2% 4 7.7% 11 8.5 Shops - good range of fitigh 7.3% 70 7.1% 14 13.2% 13 1.4% 2 1.1% 2 1.1% 2 1.16% 11 4.2% 6 6 6 Shop online as there's a lack 4.6% 4.5 5.0% 5 2.1% 3 1.4% 2 1.1% 1 2.1% 2 3.8% 3 3.2% 3 1.4% 2 4.2% 6 6 Shop online as there's a good 2.6% 2.5% 2.4% 3.6% 5 2.1% 2 3.1% 3 2.1% 3 2.1% 2 2.1% 3 2.4% 6 0.2 Shop - good range of fitigh 2.4% 2.5% 2.4% 3.6% 5 2.1% 2 2.1% 2 2.1% 2 2.1% 2 2.2% 6 0.2 Shop - good range of range	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%	
Shops-good range of 14.8% 142 4.8% 29 20.8% 30 8.0 % 25 8.4% 8 1.5% 11 6.8% 16 13.3% 19 8.7 mon-fined shops generally 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 8.1 Loss prices / value for money 11.0% 111 9.2% 18 9.0% 13 16.5% 23 14.7% 14 10.4% 10 11.6% 11 11.2% 16 12.2 mere 12.0% 11.0% 11 9.2% 18 9.0% 13 16.5% 23 14.7% 14 10.4% 10 11.6% 11 11.2% 16 12.2 mere 12.0% 11.0% 11 9.2% 18 9.0% 13 16.5% 23 14.7% 14 10.4% 10 11.6% 11 11.2% 16 12.2 mere 12.0% 11.0% 11 9.2% 18 9.0% 13 16.5% 23 14.7% 14 10.4% 10 11.6% 11 11.2% 16 12.2 mere 12.0 mere 12.0 mere 13.0% 12.0 mere 13.0% 12.0 mere 13.0 mere	Online shopping is	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
mon-fool-shops generally 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 18.1% 20 10.9% 15 17.9% 17 5.2% 17 5.2% 17 5.2% 17 5.2% 18 11.6% 11 14.7% 18 10.0% 10 11.6% 11 14.7% 18 10.0% 10 11.6% 11 14.7% 18 10.0% 10 11.6% 11 14.7% 18 10.0% 10 11.6% 11 14.7% 18 10.0% 10 11.6% 11 14.7% 18 10.0% 10 11.6% 11 14.7% 18 10.0% 10 11.6% 11 14.7% 18 10.0% 10 11.6% 11 14.7% 18 10.0% 10 11.6% 11 14.7% 18 10.0% 10 11.6% 11 14.7% 18 10.0% 10 11.6% 11 14.7% 18 10.0% 18 9.5% 9 9.4% 9 9.4% 9 7.4% 7 7.0% 10 4.0% 10 11.6% 11 4.2% 6 6.5% 18.0% 10 1.0% 18 9.5% 9 9.4% 9 9.4% 9 7.4% 7 7.0% 11 8.2% 19 1.0% 10 1.0%		4.4.007		4.4.007	•	20.004	20	10.00/	~~	0.407		44		4 5 00/		10.004	4.0	0.20/	
Delivery service 13.0% 124 71.9% 14 13.2% 19 11.5% 16 16.8% 16 7.3% 7 21.1% 20 16.1% 23 84. Low prices / value for money 11.6% 11 12.2% 18 9.0% 13 16.5% 23 14.7% 14 10.4% 10 11.6% 11 11.2% 16 12.5% 18 15.2% 18 9.0% 13 16.5% 23 14.7% 14 10.4% 10 11.6% 11 11.2% 16 12.5% 18 12.2% 18 9.0% 19 15.0% 18 9.5% 9 9.4% 9 7.4% 7 7.0% 10 2.5% 10.16% 11 12.2% 18 12.2% 18 13.2% 19 7.9% 11 32.9% 3 4.2% 4 4.2% 4 4.2% 6 2.9% 4 2.1% 2 13.5% 13 2.1% 2 4.2% 6 0.0% 10 0.0% 10 0.0% 10 0.0% 10 0.0% 10 0.0% 0	1 0 0	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
Low pickey Value for money 1,38% 13 2.8% 25 8.3% 12 10.8% 15 17.9% 17 5.2% 5 11.6% 11 14.7% 21 14.2%	1 0	12 00/	124	7 10/	1.4	12 204	10	11 504	16	16 90/	16	7 20/	7	21 10/	20	16 10/	22	19 40/	9
Can get everything I vant of there there there there there there there shops - good range of bigh shops - good range of high store testings - good range of high store testing - good range - good high store testing - good high	•																	14.3%	,
there shores shores shores shores again and the shores shore of angel of ship street treatilers shores shore again and the shores shore shore shores shore shore shores shore shore shores shores shore shores s	1																	12.2%	
clothes shopes Shapes—good range of high sireer featulers Say to get to by car of choice locally Familiar / Snow where everything is Good of the shapes Shape of the s						, , , , ,				,									
street retailers Bary (oget 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 6.06 5.8po poline as there's a lack 4.0% 44 5.6% 11 4.2% 6 2.9% 4 2.1% 12 1.1% 1 2.1% 2 8.4% 8 4.2% 6 0.00 6.00		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%	
Shebo poline as there's a lack	1 0 0 0	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%	•
of choice locally Familiar / Know where 2.8% 27 2.6% 5 2.1% 3 1.4% 2 1.1% 1 2.1% 2 8.4% 8 4.2% 6 00 everything is Parking - it's easy to find a 2.7% 26 1.5% 3 4.2% 6 3.6% 5 2.1% 2 1.1% 1 2.1% 3 3.2% 3 1.4% 2 4.1 2.1% 1 2.8% 4 4.5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	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%	
everything is Parking - it's easy to find a 27% 26 1.5% 3 4.2% 6 3.6% 5 2.1% 2 3.1% 3 3.2% 3 1.4% 2 4.2 4.2 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5		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%	(
Space Shop online as there's a good 2		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%	(
range of goods Compact / easy to get around 2.5% 24 3.6% 7 0.7% 1 2.9% 4 3.2% 3 0.0% 0 2.1% 2 4.2% 6 2.4 2.0% 6 2.5 2.0 2.0 2.1% 2 1.1% 1 2.1% 3 4.1 2.00 2.0 2.0 2.0 2.0 2.1% 2 1.1% 1 2.1% 3 4.1 2.0 2.0 2.0 2.0 2.0 2.0 2.0 2.1% 2 1.1% 1 2.1% 3 4.1 2.1% 2 2.0 2.0 2.0 2.0 2.0 2.0 2.0 2.0 2.0 2	•	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
/ good layout Shops - good range of equality shops - good range of 2.1% 20 3.1% 6 1.4% 2 0.0% 0 6.3% 6 1.0% 1 1.1% 1 2.1% 3 4.1% 1 2.1% 3 0.1% 1 2.1% 20 3.6% 7 2.1% 3 0.7% 1 2.1% 2 3.1% 3 1.1% 1 2.1% 3 0.1% 1 2.1% 3 0.1% 1 2.1% 3 0.1% 1 2.1% 3 0.1% 1 2.1% 3 0.1% 1 2.1% 3 0.1% 1 2.1% 3 0.1% 1 2.1% 3 0.1% 1 2.1% 3 0.1% 1 2.1% 3 0.1% 1 2.1% 3 0.1% 1 2.1% 1 2.1% 3 0.1% 1 2.1% 1 2.1% 3 0.1% 1 2.1% 1 2.1% 3 0.1% 1 2.1% 1 2.1% 3 0.1% 1 2	1	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
quality shops Nice atmosphere / friendly		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%	
Shops-good range of 2.1% 20 3.6% 7 2.1% 3 0.7% 1 2.1% 2 3.1% 3 1.1% 1 2.1% 3 0.6 independent shops The store offers a good range of or oppoducts The store offers a good range of 0.0% 19 4.6% 9 2.8% 4 0.7% 1 2.1% 2 1.0% 1 0.0% 0 1.4% 2 0.0 Good shopping centre 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 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 Like to support local 1.6% 15 1.5% 3 2.1% 3 2.2% 3 2.1% 2 0.0% 0 1.1% 1 2.1% 2.1% 6 0.0 Shop online due to covid / 1.5% 14 0.0% 0 1.4% 2 2.2% 3 3.2% 3 2.1% 2 0.0% 0 3.2% 3 0.0% 0 0.0 Shop online due to covid / 1.5% 14 0.0% 0 1.4% 2 2.2% 3 3.2% 3 2.1% 2 0.0% 0 3.2% 3 0.0% 0 0.0 Shop online due to covid / 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 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 2.4 Parking is free 1.1% 11 3.1% 6 0.0% 0 1.4% 2 0.0% 0 1.0% 0 1.0% 1 2.1% 2 0.0 Shops-good range of 1.1% 11 3.1% 6 0.0% 0 1.4% 2 0.0% 0 0.0% 0 1.0% 1 2.1% 2 0.0 Barborous of the pandemic of the covid of 1.0% 1 0.0% 1 0.0% 0 0.0%		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
The store offers a good range of 2.0%	1 1	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
Comparison Com	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%	(
Good shopping centre		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%	(
Like to support local business Not too busy business Not too busy business Not too busy business 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% Shop online due to covid / 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% 3 2.1% been pandemic Attractive environment / nice place Close to work 1.3% 12 0.5% 1 0.7% 1 3.6% 5 1.1% 1 0.0% 0 0.0% 0 4.2% 4 0.7% 1 2.0% 1 0.0% 1 0.0% 1 0.0% 0 1.4% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 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%	(
business 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 0.05 Shop online due to covid / 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 the pandemic Attractive environment / nice 1.5% 14 2.0% 4 1.4% 2 1.4% 2 0.0% 0 0.0% 0 0.0% 0 4.2% 4 0.7% 1 2.0 the pandemic Close to work 1.3% 12 0.5% 1 1 0.7% 1 3.6% 5 1.1% 1 0.0% 0 1.0% 1 2.1% 2 1.4% 2 0.0 Shops - good range of 1.1% 11 1.5% 3 1.4% 2 0.0% 0 1.4% 2 0.0% 0 0.0% 0 0.0% 1 2.1% 3 0.0 Shops - good range of 1.1% 11 3.1% 6 0.0% 0 1.4% 2 0.0% 1 0.0% 0 0.0% 0 0.0% 0 2.1% 2 1.4% 2 0.0 Shops - good range of 1.1% 1 1.0% 1 0.0% 0 1.0% 1 2.1% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Shops - good range of 1.0% 10 1.0% 2 0.0% 0 1.4% 2 0.0% 0 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% Shop online due to covid / 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 Shop online due to covid / 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 Shop online due to covid / 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 Shop online due to covid / 1.5% 14 0.0% 4 1.4% 2 1.4% 2 0.0% 0 0.0% 0 0.0% 0 4.2% 4 0.7% 1 2.0 Shops online due to covid / 1.3% 12 0.5% 1 0.7% 1 3.6% 5 1.1% 1 0.0% 0 0.0% 0 2.1% 2 1.4% 2 0.0 Shops -good range of 1.1% 11 1.5% 3 1.4% 2 0.0% 1 0.0% 0 1.0% 1 2.1% 2 1.4% 2 0.0 Shops -good range of 1.1% 11 3.1% 6 0.0% 0 1.4% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.1% 3 0.0 Shops -good range of 1.0% 10 1.0% 2 0.0% 0 1.4% 2 0.0% 0 0.0% 0 0.0% 0 1.1% 1 2.8% 4 0.0 Shops - Barking - is close to the 1.0% 10 1.0% 2 0.0% 0 2.2% 3 0.0% 0 0.0% 0 0.0% 0 1.1% 1 2.8% 4 0.0 Shops - Barking - is close to the 1.0% 10 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.1% 1 0.0% 0 0.0%		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%	(
Shop online due to covid 1.5%		1 60/	15	2.00/	4	0.00/	0	2.00/	4	4.20/	4	0.00/	0	2 20/	2	0.00/	0	0.00/	
the pandemic Attractive environment / nice 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 place 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% 2 1.4% 2 0.0 Parking - is free 1.1% 11 1.5% 3 1.4% 2 0.7% 1 0.0% 0 0.0% 0 0.0% 0 2.1% 2 1.4% 2 0.0 shops - good range of 1.1% 11 3.1% 6 0.0% 0 1.4% 2 0.0% 0 0.0% 0 0.0% 0 0.2 1.4% 2 0.0 affordable shops Parking - is close to the 1.0% 10 1.0% 2 0.0% 0 0.2% 3 0.0% 0 0.0% 0 0.0% 0 0.1 The store offers good quality 1.0% 10 2.0% 4 0.7% 1 0.7% 1 0.0% 0 2.1% 2 0.0% 0 1.1% 1 2.8% 4 0.0 Close to eat / drink 0.6% 6 1.0% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.1% 0 0.0% 0 0.0 Clean environment 0.5% 5 2.0% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0 Shops - good range of 0.5% 5 2.0% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0 Shop - good range of 0.5% 5 0.5% 1 0.7% 1 0.0% 0																		0.0% 2.0%	(
Attractive environment / nice 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 place 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 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 Shops - good range of 1.1% 11 3.1% 6 0.0% 0 1.4% 2 0.0% 0 0.0% 0 0.0% 0 0.2.1% 2 1.4% 2 0.0 Shops - good range of 1.1% 11 3.1% 6 0.0% 0 1.4% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.2.1% 3 0.0 Affordable shops Parking - is close to the 1.0% 10 1.0% 2 0.0% 0 0.2% 3 0.0% 0 0.0% 0 0.1% 1 2.8% 4 0.0 Shops - good quality 1.0% 10 2.0% 4 0.7% 1 0.7% 1 0.0% 0 0.0% 0 0.1% 1 1.2% 4 0.0 The store offers good quality 1.0% 10 2.0% 4 0.7% 1 0.7% 1 0.0% 0 0.0% 0 0.0% 0 1.1% 1 1.4% 2 0.0 The store offers good quality 1.0% 10 2.0% 4 0.0% 0 0.0%		1.570	14	0.070	U	1.470		2.270	3	3.270	3	2.170		0.0%	U	2.170	3	2.070	
Close to work	Attractive environment / nice	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%	
Parking - is free		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%	
affordable shops Parking - is close to the					3		2	~			0		1		2		_	0.0%	(
Parking - is close to the shops The store offers good quality 1.0% 10 2.0% 4 0.7% 1 0.7% 1 0.0% 0 2.1% 2 0.0% 0 1.1% 1 2.8% 4 0.0% shops The store offers good quality products Good places to eat / drink 0.6% 6 1.0% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.1% 1 1.4% 2 0.0% 0 0.	2												0				3	0.0%	(
The store offers good quality 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% products 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 2.6 Clean environment 0.5% 5 2.0% 4 0.0% 0 0.0% 0 1.1% 1 0.0% 0 0.0%		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%	
products Good places to eat / drink																			
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 Shops - good range of 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 supermarkets 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 Shop online because it's easy 0.5% 5 1.0% 2 0.7% 1 0.7% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.7% 1 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 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 Good leisure facilities (e.g. 0.4% 4 0.0% 0 0.0% 0 0.7% 1 1.1% 1 1.0% 1 0.0% 0 0.0% 0 0.0 Cleisure centres, cinema, health and fitness clubs, etc) 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 0.0% 0 0.0 Good for financial services 0.4% 4 0.0% 0 0.0% 0 1.4% 2 1.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0 Cleisure centres, cinema, health and fitness clubs, etc)	0 1 1	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%	(
Shops - good range of supermarkets Close to family / friends																		2.0%	
supermarkets Close to family / friends																		0.0%	(
Shop online because it's easy 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 to return goods 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 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 Good leisure facilities (e.g. 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 leisure centres, cinema, health and fitness clubs, etc) 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 Good for financial services 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 (e.g. banks / building societies)	supermarkets																	0.0%	(
to return goods 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 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 Good leisure facilities (e.g. 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 leisure centres, cinema, health and fitness clubs, etc) 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 Good for financial services 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 (e.g. banks / building societies)																		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 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 Good leisure facilities (e.g. 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 leisure centres, cinema, health and fitness clubs, etc) 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 Good for financial services 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 (e.g. banks / building societies)	1	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%	(
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 Good leisure facilities (e.g. 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 leisure centres, cinema, health and fitness clubs, etc) 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 Good for financial services 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 (e.g. banks / building societies)		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%	(
Good leisure facilities (e.g. 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 leisure centres, cinema, health and fitness clubs, etc) 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 Good for financial services 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 (e.g. banks / building societies)	•																	0.0%	Ò
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 Good for financial services 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 (e.g. banks / building societies)	Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs,																	2.0%	-
Good for financial services 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 (e.g. banks / building societies)	*	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%	
,	Good for financial services (e.g. banks / building												-					2.0%	
Lack of choice of shops 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 0.0% 0 0.0%	Lack of choice of shops	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%	
·		0.3%	3	0.0%	0	0.7%	1	0.0%	Ω	2 1%	2	0.0%	Ω	0.0%	Ω	0.0%	Ω	0.0%	
	Can also do food shopping at																	4.1%	:
		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%	(

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	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone 6	i	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

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

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Charlestown Of Aberlour) Banff Town Centre Buckie Town Centre Craigellachie Village Centre Cullen Village Centre Edinburgh City Centre Elgin City Centre Glasgow City Centre Grantown On Spey Town Centre Inverness City Centre Keith Town Centre Lossiemouth Town Centre Nairn Town Centre	0.3% 0.1% 1.6% 0.1% 0.1% 0.5% 8.8% 0.7% 0.8% 0.2%	ost o		en sh	0.0% 0.0% 0.0% 0.0% 0.0%	for pe		goods	Zone 4	4	Zone 5	5	Zone 6	5	Zone	7	Zone	8
Not those that said '(Don't Aberlour Town Centre (aka Charlestown Of Aberlour) Banff Town Centre Buckie Town Centre Craigellachie Village Centre Cullen Village Centre Edinburgh City Centre Elgin City Centre Forres Town Centre Glasgow City Centre Grantown On Spey Town Centre Inverness City Centre Keith Town Centre Lossiemouth Town Centre Nairn Town Centre	0.3% 0.1% 1.6% 0.1% 0.1% 0.5% 8.8% 0.7% 0.8% 0.2%	3 1 15 1 1 5 84 7 8	0.0% 0.0% 0.0% 0.0% 0.5% 0.0% 0.0% 10.2%	0 0 0 0 1 0	0.0% 0.0% 0.0% 0.0% 0.0%	ind of 8 0 0	goods)' a	t Q21		0	0.101							
Charlestown Of Aberlour) Banff Town Centre Buckie Town Centre Craigellachie Village Centre Cullen Village Centre Edinburgh City Centre Elgin City Centre Glasgow City Centre Grantown On Spey Town Centre Inverness City Centre Keith Town Centre Lossiemouth Town Centre Nairn Town Centre	0.1% 1.6% 0.1% 0.1% 0.5% 8.8% 0.7% 0.8% 0.2%	1 15 1 1 5 84 7 8	0.0% 0.0% 0.5% 0.0% 0.0% 10.2%	0 0 1 0	0.0% 0.0% 0.0%	0		0	0.0%	0	2.12							
Banff Town Centre Buckie Town Centre Craigellachie Village Centre Cullen Village Centre Edinburgh City Centre Elgin City Centre Glasgow City Centre Grantown On Spey Town Centre Inverness City Centre Keith Town Centre Lossiemouth Town Centre Nairn Town Centre	1.6% 0.1% 0.1% 0.5% 8.8% 0.7% 0.8% 0.2%	15 1 1 5 84 7 8	0.0% 0.5% 0.0% 0.0% 10.2%	0 1 0	0.0% 0.0%		0.00/			U	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Buckie Town Centre Craigellachie Village Centre Cullen Village Centre Edinburgh City Centre Elgin City Centre Elgin City Centre Glasgow City Centre Grantown On Spey Town Centre Inverness City Centre Keith Town Centre Lossiemouth Town Centre Nairn Town Centre	1.6% 0.1% 0.1% 0.5% 8.8% 0.7% 0.8% 0.2%	15 1 1 5 84 7 8	0.0% 0.5% 0.0% 0.0% 10.2%	0 1 0	0.0% 0.0%		U.U%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Craigellachie Village Centre Cullen Village Centre Edinburgh City Centre Elgin City Centre Forres Town Centre Glasgow City Centre Grantown On Spey Town Centre Inverness City Centre Keith Town Centre Lossiemouth Town Centre Nairn Town Centre	0.1% 0.1% 0.5% 8.8% 0.7% 0.8% 0.2%	1 1 5 84 7 8	0.5% 0.0% 0.0% 10.2%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	14	2.0%	1
Cullen Village Centre Edinburgh City Centre Elgin City Centre Forres Town Centre Glasgow City Centre Grantown On Spey Town Centre Inverness City Centre Keith Town Centre Lossiemouth Town Centre Nairn Town Centre	0.1% 0.5% 8.8% 0.7% 0.8% 0.2%	1 5 84 7 8	0.0% 0.0% 10.2%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre Elgin City Centre Forres Town Centre Glasgow City Centre Grantown On Spey Town Centre Inverness City Centre Keith Town Centre Lossiemouth Town Centre Nairn Town Centre	0.5% 8.8% 0.7% 0.8% 0.2%	84 7 8	0.0% 10.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Elgin City Centre Forres Town Centre Glasgow City Centre Grantown On Spey Town Centre Inverness City Centre Keith Town Centre Lossiemouth Town Centre Nairn Town Centre	0.7% 0.8% 0.2%	7 8			2.1%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0
Forres Town Centre Glasgow City Centre Grantown On Spey Town Centre Inverness City Centre Keith Town Centre Lossiemouth Town Centre Nairn Town Centre	0.7% 0.8% 0.2%	8		20	10.4%	15	5.8%	8	7.4%	7	14.6%	14	12.6%	12	2.1%	3	10.2%	5
Grantown On Spey Town Centre Inverness City Centre Keith Town Centre Lossiemouth Town Centre Nairn Town Centre	0.2%		0.070	0	0.0%	0	4.3%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Centre Inverness City Centre Keith Town Centre Lossiemouth Town Centre Nairn Town Centre		2	0.0%	0	0.0%	0	1.4%	2	1.1%	1	1.0%	1	0.0%	0	2.1%	3	2.0%	1
Keith Town Centre (Lossiemouth Town Centre (Nairn Town Centre (0 -01	-	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lossiemouth Town Centre Nairn Town 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
Nairn 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
	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
New Floin Local 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 Eight 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, 6 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
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
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
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
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
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
	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
2	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
•	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
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
-	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
Renfrew, G51 4BN Edgar Road Retail Park, Edgar Road, Elgin, IV30	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
6YQ	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
	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
Walter Scott Drive, Inverness, IV2 3TW M&S Foodhall, High Street, (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
Elgin, IV30 1DJ	0.4%	1	0.0%	0	0.7%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberdeen, AB10 1BU	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
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
7PA	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
,	0.0%	383 957	39.3%	77 196	43.1%	62 144	40.3%	56 139	35.8%	34 95	37.5%	36 96	47.4%	45 95	36.4%	52 143	42.9%	21 49

Base:

Moray Household Survey for Hargest Planning

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

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							-8			0								
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone :	5	Zone 6	,	Zone	7	Zone	8
Q26AWhere else do you u																		
Not those that said '(Do	on't know	/ varie	es)' or '(D	on't bi	ıy these k	ind of	goods)' a	t Q21	or '(Don'	t know	/varies)'	or '(N	lowhere el	se)' a	t Q24			
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
Dasc.		502		110		00		04		01		00		40		0/		20

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Q26BWhere else do you								. 021	//D //	. 1			. ,	7 V	. 024	0264		
Not those that said '(De	on't know	/ varie	es) or (De	on't bi	iy these ki	na of	gooas) ai	t Q21	or (Don'	t know	/ varies)	or (N	ownere e	eise) a	t Q24 or	Q20A		
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%	C
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,	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
Inverness																		
Springfield Retail Park,	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
Elgin Asda, Edgar Road, Elgin, IV30 6YO	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	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
Road, Elgin, IV30 1TY Tesco Superstore, Moss	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
Street, Keith, AB55 5HB	2.00/	_	0.00/	0	2.40/		0.00/	0	5.00/		0.00/	0	0.00/	0	7.50/	2	0.10/	
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
Q26CWhere else do you Not those that said '(Do				•	_			t Q21	or '(Don'	t know	/varies)	or '(N	owhere e	else)' a	t Q24 or	Q26A	or Q26B	
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		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	0.0%	0		1	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,	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
Inverness 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%		100.0%	1	80.0%	8	71.4%	5
	70.770		, 1.7/0		70.070		, 1.7/0		33.770		50.070		100.070		30.070		, 1.7/0	7
Base:		60		14		10		7		7		4		1		10		

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	Tota	al	Zone	1	Zone	2	Zone	3	Zone	e 4	Zone	e 5	Zone	e 6	Zone	e 7	Zone	e 8
Meanscore: [£]																		
Q27 On average how Not those that said		•			•	•	-		ach mo	onth?								
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 £21 - £25	7.9%	76 30	11.2%	22 4	9.0% 4.9%	13 7	9.4%	13 5	3.2%	3 2	9.4%	9	7.4% 4.2%	7	4.9%	7	4.1% 4.1%	2 2
£26 - £30	3.1% 6.7%	64	2.0% 8.2%	16	6.3%	9	3.6% 10.1%	14	2.1% 5.3%	5	3.1% 5.2%	5	7.4%	4 7	2.1% 5.6%	3 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 £101 - £110	7.8% 0.0%	75 0	7.7% 0.0%	15 0	5.6% 0.0%	8	5.0% 0.0%	7 0	8.4% 0.0%	8	5.2% 0.0%	5	8.4% 0.0%	8	11.2% 0.0%	16 0	16.3% 0.0%	8
£111 - £120	0.0%	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 £301+	0.4% 0.6%	4 6	1.0% 0.5%	2	0.0% 0.7%	0 1	0.0% 0.7%	0 1	0.0%	0	0.0%	0	0.0% 0.0%	0	0.7% 2.1%	1 3	2.0% 0.0%	1 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: [Ofte	en = 3, Occ	asion	ally = 2	Neve	r = 1]													
Q28 How often do yo Not those that said						e pers	sonal g	oods?	[PR]									
Internet																		
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		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 su	oerma	rkets)															
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		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																	
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%		10.4%	21	14.7%	22	14.7%	22	19.0%	19	19.0%	19	16.8%	17		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		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

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					101	11a	rgesi	1 16	*******	g							August	2021
	Tota	al	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
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	0.070	0
Never	99.5%	998 0	99.5% 0.0%	200	98.7% 0.0%	148	100.0%		100.0%	100	99.0% 0.0%	99 0	99.0%		100.0%		100.0%	50 0
(Don't know)	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	•																
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		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															
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		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																		
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
Never	99.3%	996	99.5%	200	99.3%	149	98.7%		100.0%	100	98.0%		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

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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

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

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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

			-,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			<i>F</i>	<i>F</i>		2									
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	i	00.00		10.00		42.50		36.67
Base:		51		9		6		9		11		5		3		4		4

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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

Those that said they u	se Catalog	ue/m	au oraei	· often	or occa	sionally	to purc	nase pe	rsonal g	ooas ai	Q28							
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

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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

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 1	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:	14	18.33		20.00	2	12.50		0.00		0.00		0.00		0.00		0.00		0.00
Base:		5		1		2		0		0		1		1		0		0

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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

Those that said they us	e market	s ojien	or occu	sionaii.	, to pure	nuse pe	rsonar _e	500us u	1 020									
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

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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 Q2

Those that said they us	se 'Car bo	ot / jun	ıble / se	cond ha	nd sales	' often e	or occas	ionally	to purch	iase pei	rsonal ge	ods at	Q28					
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

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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 O28
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			.,				Ι		2									
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

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

Q36 I would like to ask y (eg fridges, freezers goods?																		
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%	23	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	0.2%	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	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
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,	0.1%	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
Inverness	0.070	O	1.070	_	2.070	3	0.070	U	2.070	_	1.070	1	0.070	Ü	0.070	Ü	0.070	Ü
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,	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
Inverness																		
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 50F	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,	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
Inverness, IV2 3TW 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

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	Tota	ıl	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 6YO	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	1.0%	1	1.3%	2	0.0%	0
(Don't know / varies) (Don't buy these kind of goods)	3.5% 15.3%	35 153	4.5% 14.4%	9 29	4.0% 15.3%	6 23	6.7% 21.3%	10 32	5.0% 16.0%	5 16	1.0% 11.0%	1 11	1.0% 9.9%	1 10	2.0% 15.2%	3 23	0.0% 18.0%	0 9
Base:		1003		201		150		150		100		100		101		151		50
Q37 How often do you s Not those that said '(Do									ods?									
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

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Base:

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					101	па	rgesi	Pla		g							August	2021
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone (6	Zone	7	Zone	8
Q38 Where do you use s Not those that said '(Do				-														
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%	Ö
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%	Ö
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%	Ö
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%	C
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%	C
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%	2
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%	(
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%	(
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%	C
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%	(
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%	O
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%	C
Grampian Furnishers, Waulkmill House, Linkwood Place, Elgin,	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%	C
IV30 8QN IKEA, Kings Inch Drive,	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%	C
Glasgow, G51 4FB IKEA, Wellington Circle,	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%	(
Altens, Aberdeen, AB12 3QW																		
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%	C
Invertiess, 1v2 31 W Invertie 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%	C
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) (Nowhere else)	1.8% 52.6%	15 429	1.2% 49.1%	2 80	0.8% 52.1%	1 63	4.6% 49.1%	5 53	3.8% 53.2%	3 42	1.1% 50.0%	1 44	0.0% 71.1%	0 64	2.4% 48.8%	3 61	0.0% 53.7%	0 22
Base:		815		163		121		108		79		88		90		125		41

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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	vou shop for bulky o	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

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

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					101	11a	gest	1 14		5							August .	2021
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone 4	1	Zone 5	5	Zone 6	•	Zone	7	Zone	8
Q40AWhere else do you ı	undertal	ke sho	opping f	or bu	lky good	ds?												
Not those that said '(Do	on't know	/ varie	es)' or '(D	on't bı	ıy these k	ind of	goods)' a	t Q36 d	or '(Don't	know	/varies)'	or '(N	lowhere el	se)' a	t Q38			
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%	C
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,	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 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%	C
(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%		87.7%	50		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
Dasc.		5/1		01		31		30		54		43		20		01		19

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	Total		Zone	1	Zone 2	2	Zone 3	3	Zone 4	ļ	Zone 5	5	Zone 6	•	Zone	7	Zone	}
Q40BWhere else do you								026	//D //	1		1/1	.		. 030	0404		
Not those that said '(L	on't know/	varie	s) or (Do	on't bu	iy these kii	ıa of	gooas) at	Q30	or (Don't	know	/ varies)	or (1	vownere ei	se) a	t Q38 or	Q40A		
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%	(
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%	(
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%	(
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%	
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%	(
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%	(
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%	(
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%	(
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%	(
Grampian Furnishers, Waulkmill House, Linkwood Place, Elgin, IV30 8ON	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%	
(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%	(
(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
Q40CWhere else do you Not those that said '(L							goods)' at	Q36	or '(Don't	know	/varies)'	or '(1	Nowhere el	se)' a	t Q38 or	Q40A	or Q40B	
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	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		1	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	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		1	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%	(
(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		2

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Moray Household Survey for Hargest Planning

	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	e 7	Zone	8
Meanscore: [£]																		
Q41 On average how Not those that said									month	1?								
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 £16 - £20	2.3% 8.1%	19 66	1.8% 7.4%	3 12	3.3% 9.9%	4 12	0.9% 8.3%	1 9	3.8% 7.6%	3 6	3.4% 9.1%	3	1.1% 6.7%	1 6	2.4% 6.4%	3 8	2.4% 12.2%	1 5
£21 - £25	6.1%	50	4.3%	7	9.9%	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 £46 - £50	4.4% 2.9%	36 24	3.7% 3.7%	6 6	5.8% 2.5%	7	3.7% 2.8%	4	0.0% 2.5%	0 2	5.7% 3.4%	5 3	6.7% 2.2%	6 2	5.6% 1.6%	7 2	2.4% 7.3%	1 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%	Ō
£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 £101 - £110	2.2% 0.4%	18 3	1.2% 0.6%	2	1.7% 0.0%	2	1.9% 0.0%	2	2.5% 1.3%	2	2.3% 0.0%	2	3.3% 1.1%	3	4.0% 0.0%	5 0	0.0%	0
£111 - £120	0.4%	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 £176 - £200	1.5% 0.5%	12 4	1.8% 0.6%	3	1.7% 1.7%	2 2	0.9% 0.0%	1	1.3% 0.0%	1 0	0.0%	0	0.0% 1.1%	0	2.4% 0.0%	3	4.9% 0.0%	2
£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 £301+	0.5% 0.9%	4 7	0.6% 1.2%	1 2	0.0% 0.8%	0	0.9% 0.0%	1	0.0% 1.3%	0 1	0.0% 2.3%	0 2	1.1% 0.0%	1 0	0.8% 0.8%	1 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: [Ofte	n = 3, Occ	asion	ally = 2,	Neve	r = 1]													
Q42 How often do you Not those that said						e bulk	ky good	s? [Pi	₹]									
Internet	(Don't buy ti	iese kii	iii oj goc	ms) ui	Q30													
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 Never	39.6% 50.4%	337 428	38.4% 52.9%	66 91	40.2% 50.4%	51 64	42.4% 46.6%	50 55	34.5% 57.1%	29 48	48.3% 46.1%	43 41	30.8% 59.3%	28 54	42.2% 40.6%	54 52	39.0% 56.1%	16 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	a. from sui	oerma	rkets)															
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																	
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%	56 701	7.0%	12	4.7%	6	4.2%	5	9.5%	8	6.7%	6	5.5%	5	6.3%	120	14.6%	6
Never (Don't know)	93.1% 0.1%	791 1	92.4% 0.6%	159 1	95.3% 0.0%	121	95.8% 0.0%	113	88.1% 0.0%	74 0	93.3% 0.0%	83 0	94.5% 0.0%	86 0	93.8% 0.0%	120	85.4% 0.0%	35 0
· ·	0.1 /0		J.U/U		3.070		3.070		0.070		J.J/0		3.070		J.U/0		J.U /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

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					101	11a	igusi	. 1 16		S							August	2021
	Tota	ıl	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
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 (Don't know)	99.4% 0.1%	845 1	98.8% 0.6%	170 1	99.2% 0.0%	126 0	98.3% 0.0%	116	100.0%	84	100.0%	89	100.0%	91	100.0%	128	100.0%	41 0
,	0.170	1.00	0.0%	1.01	0.0%	1.01	0.0%	1.02	0.0%	1.00	0.0%	1.00	0.0%	1.00	0.0%	1.00	0.0%	1.00
Mean:																		
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%		100.0%	127	95.8%		100.0%		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
Never	99.8%	848	99.4%	171	100.0%		100.0%		100.0%		100.0%	89	98.9%	90	100.0%		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

(Refused)

Mean:

Base:

1.4%

1.3%

115.45

80

3.2%

2

62

115.03

1.6%

6

96.06

419

Moray Household Survey for Hargest Planning

Page 56

0

94.00

18

0.0%

1

75

53.13

August 2021 Zone 2 Zone 3 Zone 4 Total Zone 1 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 Nothing 1.2% 3.8% 0.0% 0.0% 0.0% 0 2.1% 0.0% 0 1.3% 0.0% 0 1 £1 - £5 0.2% 0.0% 0 1.6% 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% 3.2% 2 4.8% 3 0.0% 0 8.3% 4 0.0% 0 2.7% 2 5.6% £11 - £15 0.7% 2.5% 2 1.6% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 3 1 0 0 2.5% 2 3.2% £16 - £20 5.0% 21 6.5% 4 2 2.8% 1 14.6% 7 0.0% 0 6.7% 5 0.0% 0 0 £21 - £25 1.4% 6 1.3% 1 3.2% 2 1.6% 1 2.8% 0.0% 0.0% 0 0.0% 0 5.6% £26 - £30 3.1% 13 3.8% 3 1.6% 3.2% 8.3% 3 2.1% 1 2.7% 2.7% 2 0.0% 0 0.0% 0 0 0 0.0% 0 £31 - £35 0.5% 0.0% 0.0% 0.0% 0 2.1% 1 2.7% 0.0% 0 2 1 £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% 0.0% 0 1.6% 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% 2.8% 6.3% 3 8.1% 8.0% 6 27.8% 1 3 2.1% 2.1% 0.0% £51 - £60 2.5% 2 2 0.0% 0 2.7% 0 1.6% 3.2% 2.8% 1 1 0 0 £61 - £70 0.2% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 2.7% 0.0% 0 0.0% 0 £71 - £80 1.2% 1.3% 1.6% 0.0% 0 2.8% 0.0% 0 2.7% 1.3% 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% 7.9% 5 5.6% 2 6.3% 3 5.4% 2 4.0% 3 5.6% 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 £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 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 £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% 1.3% 0.0% 0.0% 0.0% 0.0% 2.7% 0.0% 5.6% £151 - £175 0.2% 1 0.0% 0 1.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 £176 - £200 1.9% 1.3% 4.8% 0.0% 0 2.8% 2.1% 2.7% 0.0% 0 8 1 3 1 1 5.6% £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% £226 - £250 0.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.1% 1 0.0% 0 1.3% 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% £301+ 2.1% 5.0% 4 4.8% 3 0.0% 0 2.1% 0.0% 0 0.0% 0 0.0% 0 1.6% (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

0.0%

1

63

131.67

0

36

65.45

0.0%

0

48

71.22

2.7%

1.3%

1

37

83.18

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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

Those that said they use	'By tele	phone'	often or e	occasio	onally to	purcha	ise bulk	y goods	at Q42									
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

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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

							_											
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	1	28.33		8.00		43.33		31.80		86.67		80.00		30.00		0.00
Base:		58		12		6		5		10		6		5		8		6

(Refused) Mean:

Base:

Moray Household Survey for Hargest Planning

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August 2021 Total Zone 2 Zone 3 Zone 4 Zone 1 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 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 £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% £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 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 £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 0.0% 0.0% £26 - £30 25.0% 0.0% 0 100.0% 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 £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% £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 £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 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 £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% £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 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 £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% £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 (Don't know / varies) 75.0% 3 1 00.0% 1 0.0% 0 100.0% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0

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30.00

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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

Those that said they u.	oc manicon	Gien	or occus	sionany	to pure	nuse of	nny goot	is at Q	-									
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%	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%	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%	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	0.070	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	0.070	0	0.0%	0	0.0%	0
(Don't know / varies)	80.0%		00.0%	2	0.0%	0	50.0%		100.0%	1	0.0%		100.0%		100.0%		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

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Zone 2 Zone 3 Zone 4 Total Zone 1 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 us	e 'Car boo	t / jun	ible / seco	ond har	nd sales	often o	or occas	ionally i	to purch	ase buli	ky goods	at Q4	2					
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%		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:	3	55.00	1	10.00		0.00		30.00		0.00		0.00		30.00		20.00		0.00
Base:		17		7		0		5		0		0		2		2		1

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Zone 2 Zone 3 Total Zone 1 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 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 £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 £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 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% £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% 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% £51 - £60 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 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 £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 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 £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 £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 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 £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 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 (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 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 Base: 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 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 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 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 Adequate 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 Poor 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 3.8% 2.5% 5.3% 8 0 5.0% 6.0% (Don't know) 38 5 5.3% 8 1.0% 0.0% 4.0% 2 58 4 4.7% 7 10 3 7 15 7 5 5.8% 2.0% 6.7% 3.0% 7.0% 14.9% 4.6% 10.0% Never visit 2.26 1.87 2.10 2.48 2.33 2.23 2.68 2.46 2.30 Mean. Base: 1003 201 150 150 100 100 101 151 50 Choice of shops for other personal goods (e.g., CDs, china, glass, jewellery etc) Very good 2.1% 21 1.5% 3 2.7% 4 1.3% 2 1.0% 2.0% 2 3.0% 3 2.0% 3 6.0% 3 1 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 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 Adequate 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 Poor 17.5% 26.9% 24 7% 37 10.0% 7.9% 11 3% 17 18.0% Very poor 176 54 15 16.0% 16 20.0% 20 8 9 13.9% 8.5% 5.0% 10 12.0% 18 11.3% 17 1.0% 6.0% 6 10.9% 11 21 2.0% (Don't know) 85 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 1003 201 101 Base: 150 150 100 100 151 50

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					ior	на	rgesi	Pla	ınnır	ıg							August	2021
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	2 8
Choice of sho	ps for furnitu	ıre, flo	or cove	rings	and lar	ge hol	useholo	l elect	rical ite	ms								
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	21.8%	22		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) Never visit	9.3% 6.5%	93 65	6.0% 2.0%	12 4	9.3% 5.3%	14 8	12.7% 7.3%	19 11	6.0% 3.0%	6 3	6.0% 8.0%	6 8	12.9% 14.9%	13 15	12.6% 6.6%	19 10	8.0% 12.0%	4 6
Mean:	0.570	2.39	2.070	2.24	3.370	2.20	7.570	2.52	3.070	2.37	0.070	2.48	14.770	2.75	0.070	2.46	12.070	2.33
Base:		1003		201		150		150		100		100		101		151		50
Easy to travel	to by car																	
•	•	272	26.00/	- 4	40.70/	<i>c</i> 1	20.00/	10	20.00/	20	22.00/	22	22.00/	22	1.4.60/	22	20.00/	10
Very good Good	27.2% 40.6%	273 407	26.9% 42.3%	54 85	40.7% 24.7%	61 37	28.0% 43.3%	42 65	29.0% 48.0%	29 48	32.0% 36.0%	32 36	22.8% 41.6%	23 42	14.6% 51.7%	22 78	20.0% 32.0%	10 16
Adequate	13.5%	135	12.4%	25		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 chea	ap to park																	
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	transp	ort															
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%		10.0%	10	8.0%		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 (Don't know)	7.3% 22.9%	73 230	6.5% 28.9%	13 58	9.3% 30.0%	14 45	4.0% 22.0%	6 33	4.0% 18.0%	4 18	24.0% 18.0%	24 18	4.0% 9.9%	4 10	4.0% 27.8%	6 42	4.0% 12.0%	2 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:	7.570	3.56	7.070	3.78	0.070	3.15	11.070	3.74	3.070	3.85	7.070	2.76	10.070	3.88	0.070	3.75	10.070	3.26
Base:		1003		201		150		150		100		100		101		151		50
As a pleasant	and attractive		e to vis			150		150		100		100		101		131		30
•		•			10.70/	10	F 20/	0	7.00/	~	C 00/	_	C 00/	~	12.00/	21	C 00/	2
Very good Good	9.8% 28.1%		13.4% 27.9%		12.7% 22.0%	19 33	5.3% 32.7%	8 49	7.0% 37.0%	7 37	6.0% 20.0%	6 20	6.9% 34.7%	7 35		21 38	6.0% 28.0%	3 14
Adequate	26.5%		21.9%	44		37	28.0%	42		24	30.0%	30	30.7%	31		44	28.0%	14
Poor	18.1%	182			21.3%	32	13.3%	20	24.0%	24		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	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
2400.		1003		201		150		150		100		100		101		131		50

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							8			0								
	Tota	al	Zone	: 1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	e 8
As a good pla	ce to combin	e sho _l	oping w	ith otl	ner leis	ure ac	tivities	(e.g. v	risit frie	nds, t	he cine	ma eto	;)					
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%	
Good	22.9%	230		48	13.3%	20	24.7%	37	28.0%	28	18.0%	18	23.8%	24	28.5%	43	24.0%	
Adequate	24.0%	241	31.8%	64	28.0%	42	22.0%	33	24.0%	24		18	24.8%	25	17.9%	27	16.0%	
oor	18.2%	183		36		39	20.7%		19.0%	19		26	7.9%	8	10.6%	16	16.0%	
ery poor	10.1%	101	12.4%	25	11.3%	17	5.3%	8	10.0%	10		17	3.0%	3	9.3%	14	14.0%	
Don't know)	11.2%	112 80	5.0% 4.0%	10 8	10.0%	15 8	15.3%	23 13	13.0% 3.0%	13	6.0% 9.0%	6 9	14.9%	15 18	15.9% 8.6%	24	12.0%	
lever visit	8.0%	80	4.0%	٥	3.5%	0	8.7%	13	3.0%	3	9.0%	9	17.8%	10	8.0%	13	16.0%	
1ean:		2.95		2.90		2.72		3.00		2.94		2.65		3.38		3.24		2
ase:		1003		201		150		150		100		100		101		151		
As a good pla	ce to combin	e sho _l	oping w	ith otl	ner pers	sonal l	busines	s (e.g	. visit tl	he ban	nk/build	ing so	ciety)					
ery 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%	
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%	
dequate	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%	
oor	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%	
ery 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%	
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%	
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%	
lean:		3.34		3.31		3.26		3.32		3.50		3.14		3.65		3.37		Ĵ
ase:		1003		201		150		150		100		100		101		151		
Choice of sho																		
/ery good Good	1.0% 8.5%	2 17	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.7% 7.3%	1	2.0% 12.0%	
Adequate	14.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	11 21		
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%	
ery 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%	
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%	
lever 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%	
Iean:		2.10		0.00		0.00		0.00		0.00		0.00		0.00		1.99		2
																		2
Base:		201		0		0		0		0		0		0		151		
Choice of sho			•	, ,				•	,		0.00/	0	0.00/	0	2.60/	4	2.00/	
ery good ood	2.5% 12.4%	5 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%	0	2.6% 11.9%	4 18	2.0% 14.0%	
dequate	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%	
oor	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%	
ery 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%	
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		
lever 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%	
Iean:		2.51		0.00		0.00		0.00		0.00		0.00		0.00		2.45		2
Base:		201		0		0		0		0		0		0		151		
Choice of sho	ps for furnitu	re, flo	or cove	rings	and lar	ge hou	ısehold	l elect	rical ite	ms								
ery 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%	
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%	
Adequate	21.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		34	20.0%	
oor	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%	
ery poor	22.9%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		43	6.0%	
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%	
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%	
	10.570		0.070		0.070		0.070		0.070		0.070		0.070		2.370		20.070	
Mean:		2.37		0.00		0.00		0.00		0.00		0.00		0.00		2.27		2
Base:		201		0		0		0		0		0		0		151		

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					101	па	rgesi	ria	111111	ıg							August	2021
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Easy to trave	l to by car																	
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 (Don't know)	1.5% 8.0%	3 16	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.3% 9.3%	2 14	2.0% 4.0%	1 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		0.00		0.00		0.00		0.00		0.00		0.00		151		50
Easy and che	ap to park	201		Ü		Ŭ		Ü		Ü		Ü				101		50
-			0.00/		0.00/		0.00/		0.004		0.004		0.00/		44.50		22.004	
Very good	36.8%	74 61	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 Adequate	30.3% 8.5%	61 17	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	29.1% 8.6%	44 13	34.0% 8.0%	17 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%	Ö	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 trave	l to by public	transp	ort															
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	t and attractive	e place	e to vis	it														
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 Very poor	12.4% 5.0%	25 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% 0.0%	0	12.6% 4.6%	19 7	12.0% 6.0%	6 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 pla	ace to combin	e shop	ping w	ith oth	er leisi	ure act	tivities	(e.g. v	isit frie	nds, th	ne cine	ma etc)					
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		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

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	e 8
As a good place	e to combin	e shop	ping w	ith oth	er pers	onal l	ousines	s (e.g.	visit th	e ban	k/buildi	ng so	ciety)					
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%	
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%	
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%	
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%	
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%	
(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%	
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%	1
Mean:		2.89		0.00		0.00		0.00		0.00		0.00		0.00		2.92		2.7
Base:		201		0		0		0		0		0		0		151		4
	munaad E								uita na		Vonce		.,			101		
Meanscore: [Ver Q52 Now thinking ab			_		_		-		•				_	the fo	llowina	areas	? [PR]	
Those living in pos									,									
Choice of shops	s for clothin	g and	footwe	ar														
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%	
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%	
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%	
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%	
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%	
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%	
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%	
Mean:		1.58		0.00		0.00		1.58		0.00		0.00		0.00		0.00		0.
Base:		150		0		0		150		0		0		0		0		
Choice of shops	s for other p	erson	al good	ls (e.g.	, CDs,	china,	glass,	jewelle	ery etc)									
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%	
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%	
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%	
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%	
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%	
(Don't know) Never visit	4.7% 4.7%	7 7	0.0% 0.0%	0	0.0%	0	4.7% 4.7%	7 7	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	
inever visit	4.770		0.0%		0.0%		4.770		0.0%		0.070		0.0%		0.070		0.070	
Mean:		2.15		0.00		0.00		2.15		0.00		0.00		0.00		0.00		0.0
														_				
Base:		150		0		0		150		0		0		0		0		
Base: Choice of shops	s for furnitu		or cove		and lar		ısehold		ical iter			0		0		0		
Choice of shops	0.7%		or cove 0.0%		and lar		usehold 0.7%	l electr	ical iter		0.0%	0	0.0%	0	0.0%	0	0.0%	
Choice of shops	0.7% 4.7%	re, floo	0.0% 0.0%	rings a	0.0% 0.0%	ge hou	0.7% 4.7%	l electr	0.0% 0.0%	ns 0 0	0.0%	0 0	0.0%	0 0	0.0%		0.0%	
Choice of shops Very good Good Adequate	0.7% 4.7% 18.7%	1 7 28	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.7% 4.7% 18.7%	1	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0%	0 0 0	0.0% 0.0%	0 0 0	0.0% 0.0%	0 0 0	0.0% 0.0%	
Choice of shops Very good Good Adequate Poor	0.7% 4.7% 18.7% 34.7%	1 7 28 52	0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.7% 4.7% 18.7% 34.7%	1 7 28 52	0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0%	
Choice of shops Very good Good Adequate Poor Very poor	0.7% 4.7% 18.7% 34.7% 31.3%	1 7 28 52 47	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.7% 4.7% 18.7% 34.7% 31.3%	1 7 28 52 47	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0%	
Choice of shops Very good Good Adequate Poor Very poor (Don't know)	0.7% 4.7% 18.7% 34.7% 31.3% 5.3%	1 7 28 52 47 8	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.7% 4.7% 18.7% 34.7% 31.3% 5.3%	1 7 28 52 47 8	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	
Choice of shops Very good Good Adequate Poor Very poor (Don't know)	0.7% 4.7% 18.7% 34.7% 31.3%	1 7 28 52 47	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.7% 4.7% 18.7% 34.7% 31.3%	1 7 28 52 47	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0%	
Choice of shops Very good Good Adequate Poor Very poor (Don't know) Never visit	0.7% 4.7% 18.7% 34.7% 31.3% 5.3%	1 7 28 52 47 8 7	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	0.7% 4.7% 18.7% 34.7% 31.3% 5.3%	1 7 28 52 47 8 7 1.99	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	
Choice of shops Very good Good Adequate Poor Very poor Don't know) Never visit Mean:	0.7% 4.7% 18.7% 34.7% 31.3% 5.3%	1 7 28 52 47 8 7	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.7% 4.7% 18.7% 34.7% 31.3% 5.3%	1 7 28 52 47 8 7	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	
Choice of shops Very good Good Adequate Poor Very poor Don't know) Never visit Mean:	0.7% 4.7% 18.7% 34.7% 31.3% 5.3% 4.7%	1 7 28 52 47 8 7	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	0.7% 4.7% 18.7% 34.7% 31.3% 5.3%	1 7 28 52 47 8 7 1.99	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	
Choice of shops Very good Good Adequate Poor Very poor (Don't know) Never visit Mean: Base: Easy to travel to Very good	0.7% 4.7% 18.7% 34.7% 31.3% 5.3% 4.7%	1 7 28 52 47 8 7 1.99 150	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% 0.0% 0.0% 0.0% 0.0%	ge hou 0 0 0 0 0 0 0 0 0	0.7% 4.7% 18.7% 34.7% 31.3% 5.3% 4.7%	1 electr 1 7 28 52 47 8 7 1.99 150	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% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.
Choice of shops Very good Good Adequate Poor Very poor (Don't know) Never visit Mean: Base: Easy to travel to Very good Good	0.7% 4.7% 18.7% 34.7% 31.3% 5.3% 4.7% o by car 36.0% 40.7%	1 7 28 52 47 8 7 1.99 150 54 61	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	ge hou 0 0 0 0 0 0 0 0 0 0	0.7% 4.7% 18.7% 34.7% 31.3% 5.3% 4.7% 36.0% 40.7%	1 electr 1 7 28 52 47 8 7 1.99 150	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% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.
Choice of shops Very good Good Adequate Poor Very poor (Don't know) Never visit Mean: Base: Easy to travel to Very good Good Adequate	0.7% 4.7% 18.7% 34.7% 31.3% 5.3% 4.7% by car 36.0% 40.7% 5.3%	1 7 28 52 47 8 7 1.99 150 54 61 8	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	ge hou 0 0 0 0 0 0 0 0 0 0 0	0.7% 4.7% 18.7% 34.7% 31.3% 5.3% 4.7% 36.0% 40.7% 5.3%	1 electr 1 7 28 52 47 8 7 1.99 150 54 61 8	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.
Choice of shops Very good Good Adequate Poor Very poor Don't know) Never visit Mean: Base: Easy to travel to Very good Good Adequate Poor	0.7% 4.7% 18.7% 34.7% 31.3% 5.3% 4.7% by car 36.0% 40.7% 5.3% 0.0%	1 7 28 52 47 8 7 1.99 150 54 61 8 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	ge hou 0 0 0 0 0 0 0 0 0 0 0	0.7% 4.7% 18.7% 34.7% 31.3% 5.3% 4.7% 36.0% 40.7% 5.3% 0.0%	1 electr 1 7 28 52 47 8 7 1.99 150 54 61 8 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.
Choice of shops Very good Good Adequate Poor Very poor (Don't know) Never visit Mean: Base: Easy to travel to Very good Good Adequate Poor Very poor	0.7% 4.7% 18.79 34.79 31.3% 5.3% 4.7% b by car 36.0% 40.7% 5.3% 0.0% 1.3%	1 7 28 52 47 8 7 1.99 150 54 61 8 0 2	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	ge hou 0 0 0 0 0 0 0 0 0 0 0	0.7% 4.7% 18.7% 34.7% 31.3% 5.3% 4.7% 36.0% 40.7% 5.3% 0.0% 1.3%	1 7 28 52 47 8 7 1.99 150 54 61 8 0 2	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.
Choice of shops Very good Good Adequate Poor Very poor Don't know) Never visit Mean: Base: Easy to travel to Very good Good Adequate Poor Very poor Don't know)	0.7% 4.7% 18.7% 34.7% 31.3% 5.3% 4.7% b by car 36.0% 40.7% 5.3% 0.0% 1.3% 12.0%	1 7 28 52 47 8 7 1.99 150 54 61 8 0 2 18	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	ge hou	0.7% 4.7% 18.7% 31.3% 5.3% 4.7% 36.0% 40.7% 5.3% 0.0% 1.3% 12.0%	1 electr 1 7 28 52 47 8 7 1.99 150 54 61 8 0 2 18	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.
Choice of shops Very good Good Adequate Poor (Don't know) Never visit Mean: Base: Easy to travel to Very good Good Adequate Poor Very poor (Don't know)	0.7% 4.7% 18.79 34.79 31.3% 5.3% 4.7% b by car 36.0% 40.7% 5.3% 0.0% 1.3%	1 7 28 52 47 8 7 1.99 150 54 61 8 0 2 18 7	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	ge hou	0.7% 4.7% 18.7% 34.7% 31.3% 5.3% 4.7% 36.0% 40.7% 5.3% 0.0% 1.3%	1 electr 1 7 28 52 47 8 7 1.99 150 54 61 8 0 2 18 7	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.
Choice of shops Very good Good Adequate Poor Very poor (Don't know) Never visit Mean: Base:	0.7% 4.7% 18.7% 34.7% 31.3% 5.3% 4.7% b by car 36.0% 40.7% 5.3% 0.0% 1.3% 12.0%	1 7 28 52 47 8 7 1.99 150 54 61 8 0 2 18	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	ge hou	0.7% 4.7% 18.7% 31.3% 5.3% 4.7% 36.0% 40.7% 5.3% 0.0% 1.3% 12.0%	1 electr 1 7 28 52 47 8 7 1.99 150 54 61 8 0 2 18	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.

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					101	11a	Igus	ııa		S							August	2021
	Tota	al	Zone	: 1	Zone	2	Zone	2 3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	e 8
Easy and che	eap to park																	
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 Poor	4.7% 0.7%	7 1	0.0%	0	0.0%	0	4.7% 0.7%	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 trave	l to by public	transp	ort															
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 pleasan	t and attractive	e place	e to vis	it														
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 2	0.0%	0	0.0%	0	4.7%	7 2	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% 1.3%	2	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0
Very poor Don't know)	1.3% 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:	4.770	4.38	0.070	0.00	0.070	0.00	4.770	4.38	0.070	0.00	0.070	0.00	0.070	0.00	0.070	0.00	0.070	0.00
Base:		150		0.00		0.00		150		0.00		0.00		0.00		0.00		0.00
	ace to combin		nina w		er leisi		tivities		isit frie		ne cine		.)	Ü		Ü		Ü
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 pla	ace to combin	e shop	ping w	ith oth	er pers	sonal l	busines	ss (e.g.	visit tl	ne ban	k/build	ing so	ciety)					
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

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

Meansco	ore: [Very good = 5	, Quite	good =	= 4, Ne	ither g	ood no	r poor	= 3, Q	uite po	or = 2	, Very p	oor =	1]					
	king about Keith T					•		•	ou rate	Keith	n Town	Centre	e on the	follov	ving ar	eas? [PR]	
Choice o	of shops for clothin	g and	footwe	ar														
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 Poor	12.4% 22.7%	31 57	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	11.0% 13.0%	11 13	15.8% 37.6%	16 38	0.0%	0	8.0% 12.0%	4 6
Very poor	19.9%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	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%		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 o	of shops for other p	erson	al good	ls (e.g.	, CDs,	china,	glass,	jewell	ery etc))								
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 Poor	15.1% 18.3%	38 46	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	11.0% 11.0%	11 11	20.8% 30.7%	21 31	0.0%	0	12.0% 8.0%	6 4
Very poor	15.1%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	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	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 o	of shops for furnitu	re, flo	or cove	rings a	and lar	ge hou	sehold	electr	ical ite	ms								
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	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 Very poor	7.2% 6.8%	18 17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0% 6.0%	5 6	10.9% 10.9%	11 11	0.0%	0	4.0% 0.0%	2
(Don't know)	7.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	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 t	travel to by car																	
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	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	5.9%	6	0.0%	0	4.0%	2
Poor Very poor	0.0% 1.2%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 2.0%	0 2	0.0% 1.0%	0 1	0.0% 0.0%	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	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	d cheap to park																	
•		70	0.00/	0	0.00/	0	0.00/	0	0.00/	0	19 00/	10	A1 60/	42	0.00/	0	20.09/	10
Very good Good	27.9% 20.7%	70 52	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	18.0% 20.0%	18 20	41.6% 25.7%	42 26	0.0% 0.0%	0	20.0% 12.0%	10 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 77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6 47	9.9%	10	0.0%	0	6.0%	3
Never visit	30.7%	77	0.0%	0	0.0%		0.0%		0.0%		47.0%	47	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

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							Sest											
	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	e 8
Easy to travel to	o by public t	ransp	ort															
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 Very poor	8.4% 15.5%	21 39	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	14.0% 21.0%	14 21	3.0% 14.9%	3 15	0.0% 0.0%	0	8.0% 6.0%	4
(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 a	nd attractive		to visi			Ü		O		Ü		100		101		O		50
•		•																
Very good	12.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11 12	16.8%	17	0.0%	0	6.0%	3
Good Adequate	20.3% 21.5%	51 54	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	12.0% 15.0%	15	32.7% 29.7%	33 30	0.0% 0.0%	0	12.0% 18.0%	6 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	shop	ping w	ith oth	er leist	ıre act	ivities	(e.g. v	isit frie	nds, tl	ne ciner	na etc)					
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 Very poor	13.5% 9.2%	34 23	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	11.0% 9.0%	11 9	16.8% 10.9%	17 11	0.0% 0.0%	0	12.0% 6.0%	6 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	shor.	ping w	ith oth	er pers	onal b	usines	s (e.g.	visit th	e ban	k/buildi	ng so	ciety)					
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
		•		_					0.007								0.007	
• •	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)	11.6% 8.4%	21	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	11.0%	11	5.9%	6	0.0%	0	8.0%	4
(Don't know) Never visit	11.6%	21 77	0.0%	0	0.0%	0		0		0		11 47		6 3		0 0 0		4 27
(Don't know) Never visit Mean:	11.6% 8.4%	21 77 2.85	0.0% 0.0%	0 0 0.00	0.0% 0.0%	0 0 0.00	0.0%	0 0 0.00	0.0%	0 0 0.00	11.0%	11 47 2.98	5.9%	6 3 2.68	0.0%	0 0 0 0.00	8.0%	4 27 3.37
(Don't know) Never visit Mean: Base:	11.6% 8.4% 30.7%	21 77 2.85 251	0.0% 0.0% 0.0%	0 0 0.00 0	0.0% 0.0% 0.0%	0 0 0.00 0	0.0% 0.0%	0 0 0.00 0	0.0% 0.0%	0 0 0.00 0	11.0% 47.0%	11 47 2.98 100	5.9% 3.0%	6 3	0.0%	0 0 0	8.0%	4 27
(Don't know) Never visit Mean: Base: Meanscore: [Ver	11.6% 8.4% 30.7% ry good = 5,	21 77 2.85 251 Quite	0.0% 0.0% 0.0%	0 0.00 0 0	0.0% 0.0% 0.0%	0 0.00 0	0.0% 0.0%	0 0.00 0 = 3 , Q	0.0% 0.0%	0 0.00 0 or = 2	11.0% 47.0% Very p	11 47 2.98 100	5.9% 3.0%	6 3 2.68 101	0.0% 0.0%	0 0 0 0.00 0	8.0% 54.0%	4 27 3.37 50
(Don't know) Never visit Mean: Base: Meanscore: [Vel Q54 Now thinking ab areas? [PR]	11.6% 8.4% 30.7% ry good = 5, pout Lossier	21 77 2.85 251 Quite	0.0% 0.0% 0.0%	0 0.00 0 = 4, Ne	0.0% 0.0% 0.0%	0 0.00 0 0 0 0 0	0.0% 0.0%	0 0.00 0 = 3 , Q	0.0% 0.0%	0 0.00 0 or = 2	11.0% 47.0% Very p	11 47 2.98 100	5.9% 3.0%	6 3 2.68 101	0.0% 0.0%	0 0 0 0.00 0	8.0% 54.0%	4 27 3.37 50
(Don't know) Never visit Mean: Base: Meanscore: [Ver	11.6% 8.4% 30.7% ry good = 5, pout Lossier	21 77 2.85 251 Quite mouth	0.0% 0.0% 0.0% good = Town (0 0.00 0 = 4 , Ne Centre	0.0% 0.0% 0.0%	0 0.00 0 0 0 0 0	0.0% 0.0%	0 0.00 0 = 3 , Q	0.0% 0.0%	0 0.00 0 or = 2	11.0% 47.0% Very p	11 47 2.98 100	5.9% 3.0%	6 3 2.68 101	0.0% 0.0%	0 0 0 0.00 0	8.0% 54.0%	4 27 3.37 50
(Don't know) Never visit Mean: Base: Meanscore: [Vel Q54 Now thinking ab areas? [PR] Those living in pos Choice of shops	11.6% 8.4% 30.7% ry good = 5, pout Lossier stcode sectors	21 77 2.85 251 Quite mouth IV30 4	0.0% 0.0% 0.0% good = Town (, IV30 5,	0 0 0.00 0 = 4 , Ne Centre <i>IV30</i> 8	0.0% 0.0% 0.0%	0 0 0.00 0 0 0 0 ace to	0.0% 0.0% or poor shop.	0 0.00 0 = 3, Q How	0.0% 0.0% uite po	0 0.00 0 or = 2 you ra	11.0% 47.0% Very poste Loss	11 47 2.98 100 oor =	5.9% 3.0%	6 3 2.68 101	0.0% 0.0%	0 0 0 0.00 0	8.0% 54.0%	4 27 3.37 50
(Don't know) Never visit Mean: Base: Meanscore: [Vel Q54 Now thinking ab areas? [PR] Those living in pos Choice of shops	11.6% 8.4% 30.7% ry good = 5, pout Lossier stcode sectors s for clothing 0.3%	21 77 2.85 251 Quite mouth IV30 4 g and	0.0% 0.0% 0.0% good = Town (, IV30 5, footwe 0.0%	0 0.00 0 0 = 4, Ne Centre <i>IV30</i> 8 ar	0.0% 0.0% 0.0%	0 0 0.00 0 0 0 0 0 ace to 6	0.0% 0.0% or poor shop.	0 0.00 0 = 3 , Q How	0.0% 0.0% uite po would	0 0.00 0 or = 2 you ra	11.0% 47.0% Very poste Loss	11 47 2.98 100 DOT = 1	5.9% 3.0%	6 3 2.68 101 vn Cen	0.0% 0.0%	0 0 0 0.00 0	8.0% 54.0%	4 27 3.37 50
(Don't know) Never visit Mean: Base: Meanscore: [Vel Q54 Now thinking ab areas? [PR] Those living in pos Choice of shops Very good Good	11.6% 8.4% 30.7% ry good = 5, pout Lossier stcode sectors	21 77 2.85 251 Quite mouth IV30 4	0.0% 0.0% 0.0% good = Town (, IV30 5,	0 0 0.00 0 = 4 , Ne Centre <i>IV30</i> 8	0.0% 0.0% 0.0%	0 0 0.00 0 0 0 0 ace to	0.0% 0.0% or poor shop.	0 0.00 0 = 3, Q How	0.0% 0.0% uite po	0 0.00 0 or = 2 you ra	11.0% 47.0% Very poste Loss	11 47 2.98 100 oor =	5.9% 3.0%	6 3 2.68 101	0.0% 0.0%	0 0 0 0.00 0	8.0% 54.0%	4 27 3.37 50
(Don't know) Never visit Mean: Base: Meanscore: [Vel Q54 Now thinking ab areas? [PR] Those living in pos Choice of shops Very good Good Adequate	11.6% 8.4% 30.7% ry good = 5, pout Lossien stcode sectors s for clothing 0.3% 2.5%	21 77 2.85 251 Quite mouth IV30 4 g and	0.0% 0.0% 0.0% good = Town (, 1V30 5, footwe 0.0% 0.0%	0 0.00 0 0 = 4, Ne Centre <i>IV30 8</i> ar	0.0% 0.0% 0.0% iither go as a pl 2 & IV31 0.0% 3.3%	0 0.00 0 0 0 0 0 0 0 ace to 6	0.0% 0.0% or poor shop. 0.0% 0.0%	0 0.00 0 = 3, Q How	0.0% 0.0% uite po would 1.0% 3.0%	0 0 0.00 0 or = 2, you ra	11.0% 47.0% Very poste Loss	11 47 2.98 100 cor = 5 siemos	5.9% 3.0% 1] uth Tow 0.0% 0.0%	6 3 2.68 101 vn Cen	0.0% 0.0% o.0% o.0% o.0%	0 0 0.00 0 0 the foll	8.0% 54.0% Illowing	4 27 3.37 50 0 0
(Don't know) Never visit Mean: Base: Meanscore: [Vei Q54 Now thinking ab areas? [PR] Those living in pos Choice of shops Very good Good Adequate Poor Very poor	11.6% 8.4% 30.7% ry good = 5, bout Lossier stcode sectors 5 for clothing 0.3% 2.5% 7.5% 18.2% 31.1%	21 77 2.85 251 Quite mouth <i>IV30 4</i> g and 1 8 24 58 99	0.0% 0.0% 0.0% 0.0% good = Town (. IV30 5, footwe 0.0% 0.0% 2.9% 13.2% 19.1%	0 0.00 0 = 4, Ne Centre IV30 8 ar 0 0 2 9 13	0.0% 0.0% 0.0% 0.0% as a pl 2 & IV31 0.0% 3.3% 6.7% 12.7% 24.7%	0 0.00 0 0 0 0 0 0 0 ace to 6	0.0% 0.0% or poor shop. 0.0% 0.0% 0.0% 0.0%	0 0.00 0 = 3, Q How	0.0% 0.0% uite powould 1.0% 3.0% 12.0% 30.0% 49.0%	0 0.00 0 0 or = 2, you ra 1 3 12 30 49	11.0% 47.0% Very poate Loss 0.0% 0.0% 0.0% 0.0% 0.0%	11 47 2.98 100 oor = 5 siemon	5.9% 3.0% 11] uth Tow 0.0% 0.0% 0.0% 0.0% 0.0%	6 3 2.68 101 vn Cen	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0.00 0 0 the foll	8.0% 54.0% Illowing	4 27 3.37 50 0 0 0
(Don't know) Never visit Mean: Base: Meanscore: [Vei Q54 Now thinking ab	11.6% 8.4% 30.7% ry good = 5, bout Lossier stcode sectors 5 for clothing 2.5% 7.5% 18.2% 31.1% 6.6%	21 77 2.85 251 Quite mouth IV30 4 g and 1 8 24 58 99 21	0.0% 0.0% 0.0% 0.0% good = Town (. 1V30 5, footwe 0.0% 0.0% 2.9% 13.2% 19.1% 8.8%	0 0.00 0 0 = 4, Ne Centre IV30 8 ar 0 0 2 9 13 6	0.0% 0.0% 0.0% 0.0% sither go as a pl 2 & IV31 0.0% 3.3% 6.7% 12.7% 24.7% 8.7%	0 0.00 0 0 0 0 0 0 0 ace to 6	0.0% 0.0% or poor shop. 0.0% 0.0% 0.0% 0.0% 0.0%	0 0.00 0 = 3, Q How	0.0% 0.0% uite powwould 1.0% 3.0% 12.0% 30.0% 49.0% 2.0%	0 0.00 0 0 or = 2 you ra 1 3 12 30 49 2	11.0% 47.0% Very poste Loss 0.0% 0.0% 0.0% 0.0% 0.0%	11 47 2.98 100 DOF = 1 Silemon	5.9% 3.0% 11] uth Tow 0.0% 0.0% 0.0% 0.0% 0.0%	6 3 2.68 101 Vn Cen	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0.00 0 the foll 0 0 0 0	8.0% 54.0% Illowing	4 27 3.37 50 0 0 0 0 0 0
Never visit Mean: Base: Meanscore: [Ver Q54 Now thinking abareas? [PR] Those living in pos	11.6% 8.4% 30.7% ry good = 5, bout Lossier stcode sectors 5 for clothing 0.3% 2.5% 7.5% 18.2% 31.1%	21 77 2.85 251 Quite mouth <i>IV30 4</i> g and 1 8 24 58 99	0.0% 0.0% 0.0% 0.0% good = Town (. 1V30 5, footwe 0.0% 0.0% 2.9% 13.2% 19.1% 8.8%	0 0.00 0 0 = 4, Ne Centre IV30 8 ar 0 0 2 9 13 6	0.0% 0.0% 0.0% 0.0% as a pl 2 & IV31 0.0% 3.3% 6.7% 12.7% 24.7%	0 0.00 0 0 0 0 0 0 0 ace to 6	0.0% 0.0% or poor shop. 0.0% 0.0% 0.0% 0.0%	0 0.00 0 = 3, Q How	0.0% 0.0% uite powould 1.0% 3.0% 12.0% 30.0% 49.0%	0 0.00 0 0 or = 2, you ra 1 3 12 30 49	11.0% 47.0% Very poate Loss 0.0% 0.0% 0.0% 0.0% 0.0%	11 47 2.98 100 Dor = 1 Siemon	5.9% 3.0% 11] uth Tow 0.0% 0.0% 0.0% 0.0% 0.0%	6 3 2.68 101 O 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0.00 0 0 the foll	8.0% 54.0% Illowing	4 27 3.37 50 0 0 0 0 0
(Don't know) Never visit Mean: Base: Meanscore: [Vel Q54 Now thinking ab areas? [PR] Those living in pos Choice of shops Very good Good Adequate Poor Very poor (Don't know)	11.6% 8.4% 30.7% ry good = 5, bout Lossier stcode sectors 5 for clothing 2.5% 7.5% 18.2% 31.1% 6.6%	21 77 2.85 251 Quite mouth IV30 4 g and 1 8 24 58 99 21	0.0% 0.0% 0.0% 0.0% good = Town (. 1V30 5, footwe 0.0% 0.0% 2.9% 13.2% 19.1% 8.8%	0 0.00 0 0 = 4, Ne Centre IV30 8 ar 0 0 2 9 13 6	0.0% 0.0% 0.0% 0.0% sither go as a pl 2 & IV31 0.0% 3.3% 6.7% 12.7% 24.7% 8.7%	0 0.00 0 0 0 0 0 0 0 ace to 6	0.0% 0.0% or poor shop. 0.0% 0.0% 0.0% 0.0% 0.0%	0 0.00 0 = 3, Q How	0.0% 0.0% uite powwould 1.0% 3.0% 12.0% 30.0% 49.0% 2.0%	0 0.00 0 0 or = 2 you ra 1 3 12 30 49 2	11.0% 47.0% Very poste Loss 0.0% 0.0% 0.0% 0.0% 0.0%	11 47 2.98 100 DOF = 1 Silemon	5.9% 3.0% 11] uth Tow 0.0% 0.0% 0.0% 0.0% 0.0%	6 3 2.68 101 Vn Cen	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0.00 0 the foll 0 0 0 0	8.0% 54.0% Illowing	4 27 3.37 50 0 0 0 0 0 0

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					101	Ha	rgesi	III		ıg							August	2021
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	e 8
Choice of sho	ops for other p	ersor	nal good	ds (e.g	ı., CDs,	china,	glass,	jewell	lery etc)								
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		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 sho	ops for furnitu	re, flo	or cove	rings	and lar	ge hou	seholo	l elect	rical ite	ms								
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 trave	l to by car																	
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 che	ap to park																	
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 trave	I to by public	transp	oort															
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			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

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					101	11a	gesi	1 16		S							August	2021
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
As a pleasant	and attractive	e plac	e to vis	it														
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 pla	ce to combin	e sho _l	oping w	ith otl	her leis	ure ac	tivities	(e.g. v	risit frie	nds, t	he cine	ma ete	;)					
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 pla	ce to combin	e sho _l	oping w	ith otl	her pers	sonal l	busines	s (e.g	. visit tl	ne bar	nk/build	ing so	ciety)					
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 o	n a regular ba	asis, e	.g. once	or m	ore per	year,	OTHER	cities	for she	oppin	g trips?							
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

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	Tota	al	Zone	1	Zone	2	Zone	3	Zone 4	ı	Zone	5	Zone 6		Zone 7		Zone	8
Q56 So of the other of Those that visit oth	•			•	you visi	t the i	most for	shop	pping?									
Aberdeen	33.2%	186		-	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	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Chester	0.2%	1	0.0%	0	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
		0				0	1.4%	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	0.0% 0.0%	0
Forres	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 yo	ou visit sec	ond m	ost ofte	n for	shoppin	ıg?												
Those that visit oth	er cities for s	hoppin	g trips at	Q55 e	excluding	those	said '(Doi	n't kno	w)' at Q56	5								
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%	ő	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	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.0%	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	0.0%	0	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
		201		150						٠.		23		. /				

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	Tota	ıl	Zone	1	Zone 2		Zone 3		Zone 4	1	Zone	5	Zone (6	Zone	7	Zone	8
Q58 Which city do your Those that visit oth						hose	said '(Don	't kno	w)' at 0 56	5 or '(Don't kno	w / va	uries)' or 'u	(Now)	here else)	' at O.	57	
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
				3	1.9%	1		0		0	0.0%	0		0	3.9%	2	0.0%	0
Perth	1.8%	6	3.7%			0	0.0%	0	0.0%			0	0.0%	0				
Stirling	0.6%	2	1.2% 0.0%	1	0.0%		0.0%	0	0.0% 0.0%	0	0.0%		0.0%	0	2.0%	1 0	0.0% 0.0%	0
Other	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 Those that visit oth	•	•	•															
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		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	0.0%	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
	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
Buckie Chester	0.4%	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
								1										
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

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	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8 :
Meanscore: [Numbe	er of time	es pei	week]															
Q59 How regularly do yo Those that visit other ci											•							
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%	(
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%	(
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%	(
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%	(
Once a week Every two weeks	0.5% 2.0%	3 11	0.8% 0.8%	1 1	0.0% 1.1%	0 1	1.4% 2.7%	1 2	1.9% 5.6%	1 3	0.0% 1.9%	0	0.0% 6.1%	0	0.0%	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	0.1%	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%	(
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			27.8%	25	18.9%	14	16.7%	9	34.0%	18	14.3%		17.1%	14	36.0%	ç
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) (Varies)	0.2% 0.9%	1 5	0.0% 0.8%	0	0.0% 0.0%	0	0.0% 1.4%	0	0.0% 0.0%	0	0.0%	0	0.0% 2.0%	0	0.0% 2.4%	0 2	4.0% 0.0%	1
` '	0.9%		0.670		0.070	-	1.470		0.070		0.070	-	2.070	_	2.470		0.070	
Mean:		0.10		0.11		0.07		0.18		0.14		0.06		0.11		0.08		0.03
Base:		557		130		90		74		54		53		49		82		25
Q60 What types of goods Those that visit other ci											MR]							
		• •																
Books	4.0%	22	3.1%	4	0.0%	0	1.4%		11.1%	6	1.9%	1	6.1%	3	8.5%	7	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% 3.2%	25 18	5.4% 2.3%	7	4.4% 1.1%	4 1	1.4% 2.7%	1 2	9.3% 3.7%	5 2	3.8% 1.9%	2	2.0% 10.2%	1 5	4.9% 3.7%	4	4.0% 4.0%	1 1
Craft / hobby items (including stationary and cards)	3.2%	10	2.5%	3	1.1%	1	2.1%	2	3.7%	2	1.9%	1	10.2%	3	3.1%	3	4.0%	,
DIY / garden products (includes hardware goods	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%	(
& tools) 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%		14.9%	11	20.4%	11	20.8%	11		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,	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
cameras)	4.70/	26	2.90/	-	2.20/	2	4 10/	2	2.70/	2	5 70/	2	4 10/	2	9.50/	7	9.00/	_
Jewellery Media (e.g. DVD's, CD's, Vinyl)	4.7% 2.0%	26 11	3.8% 1.5%	5 2	2.2% 2.2%	2 2	4.1% 2.7%	3 2	3.7% 1.9%	2	5.7% 0.0%	3	4.1% 2.0%	2	8.5% 3.7%	7	8.0% 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%	(
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%	(
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 Sports goods (includes fishing & cycling items)	4.3% 2.0%	24 11	3.8% 1.5%	5 2	1.1% 0.0%	1	2.7% 4.1%	2	9.3% 7.4%	5 4	3.8% 0.0%	0	8.2% 0.0%	4	6.1% 2.4%	5 2	0.0% 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%	(
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%	(
Vehicles / vehicle parts (Don't know)	0.9% 4.3%	5 24	0.8% 4.6%	1 6	2.2% 6.7%	2	1.4% 8.1%	1 6	1.9% 0.0%	1 0	0.0% 1.9%	0	0.0% 0.0%	0	0.0% 3.7%	0	0.0% 8.0%	2
Base:	4.5%	557	4.0%	130	0.7%	90	8.1%	74	0.0%	54	1.9%	53	0.0%	49	3.7%	82	8.0%	25
		551		130		90		/4		34		33		49		04		23
	ent.																	
GEN Gender of responde					26 -		25.5		260	_	25.5		24-		25.5		24.5	
	31.5% 68.5%	316 687	31.3% 68.7%	63 138	38.7% 61.3%	58 92	35.3% 64.7%	53 97	26.0% 74.0%	26 74	32.0% 68.0%	32 68	26.7% 73.3%	27 74	27.2% 72.8%	41 110	32.0% 68.0%	16 34

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							0			0								
	Tot	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
AGE Could I ask, how	old are vo	nı?																
,	•																	
18 – 24 years	4.5%	45	7.5%	15	2.0%	3	4.7%	7	8.0%	8	1.0%	1	3.0%	3		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		21	2.0%	1
35 – 44 years	12.3% 12.8%	123 128	13.9% 11.4%	28 23	10.7% 17.3%	16 26		16 17	17.0% 10.0%	17 10	7.0% 11.0%	7 11	10.9% 10.9%	11 11		24 21	8.0% 18.0%	4 9
45 – 54 years 55 – 64 years	18.0%	181	14.9%	30		33	18.0%	27	21.0%	21	19.0%	19	11.9%	12		31		8
65+ years	42.9%	430	45.3%	91	42.0%	63	46.7%	70	34.0%	34	53.0%	53	44.6%	45		47	54.0%	27
(Refused)	0.0%	0	0.0%	0	0.0%	03	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0
Base:	0.070	1003	0.070	201	0.070	150	0.070	150	0.070	100	0.070	100	0.070	101	0.070	151	0.070	50
Dase.		1003		201		130		130		100		100		101		131		30
QUOTA Zone																		
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%		100.0%	150	0.0%	0	0.0%	0	0.0%	0		0		0
Zone 4	10.0%	100	0.0%	0	0.0%	0	0.0%		100.0%	100	0.0%	0	0.0%	0		0		0
Zone 5	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%		100.0%	100	0.0%	0		0		0
Zone 6	10.1%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		100.0%	101	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%		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%		100.0%	50
Base:		1003		201		150		150		100		100		101		151		50
PC Postcode Sector	•																	
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		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		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		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
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
IV30 5	7.8%	78	0.0%	102	52.0%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0
IV30 6 IV30 8	10.3% 7.2%	103 72	51.2% 0.0%	103	0.0% 48.0%	0 72	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0
IV30 6 IV31 6	10.0%	100	0.0%	0	0.0%	0	0.0%		100.0%	100	0.0%	0	0.0%	0		0		0
IV31 0 IV32 7	5.0%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			100.0%	50
IV32 / 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
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

Appendix 2:

Data Tabulations
By Zone
(Weighted)

Weighted:					101	11a	rgesi	1 10	11111111	g							August	2021
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone 6		Zone	7	Zone	8
Q01 Where do you unde	rtake me	ost of	your ho	useh	old's ma	ain fo	od and g	roce	ry shop	ping?								
Aldi, Trinity Place, Elgin	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
IV30 1UL Asda, Edgar Road, Elgin,	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
IV30 6YQ Asda, Steven Raod, Huntly,	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%	(
AB54 8SX Co-op, Couldardbank Road, Faroes Court,	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%	(
Lossiemouth, IV31 6ED 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%	(
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%	(
Co-op, Grantown Road,	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%	(
Forres, IV36 2UG Co-op, High Street,	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
Fochabers, IV32 7DX Co-op, High Street, Forres,	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%	C
IV36 1PF Costcutter, Balvenie Street, Dufftown, Keith, AB55	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%	(
4AS Costcutter, Harbour Street,	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%	(
Hopeman, Elgin, IV30 5SJ Farmfoods, High Street,	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%	(
Elgin, IV30 1EE Keystore Shop & Post Office, St Andrew's Road,	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%	(
Lhanbryde, Elgin, IV30 8RZ																		
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 1OW	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,	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%	(
IV36 2GW M&S Foodhall, High Street,	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%	(
Elgin, IV30 1DJ McColl's, New Street, Rothes, Aberlour, AB38	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%	(
7BQ Morrisons, King Street,	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%	(
Aberdeen, AB24 5DA Premier, Harbour Street, Hopeman, Elgin, IV30	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%	(
5RU Premier, Reidhaven Square,	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%	(
Keith, AB55 5AB Scotmid, Brander Street,	0.2%	2	0.0%	0		2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Burghead, Elgin, IV30 5XD																		
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%	(
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
Геsco Extra, Blackfriars Road, Elgin, IV30 1ТҮ	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	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%	(
7GD Tesco Superstore, Deveron	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
Way, Huntly, AB54 8TS Fesco Superstore, High	8.4%	85	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	2.7%		47.4%	77	8.7%	4
Street, Buckie, AB56 4AB Fesco Superstore, Moss	5.5%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%		71.2%	52	1.2%	2	0.0%	C
Street, Keith, AB55 5HB Fesco Superstore, Nairn	8.0%	80	0.0%	0	0.4%		45.6%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Forres, IV36 2EY The Food Warehouse	0.6%	6	0.7%	2		3		0	0.0%	0	0.7%	1		1	0.0%	0	0.0%	0

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
(Iceland), Elgin Retail																		
Park, Elgin, IV30 6WQ	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
Internet / delivery Aldi, Santa Claus Drive,	0.4%	4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	(
Aviemore, PH22 1AF	0.470	7	0.070	U	0.070	U	0.070	U	0.070	U	7.570	7	0.070	U	0.070	U	0.070	,
Co-op, High Street,	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%	(
Aberlour, AB38 9QB																		
Co-op, Queen Street,	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%	(
Lossiemouth, IV31 6PN	0.10/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	0	1.50/	1	0.00/	0	0.00/	0	0.00/	(
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%	U	0.0%	,
Local market, Findhorn	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%	(
Village Centre	0.40		0.00/		0.004		0.407		0.004		0.004		0.00/		0.004		0.004	
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%	(
Local shops, Keith Town	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%	(
Centre Centre	0.170	1	0.070	Ü	0.070	U	0.070	Ü	0.070	Ü	0.070	U	1.2/0	•	0.070	Ü	0.070	`
Sainsbury's Superstore,	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%	(
Forres Road, Nairn, IV12																		
5QF	0.00/		0.00/		0.004		0.00/		0.004		0.004		0.50/		0.004		0.004	
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%	(
Tomintoul Village Store, The	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%	(
Square, Tomintoul, AB37 9ET	0.170		0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.770	•	0.070	Ü	0.070	Ü	0.070	`
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 yo Those that said 'Internet				n foo	d intern	et / ho	me deli	ivery	shoppin	g fror	n?							
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%	(
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%	4
Iceland	3.4%	3	0.0%	0	12.4%	1	0.0%	0	15.6%	1	0.0%	0	0.0%	0	0.0%	ó	9.9%	
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%	(
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%	(
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%	(
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%	
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	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%													
Other 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%	
Other Tomintoul Village Store, The												0	0.0%				0.0%	
Other Tomintoul Village Store, The Square, Tomintoul	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%			0	0.0%	0		0

Zone 3

Zone 4

Zone 5

Zone 6

Zone 7

Zone 2

Total

Zone 1

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] 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 29 Low prices / value for money 31.5% 316 40.4% 96 33.2% 46 23.6% 41 35.0% 25.3% 2.1 16.3% 12 33.2% 54 34.2% 17 23.7% 20.3% 14 23.7% 26.9% 13 23.9% 239 25.0% 59 33.8% 47 17.3% 30 20 17 19.8% 38 Range of food goods available Quality of food goods 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 available Habit / always used it 99% 99 9.0% 21 6.8% 7 8 14.1% 20 12 8 8% 13 4% 11 11.6% 7 1% 11 15.6% 8 Friendly / helpful staff 6.0% 60 7.9% 19 4.0% 6 3.7% 3.6% 3 4.1% 3 13.8% 10 6.9% 6 11 2.6% 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% Parking provision is good 10.5% 7.5% 4.2% 42 1.2% 15 3.0% 5 1.0% 0.7% 5.1% 8 8.4% 3 1 6 4 1 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 37 2.4% 2.4% 4.2% 5.8% 5 3.4% Delivery service 3.7% 2.3% 6 3 3 2 4.3% 7 13.1% 6 7 7 37 2.3% 5 2.8% 4 3.7% 3.0% 2 7.9% 6.0% 4 3.7% 6 3.9% 2 Online shopping is 3.7% convenient 7 Range of non-food goods 3.6% 36 3.5% 8 4.8% 7 4.2% 3.8% 3 0.0% 0 2.5% 2 3.1% 5 7.7% 4 available 12 2.8% 5.0% 3.4% 4.0% 4.8% 2 3.6% 5.1% 1.7% 2 5 4 1.1% 3 6 Lovalty scheme / reward 36 1 points Good layout / easy to get 3.6% 3.2% 8 2.8% 4 1.4% 2 4.0% 3 3.8% 3 2.4% 2 5.3% 9 9.8% 5 36 around 0 Staff discount / work there 3.5% 3.1% 4.5% 8 0.0% 0 2.3% 2 0.0% 0 3.1% 0.0% 35 6.6% 16 4 5 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 3.2% 2.8% 7 0.4% 3.8% 7 7.7% 1.4% 5.4% 9 3.0% Large store 32 6 1.1% Convenient to work 3.2% 32 1.2% 3 4.4% 6 6.8% 12 2.6% 2 3.7% 3 1.4% 1.5% 2 5.3% 3 9 6.3% 1.7% 2.6% 2 1.1% 0.0% 10 0.0% 0 Good offers 3.1% 31 3.6% 2 3.8% 7 1 0 Clean store 2.5% 25 2.4% 6 0.7% 2.9% 5 5.8% 5 0.0% 0 5.5% 1.7% 3 2.6% 4 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% 2 3.5% 1.3% 3 0.7% 1.0% 1.3% 0.0% 0 0.0% 0 1.4% 14 1 2.7% 2 6 Parking is free 1 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 5 2 0 0 Quality of non-food goods 1.4% 14 1.9% 0.9% 1.0% 3.9% 3 0.0% 0.0% 0.9% 3.9% 2 available 0.0% Can get everything I want 1.4% 1.3% 1.4% 1.0% 2 1.4% 3 2 3 0.0% 0 0 2.3% 4 3.2% 14 1 there Shop online due to covid / 6.9% 0.0% 0 1.2% 13 0.3% 0.8% 1.1% 2 0.0% 0 6 1.8% 3 0.0% the pandemic Pleasant shopping 0.0% 0.0% 2 1.2% 12 0.3% 1 0.4% 1 3.3% 6 2.9% 2 0 0 1.2% 1.3% 1 environment 1.2% 0.3% 3.0% 0.4% 2.1% 2 1.5% 0.0% 0 0.0% 0 5.8% 3 Small / quiet store 12 1 1 0.4% 0.9% 0.0% 0 0.0% 0.0% 0 Easy to get to by public 0.6% 1 3.4% 5 1.4% 2 0 0 1 0.0% transport 0.9% 9 0 0.0% 0 1.5% 5.5% 0.8% 0.0% 0 Like to support local 0.0% 1.0% 0.4% 4 business Close to family / friends 2 0.0% 0 0.0% 0 0.0% 0 2.2% 2 1.4% 0.8% 0.0% 0 0.6% 6 0.7% 1 1 Sells local produce 0.5% 0.0% 0 0.7% 0.4% 1.0% 0.7% 1 0.0% 0 0.9% 1.3% Long opening hours 0.4% 0.0% 0 0.0% 0 1.4% 2 1.3% 0.0% 0 1.4% 0.0% 0 0.0% 0 Parking prices are low 0.4% 0.0% 0 1.9% 3 0.0% 0 0.0% 0.0% 0 1.3% 4 0.0% 0 0.0% 0 0 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 0.0% 0.4% 0.0% 0.8% Safe shopping environment 0.3% 0.3% 0.0% 0.0% 1.3% Familiar / know where 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 everything is Ethical policy 0.3% 3 0.0% 0 0.0% 0 0.4% 1 0.6% 0 0.0% 0 0.0% 0 0.9% 1 0.0% 0 0 0 Self-service checkouts 0.2% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 1.4% 0.8% 0.0% 0 Near to leisure activity 0.2% 2 0.0% 0 0.4% 0.0% 0 0.0% 0 1.6% 0.0% 0 0.0% 0 0.0% 0 1 1 2 Shop online as the nearest 0.2% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.2% 2 0.0% 0 0.0% 0 0.0% 0 supermarket is too far away 0.0% 0.0% 0.0% 0.0% 0.0% 0 Shop online as it stops me 0.2% 2 0.7% 2 0 0 0.0% 0 0.0% 0 0 impulse buying Shop online because I started 0.0% 0 0.0% 0.0% 0 1.3% 0.0% 0 0.6% 0.0% 0 0.0% 0 due to the pandemic and have kept doing it Offers scan-as-you-shop 0.1% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.9% 0.0% 0 service 0.0% 0 0.0% 0.9% 0 Offers electric carts for 0.1% 0.0% 0 0 0.0% 0.0% 0 0.0% 0 0 1 0.0% disabled people Offers cash back 0.1% 0.0% 0 0.0% 0 0.7% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 1 0.1% 0.0% 0 0.0% 0 0.0% 0 1.3% 0.0% 0.0% 0.0% 0 0.0% 0 Has a cafe 0 0 1 1 0 0.0% 0.0% Get a lift there 0.1% 1 0.0% 0.4% 1 0.0% 0 0.6% 0 0 0.0% 0 0 0.0% 0 Has an electric charging 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 1.3% 0.1% 0 1 point On school run 0.1% 0.0% 0 0.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1

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										ıg								
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	· 7	Zone	8
Shop online due to age / ill	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%	(
health / disability 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%	(
(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: Sample:		1003 1003		237 201		139 150		175 150		82 100		84 100		73 101		162 151		49 50
•	ar of tim		r waald	201		150		130		100		100		101		131		50
Meanscore: [Numb		•	_	ı food	shoppi	ng at	(STORE	MEN	TIONE	D AT C	(01)?							
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%	(
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%	(
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		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 Monthly	1.5% 5.1%	15 51	0.0% 4.5%	0 11	1.3% 8.1%	2 11	2.2% 4.2%	4 7	3.8% 8.4%	3 7	1.3% 4.7%	1 4	0.6% 3.0%	0 2	3.0% 4.6%	5 7	0.0% 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%	(
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%	(
Twice a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Ö	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%	(
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%	(
(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%	(
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 norma	lly travel	to (S	TORE N	IENTI	ONED A	AT Q01	l)?											
Not those that said 'Im Car / van (as driver) Car / van (as passenger)				159 37	79.8% 11.5%	103 15	72.8% 5.0%	118 8	72.1% 13.6%	54 10	71.2% 16.4%	47 11	83.0% 6.4%	56 4	78.2% 8.3%	116 12	82.6% 14.4%	
Not those that said 'Int Car / van (as driver) Car / van (as passenger) Bus, minibus or coach Motorcycle, scooter or	75.4%	livery' 689	at Q01 71.3%	159	79.8%	103	72.8%											1
Not those that said 'Ind Car / van (as driver) Car / van (as passenger) Bus, minibus or coach	75.4% 11.4% 2.6%	689 104 24	71.3% 16.8% 1.6%	159 37 4	79.8% 11.5% 3.4%	103 15 4	72.8% 5.0% 3.0%	8 5	13.6% 3.1%	10 2	16.4% 2.5%	11 2	6.4% 0.6%	4 0	8.3% 3.9%	12 6	14.4% 1.5%	6 1 0
Not those that said 'Int Car / van (as driver) Car / van (as passenger) Bus, minibus or coach Motorcycle, scooter or moped	75.4% 11.4% 2.6% 0.2%	689 104 24	71.3% 16.8% 1.6% 0.0%	159 37 4 0	79.8% 11.5% 3.4% 0.0%	103 15 4 0	72.8% 5.0% 3.0% 0.0%	8 5 0	13.6% 3.1% 0.0%	10 2 0	16.4% 2.5% 0.0%	11 2 0	6.4% 0.6% 0.0%	4 0 0	8.3% 3.9% 0.9%	12 6 1	14.4% 1.5% 0.0%	6 1 0
Not those that said 'Im Car / van (as driver) Car / van (as passenger) Bus, minibus or coach Motorcycle, scooter or moped Walk Taxi Train	75.4% 11.4% 2.6% 0.2% 7.7% 0.7%	689 104 24 1 70 7	71.3% 16.8% 1.6% 0.0% 8.1% 0.6% 0.0%	159 37 4 0	79.8% 11.5% 3.4% 0.0% 4.2%	103 15 4 0	72.8% 5.0% 3.0% 0.0% 12.6% 0.0% 0.0%	8 5 0 20 0 0	13.6% 3.1% 0.0% 9.1% 1.4% 0.0%	10 2 0 7 1 0	16.4% 2.5% 0.0% 7.9% 0.0% 0.0%	11 2 0 5 0	6.4% 0.6% 0.0% 5.9% 3.4% 0.0%	4 0 0 4 2 0	8.3% 3.9% 0.9% 6.4% 1.3% 0.0%	12 6 1 9 2 0	14.4% 1.5% 0.0% 1.5% 0.0% 0.0%	11 ()
Not those that said 'Im Car / van (as driver) Car / van (as passenger) Bus, minibus or coach Motorcycle, scooter or moped Walk Taxi Train Bicycle	75.4% 11.4% 2.6% 0.2% 7.7% 0.7% 0.0% 0.9%	689 104 24 1 70 7 0 8	71.3% 16.8% 1.6% 0.0% 8.1% 0.6% 0.0% 0.7%	159 37 4 0 18 1 0 2	79.8% 11.5% 3.4% 0.0% 4.2% 0.0% 0.0% 1.1%	103 15 4 0 5 0 0	72.8% 5.0% 3.0% 0.0% 12.6% 0.0% 0.0% 3.2%	8 5 0 20 0 0 5	13.6% 3.1% 0.0% 9.1% 1.4% 0.0% 0.0%	10 2 0 7 1 0 0	16.4% 2.5% 0.0% 7.9% 0.0% 0.0% 0.0%	11 2 0 5 0 0	6.4% 0.6% 0.0% 5.9% 3.4% 0.0% 0.0%	4 0 0 4 2 0 0	8.3% 3.9% 0.9% 6.4% 1.3% 0.0% 0.0%	12 6 1 9 2 0 0	14.4% 1.5% 0.0% 1.5% 0.0% 0.0% 0.0%	1 0 0 0 0
Not those that said 'Im Car / van (as driver) Car / van (as passenger) Bus, minibus or coach Motorcycle, scooter or moped Walk Taxi Train	75.4% 11.4% 2.6% 0.2% 7.7% 0.7%	689 104 24 1 70 7	71.3% 16.8% 1.6% 0.0% 8.1% 0.6% 0.0%	159 37 4 0	79.8% 11.5% 3.4% 0.0% 4.2% 0.0% 0.0%	103 15 4 0 5	72.8% 5.0% 3.0% 0.0% 12.6% 0.0% 0.0%	8 5 0 20 0 0	13.6% 3.1% 0.0% 9.1% 1.4% 0.0%	10 2 0 7 1 0	16.4% 2.5% 0.0% 7.9% 0.0% 0.0%	11 2 0 5 0	6.4% 0.6% 0.0% 5.9% 3.4% 0.0%	4 0 0 4 2 0	8.3% 3.9% 0.9% 6.4% 1.3% 0.0%	12 6 1 9 2 0	14.4% 1.5% 0.0% 1.5% 0.0% 0.0%	1 0 0 0 0
Not those that said 'Im Car / van (as driver) Car / van (as passenger) Bus, minibus or coach Motorcycle, scooter or moped Walk Taxi Train Bicycle Mobility scooter / disability vehicle Other	75.4% 11.4% 2.6% 0.2% 7.7% 0.7% 0.0% 0.9% 0.4%	689 104 24 1 70 7 0 8 4	71.3% 16.8% 1.6% 0.0% 8.1% 0.6% 0.0% 0.7% 0.7%	159 37 4 0 18 1 0 2 2	79.8% 11.5% 3.4% 0.0% 4.2% 0.0% 0.0% 1.1% 0.0%	103 15 4 0 5 0 0 1 0	72.8% 5.0% 3.0% 0.0% 12.6% 0.0% 3.2% 1.1%	8 5 0 20 0 0 5 2	13.6% 3.1% 0.0% 9.1% 1.4% 0.0% 0.0% 0.0%	10 2 0 7 1 0 0 0	16.4% 2.5% 0.0% 7.9% 0.0% 0.0% 0.0% 0.0%	11 2 0 5 0 0 0 0	6.4% 0.6% 0.0% 5.9% 3.4% 0.0% 0.0% 0.6%	4 0 0 4 2 0 0 0	8.3% 3.9% 0.9% 6.4% 1.3% 0.0% 0.0% 0.0%	12 6 1 9 2 0 0 0	14.4% 1.5% 0.0% 1.5% 0.0% 0.0% 0.0% 0.0%	355 6 11 00 11 00 00 00 00
Not those that said 'Im Car / van (as driver) Car / van (as passenger) Bus, minibus or coach Motorcycle, scooter or moped Walk Taxi Train Bicycle Mobility scooter / disability vehicle	75.4% 11.4% 2.6% 0.2% 7.7% 0.7% 0.0% 0.9% 0.4%	689 104 24 1 70 7 0 8 4	71.3% 16.8% 1.6% 0.0% 8.1% 0.6% 0.0% 0.7%	159 37 4 0 18 1 0 2 2	79.8% 11.5% 3.4% 0.0% 4.2% 0.0% 0.0% 1.1% 0.0%	103 15 4 0 5 0 0 1	72.8% 5.0% 3.0% 0.0% 12.6% 0.0% 0.0% 3.2% 1.1%	8 5 0 20 0 0 5 2	13.6% 3.1% 0.0% 9.1% 1.4% 0.0% 0.0% 0.0%	10 2 0 7 1 0 0 0	16.4% 2.5% 0.0% 7.9% 0.0% 0.0% 0.0%	11 2 0 5 0 0 0 0	6.4% 0.6% 0.0% 5.9% 3.4% 0.0% 0.0% 0.6%	4 0 0 4 2 0 0 0	8.3% 3.9% 0.9% 6.4% 1.3% 0.0% 0.0%	12 6 1 9 2 0 0	14.4% 1.5% 0.0% 1.5% 0.0% 0.0% 0.0% 0.0%	6 1 0 1 0 0 0 0 0
Not those that said 'Im Car / van (as driver) Car / van (as passenger) Bus, minibus or coach Motorcycle, scooter or moped Walk Taxi Train Bicycle Mobility scooter / disability vehicle Other	75.4% 11.4% 2.6% 0.2% 7.7% 0.7% 0.0% 0.9% 0.4%	689 104 24 1 70 7 0 8 4	71.3% 16.8% 1.6% 0.0% 8.1% 0.6% 0.0% 0.7% 0.7%	159 37 4 0 18 1 0 2 2	79.8% 11.5% 3.4% 0.0% 4.2% 0.0% 0.0% 1.1% 0.0%	103 15 4 0 5 0 0 1 0	72.8% 5.0% 3.0% 0.0% 12.6% 0.0% 3.2% 1.1%	8 5 0 20 0 0 5 2	13.6% 3.1% 0.0% 9.1% 1.4% 0.0% 0.0% 0.0%	10 2 0 7 1 0 0 0	16.4% 2.5% 0.0% 7.9% 0.0% 0.0% 0.0% 0.0%	11 2 0 5 0 0 0 0	6.4% 0.6% 0.0% 5.9% 3.4% 0.0% 0.0% 0.6%	4 0 0 4 2 0 0 0	8.3% 3.9% 0.9% 6.4% 1.3% 0.0% 0.0% 0.0%	12 6 1 9 2 0 0 0	14.4% 1.5% 0.0% 1.5% 0.0% 0.0% 0.0% 0.0%	6 11 0 0 0 0 0 0 0
Not those that said 'Im Car / van (as driver) Car / van (as passenger) Bus, minibus or coach Motorcycle, scooter or moped Walk Taxi Train Bicycle Mobility scooter / disability vehicle Other (Don't know / varies) Weighted base:	75.4% 11.4% 2.6% 0.2% 7.7% 0.7% 0.0% 0.9% 0.4% 0.0%	689 104 24 1 70 7 0 8 4 0 7	71.3% 16.8% 1.6% 0.0% 8.1% 0.6% 0.0% 0.7% 0.7%	159 37 4 0 18 1 0 2 2 0 0 223	79.8% 11.5% 3.4% 0.0% 4.2% 0.0% 0.0% 1.1% 0.0%	103 15 4 0 5 0 0 1 0 0	72.8% 5.0% 3.0% 0.0% 12.6% 0.0% 3.2% 1.1%	8 5 0 20 0 0 5 2 0 4 162	13.6% 3.1% 0.0% 9.1% 1.4% 0.0% 0.0% 0.0%	10 2 0 7 1 0 0 0 0 0	16.4% 2.5% 0.0% 7.9% 0.0% 0.0% 0.0% 0.0%	11 2 0 5 0 0 0 0 0	6.4% 0.6% 0.0% 5.9% 3.4% 0.0% 0.0% 0.6%	4 0 0 4 2 0 0 0 0 0	8.3% 3.9% 0.9% 6.4% 1.3% 0.0% 0.0% 0.0%	12 6 1 9 2 0 0 0 0 1 148	14.4% 1.5% 0.0% 1.5% 0.0% 0.0% 0.0% 0.0%	6 11 0 0 0 0 0 0 0 0 0
Not those that said 'Im Car / van (as driver) Car / van (as passenger) Bus, minibus or coach Motorcycle, scooter or moped Walk Taxi Train Bicycle Mobility scooter / disability vehicle Other (Don't know / varies) Weighted base: Sample:	75.4% 11.4% 2.6% 0.2% 7.7% 0.7% 0.0% 0.9% 0.4% 0.8%	689 104 24 1 70 7 0 8 4 0 7 914 911 ness]	at Q01 71.3% 16.8% 1.6% 0.0% 8.1% 0.6% 0.7% 0.7% 0.0%	159 37 4 0 18 1 0 2 2 2 0 0 0 223 189	79.8% 11.5% 3.4% 0.0% 4.2% 0.0% 0.0% 0.0% 0.0%	103 15 4 0 5 0 0 1 0 0 129 138	72.8% 5.0% 3.0% 0.0% 12.6% 0.0% 3.2% 1.1% 0.0% 2.3%	8 5 0 20 0 5 2 0 4 162 139	13.6% 3.1% 0.0% 9.1% 1.4% 0.0% 0.0% 0.0%	10 2 0 7 1 0 0 0 0 0	16.4% 2.5% 0.0% 7.9% 0.0% 0.0% 0.0% 0.0%	11 2 0 5 0 0 0 0 0	6.4% 0.6% 0.0% 5.9% 3.4% 0.0% 0.0% 0.6%	4 0 0 4 2 0 0 0 0 0	8.3% 3.9% 0.9% 6.4% 1.3% 0.0% 0.0% 0.0%	12 6 1 9 2 0 0 0 0 1 148	14.4% 1.5% 0.0% 1.5% 0.0% 0.0% 0.0% 0.0%	11 () () () () () () ()
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Not those that said 'Im Car / van (as driver) Car / van (as passenger) Bus, minibus or coach Motorcycle, scooter or moped Walk Taxi Train Bicycle Mobility scooter / disability vehicle Other (Don't know / varies) Weighted base: Sample: Meanscore: [Time in 1 - 10 minutes 11 - 20 minutes 21 - 30 minutes 21 - 30 minutes 31 - 40 minutes 41 - 50 minutes 51 - 60 minutes 61 - 70 minutes 71 - 80 minutes	75.4% 11.4% 2.6% 0.2% 7.7% 0.7% 0.0% 0.9% 0.4% 0.8% in minute last journ ternet / dei 65.4% 24.4% 5.8% 1.5% 1.0% 0.7% 0.0%	689 104 24 1 70 7 0 8 4 0 7 914 911 ess] ney tdivery' 598 223 53 13 9 7 0 0	at Q01 71.3% 16.8% 1.6% 0.0% 8.1% 0.6% 0.7% 0.0% 0.0% 6 (STOR at Q01 85.0% 9.9% 1.3% 0.7% 0.7% 0.0% 0.0%	159 37 4 0 18 1 0 2 2 2 0 0 0 223 189 22 3 2 2 2 0 0 0 0 0 0 0 0 0 0 0 0 0 0	79.8% 11.5% 3.4% 0.0% 4.2% 0.0% 0.0% 1.1% 0.0% **NTIONE** 48.9% 47.0% 3.7% 0.0% 0.0% 0.0% 0.0% 0.0%	103 15 4 0 5 0 0 1 0 0 129 138 ED AT	72.8% 5.0% 3.0% 0.0% 12.6% 0.0% 3.2% 1.1% 0.0% 2.3% Q01) tal 73.3% 18.6% 4.8% 0.4% 0.0% 1.0% 0.0% 0.0%	8 5 0 20 0 0 5 2 2 0 4 162 139 ke?	13.6% 3.1% 0.0% 9.1% 1.4% 0.0% 0.0% 0.6% 64.7% 27.6% 4.0% 0.0% 0.0% 1.4% 0.0%	10 2 0 7 1 0 0 0 0 7 6 92 49 21 3 0 0 1 0 0	16.4% 2.5% 0.0% 0.0% 0.0% 0.0% 1.9% 13.8% 45.2% 27.7% 8.2% 5.1% 0.0% 0.0%	11 2 0 5 0 0 0 0 0 1 66 79 30 18 5 3 0 0 0	6.4% 0.6% 0.0% 5.9% 3.4% 0.0% 0.6% 0.0% 0.0% 175.2% 17.8% 6.4% 0.6% 0.0% 0.0%	4 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	8.3% 3.9% 0.9% 6.4% 1.3% 0.0% 0.0% 1.0% 72.6% 12.4% 7.2% 3.5% 2.8% 1.1% 0.0%	12 6 1 9 2 0 0 0 1 148 138	14.4% 1.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 68.6% 3.0% 0.0% 0.0% 0.0%	10 10 10 10 10 10 29 11 10 10 10 10 10 10 10 10 10 10 10 10
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Weighted:					for	Ha	rges	t Pl a	nnir	ıg							August	2021
	Tota	ıl	Zone	1	Zone	2	Zone	2 3	Zone	e 4	Zone	5	Zone	6	Zone	e 7	Zone	8
Meanscore: [£]																		
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£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

Weighted:					101	11a	rgesi	1 10	11111111	g							August	2021
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone 5	5	Zone 6		Zone	7	Zone	8
Q08 Where do you use s	econd r	nost c	often for	your	househ	old's	main fo	od an	nd groce	ry sh	opping?							
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 6YO	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,	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%	(
AB54 8SX Co-op, Couldardbank Road, Faroes Court.	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%	(
Lossiemouth, IV31 6ED 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%	
Co-op, Fife Street, Dufftown,	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%	(
Keith, AB55 4AL Co-op, Grant Street, Cullen,	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%	(
Buckie, AB56 4RS Co-op, Grantown Road,	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%	(
Forres, IV36 2UG Co-op, High Street, Forres,	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%	(
IV36 1PF Co-op, Southfield Drive,	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%	(
Elgin, IV30 6GR Co-op, St Andrew's Road, Lhanbryde, Elgin, IV30	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%	(
8NZ Costcutter, Harbour Street,	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%	(
Hopeman, Elgin, IV30 5SJ Farmfoods, High Street,	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%	(
Elgin, IV30 1EE Keystore Shop & Post Office, St Andrew's Road, Lhanbryde, Elgin, IV30	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%	(
8RZ Lidl, East Cathcart Street,	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
Buckie, AB56 1PJ Lidl, Station Road, Elgin,	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%	•
IV30 1QW Lidl, West Road, Greshop Industrial Estate, Forres,	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%	(
IV36 2GW M&S Foodhall, High Street,	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%	
Elgin, IV30 1DJ Morrisons, Millburn Road,	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%	(
Inverness, IV2 3PX Premier, Harbour Street, Hopeman, Elgin, IV30	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%	(
5RU Premier, Reidhaven Square,	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%	(
Keith, AB55 5AB Scotmid, High Street,	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%	
Fochabers, IV32 7EP Spar, Mid Street, Keith,	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%	(
AB55 5BL Spar, Regent Street, Keith,	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%	(
AB55 5DW Spar, Station Road, Portgordon, Buckie, AB56	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%	(
5RZ 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	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%	(
Street, Banff, AB45 1AF Tesco Superstore, High	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%	(
Street, Buckie, AB56 4AB Tesco Superstore, Moss	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%	
Street, Keith, AB55 5HB Tesco Superstore, Nairn	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%	(
Road, Forres, IV36 2EY The Food Warehouse (Iceland), Elgin Retail	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%	
Park, Elgin, IV30 6WQ Internet / delivery AJ Jamieson Butcher, Duke	1.7% 0.2%	17 2	0.3% 0.0%	1	1.9% 0.7%	3	1.1% 0.0%	2	1.3% 0.0%	1	4.6% 0.7%	4	4.4% 0.0%	3	1.9% 0.0%	3	0.0% 0.0%	(
, =		_		-		-		-		-		-	*	-	, -	-	, -	,

	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Street, Fochabers, IV32																		
7DN Aldi, Santa Claus Drive,	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
Aviemore, PH22 1AF 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 50F	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,	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
Aberlour, AB38 9QB Tomintoul Village Store, The Square, Tomintoul, AB37	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
9ET W Reid butchers, Harbour Street, Hopeman, Elgin,	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
IV30 5SJ Waitrose, Burghmuir Retail Park, Burghmuir Road,	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
Stirling, FK7 7NZ Webster's Beef, Mid Street,	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
Keith, AB55 5BL Wester Hardmuir Fruit Farm, Auldearn, Nairn, IV12	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
5QG Woodside Farm Shop, B9089, Kinloss, IV36	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
3UA (Don't know / varies) (Nowhere else)	0.3% 38.8%	3 389	0.0% 39.2%	0 93	0.0% 35.7%	0 50	0.4% 38.8%	1 68	1.9% 35.3%	2 29	1.1% 38.9%	1 33	0.0% 52.1%	0 38	0.0% 34.5%	0 56	0.0% 44.9%	0 22
(110 WHETE CISE)																		

By Zone [B]

Moray Household Survey for Hargest Planning

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Weighted:					for	Ha	rgest	Pla	nnin	g							August 2	2021
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Q09 In addition to yo	ur main foc	d sho	p, do yo	ou do	top-up	shopp	oing for	food	and gro	cery i	items?							
Yes No	77.2% 22.8%	775 228	78.4% 21.6%	186 51	79.6% 20.4%	111 28	74.2% 25.8%	130 45	81.3% 18.7%	67 15	73.4% 26.6%	62 22	78.5% 21.5%	58 16	76.9% 23.1%	124 37	74.9% 25.1%	37 12
Weighted base: Sample:		1003 1003		237 201		139 150		175 150		82 100		84 100		73 101		162 151		49 50

Page 85 August 2021

Weighted:					101	11a	rgesi	1 10		g							August	2021
	Total	l	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone 5		Zone 6		Zone '	7	Zone	8
Q10 Where do you do mo	•		ouseholo	l's sn	nall scal	e 'top	-up' foo	d sho	pping?									
Aldi, Trinity Place, Elgin	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
IV30 1UL Asda, Edgar Road, Elgin,	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
IV30 6YQ Co-op, Couldardbank Road, Faroes Court,	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%	C
Lossiemouth, IV31 6ED 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%	(
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%	(
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%	(
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%	O
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%	C
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%	C
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%	C
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%	C
McColl's, New Street, Rothes, Aberlour, AB38 7BO	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%	C
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%	C
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%	C
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

Weighted:					for	Ha	rgest l	Yla	nning	5							August 20)21
	Total		Zone 1	L	Zone 2	ļ	Zone 3		Zone 4		Zone 5		Zone 6	i	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%	(
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%	(
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%	(
Spar, Main Street, Mosstodloch, Fochabers,	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
IV32 7LH 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%	(
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%	(
Spar, Station Road, Portgordon, Buckie, AB56	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%	(
5RZ 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,	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%	(
Inverness, IV2 3TW 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%	(
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%	(
Fesco 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%	(
Γesco Superstore, Rousay Drive, Aberdeen, AB15	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%	(
6LT The Food Warehouse (Iceland), Elgin Retail	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%	(
Park, Elgin, IV30 6WQ 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%	(
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%	(
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%	
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%	(
Ballindalloch Post Office, Tomintoul Road,	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%	(
Ballindalloch, AB37 9AS Bishopmill Service Station, Lossiemouth Road, Elgin,	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%	(
IV30 4LF Burghead Post Office, Grant Street, Burghead, Elgin,	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%	(
IV30 5TT Co-op, High Street,	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%	(
Aberlour, AB38 9QB Co-op, Queen Street,	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%	
Lossiemouth, IV31 6PN Co-op, The Square, Grantown-on-Spey, PH26	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%	(
3HG Costcutter, Mid Street, Keith,	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%	(
AB55 5BL Craigellachie Filling Station, Hill Street, Craigellachie,	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%	(
AB38 9TB Findhorn Village Store, Post Office, Findhorn, IV36	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%	(
3YJ Fraser Bros Butchers, High	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%	(
Street, Forres, IV36 1PQ Harry Gow Bakery, Moycroft 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%	(

Weighted:					101	1 a	rgest i	la	nning								August 20)21
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Home Bargains, Edgar Road,	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
Elgin, IV30 6WQ Home Bargains, Forres	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
Road, Nairn, IV12 5QF 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 4OJ	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	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
Centre Local shops, Archiestown	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
Village Centre Local shops, Bishopmill	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 Centre, Elgin 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	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
Centre Local shops, Dufftown Town	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
Centre Local shops, Edgar Road,	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
Elgin 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	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
Village Centre Local shops, Forres Town	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
Centre Local shops, Hopeman	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
Village Centre Local shops, Keith Town	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
Centre Local shops, Kinloss Village	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
Centre Local shops, Lhanbryde	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
Village Centre Local shops, New Elgin	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 Centre Local shops, Rothes Town	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
Centre, AB38 7BQ Maclean's Highland Bakery, West Road, Forres, IV36	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
2GW McColl's, Glen Moray Drive,	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
Elgin, IV30 6YA 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

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Weighted:					for	Ha	rgest	Pla	nnin	g							August	2021
	Tota	l	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 90B	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: Sample:		775 754		186 153		111 117		130 110		67 80		62 72		58 75		124 112		37 35
Meanscore: [Numbe	r of time	es per	week]															
Q11 How often do you no Those that do top-up sh										D AT	Q10)?							
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
N. (1.1	1.00/	1.5	1.70/	-	2.50	2	1.10/	1	2.00/	2	5.40/	2	1.20/	1	1.00/	- 1	0.00/	^

1.1%

0.0%

0.0%

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0.6%

0.0%

3.0%

0

0

0

0

1

2.17

108

114

3.0%

0.0%

0.0%

0.0%

0.0%

1.7%

0.7%

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0

0

0

1

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4

1.72

128

109

2

0

0

0

1

0 0.0%

3

2.18

67

79

5.4%

0.0%

1.6%

0.0%

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1.6%

3

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1

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0

0

1.99

62

72

1.3%

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75

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6.5%

1

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1

3

2.16

124

111

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2

2.58

37

35

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0

1

5

1.77

181

149

2.5%

0.0%

0.0%

0.0%

0.0%

0.0%

0.5%

1.2%

1.9%

0.1%

0.1%

0.0%

0.0%

0.2%

0.4%

2.5%

Once every two months

Three-four times a year

Twice a year

(Don't know)

Once a year

Less often

(Varies)

Sample:

Mean: Weighted base:

15

1

-1

0

3

19

1.99

763

744

1.7%

0.0%

0.0%

0.0%

0.0%

0.0%

0.7%

2.7%

Zone 2 Zone 3 Zone 4 Total Zone 1 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 £1 - £5 14.9% 114 11.7% 22.0% 12.3% 12 13.8% 9.0% 5 12.4% 15 33.8% 21 16 17.4% 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% £11 - £15 15.0% 114 18.3% 33 8.9% 10 13.9% 18 16.6% 11 13.5% 8 12.5% 15.4% 19 21.9% 8 £16 - £20 16.9% 15.3% 28 16.1% 17 18.7% 13.0% 21.6% 13 22.1% 13 19.5% 4.0% 129 24 24 1 £21 - £25 5.1% 39 7.0% 13 6.6% 2.8% 4 8.6% 6 1.6% 1 5 9% 3 4 2% 5 1.7% £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% 0.8% 1 1.7% 1 7 2.5% 19 3.6% 2.1% 3.2% 4 2.9% 2 0.9% 1.2% 3.5% £36 - £40 2 1.3% 1 1 0 0.0% £41 - £45 0.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.6% 2 2.2% 3 0.0% 0 0.9% 2.5% 1.9% 2.5% 1.2% £46 - £50 1.4% 10 2 3 1.0% 0.0% 0 1.7% 0 £51 - £60 0.3% 0.0% 1.3% 0.0% 0 0.0% 0 0.9% 0.0% 0 0.0% 0 0.0% 0 1 £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% 0.0% 0 0.0% 0 0.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 £81 - £90 0.1% 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 0.9% 0.0% 0.5% 0.4% 3 0.0% 0 0.0% 0 0.0% 0 2.4% 2 0.0% 0 0 1 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 0.2% 2 0.4% 0.0% 0 0.0% 0 1.7% 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% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 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 £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 £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) 37 2.4% 4 8.2% 11 8.4% 5 0.7% 5.9% 4.3% 4.8% 5.6% 2.3% 2 0 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 16.87 17.54 16.46 15.40 20.19 16.51 17.65 16.74 13.16 108 Weighted base: 763 181 128 67 62 58 124 37 744 114 109 79 72 75 111 35 Sample: 149 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 Often 11.4% 8.0% 19 9.6% 13 10.3% 18 10.8% 21.4% 18 13.7% 10 11.9% 19 16.3% 8 115 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 73.4% 81.6% 194 72.8% 101 76.9% 134 73.0% 60 54.5% 46 74.9% 55 70.4% 114 63.6% 31 Never 736 (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 1.38 1.26 1.37 1.33 1.38 1.67 1.39 1.42 1.53 1003 237 Weighted base: 139 175 82 84 73 162 49 201 150 150 100 100 101 151 50 Sample: 1003 By telephone (e.g. from supermarkets) 0.4% 1.8% Often 0.4% 0.3% 1 1 0.0% 0 0.0% 0 2 0.6% 0 0.0% 0 1.3% Occasionally 1.5% 15 3.0% 7 0.8% 1.2% 2 1.6% 0.0% 0 2.6% 2 0.0% 0 3.9% 2 98.0% Never 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 0.1% 0.0% 0 0 0.0% 0 0.0% 0 0 0.0% 0 (Don't know) 0.0% 0 0.0% 1.3% 0.0% 1 1 1.04 1.02 1.01 1.02 1.04 1.04 1.00 1.07 Mean: 1.02 Weighted base: 1003 237 139 175 82 84 73 162 49 201 101 Sample: 1003 150 150 100 100 151 50

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Weighten.					101	114	Scot			8							August	2021
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Catalogue / mail o	order																	
Often Occasionally Never (Don't know)	0.5% 2.3% 97.1% 0.1%	5 23 974 1	0.7% 2.7% 96.6% 0.0%	2 6 229 0	1.4% 0.9% 97.7% 0.0%	2 1 136 0	0.0% 3.4% 96.6% 0.0%	0 6 169 0	1.0% 1.6% 96.1% 1.3%	1 1 79 1	0.0% 4.7% 95.3% 0.0%	0 4 80 0	0.0% 3.5% 96.5% 0.0%	0 3 71 0	0.0% 0.4% 99.6% 0.0%	0 1 161 0	0.0% 2.6% 97.4% 0.0%	0 1 48 0
Mean:		1.03		1.04		1.04		1.03		1.04		1.05		1.04		1.00		1.03
Weighted base: Sample:		1003 1003		237 201		139 150		175 150		82 100		84 100		73 101		162 151		49 50
Mobile shops																		
Often Occasionally Never (Don't know)	2.4% 3.6% 93.9% 0.1%	24 36 942 1	2.3% 3.4% 94.3% 0.0%	5 8 224 0	3.4% 8.8% 87.8% 0.0%	5 12 122 0	1.2% 1.4% 97.3% 0.0%	2 3 170 0	2.5% 3.9% 92.3% 1.3%	2 3 76 1	6.4% 7.0% 86.6% 0.0%	5 6 73 0	1.4% 2.0% 96.7% 0.0%	1 71 0	1.8% 0.9% 97.4% 0.0%	3 1 158 0	0.0% 3.2% 96.8% 0.0%	0 2 48 0
Mean: Weighted base: Sample:		1.08 1003 1003		1.08 237 201		1.16 139 150		1.04 175 150		1.09 82 100		1.20 84 100		73 101		1.04 162 151		1.03 49 50
Farmers Markets	or similar																	
Often Occasionally Never (Don't know)	1.5% 16.8% 81.4% 0.2%	15 169 817 2	1.0% 16.5% 82.5% 0.0%	2 39 196 0	4.8% 25.2% 70.1% 0.0%	7 35 98 0	2.1% 10.0% 87.9% 0.0%	4 17 154 0	0.0% 15.1% 83.6% 1.3%	0 12 69 1	2.0% 23.5% 74.5% 0.0%	2 20 63 0	0.0% 12.6% 87.4% 0.0%	0 9 64 0	0.6% 15.0% 84.0% 0.4%	1 24 136 1	0.0% 22.8% 75.9% 1.3%	0 11 37 1
Mean: Weighted base: Sample:		1.20 1003 1003		1.19 237 201		1.35 139 150		1.14 175 150		1.15 82 100		1.27 84 100		73 101		1.16 162 151		1.23 49 50
Car boot / jumble	/ second	hand :	sales															
Often Occasionally Never (Don't know)	0.0% 1.5% 98.4% 0.1%	0 15 987 1	0.0% 3.2% 96.8% 0.0%	0 8 230 0	0.0% 0.9% 99.1% 0.0%	0 1 138 0	0.0% 0.0% 100.0% 0.0%	0 0 175 0	0.0% 0.0% 98.7% 1.3%	0 0 81 1	0.0% 1.3% 98.7% 0.0%	0 1 83 0	0.0% 1.4% 98.6% 0.0%	0 1 72 0	0.0% 1.7% 98.3% 0.0%	0 3 159 0	0.0% 2.3% 97.7% 0.0%	0 1 48 0
Mean: Weighted base: Sample:		1.02 1003 1003		1.03 237 201		1.01 139 150		1.00 175 150		1.00 82 100		1.01 84 100		73 101		1.02 162 151		1.02 49 50
Other method																		
Often Occasionally Never (Don't know)	0.0% 0.0% 98.8% 1.2%	0 0 991 12	0.0% 0.0% 98.7% 1.3%	0 0 234 3	0.0% 0.0% 100.0% 0.0%	0 0 139 0	0.0% 0.0% 98.6% 1.4%	0 0 172 2	0.0% 0.0% 97.7% 2.3%	0 0 81 2	0.0% 0.0% 100.0% 0.0%	0 0 84 0	0.0% 0.0% 100.0% 0.0%	0 0 73 0	0.0% 0.0% 98.2% 1.8%	0 0 159 3	0.0% 0.0% 97.0% 3.0%	0 0 48 1
Mean:		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00
Weighted base: Sample:		1003 1003		237 201		139 150		175 150		82 100		84 100		73 101		162 151		49 50

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

Meanscore: [£	:1
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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

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
1																		

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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

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	i	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
F				Ü				2		_		_		•				•

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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

Those that sata they us	se Caiaio	gue / m	an orae.	rojien	or occas	ionaiiy	to purc	nase joo	sa ana g	rocery	iiems ai	QIS						
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

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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

NI_4l-:	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing £1 - £5	24.1%	0 14	19.7%	0	11.4%	0 2	69.2%	0	0.0%	0	40.9%	0 5	17.7%	0	0.0%	0	0.0%	0 2
£6 - £10	25.0%	15	15.8%	2	40.2%	7	0.0%	-	39.7%	-	26.0%	2	41.2%		0.0%		0.0%	0
£11 - £15	11.8%	7	30.7%	_		1	0.0%	0	0.0%	2	4.9%	3	41.1%	1 1	0.0%	0	0.0%	0
		,		4	8.1%	1		-		-		1		_		-		
£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%	Ö
(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
,	1.070	15 20	0.070	-	5.770	20.44	0.070		0.070	-	0.070	Ü	0.070		0.070		0.070	-
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

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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

Those that said they us	se Market	s' often	or occa	isionaii _.	y to purc	nase fo	oa ana	grocery	items at	Q13								
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	0.0%	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)	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

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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 us		-		-		_					-				sales?			
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

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Moray Household Survey for Hargest Planning

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

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

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

Q21 I would like to ask y sports goods, jewel											ıch as d	lothir	ng, foot	wear,	radio, c	hina,	glass,	
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%		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,	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
Aberdeen, AB11 5EJ	0.40/		0.00/		0.50		0.00/		0.004		0.004		0.00/		0.004		0.004	
Central London / West End Co-op, Brander Street, Burghead, Elgin, IV30	0.1% 0.1%	1	0.0% 0.0%	0	0.7% 0.7%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
5XD Edgar Road Retail Park, Edgar Road, Elgin, IV30	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
6YQ Holm Mills Shopping Village, Dores Road,	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
Inverness, IV2 4RB Inshes Retail Park, Sir Walter Scott Drive,	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
Inverness, IV2 3TW M&S Foodhall, High Street,	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
Elgin, IV30 1DJ (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: Sample:		1003 1003		237 201		139 150		175 150		82 100		84 100		73 101		162 151		49 50
*																		

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	Total	l	Zone 1	1	Zone 2		Zone 3	3	Zone 4	1	Zone 5	5	Zone 6	í	Zone '	7	Zone	8
Q22 What would you say Not those that said '(Dor									ng at (L0	CAT	ION ME	NTIO	NED AT	Q21)	? [MR]			
Online shopping is	19.6%	189	17.7%	41	•		16.5%	27	15.0%	12	33.6%	27	20.1%	14	22.7%	35	22.0%	11
convenient	10.40/	1.77	24.60/		20.00/	20	1.4.10/	22	15.00/	10	15.20/	10	0.00/	-	10.10/	20	15 40/	,
Close to home Shops - good range of	18.4% 14.2%	177 137	24.6% 14.4%	57 34	20.8% 22.1%	28 30	14.1% 16.2%	23 26	15.8% 5.9%	13 5	15.3% 12.3%	12 10	9.8% 15.8%	7 11	19.1% 11.5%	30 18	15.4% 8.0%	8
non-food shops generally	14.270	137	14.470	54	22.170	30	10.270	20	3.770	3	12.570	10	13.070	- 1 1	11.570	10	0.070	7
	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
an get everything I want	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
there elivery 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%	g
hops - good range of 'high	7.6%	73	7.3%	17		20	8.1%	13	3.1%	2	4.6%	4	2.5%	2	7.0%	11	8.2%	4
street' retailers																		
hops - 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
asy 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
hop online as there's a lack	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%	(
of choice locally	2.20/		2.40/		1.00/		2.40/		4 40/		4.40/		10.00/	_	~ 40.		0.004	,
amiliar / 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%	(
Compact / easy to get around	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
/ good layout																		
hop online as there's a good	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
range of goods	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
Parking - it's easy to find a space	2.370	24	1.770	4	3.770	3	2.970	3	2.070	2	2.0%	2	3.0%	2	1.370	2	3.0%	2
Shops - good range of	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
quality shops																		
Good shopping centre	2.4%	23	1.4%	3	0.0%	0	4.1%	7	1.4%	1	0.0%	0 2	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%	C
lice 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	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%	C
of products	2.00/	10	2.00/	_	2.50/	2	2.00/	_	2.40/	2	0.00/	0	1.50/	1	2.50/	4	0.00/	,
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%	(
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%	C
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 15	2.3%	5 2	2.0%	3	1.1%	2 7	0.0%	0	1.7%	1	2.9%	2	1.8%	3	0.0%	(
Close to work Attractive environment / nice	1.6% 1.4%	13	0.8% 2.0%	5	0.7% 1.4%	1 2	4.0% 1.8%	3	1.0% 0.0%	1	0.0% 0.0%	0	0.0% 4.2%	3	2.4% 0.4%	4	2.3% 1.3%	1 1
place	111,70		2.070		11170	_	11070		0.070	Ü	0.070	Ü			01170	•	11070	-
hops - good range of	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%	C
affordable shops	1.20/	10	0.60/	1	0.00/	0	2.50/	4	0.00/	0	0.00/	0	1.50/	1	2.60/	_	0.00/	,
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%	C
Shop online due to covid /	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 pandemic																		
The store offers good quality	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%	(
products 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%	C
Shop online because it's easy	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%	(
to return goods Shops - good range of	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%	(
supermarkets	0.60/	_	0.70/	2	0.40/		0.00/	0	0.00/	0	0.00/	0	1.50/		1.50/	2	0.00/	,
Close to family / friends Good leisure facilities (e.g.	0.6% 0.5%	6 5	0.7% 0.0%	2	0.4% 0.0%	1	0.0% 1.0%	0 2	0.0% 1.4%	0 1	0.0% 0.7%	0 1	1.5% 0.0%	1	1.5% 0.0%	2	0.0% 3.3%	2
leisure centres, cinema,	0.570	3	0.070	Ü	0.070	Ü	1.070	_	1.470	•	0.770	•	0.070	Ü	0.070	Ü	3.570	_
health and fitness clubs,																		
etc)	0.40/		0.20/		0.00/	0	0.00/		1 60/		0.00/	0	1 60/		0.00/	0	0.00/	,
Preference for retailer Part of a day out	0.4% 0.4%	4	0.3% 0.3%	1 1	0.0% 1.8%	0 2	0.8% 0.0%	1	1.6% 0.0%	1 0	0.0% 0.0%	0	1.6% 1.5%	1 1	0.0% 0.0%	0	0.0% 0.0%	0
ack of choice of shops	0.4%	4	0.5%	1	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
locally																		
Shops - good opening hours /	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%	(
open on Sundays 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%	(
Shop online because it's easy	0.4%	3	0.0%	1	1.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	(
to compare products				-		-		-	, .	-		-		-		-		
	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%	C
Only place around to shop Good for financial services	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

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Can also do food shopping at the store Feel safe there	Total	3	Zone	1	Zone	2	Zone	3	Zone 4	4	Zone :	5	Zone 6		Zone	7	Zone	8
Good market Can also do food shopping at the store Feel safe there		2																
Good market Can also do food shopping at the store Feel safe there		2																
the store Feel safe there	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
	0.070	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
T141 /1	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
C	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
	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
, ,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
11 &	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
` 1	2.9%	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 o	of time	es per	week]															

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

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weighted:							8			0							August	
	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone :	5	Zone 6	•	Zone	7	Zone	8
Q24 Where do you use so									s?									
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%	
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%	
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%	
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%	(
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
Eastfield Retail Park,	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%	
Inverness																		
Elgin Retail Park, Elgin Inverness Shopping Park,	6.9% 2.1%	66 21	7.2% 2.8%	17 7	6.6% 1.7%	9	6.5% 4.1%	11 7	4.6% 1.0%	4 1	7.9% 0.0%	6 0	5.6% 0.6%	4	7.8% 0.9%	12 1	8.2% 4.6%	
Inverness Snopping Park, Inverness Springfield Retail Park,	7.5%	73	9.0%	21	4.2%	6	2.6%	4	1.0%	8	9.2%	7	13.6%	9	9.8%	15	3.1%	
Elgin Felford Street, Retail Park,	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%	
Inverness Aldi, Trinity Place, Elgin	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%	
IV30 1UL Asda, Edgar Road, Elgin,	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
IV30 6YQ Lidl, Station Road, Elgin,	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%	
IV30 1QW Fesco Extra, Blackfriars	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%	
Road, Elgin, IV30 1TY 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%	
Fesco 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%	(
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%	
Internet / delivery	8.6%	83	9.7%	23	8.5%	12	10.1%	16	9.2%	7	2.9%	2	4.7%	3		17	6.3%	
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%	
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%	
Balmakeith Business Park, Forres Road, Nairn, IV12	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%	
5QF Braehead Shopping 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	3.3%	
King's Inch Road, Renfrew, G51 4BN Edgar Road Retail Park,	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%	
Edgar Road, Elgin, IV30 6YQ	0.170	-	0.070	-	0.070	Ü	0.070	Ü	0.070		0.070		0.070	Ü	0.070		0.070	
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%	
nshes 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%	(
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%	
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%	
Sainsbury's Superstore, Forres Road, Nairn, IV12 50F	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%	(
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%	(
Don't know / varies) Nowhere else)	1.2% 38.6%	12 373	0.3% 36.4%	1 85	1.4% 42.5%	2 57	0.4% 42.7%	1 69	0.0% 35.5%	0 28	0.0% 35.9%	0 29	5.5% 46.4%	4 32	3.0% 33.4%	5 52	0.0% 40.7%	2
Weighted base: Sample:		965 957		234 196		135 144		163 139		79 95		81 96		68 95		156 143		49 49

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Zone 2 Zone 3 Zone 4 Total Zone 1 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

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

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Q26AWhere else do you u								t Q21	or '(Don'i	t know	/varies)	' or '(N	owhere e	lse)' a	t Q24			
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%	C
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%	(
Forres Town Centre	0.4%	2	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	ó	0.0%	0	1.0%	1	0.0%	C
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	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%	(
Centre 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
•	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
Inverness City Centre										0						2		
Keith Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%		2.9%	2	0.0%	0	1.6%		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%	(
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%	C
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%	C
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%	(
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%	(
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%	C
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%	C
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%	C
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%	(
(Don't know / varies) (Nowhere else)	1.3% 61.8%	7 359	0.0% 63.5%	0 94	1.8% 60.4%	1 46	0.0% 68.8%	0 64	2.3% 64.6%	1 33	0.0% 67.9%	0 35	0.0% 64.0%	0 21	3.5% 50.8%	3 50	5.2% 52.8%	1 15
`	01.070		00.070		55.170		00.070		3 70		5		5570		20.070		52.070	
Weighted base: Sample:		581 562		148 118		76 80		92 82		51 61		52 60		33 46		99 87		29 28

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	Tota	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone:	5	Zone	6	Zone	7	Zone	8
Q26BWhere else do you Not those that said '(D								t Q21	or '(Don't	t know.	/varies)'	or '(N	lowhere e	else)' a	t Q24 or	Q26A		
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	0.7%	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) (Nowhere else)	0.5% 68.3%	1 147	0.0% 66.6%	0 36	0.0% 63.9%	0 18	0.0% 74.1%	0 21	6.4% 60.5%	1 10	0.0% 77.0%	0 13	0.0% 96.4%	0 11	0.0% 71.2%	0 32	0.0% 32.7%	0 4
·	00.070		00.070		00.570		,,		00.270		771070		701.70		, 112,0		521770	
Weighted base: Sample:		215 207		54 44		29 29		29 28		17 20		17 19		12 16		45 40		12 11
Q26CWhere else do you Not those that said '(D								t Q21 (or '(Don'ı	t know.	/varies)'	or '(N	Iowhere e	else)' a	t Q24 or	Q26A	or Q26B	
Darett Tarres Caretra	2.20/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	11.20/	1	0.00/	0
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	0.0%	0	25.1%	1	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
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		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: Sample:		67 60		18 14		10 10		7 7		6 7		4 4		0 1		13 10		8 7
1						-												

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	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	÷ 5	Zone	6	Zone	è 7	Zone	e 8
Meanscore: [£]																		
Q27 On average how mu Not those that said '(Do									ach mo	nth?								
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 £21 - £25	8.0% 2.8%	77 27	11.4% 1.2%	27 3	8.0% 5.3%	11 7	9.6% 4.0%	16 7	3.3% 2.0%	3 2	8.0% 2.0%	7 2	6.8% 4.3%	5 3	5.5% 1.9%	9	2.6% 2.6%	1 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 £91 - £100	0.3% 9.1%	3 88	0.0% 8.6%	0 20	0.0% 6.0%	0 8	0.0% 6.1%	0 10	0.0% 10.1%	0 8	0.0% 7.2%	0 6	0.0% 10.2%	0 7	1.8% 12.3%	3 19	0.0% 20.6%	0 10
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	ó	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 £276 - £300	0.0%	0 5	0.0% 1.2%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.9%	0 1	0.0% 1.3%	0
£301+	0.5% 0.8%	8	0.8%	2	1.0%	1	0.0%	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, Occ	asiona	ally = 2,	Neve	r = 1]													
	isa any c	f the	followir	na to r	urchae	a nare	onal d	nods?	[PR]									
Not those that said '(Do	•			•		e pers	sonal g	oods?	[PR]									
Not those that said '(De Internet	on't buy th	iese kii	nd of goo	ods)' at	Q21	·	•											
Not those that said '(Do Internet Often	on't buy th 34.8%	iese kii 349	nd of goo 29.6%	ods)' at 70	Q21 33.6%	47	38.9%	68	31.7%	26	34.8%	29	32.1%	24	39.2%	63	43.5%	
Not those that said '(Do Internet Often Occasionally	34.8% 37.0%	349 371	29.6% 38.2%	70 91	Q21 33.6% 34.7%	47 48	38.9% 36.8%	68 64	31.7% 34.3%	28	41.0%	35	34.2%	25	38.8%	63	34.2%	17
Not those that said '(Do Internet Often Occasionally Never	34.8% 37.0% 28.2%	349 371 283	29.6% 38.2% 32.3%	70 91 77	Q21 33.6% 34.7% 31.7%	47 48 44	38.9% 36.8% 24.2%	68 64 42	31.7% 34.3% 34.0%	28 28	41.0% 24.2%	35 20	34.2% 33.7%	25 25	38.8% 22.0%	63 36	34.2% 22.3%	17 11
Not those that said '(Do Internet Often Occasionally	34.8% 37.0%	349 371 283 0	29.6% 38.2%	70 91 77 0	Q21 33.6% 34.7%	47 48 44 0	38.9% 36.8%	68 64 42 0	31.7% 34.3%	28 28 0	41.0%	35 20 0	34.2%	25 25 0	38.8%	63	34.2%	17 11 0
Not those that said '(Do Internet Often Occasionally Never	34.8% 37.0% 28.2%	349 371 283	29.6% 38.2% 32.3%	70 91 77	Q21 33.6% 34.7% 31.7%	47 48 44	38.9% 36.8% 24.2%	68 64 42	31.7% 34.3% 34.0%	28 28	41.0% 24.2%	35 20	34.2% 33.7%	25 25	38.8% 22.0%	63 36	34.2% 22.3%	17 11 0
Not those that said '(Do Internet Often Occasionally Never (Don't know)	34.8% 37.0% 28.2%	349 371 283 0	29.6% 38.2% 32.3%	70 91 77 0	Q21 33.6% 34.7% 31.7%	47 48 44 0	38.9% 36.8% 24.2%	68 64 42 0	31.7% 34.3% 34.0%	28 28 0	41.0% 24.2%	35 20 0	34.2% 33.7%	25 25 0	38.8% 22.0%	63 36 0	34.2% 22.3%	21 17 11 0 2.21 49 50
Not those that said '(Do Internet Often Occasionally Never (Don't know) Mean: Weighted base:	34.8% 37.0% 28.2% 0.0%	349 371 283 0 2.07 1003 1003	29.6% 38.2% 32.3% 0.0%	70 91 77 0 1.97 237	Q21 33.6% 34.7% 31.7%	47 48 44 0 2.02 139	38.9% 36.8% 24.2%	68 64 42 0 2.15	31.7% 34.3% 34.0%	28 28 0 1.98 82	41.0% 24.2%	35 20 0 2.11 84	34.2% 33.7%	25 25 0 1.98 73	38.8% 22.0%	63 36 0 2.17 162	34.2% 22.3%	17 11 0 2.21 49
Not those that said '(Do Internet Often Occasionally Never (Don't know) Mean: Weighted base: Sample:	34.8% 37.0% 28.2% 0.0%	349 371 283 0 2.07 1003 1003	29.6% 38.2% 32.3% 0.0%	70 91 77 0 1.97 237	Q21 33.6% 34.7% 31.7% 0.0%	47 48 44 0 2.02 139	38.9% 36.8% 24.2%	68 64 42 0 2.15 175 150	31.7% 34.3% 34.0%	28 28 0 1.98 82	41.0% 24.2%	35 20 0 2.11 84	34.2% 33.7%	25 25 0 1.98 73	38.8% 22.0%	63 36 0 2.17 162	34.2% 22.3% 0.0%	17 11 0 2.21 49
Not those that said '(Do Internet Often Occasionally Never (Don't know) Mean: Weighted base: Sample: By telephone (e.g. to Often Occasionally	34.8% 37.0% 28.2% 0.0% from sup 0.4% 3.4%	349 371 283 0 2.07 1003 1003 perma l	29.6% 38.2% 32.3% 0.0%	70 91 77 0 1.97 237 201	Q21 33.6% 34.7% 31.7% 0.0%	47 48 44 0 2.02 139 150	38.9% 36.8% 24.2% 0.0%	68 64 42 0 2.15 175 150	31.7% 34.3% 34.0% 0.0%	28 28 0 1.98 82 100	41.0% 24.2% 0.0% 2.2% 2.0%	35 20 0 2.11 84 100	34.2% 33.7% 0.0% 0.0%	25 25 0 1.98 73 101	38.8% 22.0% 0.0% 0.0%	63 36 0 2.17 162 151	34.2% 22.3% 0.0% 1.3% 3.9%	17 11 0 2.21 49 50
Not those that said '(Do Internet Often Occasionally Never (Don't know) Mean: Weighted base: Sample: By telephone (e.g. if Often Occasionally Never	34.8% 37.0% 28.2% 0.0% from sup 0.4% 3.4% 96.1%	349 371 283 0 2.07 1003 1003 perman 4 35 964	29.6% 38.2% 32.3% 0.0%	70 91 77 0 1.97 237 201	Q21 33.6% 34.7% 31.7% 0.0% 0.0% 3.5% 96.5%	47 48 44 0 2.02 139 150	38.9% 36.8% 24.2% 0.0% 0.0% 4.8% 95.2%	68 64 42 0 2.15 175 150	31.7% 34.3% 34.0% 0.0% 1.1% 7.1% 91.8%	28 28 0 1.98 82 100	41.0% 24.2% 0.0% 2.2% 2.0% 95.9%	35 20 0 2.11 84 100	34.2% 33.7% 0.0% 0.0% 0.0% 2.6% 97.4%	25 25 0 1.98 73 101 0 2 71	38.8% 22.0% 0.0% 0.0% 2.0% 98.0%	63 36 0 2.17 162 151 0 3 159	34.2% 22.3% 0.0% 1.3% 3.9% 94.8%	17 111 0 2.21 49 50 1 2 47
Not those that said '(Do Internet Often Occasionally Never (Don't know) Mean: Weighted base: Sample: By telephone (e.g. to Often Occasionally	34.8% 37.0% 28.2% 0.0% from sup 0.4% 3.4%	349 371 283 0 2.07 1003 1003 perma l	29.6% 38.2% 32.3% 0.0%	70 91 77 0 1.97 237 201	Q21 33.6% 34.7% 31.7% 0.0%	47 48 44 0 2.02 139 150	38.9% 36.8% 24.2% 0.0%	68 64 42 0 2.15 175 150	31.7% 34.3% 34.0% 0.0%	28 28 0 1.98 82 100	41.0% 24.2% 0.0% 2.2% 2.0%	35 20 0 2.11 84 100	34.2% 33.7% 0.0% 0.0%	25 25 0 1.98 73 101	38.8% 22.0% 0.0% 0.0%	63 36 0 2.17 162 151	34.2% 22.3% 0.0% 1.3% 3.9%	17 11 0 2.21 49 50
Not those that said '(Do Internet Often Occasionally Never (Don't know) Mean: Weighted base: Sample: By telephone (e.g. if Often Occasionally Never	34.8% 37.0% 28.2% 0.0% from sup 0.4% 3.4% 96.1%	349 371 283 0 2.07 1003 1003 perman 4 35 964	29.6% 38.2% 32.3% 0.0%	70 91 77 0 1.97 237 201	Q21 33.6% 34.7% 31.7% 0.0% 0.0% 3.5% 96.5%	47 48 44 0 2.02 139 150	38.9% 36.8% 24.2% 0.0% 0.0% 4.8% 95.2%	68 64 42 0 2.15 175 150	31.7% 34.3% 34.0% 0.0% 1.1% 7.1% 91.8%	28 28 0 1.98 82 100	41.0% 24.2% 0.0% 2.2% 2.0% 95.9%	35 20 0 2.11 84 100	34.2% 33.7% 0.0% 0.0% 0.0% 2.6% 97.4%	25 25 0 1.98 73 101 0 2 71	38.8% 22.0% 0.0% 0.0% 2.0% 98.0%	63 36 0 2.17 162 151 0 3 159	34.2% 22.3% 0.0% 1.3% 3.9% 94.8%	17 11 0 2.21 49 50
Not those that said '(Do Internet Often Occasionally Never (Don't know) Mean: Weighted base: Sample: By telephone (e.g. to Often Occasionally Never (Don't know)	34.8% 37.0% 28.2% 0.0% from sup 0.4% 3.4% 96.1%	349 371 283 0 2.07 1003 1003 0ermai 4 35 964 0	29.6% 38.2% 32.3% 0.0%	70 91 77 0 1.97 237 201	Q21 33.6% 34.7% 31.7% 0.0% 0.0% 3.5% 96.5%	47 48 44 0 2.02 139 150 0 5 134	38.9% 36.8% 24.2% 0.0% 0.0% 4.8% 95.2%	68 64 42 0 2.15 175 150 0 8 166 0	31.7% 34.3% 34.0% 0.0% 1.1% 7.1% 91.8%	28 28 0 1.98 82 100	41.0% 24.2% 0.0% 2.2% 2.0% 95.9%	35 20 0 2.11 84 100 2 2 2 81 0	34.2% 33.7% 0.0% 0.0% 0.0% 2.6% 97.4%	25 25 0 1.98 73 101 0 2 71 0	38.8% 22.0% 0.0% 0.0% 2.0% 98.0%	63 36 0 2.17 162 151 0 3 159 0	34.2% 22.3% 0.0% 1.3% 3.9% 94.8%	17 11 0 2.21 49 50 1 2 47 0

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Weighted:					for	Ha	rgest	Pla	nnin	ıg							August	2021
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Catalogue / ma	il order																	
Often Occasionally Never (Don't know)	1.4% 13.3% 85.2% 0.0%	14 134 855 0	1.1% 9.7% 89.2% 0.0%	3 23 212 0	0.0% 12.9% 87.1% 0.0%	0 18 121 0	1.0% 11.4% 87.6% 0.0%	2 20 153 0	1.1% 17.2% 81.7% 0.0%	1 14 67 0	2.7% 17.5% 79.8% 0.0%	2 15 67 0	17.7% 81.2%	1 13 59 0	2.3% 12.2% 85.5% 0.0%	4 20 138 0		2 11 36 0
Mean:		1.16		1.12		1.13		1.14		1.20		1.23		1.20		1.17		1.31
Weighted base: Sample:		1003 1003		237 201		139 150		175 150		82 100		84 100		73 101		162 151		49 50
Mobile shops																		
Often Occasionally Never (Don't know)	0.0% 0.7% 99.3% 0.0%	0 7 996 0	0.0% 0.7% 99.3% 0.0%	0 2 236 0	0.0% 1.9% 98.1% 0.0%	0	0.0% 0.0% 100.0% 0.0%	0	0.0% 0.0% 100.0% 0.0%	0 0 82 0	0.0% 1.5% 98.5% 0.0%	0 1 83 0	1.4%	0	0.0% 0.0% 100.0% 0.0%	0 0 162 0	0.0% 0.0% 100.0% 0.0%	0 0 49 0
Mean:		1.01		1.01		1.02		1.00		1.00		1.02		1.01		1.00		1.00
Weighted base: Sample:		1003 1003		237 201		139 150		175 150		82 100		84 100		73 101		162 151		49 50
Farmers Marke	ts or similar	•																
Often Occasionally Never (Don't know)	0.1% 3.6% 96.3% 0.0%	1 36 965 0	0.0% 3.7% 96.3% 0.0%	0 9 229 0	0.0% 4.9% 95.1% 0.0%	0 7 133 0	0.0% 3.1% 96.9% 0.0%	0 5 169 0	0.0% 5.9% 94.1% 0.0%	0 5 78 0	0.0% 4.1% 95.9% 0.0%	0 3 81 0	2.7% 97.3%	0 2 71 0	0.6% 2.1% 97.2% 0.0%	1 3 157 0	0.0% 3.2% 96.8% 0.0%	0 2 48 0
Mean:		1.04		1.04		1.05		1.03		1.06		1.04		1.03		1.03		1.03
Weighted base: Sample:		1003 1003		237 201		139 150		175 150		82 100		84 100		73 101		162 151		49 50
Car boot / jumb	ole / second	hand	sales															
Often Occasionally Never (Don't know) Mean:	0.6% 4.7% 94.7% 0.0%	6 47 950 0 1.06	1.0% 3.3% 95.7% 0.0%	2 8 227 0 1.05	1.0% 6.7% 92.3% 0.0%	1 9 129 0 1.09	0.0% 4.5% 95.5% 0.0%	0 8 167 0 1.05	0.6% 4.8% 94.7% 0.0%	0 4 78 0 1.06	0.7% 3.3% 96.0% 0.0%	1 3 81 0 1.05	1.4% 3.4% 95.2% 0.0%	1 3 70 0 1.06	0.0% 6.7% 93.3% 0.0%	0 11 151 0 1.07	0.0% 4.3% 95.7% 0.0%	0 2 47 0 1.04
Weighted base: Sample:		1003 1003		237 201		139 150		175 150		82 100		84 100		73 101		162 151		49 50
Other method																		
Often Occasionally Never (Don't know)	0.0% 0.0% 99.3% 0.7%	0 0 996 7	0.0% 0.0% 99.3% 0.7%	0 0 236 2	0.0%	0 0 139 1	0.0% 0.0% 98.6% 1.4%	0 0 172 3	0.0% 0.0% 100.0% 0.0%	0 0 82 0	0.0% 0.0% 98.7% 1.3%	0 0 83 1		0 0 73 0	0.0% 0.0% 99.2% 0.8%	0 0 161 1	0.0% 0.0% 100.0% 0.0%	0 0 49 0
Mean:		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00
Weighted base: Sample:		1003 1003		237 201		139 150		175 150		82 100		84 100		73 101		162 151		49 50

£111 - £120

£121 - £130

£131 - £140

£141 - £150

£151 - £175

£176 - £200

£201 - £225

£226 - £250

£251 - £275

£276 - £300

(Refused)

Weighted base:

(Don't know / varies)

£301+

Mean:

Sample:

0.2%

0.6%

0.0%

3.0%

0.1%

2.5%

0.0%

0.7%

0.0%

0.5%

1.0%

30.5%

0.7%

1

4

21

18

0

3

220

67.31

720

658

5

0.0%

1.0%

0.0%

4.4%

0.0%

0.0%

0.0%

1.8%

0.0%

0.0%

3.2%

25.7%

1.5%

0

2

0

0

0

0

3

0

0

41

2

77.40

161

122

1.4%

1.5%

0.0%

0.0%

0.0%

2.5%

0.0%

2.0%

0.0%

2.9%

0.0%

32.1%

1.4%

Moray Household Survey for Hargest Planning

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August 2021 Weighted: Zone 2 Zone 3 Zone 4 Total Zone 1 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 Nothing 0.3% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 1.2% 1.7% £1 - £5 0.5% 0.4% 1 0.6% 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% 5.2% 2.9% £11 - £15 1.2% 1.5% 1.2% 2.8% 4 2.0% 0.9% 0.0% 0 0.0% 0 0.0% 0 1 1 7.4% 53 13 11.4% 2 2 £16 - £20 8.4% 7.0% 7 15 4.0% 2 3.7% 12.4% 6 4.6% 6 5.0% 2 3 £21 - £25 2.9% 21 2.2% 4 3.9% 4 2.6% 3 5.0% 2.9% 2.4% 2.4% 3 3.9% 6.5% 10 4 3.0% 2.9% £26 - £30 47 7.3% 12 7.1% 7.4% 8.3% 6.4% 10.4% 0 1 0 0.8% £31 - £35 1.1% 8 0.4% 3.5% 3 1.3% 0.0% 0.9% 0.9% 1 0.0% 0 1 2 5 £36 - £40 4.9% 35 2.7% 4 4.9% 5 4.0% 5.5% 3 6.5% 4 8.2% 4 7.7% 10 0.0% 0 £41 - £45 2.1% 0.8% 1.9% 4.5% 2.8% 2 2.4% 4.3% 0.0% 2.9% 15 £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% 4 3% 3 7% 5.0% 2.6% 3 4.1% 2 2 3.1% 1 7% 2 0 £61 - £70 1.1% 1.0% 0.0% 0 0.0% 2.0% 1 3.6% 0.0% 0 2.4% 3 0.0% 0 £71 - £80 2.2% 16 3.1% 5 1.5% 1.0% 2.0% 1 5.5% 4 2.1% 0.8% 3.9% £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% 4.1% 2 7.2% 5 8.6% 4 13.7% 17 17.7% 7 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%

0.0%

0.0%

3.7%

0.5%

0.0%

0.0%

0.0%

0.0%

0.0%

0.5%

35.3%

0.0%

-1

0

0

2

0

2

0

3

0

31

1

95

94

70.88

0

0

0

1

0

0

0

0

0

47

0

49.66

132

107

0.0%

0.0%

0.0%

1.5%

0.0%

3.0%

0.0%

0.0%

0.0%

0.0%

0.0%

39.9%

0.0%

0.0%

0

0.0%

0.0%

2

0.0%

0.0%

0

0.0%

0

22 28.4%

0

54

60

54.93

0.0%

3.6%

3.9%

0.0%

0.9%

0.0%

0

0

0

2

0

2

0

0

0

0

18

0

64

68

69.71

0.0%

0.0%

0.0%

2.1%

0.0%

2.1%

0.0%

0.0%

0.0%

0.0%

0.0%

19.3%

0.0%

0

0

0

0

0.0%

0

0

0

0

0

49

61

51.65

0.0%

1.1%

0.0%

4.2%

0.0%

4.2%

0.0%

0.0%

0.0%

0.0%

33.7%

1.2%

0

0

0

5

0

0

0

0

0

42 24.2%

1

69.68

126

111

0.0%

0.0%

0.0%

0.0%

0.0%

14.1%

0.0%

0.0%

0.0%

1.7%

1.7%

0.0%

0

0

0

0

5

0

0

0

0

95.51

35

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Zone 2 Zone 3 Total Zone 1 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 us	se 'By telep	ohone'	often or	occasio	onally to	purch	ise perso	onal god	ods at Q	28		•						
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	0.0%	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%	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	Ì	00.00		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

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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

Those that said they us	se Catalog	gue / m	au oraei	· often	or occa:	sionally	to purc	nase pe	rsonat g	ooas ai	Q28							
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
•																		

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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

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%	0.1	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:	1.	37.40		20.00	2	12.50		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
•																		

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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

Those that sata they us	ie murkei	s Often	or occu	sionaii _.	у ю ригс	nuse p	ersonai į	дооиз и	i Q20									
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	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	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	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	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	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
£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	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	0.070	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	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	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	0.070	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	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	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	0.070	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	0.070	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	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%			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

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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

Those that said they us	c cui bo	or, jun	iore / see	ona na	na saics	ojien	or occus	ionany	io purcii	use per	sonai s	ous ui	220					
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

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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

Those that said they u	se Other me	etnoa	often or o	occasi	onally to j	ourche	ase persoi	ıaı go	oas at Q2	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

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

Q36 I would like to ask y (eg fridges, freezers 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	0.4%	1	6.9%	6	0.7%	1	0.0%	0	0.0%	0	2.6%	1
Nairn Town Centre New Elgin Local Centre	0.1% 0.8%	1 8	0.0% 2.3%	0 5	0.0% 0.0%	0	0.8% 0.0%	1	0.0%	0	0.0% 0.0%	0	0.0% 1.4%	0	0.0% 0.9%	1	0.0% 0.0%	0
Rothes Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	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	0.1%	9		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		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 6YO	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,	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
IV30 8QN Greshop Industrial Estate,	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
Forres, IV36 2GW IKEA, Costkea Way,	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
Loanhead, EH20 9BY IKEA, Kings Inch Drive,	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
Glasgow, G51 4FB Inshes Retail Park, Sir	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
Walter Scott Drive, Inverness, IV2 3TW Inverurie Town Centre,	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
AB51 3PY	5	r	5.570		/0	-	3/0		5.570	Ü	3.070	Ü	3.070	Ü	3.070	J	2.070	Ü

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							_			_								
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Pinefield Industrial Estate, Pinefield Parade, Elgin,	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
IV30 6FG Springfield Industrial Estate, Edgar Road, Elgin, IV30	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
6YQ 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) (Don't buy these kind of goods)	4.0% 14.3%	40 144	4.9% 12.8%	12 30	4.0% 10.9%	6 15	8.3% 21.5%	15 38	5.8% 17.5%	5 14	0.7% 10.0%	1 8	1.4% 11.0%	1 8	1.4% 13.4%	2 22	0.0% 16.0%	0 8
Weighted base: Sample:		1003 1003		237 201		139 150		175 150		82 100		84 100		73 101		162 151		49 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

noi mose mai sata (Di	on i know	varie	3) 01 (D	on i oi	iy inese k	ina oj	goous) i	u Qso										
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

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	Tota	1	Zone	1	Zone	2	Zone	3	Zone 4		Zone 5	;	Zone 6		Zone '	7	Zone 8	
Q38 Where do you use s Not those that said '(Do				-														
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%	(
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%	(
Glasgow City Centre	0.7%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
		1		0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Huntly Town Centre	0.1%		0.0%					9		2						0		
Inverness City Centre	2.1%	17	0.7%	1	2.1%	2	7.7%		2.8%	0	2.4%	2	0.0%	0	0.0%		0.0%	(
Keith Town Centre	2.0%	16	1.6%	3	0.8%	1	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%	(
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%	(
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%	(
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%	(
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,	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
Inverness Springfield Retail Park,	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
Elgin Telford Street, Retail Park,	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
Inverness Asda, Edgar Road, Elgin,	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
IV30 6YQ Tesco Extra, Blackfriars	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
Road, Elgin, IV30 1TY																		
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%	Ó
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,	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%	C
Inverurie, AB51 5QW 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%	C
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%	O
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%	(
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%	C
Grampian Furnishers, Waulkmill House, Linkwood Place, Elgin,	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
IV30 8QN IKEA, Kings Inch Drive,	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
Glasgow, G51 4FB IKEA, Wellington Circle, Altens, Aberdeen, AB12	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
3QW Inshes Retail Park, Sir Walter Scott Drive,	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
Inverness, IV2 3TW 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%	C
Turriff Town Centre, AB53	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
4 A A																		
4AA (Don't know / varies) (Nowhere else)	1.5% 50.6%	13 414	1.2% 49.3%	2 96	0.8% 50.8%	1 60	2.9% 49.5%	4 61	3.3% 50.8%	2 32	0.7% 46.9%	1 35	0.0% 65.7%	0 42	2.2% 48.1%	3 66	0.0% 50.8%	0 21

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Weighted: for Hargest Planning 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

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

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	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone 6	5	Zone '	7	Zone	8
Q40AWhere else do you u Not those that said '(Do							goods)' ai	t Q36 (or '(Don'i	t know	/varies)'	or '(N	lowhere ei	'se)' a	t Q38			
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
Eastfield Retail Park,	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%	
Inverness		9	0.7%		0.0%	0			0.0%	0	0.0%	0	4.6%		5.1%	4	0.0%	
Elgin Retail Park, Elgin	2.3%			1			6.4%	4						1				
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%	
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%	
Felford 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%	
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%	
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%	
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%	
3&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%	
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%	
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%	
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%	
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%	
nshes Retail Park, Sir Walter Scott Drive,	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%	
Inverness, IV2 3TW fackenzie & 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%	
pringfield Industrial Estate, Edgar Road, Elgin, IV30	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%	
6YQ he 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%	
furriff Town Centre, AB53	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%	
Don't know / varies) Nowhere else)	1.0% 78.2%	4 307	1.7% 75.6%	2 73	0.0% 88.9%	0 51	0.0% 77.7%	0 45	4.0% 77.6%	1 23	1.4% 76.1%	1 30	0.0% 85.7%	0 19	0.0% 77.0%	0 53	3.1% 63.3%	
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Veighted base: sample:		392 371		97 81		57 57		58 50		29 34		39 43		22 26		69 61		

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	Total		Zone 1	1	Zone 2		Zone 3	3	Zone 4	ļ	Zone 5		Zone 6		Zone '	7	Zone 8	ß
Q40BWhere else do you Not those that said '(L							goods)' at	Q36	or '(Don't	know	/varies)'	or '(1	Nowhere el.	se)' a	t Q38 or (Q40A		
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%	(
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%	(
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%	(
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	9.3%	
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%	(
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%	(
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%	(
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%	(
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%	-
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%	
(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%	(
(Nowhere else)	68.9%	56	69.9%	15	84.7%	5	52.8%	_	100.0%	5	73.8%		100.0%	3	63.4%	10	48.8%	3
` ′		0.1		22		_		12		_		9		2		10		_
Weighted base: Sample:		81 78		22 20		6 7		13 11		5 6		9		3		16 15		7
Q40CWhere else do you Not those that said '(L							goods)' at	Q36	or '(Don't	know	/varies)'	or '(1	Nowhere el.	se)' a	t Q38 or 9	Q40A	or Q40B	
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	25.4%	1	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%	(
Tyock Industrial Estate, Elgin, IV30 1XY	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			23.8%	1	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

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		Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	e 5	Zone	6	Zone	÷ 7	Zone	e 8
	Meanscore: [£]																		
Q41	On average how m									month	?								
Nothi		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%	(
£1 - £		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 - £		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 -:		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 - :		8.5% 6.0%	70 49	8.5% 4.0%	17 8	10.4% 8.9%	12 11	9.2% 5.1%	11 6	9.2% 4.3%	6 3	7.8% 11.4%	6 9	6.3% 9.2%	4 6	7.7% 3.3%	11 5	7.7% 6.7%	3
£26 -		2.3%	19	2.8%	5	1.1%	1	3.1%	5	1.5%	1	3.5%	3	6.4%	4	0.0%	0	0.7%	(
£31 -		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%	(
£36 -		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 -		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%	(
£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%	(
£71 -		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%	(
£81 -		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 -		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%	(
	- £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%	(
	- £120 - £130	0.2% 0.3%	2 2	0.4% 0.0%	1	0.0% 0.9%	0 1	0.0%	0	0.0%	0	0.0%	0	1.6% 0.0%	1 0	0.0% 0.7%	0 1	0.0% 0.0%	(
	- £130 - £140	0.5%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	(
	- £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%	(
	- £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
	- £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%	(
£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%	(
£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%	(
	- £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%	(
	- £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%	(
£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%	(
,	t know / varies)	48.8%	399	49.4%	97 2	40.1% 3.1%	48 4	50.6%	62 4	59.4% 0.0%	38	43.2%	33	41.2% 0.7%	26 0	52.9% 3.2%	73 4	57.2% 0.0%	24
(Refu		1.8%	15	1.2%		3.170	-	3.4%		0.0%	0	0.0%	-	0.770		3.270		0.0%	
Mean	:		59.60		74.52		54.97		54.76		66.97		49.78		50.54		58.66		46.94
_	hted base:		819		195		119		123		63		75		64		138		41
Samp	le:		815		163		121		108		79		88		90		125		41
	Meanscore: [Often	n = 3, Occ	asion	ally = 2,	Neve	r = 1]													
Q42	How often do you	-					e bulk	y good	ls? [Pi	₹]									
Q42	Not those that said '(1	-					e bulk	y good	ls? [Pl	R]									
	Not those that said '(1 Internet	Don't buy tl	hese kii	nd of god	ods)' at	Q36													
Often	Not those that said '(1 Internet	Don't buy th 11.4%	hese kii 98	nd of god 10.5%	ods)' at	Q36 9.4%	12	13.3%	18	9.6%	7	6.3%	5	13.1%	9	17.7%	25	3.1%]
Often Occas	Not those that said '(I Internet sionally	11.4% 43.8%	hese kir 98 376	10.5% 39.3%	22 81	9.4% 43.8%	12 54	13.3% 45.3%	18 62	9.6% 43.0%	29	55.0%	42	34.9%	23	46.3%	65	46.6%	19
Often Occas Never	Not those that said '(I Internet sionally	11.4% 43.8% 44.5%	98 376 382	10.5% 39.3% 49.3%	22 81 102	9.4% 43.8% 46.0%	12 54 57	13.3% 45.3% 41.4%	18 62 57	9.6% 43.0% 47.4%	29 32	55.0% 38.7%	42 29	34.9% 52.0%	23 34	46.3% 35.6%	65 50	46.6% 50.3%	19 21
Often Occas Never (Don't	Not those that said '(I Internet sionally t know)	11.4% 43.8%	98 376 382 3	10.5% 39.3%	22 81 102 2	9.4% 43.8%	12 54 57 1	13.3% 45.3%	18 62 57 0	9.6% 43.0%	29 32 0	55.0%	42 29 0	34.9%	23 34 0	46.3%	65 50 1	46.6%	19 21 (
Often Occas Never (Don't	Not those that said '(I Internet sionally t tknow)	11.4% 43.8% 44.5%	98 376 382 3	10.5% 39.3% 49.3%	22 81 102 2	9.4% 43.8% 46.0%	12 54 57 1	13.3% 45.3% 41.4%	18 62 57 0	9.6% 43.0% 47.4%	29 32 0 1.62	55.0% 38.7%	42 29 0 1.68	34.9% 52.0%	23 34 0 1.61	46.3% 35.6%	65 50 1 1.82	46.6% 50.3%	19 21 (1.53
Often Occas Never (Don't	Not those that said '(I Internet sionally t tknow) thed base:	11.4% 43.8% 44.5%	98 376 382 3	10.5% 39.3% 49.3%	22 81 102 2	9.4% 43.8% 46.0%	12 54 57 1	13.3% 45.3% 41.4%	18 62 57 0	9.6% 43.0% 47.4%	29 32 0	55.0% 38.7%	42 29 0	34.9% 52.0%	23 34 0	46.3% 35.6%	65 50 1	46.6% 50.3%	19 21 (
Often Occas Never (Don't Mean Weigh	Not those that said '(I Internet sionally t tknow) thed base:	11.4% 43.8% 44.5% 0.4%	98 376 382 3 1.67 859 850	10.5% 39.3% 49.3% 0.8%	22 81 102 2 1.61 207	9.4% 43.8% 46.0%	12 54 57 1 1.63 124	13.3% 45.3% 41.4%	18 62 57 0 1.72 137	9.6% 43.0% 47.4%	29 32 0 1.62 68	55.0% 38.7%	42 29 0 1.68 76	34.9% 52.0%	23 34 0 1.61 65	46.3% 35.6%	65 50 1 1.82 140	46.6% 50.3%	19 21 (1.53 41
Often Occas Never (Don't Mean Weigl	Not those that said '(I Internet sionally t know) thed base: le: By telephone (e.g.	11.4% 43.8% 44.5% 0.4%	98 376 382 3 1.67 859 850	10.5% 39.3% 49.3% 0.8%	22 81 102 2 1.61 207	9.4% 43.8% 46.0%	12 54 57 1 1.63 124	13.3% 45.3% 41.4%	18 62 57 0 1.72 137	9.6% 43.0% 47.4% 0.0%	29 32 0 1.62 68	55.0% 38.7%	42 29 0 1.68 76	34.9% 52.0% 0.0%	23 34 0 1.61 65	46.3% 35.6%	65 50 1 1.82 140	46.6% 50.3%	19 21 (1.53 41 41
Often Occas Never (Don't Mean Weigl Samp	Not those that said '(I Internet sionally t know) thed base: le: By telephone (e.g.	11.4% 43.8% 44.5% 0.4% from sup 0.1% 2.0%	98 376 382 3 1.67 859 850 Derma	10.5% 39.3% 49.3% 0.8%	22 81 102 2 1.61 207 172	9.4% 43.8% 46.0% 0.8% 0.0% 2.5%	12 54 57 1 1.63 124 127	13.3% 45.3% 41.4% 0.0% 0.0%	18 62 57 0 1.72 137 118	9.6% 43.0% 47.4% 0.0% 0.0%	29 32 0 1.62 68 84	55.0% 38.7% 0.0% 0.0% 2.5%	42 29 0 1.68 76 89	34.9% 52.0% 0.0%	23 34 0 1.61 65 91	46.3% 35.6% 0.4%	65 50 1 1.82 140 128	46.6% 50.3% 0.0% 0.0%	19 21 (1.53 41 41
Often Occas Never (Don't Mean Weigl Samp Often Occas Never	Not those that said '(I Internet sionally t tknow) thed base: le: By telephone (e.g.	11.4% 43.8% 44.5% 0.4% . from sup 0.1% 2.0% 97.7%	98 376 382 3 1.67 859 850 Derma 1 17 839	10.5% 39.3% 49.3% 0.8% **rkets) 0.0% 1.6% 97.6%	22 81 102 2 1.61 207 172	9.4% 43.8% 46.0% 0.8% 0.0% 2.5% 97.5%	12 54 57 1 1.63 124 127	13.3% 45.3% 41.4% 0.0% 0.0% 2.7% 97.3%	18 62 57 0 1.72 137 118	9.6% 43.0% 47.4% 0.0% 0.0% 0.7% 99.3%	29 32 0 1.62 68 84 0 0 68	55.0% 38.7% 0.0% 0.0% 0.0% 2.5% 97.5%	42 29 0 1.68 76 89 0 2 74	34.9% 52.0% 0.0% 1.5% 1.2% 97.3%	23 34 0 1.61 65 91	46.3% 35.6% 0.4% 0.0% 2.4% 97.6%	65 50 1 1.82 140 128	46.6% 50.3% 0.0% 0.0% 1.5% 98.5%	19 21 (1.53 41 41
Often Occas Never (Don't Mean Weigh Samp	Not those that said '(I Internet sionally t know) t thed base: le: By telephone (e.g.	11.4% 43.8% 44.5% 0.4% from sup 0.1% 2.0%	98 376 382 3 1.67 859 850 Derma	10.5% 39.3% 49.3% 0.8%	22 81 102 2 1.61 207 172	9.4% 43.8% 46.0% 0.8% 0.0% 2.5%	12 54 57 1 1.63 124 127	13.3% 45.3% 41.4% 0.0% 0.0%	18 62 57 0 1.72 137 118	9.6% 43.0% 47.4% 0.0% 0.0%	29 32 0 1.62 68 84	55.0% 38.7% 0.0% 0.0% 2.5%	42 29 0 1.68 76 89	34.9% 52.0% 0.0%	23 34 0 1.61 65 91	46.3% 35.6% 0.4% 0.0% 2.4%	65 50 1 1.82 140 128	46.6% 50.3% 0.0% 0.0%	19 21 (1.53 41 41
Often Occas Never (Don't Mean Weigh Samp	Not those that said '(I Internet sionally t know) thed base: le: By telephone (e.g.	11.4% 43.8% 44.5% 0.4% . from sup 0.1% 2.0% 97.7%	98 376 382 3 1.67 859 850 Derma 1 17 839	10.5% 39.3% 49.3% 0.8% **rkets) 0.0% 1.6% 97.6%	22 81 102 2 1.61 207 172	9.4% 43.8% 46.0% 0.8% 0.0% 2.5% 97.5%	12 54 57 1 1.63 124 127	13.3% 45.3% 41.4% 0.0% 0.0% 2.7% 97.3%	18 62 57 0 1.72 137 118	9.6% 43.0% 47.4% 0.0% 0.0% 0.7% 99.3%	29 32 0 1.62 68 84 0 0 68	55.0% 38.7% 0.0% 0.0% 0.0% 2.5% 97.5%	42 29 0 1.68 76 89 0 2 74	34.9% 52.0% 0.0% 1.5% 1.2% 97.3%	23 34 0 1.61 65 91	46.3% 35.6% 0.4% 0.0% 2.4% 97.6%	65 50 1 1.82 140 128	46.6% 50.3% 0.0% 0.0% 1.5% 98.5%	19 21 (1.53 41 41
Often Occass Never (Don't Mean: Weigl Sampi Often Occass Never (Don't Mean:	Not those that said '(I Internet sionally t know) thed base: le: By telephone (e.g. sionally t know) t know)	11.4% 43.8% 44.5% 0.4% . from sup 0.1% 2.0% 97.7%	98 376 382 3 1.67 859 850 Derma 1 17 839 2 1.02	10.5% 39.3% 49.3% 0.8% **rkets) 0.0% 1.6% 97.6%	22 81 102 2 1.61 207 172 0 3 202 2 1.02	9.4% 43.8% 46.0% 0.8% 0.0% 2.5% 97.5%	12 54 57 1 1.63 124 127 0 3 121 0 1.03	13.3% 45.3% 41.4% 0.0% 0.0% 2.7% 97.3%	18 62 57 0 1.72 137 118 0 4 133 0 1.03	9.6% 43.0% 47.4% 0.0% 0.0% 0.7% 99.3%	29 32 0 1.62 68 84 0 0 68 0 1.01	55.0% 38.7% 0.0% 0.0% 0.0% 2.5% 97.5%	42 29 0 1.68 76 89 0 2 74 0 1.03	34.9% 52.0% 0.0% 1.5% 1.2% 97.3%	23 34 0 1.61 65 91 1 1 63 0 1.04	46.3% 35.6% 0.4% 0.0% 2.4% 97.6%	65 50 1 1.82 140 128 0 3 137 0 1.02	46.6% 50.3% 0.0% 0.0% 1.5% 98.5%	19 21 (1.53 41 41 (1.02
Often Occas Never (Don't Mean. Weigh Samp. Often Occas Never (Don't	Not those that said '(I Internet sionally t know) : hted base: le: By telephone (e.g. sionally t know) : hted base:	11.4% 43.8% 44.5% 0.4% . from sup 0.1% 2.0% 97.7%	98 376 382 3 1.67 859 850 Derma 1 17 839 2	10.5% 39.3% 49.3% 0.8% **rkets) 0.0% 1.6% 97.6%	22 81 102 2 1.61 207 172	9.4% 43.8% 46.0% 0.8% 0.0% 2.5% 97.5%	12 54 57 1 1.63 124 127	13.3% 45.3% 41.4% 0.0% 0.0% 2.7% 97.3%	18 62 57 0 1.72 137 118 0 4 133 0	9.6% 43.0% 47.4% 0.0% 0.0% 0.7% 99.3%	29 32 0 1.62 68 84 0 0 68 0	55.0% 38.7% 0.0% 0.0% 0.0% 2.5% 97.5%	42 29 0 1.68 76 89 0 2 74 0	34.9% 52.0% 0.0% 1.5% 1.2% 97.3%	23 34 0 1.61 65 91 1 1 63 0	46.3% 35.6% 0.4% 0.0% 2.4% 97.6%	65 50 1 1.82 140 128 0 3 137 0	46.6% 50.3% 0.0% 0.0% 1.5% 98.5%	1.53 41 41 41 (1.53

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Moray Household Survey for Hargest Planning

Weighted:					for	Ha	rgest	t Pla	nnin	ıg							August	2021
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Catalogue / mail	order																	
Often Occasionally Never	0.3% 6.8% 92.8%	2 58 797	0.0% 7.2% 92.0%	0 15 190	0.0% 4.9% 95.1%	0 6 118	0.0% 3.8% 96.2%	0 5 132	3.2% 8.5% 88.3%	2 6 60	0.0% 7.9% 92.1%	0 6 70	0.0% 7.6% 92.4%	0 5 60	7.4%	0 10 130	0.0% 12.5% 87.6%	0 5 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
Mean:		1.07		1.07		1.05		1.04		1.15		1.08		1.08		1.07		1.13
Weighted base: Sample:		859 850		207 172		124 127		137 118		68 84		76 89		65 91		140 128		41 41
Mobile shops																		
Often Occasionally Never (Don't know)	0.0% 0.7% 99.1% 0.2%	0 6 851 2	0.0% 0.9% 98.3% 0.8%	0 2 203 2	0.0% 1.0% 99.0% 0.0%	0 1 123 0	0.0% 2.4% 97.6% 0.0%	0 3 134 0	0.0% 0.0% 100.0% 0.0%	0 0 68 0	0.0% 0.0% 100.0% 0.0%	0 0 76 0	0.0% 0.0% 100.0% 0.0%	0 0 65 0	0.0% 100.0%	0 0 140 0	0.0% 0.0% 100.0% 0.0%	0 0 41 0
Mean:		1.01	0.0,0	1.01		1.01		1.02		1.00	0.0,0	1.00	******	1.00		1.00		1.00
Weighted base: Sample:		859 850		207 172		124 127		137 118		68 84		76 89		65 91		140 128		41 41
Farmers Markets	s or similar																	
Often Occasionally Never (Don't know)	0.0% 1.3% 98.5% 0.2%	0 11 846 2	0.0% 1.7% 97.5% 0.8%	0 3 202 2	0.0% 0.0% 100.0% 0.0%	0 0 124 0	0.0% 2.1% 97.9% 0.0%	0 3 134 0	0.0% 1.2% 98.8% 0.0%	0 1 67 0	0.0% 0.7% 99.3% 0.0%	0 1 75 0	0.0% 2.3% 97.7% 0.0%	0 2 64 0	0.4% 99.6%	0 1 140 0	0.0% 3.8% 96.2% 0.0%	0 2 40 0
Mean:		1.01		1.02		1.00		1.02		1.01		1.01		1.02		1.00		1.04
Weighted base: Sample:		859 850		207 172		124 127		137 118		68 84		76 89		65 91		140 128		41 41
Car boot / jumbl	e / second	hand :	sales															
Often Occasionally Never (Don't know)	0.2% 2.6% 97.0% 0.2%	2 22 834 2	0.0% 5.4% 93.8% 0.8%	2	0.0% 0.0% 100.0% 0.0%	0 0 124 0	1.2% 4.2% 94.6% 0.0%	0	0.0% 0.0% 100.0% 0.0%	0	0.0% 0.0% 100.0% 0.0%	0 0 76 0	0.0% 2.2% 97.8% 0.0%	0 1 64 0	1.7% 98.3%	0 2 138 0	0.0% 3.6% 96.4% 0.0%	0 1 40 0
Mean:		1.03		1.05		1.00		1.07		1.00		1.00		1.02		1.02		1.04
Weighted base: Sample:		859 850		207 172		124 127		137 118		68 84		76 89		65 91		140 128		41 41
Other method																		
Often Occasionally Never (Don't know)	0.0% 0.0% 99.7% 0.3%	0 0 857 3	0.0% 0.0% 99.2% 0.8%	0 0 205 2	0.0% 0.0% 100.0% 0.0%	0 0 124 0	0.0% 0.0% 100.0% 0.0%	0 0 137 0	0.0% 0.0% 100.0% 0.0%	0 0 68 0	0.0% 0.0% 100.0% 0.0%	0 0 76 0	0.0% 0.0% 98.5% 1.5%	0 0 64 1	0.0% 100.0%	0 0 140 0	0.0% 0.0% 100.0% 0.0%	0 0 41 0
Mean:		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00
Weighted base: Sample:		859 850		207 172		124 127		137 118		68 84		76 89		65 91		140 128		41 41

£276 - £300

(Refused)

Weighted base:

(Don't know / varies)

£301+

Mean:

Sample:

0.7%

2.4%

56.3%

1.4%

3

11

7

267

97.75

474

419

0.7%

6.1%

55.0%

0.7%

1

6

57

1

117.26

103

80

2.1%

3.8%

37.9%

3.6%

1

2

25

2

66

62

115.23

0.0%

1.6%

58.5%

2.1%

0

47

2

80

63

128.06

0.0%

0.0%

71.0%

0.0%

0 1.2%

0

25

0

36

36

70.23

2.8%

46.6%

0.0%

1

22

0

47

48

67.56

0.0%

0.0%

1.4%

68.4%

0

0

21 67.1%

0

37

78.61

0.0%

0.0%

1.6%

0

0

60 43.8%

55.39

75

3.1%

0.0%

0.0%

0

9

0

87.15

21

18

Moray Household Survey for Hargest Planning

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August 2021 Weighted: Zone 2 Zone 3 Zone 4 Total Zone 1 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 Nothing 1.4% 4.0% 0.0% 0.0% 0.0% 0 2.8% 0.0% 0 1.5% 0.0% 0 1 0.0% 0 £1 - £5 0.1% 0.8% 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% 2.9% 2 4.0% 3 0.0% 0 7.2% 3 0.0% 0 1.3% 3.1% 2 £11 - £15 0.8% 2.3% 2.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0 25 3.3% 3 7.5% £16 - £20 5.2% 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% 0.0% 0 0.0% 0 0.0% 0 7.2% 4.9% 0.0% £26 - £30 3.3% 16 2.1% 1 3.6% 3 6.6% 2 1.2% 1 3.2% 2.7% 2 0 0.0% 0 0 0 0 3.2% 0.0% 0 £31 - £35 0.4% 0.0% 0.0% 0.0% 2.1% 1 0.0% 0 2 1 £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% 0.0% 0 1.5% 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% 6.9% 3 8.0% 9.2% 8 24.2% 1 3 2.3% 3.3% 0.0% £51 - £60 2.5% 2 3% 2.8% 0.0% 0 2.7% 0 11 3 1.5% 2 1 1 2 0 0 £61 - £70 0.1% 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% 0.0% 0 2.3% 0.0% 0 3.4% 1.5% 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 0 2.1% 8.2% 6.1% 2 6.0% 3 6.4% 2 3.8% 3 7.7% 2 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 £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 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 £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% 0.0% 0.0% 0.0% 0.0% 3.2% 0.0% 7.7% 1.6% £151 - £175 0.3% 0.0% 0 2.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 £176 - £200 0.7% 0.0% 0 3.2% 1.2% 1.4% 0.0% 0 1.6% 8 1 6.1% 1 1 0 3.1% £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% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.2% 1 0.0% 0 1.5% 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

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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

,					•	•												
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
-																		

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Zone 2 Zone 3 Zone 4 Total Zone 1 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 us	se 'Catalog	gue / m	ail order	' often	or occas	ionally	to purc	hase bu	lky good	ls at Q4	12							
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	0.0%	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+	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	1	70.27		8.00		31.94		29.64	1	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
1				_				_		_		_		_		_		

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August 2021 Weighted: Total Zone 2 Zone 3 Zone 4 Zone 1 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 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 £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 £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 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 £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 0.0% 0.0% £26 - £30 20.2% 0.0% 0 100.0% 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 £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% £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 £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 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 £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 £141 - £150 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 £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 (Don't know / varies) 79.8% 00.0% 2 0.0% 0 100.0% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0 0.0% 0 (Refused)

Mean:

Sample:

Weighted base:

30.00

0.00

30.00

0.00

2

0.00

0

0

0.00

0

0

0.00

0

0.00

0

0.00

0

0

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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 u										at iai	illeis il	iaikei	5 UI SIIII	illai i				
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
*																		

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Weighted: for Hargest Planning 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 Q4:

Those that said they us	e 'Car bo	ot/jun	ıble / sec	ond ha	nd sales	often o	or occas	ionally	to purch	ase bul	ky goods	s at Q4	2					
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	1	07.11		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
•																		

Moray Household Survey By Zone [B] Page 128 for Hargest Planning Weighted: August 2021 Zone 2 Zone 3 Zone 4 Total Zone 1 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 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 £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 £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 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 £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 £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% 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 £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 0.0% 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 £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 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 £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 £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% £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 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% Weighted base: 0 0 0 0 0 0 0 0 0 0 0 0 Sample: 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]

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)

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		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

weighted:					101	11a	rgesi	1 10		g							August	2021
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	e 8
Choice of shop	os for furnitu	ıre, flo	or cove	rings	and lar	ge ho	useholo	l elect	rical ite	ms								
Very good Good	2.2% 12.1%	22 121	1.3% 9.4%	3 22	3.5% 9.6%	5 13	0.4% 14.4%	1 25	1.1% 14.0%	1 12	4.2% 14.2%	4 12	6.5% 14.4%	5 11	2.1% 14.2%	3 23	1.3% 7.1%	1 4
Adequate Poor	22.1% 27.9%	222 280		51 82	16.9% 19.5%	24 27	28.7% 25.2%	50 44	18.0% 37.1%	15 31	21.1% 23.7%	18 20	18.6% 24.5%	14 18	22.7% 29.5%	37 48	28.2% 20.6%	14 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) Never visit	8.1% 5.3%	81 53	5.6% 1.2%	13 3	8.1% 5.1%	11 7	11.7% 6.8%	20 12	4.6% 2.5%	4 2	4.4% 7.6%	4	10.9% 13.1%	8 10	10.6% 4.2%	17 7	7.1% 12.4%	3
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																	
Very good	27.5%	276		68	40.5%	56		49	31.0%	26		27	22.3%		14.4%	23	18.5%	9
Good Adequate	41.4% 14.0%	415 140	42.2% 12.9%	100 31	25.7% 14.4%	36 20	42.5% 11.4%	74 20	46.3% 8.1%	38 7	34.4% 17.8%	29 15	46.3% 15.9%	34 12		88 23	33.0% 25.7%	16 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 (Don't know)	2.5% 6.1%	25 61	3.3% 6.2%	8 15	5.7% 4.6%	8 6	0.4% 10.6%	1 19	0.0% 10.7%	0 9	1.3% 2.0%	1 2	0.0% 2.3%	0 2	3.0% 5.5%	5 9	5.6% 1.3%	3
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 1003		237 201		139 150		175 150		82 100		84 100		73 101		162 151		49 50
Sample:	n to nork	1003		201		130		130		100		100		101		131		50
Easy and chea			10.00	2.5	40.50	25	10	2.4	10.50	10	20.404		45.004		12.004	4.0	4.7.004	_
Very good Good	14.3% 30.7%	144 308		26 58	19.5% 26.5%	27 37	13.6% 39.6%	24 69	12.5% 30.8%	10 25	20.1% 33.0%	17 28	17.8% 27.9%	13 20	12.0% 36.6%	19 59	15.0% 22.6%	7 11
Adequate	21.3%	214		61		31	15.5%	27	28.0%	23		16	21.7%	16		27	28.2%	14
Poor Very poor	13.8% 6.4%	139 64	21.3% 8.5%	51 20	11.4% 8.9%	16 12	12.0% 2.8%	21 5	8.7% 2.4%	7 2	11.9% 4.1%	10 3	9.4% 4.8%	7 4	14.7% 6.9%	24 11	6.9% 13.7%	3 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 Mean:	5.5%	55 3.38	2.5%	6 3.09	5.1%	7 3.41	5.4%	9 3.59	3.8%	3.51	6.9%	6 3.61	13.1%	3.55	4.7%	8 3.37	12.4%	6 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	transp	ort															
Very good			20.2%		15.5%	22			22.0%		11.1%	9			16.3%	26	8.8%	4
Good Adequate	26.8% 9.2%	269 92	29.9% 3.2%	71 8	12.2% 10.2%	17 14	28.0% 8.9%	49 15	36.7% 9.9%	30 8	15.4% 8.4%	13 7	37.7% 11.7%	28 9	31.3% 10.0%	51 16	20.2% 30.4%	10 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 (Don't know)	7.0% 24.0%	70 240	6.1% 29.2%	15 69	10.3% 31.4%	14 44	3.0% 22.3%	5 39	5.2% 17.5%	4 14	24.9% 19.2%	21 16	3.7% 10.0%	3 7	4.3% 28.6%	7 46	2.6% 7.8%	1 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		8
Mean:		3.59		3.80		3.15		3.87		3.81		2.64		3.88		3.75		3.26
Weighted base: Sample:		1003 1003		237 201		139 150		175 150		82 100		84 100		73 101		162 151		49 50
As a pleasant a	and attractiv		a to vis			100		100		100		100		101		101		
•		•			12.00/	10	2.00/	7	F (0)	_	2.00/	2	C 10/	4	12.00/	21	£ 90/	2
Very good Good	9.0% 29.6%	297	12.5% 30.2%		12.9% 21.9%	18 31	3.9% 36.3%	7 63	5.6% 35.9%	5 30	3.9% 19.9%	3 17	6.1% 37.5%	28	13.0% 26.8%	21 43	5.8% 27.5%	3 14
Adequate	27.4%	274			25.3%	35	27.4%	48	26.0%	21		26	32.4%	24		51	27.3%	13
Poor Very poor	17.9% 8.7%	179 87	22.9% 7.5%		21.1% 10.1%	29 14	13.2% 10.0%	23 18	23.8% 4.8%	20 4		21 11	6.9% 4.0%	5	12.4% 8.7%	20 14	12.6% 11.8%	6 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 10	5.5%	8	5.4%	9	2.5%	2	6.9%	6	13.1%	10	3.5%	6	11.1%	5
Mean:		3.14 1003		3.18		3.07		3.12		3.14 82		2.75 84		3.40		3.25		3.04
Weighted base: Sample:		1003		237 201		139 150		175 150		100		100		73 101		162 151		49 50

Weighted:				_	for	Ha	rgest	Pla	nnir	ı yayı							August	2021
	Tota	al	Zone	1	Zone		Zone		Zone		Zone	5	Zone	6	Zone	e 7	Zone	
As a good plac	e to combin	e sho _l	oping w	ith oth	ner leis	ure ac	tivities	(e.g. v	risit frie	nds, t	he cine	ma eto	;)					
Very good Good Adequate Poor Very poor	5.2% 23.7% 26.2% 19.0% 10.0%	53 238 263 191 100	18.0% 12.6%	82 43 30	25.9% 12.7%	8 18 40 36 18	3.6% 25.8% 22.4% 21.1% 5.1%	6 45 39 37 9	10.1%	2 23 23 16 8	3.9% 17.4% 21.0% 29.8% 15.3%	3 15 18 25 13	8.7% 27.2% 25.5% 8.0% 3.4%	6 3	9.2% 30.5% 21.0% 12.0% 8.0%	15 49 34 20 13	13.7%	1 12 9 9
(Don't know) Never visit	9.6% 6.3%	96 63	4.5% 2.8%	11 7	8.9% 5.1%	12 7	14.5% 7.7%	25 13	10.5% 2.5%	9 2	4.4% 8.2%	4 7	11.9% 15.3%	9	14.0% 5.3%	23	7.8% 14.9%	
Mean: Weighted base:		2.94 1003		2.88		2.69 139		3.02 175		2.92		2.60		73		3.26 162		2.80
Sample: As a good place	e to combin	1003 e sho i	opina w	201 with oth	ner pers	150 sonal l	busines	150 ss (e.a	. visit tl	100 he ban	nk/build	100 ina sa	ciety)	101		151		51
- ,		•			-			•				•	• /	1.1	6.00/	1.1	2.60/	
Very good Good Adequate Poor Very poor (Don't know) Never visit	7.4% 33.0% 29.0% 11.6% 4.7% 8.1% 6.1%	75 331 291 117 47 81 61	5.5% 37.4% 32.8% 12.3% 3.9% 5.6% 2.5%	89 78 29 9 13 6	12.7% 26.0% 27.0% 14.3% 7.8% 7.1% 5.1%	18 36 38 20 11 10 7	5.0% 30.7% 31.2% 9.3% 3.5% 10.9% 9.3%	9 54 55 16 6 19 16	6.1% 41.8% 30.7% 7.0% 4.8% 7.1% 2.5%	5 34 25 6 4 6 2	7.7% 24.7% 32.2% 19.4% 7.1% 2.0% 6.9%	21 27 16 6 2 6	14.5% 29.7% 24.6% 1.2% 4.0% 12.9% 13.1%	11 22 18 1 3 9	21.9% 12.1% 4.2%	11 61 35 20 7 18 9	3.6% 26.9% 30.2% 18.0% 3.2% 7.1% 11.1%	1.
Mean: Weighted base:		3.31 1003		3.31 237		3.25 139		3.31 175		3.42 82		3.07 84		3.67 73		3.37 162		3.12 49
Sample:		1003		201		150		150		100		100		101		151		50
Those living in po Choice of shop Very good					0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.3%	
Good Adequate Poor Very poor (Don't know) Never visit	7.1% 15.5% 34.3% 26.2% 6.1% 9.8%	15 33 72 55 13 21	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	6.5% 14.9% 37.8% 31.2% 5.4% 3.3%	11 24 61	8.7%	9 11 5 2
Mean: Weighted base: Sample:		2.07 211 201		0.00		0.00		0.00		0.00		0.00		0.00		1.99 162 151		2.48 49 50
Choice of shop	s for other µ		nal good		CDs.		, glass,		lery etc			O		O		131		50
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 Adequate Poor Very poor (Don't know) Never visit Mean:	11.1% 28.4% 21.1% 17.9% 9.3% 10.1%	24 60 45 38 20 21 2.48	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	11.5% 32.8% 22.8%	19 53 37 34 10 6 2.45	10.0% 13.9% 15.7% 7.5% 19.5% 31.2%	5 7 8 4 10 15 2.67
Weighted base: Sample:		211 201		0 0		0 0		0 0		0 0		0 0		0		162 151		49 50
Choice of shop	s for furnitu	re, flo	or cove	rings	and lar	ge hou	useholo	l elect	rical ite	ems								
Very good Good Adequate Poor Very poor (Don't know) Never visit	3.0% 10.8% 24.9% 20.3% 21.6% 9.3% 10.1%	6 23 53 43 46 20 21	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	1.2% 12.5% 25.9% 23.5% 26.2% 7.0% 3.7%	2 20 42 38 42 11 6	8.7% 5.2% 21.9% 9.7% 6.6% 16.8% 31.2%	3 11 5 3 8 15
Mean: Weighted base:		2.42 211		0.00		0.00		0.00		0.00		0.00		0.00		2.32 162		3.00 49
Sample:		201		0		0		0		0		0		0		151		50

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Weighted:

Weighted:					101	па	rgesi	. Pla	.1111111	ıg							August	2021
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8 :
Easy to travel	to by car																	
Very good	27.7%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		32.0%	52	13.9%	7
Good Adequate	36.9% 11.2%	78 24	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	36.0% 12.5%	58 20	39.9% 6.9%	20
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) Never visit	8.4% 9.8%	18 21	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	10.1%	16 5	2.6% 31.2%	1 15
Mean:	2.070	4.04	0.070	0.00	0.070	0.00	0.070	0.00	0.070	0.00	0.070	0.00	0.070	0.00	0.070	4.07	01.270	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 chea	p to park																	
Very good	36.1%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		67	18.1%	9
Good	30.9% 9.5%	65 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%	0	29.7% 9.7%	48 16	35.1% 8.8%	17 4
Adequate 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) Never visit	7.7% 9.8%	16 21	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	9.2% 3.3%	15 5	2.6% 31.2%	1 15
Mean:	9.6%	4.15	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	3.370	4.19	31.270	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	transp	ort															
Very good	22.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		43	10.0%	5
Good Adequate	24.4% 9.3%	52 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%	0	26.0% 9.6%	42 16	19.3% 8.5%	10 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) Never visit	25.6% 9.8%	54 21	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	27.4% 3.3%	44 5	19.7% 31.2%	10 15
Mean:	2.070	3.92	0.070	0.00	0.070	0.00	0.070	0.00	0.070	0.00	0.070	0.00	0.070	0.00	0.070	4.00	01.270	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	e place	e to vis	it														
Very good	14.6%		0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		16.0%		10.3%	5
Good Adequate	29.0% 23.2%	61 49	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	32.6% 24.9%	53 40	17.0% 17.6%	8 9
Poor	13.3%	28	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) Never visit	5.3% 9.8%	11 21	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	5.4% 3.3%	9 5	4.8% 31.2%	2 15
Mean:	9.670	3.42	0.070	0.00	0.070	0.00	0.070	0.00	0.070	0.00	0.070	0.00	0.070	0.00	3.370	3.46	31.270	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 plac	ce to combine	e shop	ping w	ith oth	er leisi	ure act	ivities	(e.g. v	isit frie	nds, tł	he cine	ma etc)					
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 Adequate	22.6% 19.6%	48 41	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	25.1% 22.8%	41 37	14.6% 9.2%	7 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		28	3.9%	2
(Don't know) Never visit	10.4% 10.1%	22 21	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	7.8% 3.7%	13 6	18.9% 31.2%	9 15
Mean:	10.170	2.91	2.073	0.00	2.075	0.00	2.075	0.00	2.070	0.00	2.070	0.00	2.075	0.00	2.7.70	2.89		3.04
Weighted base:		211		0.00		0.00		0		0.00		0.00		0.00		162		49
Sample:		201		0		0		0		0		0		0		151		50

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Dy Zone [D]				_	11010	·	Cube			· · · · · ·							ı aş	C 132
Weighted:					for	Ha	rgest	t Pla	nnir	ıg							August	2021
	Tota	al	Zone	e 1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	e 7	Zone	2 8
As a good plac	e to combin	e shop	pping w	ith oth	er pers	sonal l	busines	ss (e.g.	visit tl	he ban	k/build	ing so	ciety)					
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%	
Good	26.0%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		48	13.0%	
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%	
Poor Very poor	21.5% 12.3%	45 26	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4% 13.9%	35 22	21.8% 7.1%	1
Very poor (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		
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: Sample:		211 201		0		0		0		0		0		0		162 151		49 50
Meanscore: [Vo	ery good = 5	, Quite	good =	= 4, Ne	ither g	ood n	or poor	= 3, Q	uite po	or = 2,	Very p	oor =	1]					
Q52 Now thinking a Those living in po						shop	. How	would	you ra	te For	res Tov	vn Cer	ntre on	the fo	llowing	areas	? [PR]	
Choice of shop																		
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%	(
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%	(
Adequate	7.1%	12	0.0%	Ö	0.0%	0	7.1%	12	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%	(
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%	(
(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%	(
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%	(
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		(
Sample:		150		0		0		150		0		0		0		0		(
Choice of shop	os for other p	oerson	al good	ds (e.g	., CDs,	china	, glass,	jewell	ery etc)								
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%	(
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%	(
Poor Very poor	34.6% 24.3%	60 43	0.0%	0	0.0%	0	34.6% 24.3%	60 43	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	(
Very poor (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%	(
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%	(
	1.070		0.070		0.070		1.070		0.070		0.070		0.070		0.070		0.070	
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		C
Choice of shop		,		•	•													
Very good Good	0.4% 3.7%	1 7	0.0% 0.0%	0	0.0%	0	0.4% 3.7%	1 7	0.0% 0.0%	0	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%	(
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%	(
Very poor	30.8%	54	0.0%	0	0.0%	0	30.8%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
(Don't know)	4.7%	8	0.0%	0	0.0%	0	4.7%	8	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%	(
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		(
Sample:		150		0		0		150		0		0		0		0		(
Easy to travel	to by car																	
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%	(
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%	(
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%	(
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%	(
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%	(
(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%	(
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%	(
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		(
Sample:		150		0		0		150		0		0		0		0		0
-																		

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Moray Household Survey for Hargest Planning

weighted:					101	11a	rgesi	ııa		S							August	2021
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	e 6	Zone	e 7	Zone	e 8
Easy and chea	p to park																	
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 Adequate	35.2% 5.3%	62 9	0.0%	0	0.0%	0	35.2% 5.3%	62 9	0.0% 0.0%	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) Never visit	12.8% 4.6%	22 8	0.0%	0	0.0%	0	12.8% 4.6%	22 8	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	11070	4.39	0.070	0.00	0.070	0.00		4.39	0.070	0.00	0.070	0.00	0.070	0.00	0.070	0.00	0.070	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 t	ransp	ort															
Very good	23.3%	41	0.0%	0	0.0%	0		41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	26.2% 5.8%	46 10	0.0% 0.0%	0	0.0%	0	26.2% 5.8%	46 10	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0
Adequate 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 Mean:	4.6%	8 3.84	0.0%	0.00	0.0%	0.00	4.6%	8 3.84	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00
Weighted base:		175		0.00		0.00		175		0.00		0.00		0.00		0.00		0.00
Sample:		150		0		0		150		0		0		0		0		0
As a pleasant a	and attractive	e place	e to vis	it														
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% 4.9%	71 9	0.0%	0	0.0%	0	40.5% 4.9%	71 9	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate 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) Never visit	3.5% 4.6%	6 8	0.0%	0	0.0%	0	3.5% 4.6%	6 8	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	4.070	4.36	0.070	0.00	0.070	0.00	4.070	4.36	0.070	0.00	0.070	0.00	0.070	0.00	0.070	0.00	0.070	0.00
Weighted base:		175		0.00		0.00		175		0.00		0.00		0.00		0.00		0.00
Sample:		150		0		0		150		0		0		0		0		0
As a good plac	ce to combine	e shop	ping w	ith oth	er leis	ure ac	tivities	(e.g. v	isit frie	nds, tł	ne cine	ma etc	:)					
Very good	8.7%		0.0%		0.0%		8.7%			0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good Adequate	31.2% 21.8%	55 38	0.0% 0.0%	0	0.0%	0	31.2% 21.8%	55 38	0.0% 0.0%	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) Never visit	6.0% 4.6%	10 8	0.0%	0	0.0%	0	6.0% 4.6%	10 8	0.0% 0.0%	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 plac	ce to combine	e shop	ping w	ith oth	er pers	sonal	busines	ss (e.g.	visit th	ne ban	k/build	ing so	ciety)					
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 Adequate	26.5% 21.5%	46 38	0.0% 0.0%	0	0.0%	0	26.5% 21.5%	46 38	0.0% 0.0%	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) Never visit	5.2% 4.6%	9 8	0.0%	0	0.0%	0	5.2% 4.6%	9 8	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0
Mean:	1.070	2.86	3.370	0.00	3.370	0.00		2.86	3.070	0.00	3.070	0.00	3.370	0.00	3.370	0.00	3.370	0.00
Weighted base:		175		0.00		0.00		175		0.00		0.00		0.00		0.00		0.00
Sample:		150		0		0		150		0		0		0		0		0

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

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

				9000	.,			. рос.	_ 0,		:	, , ,	-						
Q53	Now thinking about Those living in postcod									ou rate	Keith	n Town	Centre	e on the	follov	ving ar	eas? [PR]	
	Choice of shops for	clothin	g and	footwe	ar														
Very Good Adeq Poor Very (Don' Never	uate poor t know)	2.5% 4.3% 11.2% 20.2% 20.1% 6.8% 35.0%	5 9 23 42 42 14 72	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	3.8% 3.1% 10.0% 9.8% 12.0% 10.8% 50.6%	3 8 8 10 9 43	1.8% 4.5% 16.5% 38.0% 33.7% 3.0% 2.5%	1 3 12 28 25 2 2	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	1.3% 6.2% 5.2% 11.4% 13.9% 5.6% 56.4%	1 3 3 6 7 3 28
Mean	:		2.12		0.00		0.00		0.00		0.00		2.40		1.97		0.00		2.20
Weig Samp	hted base: le:		207 251		0		0		0		0		84 100		73 101		0		49 50
	Choice of shops for	other p	erson	al good	ls (e.g.	, CDs,	china,	glass,	jewelle	ery etc))								
Never Mean	uate poor t know) · visit	2.8% 7.9% 14.2% 16.7% 14.7% 8.7% 35.0%	6 16 29 35 30 18 72 2.42	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.7% 4.6% 10.8% 9.0% 9.9% 14.4% 50.6%	1 4 9 8 8 12 43 2.34	4.0% 9.7% 21.2% 32.1% 26.2% 4.3% 2.5%	3 7 16 24 19 3 2 2.28	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	4.5% 11.1% 9.7% 6.9% 5.8% 5.6% 56.4%	2 5 5 3 3 3 28 3.04 49
Samp			251		0		0		0		0		100		101		0		50
	Choice of shops for	furnitu	re, floc	or cove	rings a	and lar	ge hou	sehold	electr	ical ite	ms								
Never Mean	uate poor t know) v visit thted base:	5.6% 18.5% 19.2% 6.9% 7.4% 7.4% 35.0%	12 38 40 14 15 15 72 3.14 207 251	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	1.3% 13.6% 12.5% 3.8% 6.2% 11.9% 50.6%	1 12 11 3 5 10 43 3.00 84 100	12.7% 26.9% 26.8% 12.8% 13.8% 4.4% 2.5%	9 20 20 9 10 3 2 3.13 73 101	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	2.6% 14.2% 19.4% 3.6% 0.0% 3.9% 56.4%	1 7 10 2 0 2 28 3.40 49 50
•	Easy to travel to by	car																	
Neve	uate poor t know) · visit	29.5% 22.0% 6.2% 0.0% 1.4% 6.0% 35.0%	61 46 13 0 3 12 72	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	12.1% 22.8% 6.9% 0.0% 2.2% 5.4% 50.6%	19 6 0 2 5 43	57.9% 24.7% 6.5% 0.0% 1.5% 6.9% 2.5%	42 18 5 0 1 5 2	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	16.9% 16.6% 4.5% 0.0% 0.0% 5.6% 56.4%	8 8 2 0 0 3 28
Mean	: hted base:		4.32 207		0.00		0.00		0.00		0.00		3.97 84		4.52 73		0.00		4.33 49
Samp	le:		251		0		0		0		0		100		101		0		50
	Easy and cheap to p																		
Never Mean	uate poor t know) : visit :	27.0% 20.1% 7.8% 3.1% 0.8% 6.3% 35.0%	56 42 16 6 2 13 72 4.18	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	17.4% 16.7% 5.8% 1.3% 1.5% 6.7% 50.6%	15 14 5 1 1 6 43 4.10	43.8% 27.8% 13.5% 5.4% 0.6% 6.3% 2.5%	32 20 10 4 0 5 2	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	18.3% 14.5% 2.6% 2.6% 0.0% 5.6% 56.4%	9 7 1 1 0 3 28 4.28
Weig Samp	hted base: le:		207 251		0		0		0		0		84 100		73 101		0		49 50

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Moray Household Survey for Hargest Planning

weighteu.					101	HIU	Scot	, I 14		8							August	2021
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Easy to travel	to by public t	transp	ort															
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	e place	e to vis	it														
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: Sample:		207 251		0		0		0		0		84 100		73 101		0		49 50
As a good plac	ce to combin	e shop	ping w	ith oth	er leisi	ure act	ivities	(e.g. v	isit frie	nds, ti	he cine	ma etc	;)					
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: Sample:		207 251		0		0		0		0		84 100		73 101		0		49 50
As a good plac	ce to combin	e shop	ping w	ith oth	er pers	sonal b	usines	s (e.g.	visit tl	ne ban	k/build	ing so	ciety)					
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

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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	shons for	clothina	and footwear
Onoice or s	siiops ioi	ciouinig	ana rootwear

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 n	orson	al good	ls (o o	CDs	china	alacc	iowali	lory otal	,								

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

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

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

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

Weighted:					for	Ha	rgest	t Pla	nnin	ıg							August	2021
	Tota	al	Zone	e 1	Zone	2	Zone	2 3	Zone	4	Zone	2.5	Zone	e 6	Zone	e 7	Zone	e 8
Easy and chea	ap 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		25	0.0%	0	31.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate Poor	7.6% 3.8%	24 12	6.9% 2.0%	6 2	6.8% 4.3%	9 6	0.0%	0	9.8% 4.9%	8 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: Sample:		312 318		90 68		139 150		0 0		82 100		0		0		0 0		0
Easy to travel	to by public	transp	oort															
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		29	0.0%	0	6.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know) Never visit	17.8% 33.5%	55 104	15.4% 50.6%	14 45	15.2% 41.0%	21 57	0.0% 0.0%	0	24.6% 2.1%	20 2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0
	33.370		30.070		41.070		0.070		2.1 /0		0.070		0.070		0.070		0.070	
Mean:		3.09		3.69		2.10		0.00		3.80		0.00		0.00		0.00		0.00
Weighted base: Sample:		312 318		90 68		139 150		0		82 100		0		0		0		0
As a pleasant	and attractive	e plac	e to vis	it														
Very good	27.3%	85			20.8%	29	0.0%	0	43.3%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Good	25.9%	81		17		32	0.0%	0	38.3%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adequate Poor	8.3% 1.5%	26 5	5.2% 0.0%	5 0	10.0% 1.8%	14 2	0.0%	0	8.9% 2.7%	7 2	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0
Very poor	1.4%	4		1	0.7%	1	0.0%	0	3.3%	3	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%	C
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		Ö
As a good pla	ce to combin	e sho _l	pping w	ith oti	her leis	ure act	tivities	(e.g. v	risit frie	nds, tl	ne cine	ma 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 Adequate	15.6% 17.5%	48 55	8.4% 8.3%	8 7	12.8% 20.7%	18 29	0.0% 0.0%	0	27.9% 22.1%	23 18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	17.5%	43		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%	Ö
(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%	(
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%	C
Mean:		2.86 312		2.81 90		2.87 139		0.00		2.87 82		0.00		0.00		0.00		0.00
Weighted base: Sample:		318		68		150		0		100		0		0		0		0
As a good pla	ce to combin	e sho	pping w	ith ot	her pers	sonal b	ousines	ss (e.g	. visit tl	he ban	k/build	ing so	ciety)					
Very good	1.0%	3		2		1	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		10	0.0%	0	0.0%	0	0.0%	0	0.0%	
Adequate Poor	10.2% 18.1%	32 56		6 16	10.3% 14.6%	14 20	0.0%	0	13.9% 24.3%	11 20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	24.2%	75		16 9	21.6%	30	0.0%	0	24.5% 44.0%	36	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%	(
Never visit	33.7%	105	51.4%	46		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		C
Sample:		318		68		150		0		100		0		0		0		0
*																		

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		Total 5		Zono 1 Zono 2		Zone 3 Zone 4			Zone 5		Zone 6		Zono Z		Zono 9			
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Q55 Do you visit on a	regular ba	ısis, e	.g. once	or m	ore per	year,	OTHER	cities	for sho	pping	g trips?							
Yes No	61.6% 38.4%	618 385	71.0% 29.0%	169 69	63.6% 36.4%	89 51	53.4% 46.6%	93 81	60.2% 39.8%	50 33	60.6% 39.4%	51 33	55.8% 44.2%	41 32	61.0% 39.0%	99 63	54.6% 45.4%	27 22
Weighted base: Sample:		1003 1003		237 201		139 150		175 150		82 100		84 100		73 101		162 151		49 50
Q56 So of the other c	-			-	you visit	the r	nost for	shop	ping?									
Aberdeen	34.3%		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%	(
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%	(
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%	(
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%	(
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%	(
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%	C
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%	(
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%	(
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%	(
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%	(
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%	(
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 Middleshrough	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	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 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%	0	0.0%	0
1 10 W Castic	0.070	U	0.070	U	0.070	U	0.070	U						0	0.0%		0.0%	0
		0	0.0%	Ω	0.0%	Ω	U U%	Ω	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
Sheffield 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	0.0%	
Sheffield Southend (Don't know) (Nowhere else)	0.0%																	0 0 0
Sheffield Southend (Don't know)	0.0% 0.0% 0.7%	0 4	0.0% 1.0%	0 2	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 2.2%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.4%	0 1	0.0% 0.0%	0 0 27
Sheffield Southend (Don't know) (Nowhere else) Weighted base:	0.0% 0.0% 0.7% 0.0%	0 4 0 618 560	0.0% 1.0% 0.0%	0 2 0 169 131	0.0% 0.0% 0.0%	0 0 0 89 90	0.0% 0.0% 0.0%	0 0 0 93 74	0.0% 2.2% 0.0%	0 1 0 50 55	0.0% 0.0%	0 0 0 51	0.0% 0.0%	0 0 0 41	0.0% 1.4%	0 1 0 99	0.0% 0.0%	0 0 27
Sheffield Southend (Don't know) (Nowhere else) Weighted base: Sample: Q57 Which city do yo Those that visit othe	0.0% 0.0% 0.7% 0.0% u visit securer cities for si 26.0%	0 4 0 618 560 cond m	0.0% 1.0% 0.0% ost ofte g trips at 34.4%	0 2 0 169 131 en for Q55 e	0.0% 0.0% 0.0% shoppin xcluding	0 0 0 89 90 eg? those.	0.0% 0.0% 0.0%	0 0 0 93 74 n't kno	0.0% 2.2% 0.0% w)' at Q2 26.8%	0 1 0 50 55 56	0.0% 0.0% 0.0%	0 0 0 51 53	0.0% 0.0% 0.0%	0 0 0 41 49	0.0% 1.4% 0.0% 21.3%	0 1 0 99 83	0.0% 0.0% 0.0%	0 0 27 25
Sheffield Southend (Don't know) (Nowhere else) Weighted base: Sample: Q57 Which city do yo Those that visit othe Aberdeen Dundee	0.0% 0.0% 0.7% 0.0% u visit securer cities for si 26.0% 1.1%	0 4 0 618 560 ond m	0.0% 1.0% 0.0% ost ofte g trips at 34.4% 0.0%	0 2 0 169 131 en for Q55 e	0.0% 0.0% 0.0% shoppin xcluding 30.5% 2.7%	0 0 0 89 90 eg? those .	0.0% 0.0% 0.0% 0.0%	0 0 0 93 74 n't kno	0.0% 2.2% 0.0% w)' at Q ² 26.8% 2.2%	0 1 0 50 55 56	0.0% 0.0% 0.0% 0.0%	0 0 0 51 53	0.0% 0.0% 0.0% 15.6% 7.4%	0 0 0 41 49	0.0% 1.4% 0.0% 21.3% 0.0%	0 1 0 99 83	0.0% 0.0% 0.0% 22.7% 0.0%	0 0 277 25
Sheffield Southend (Don't know) (Nowhere else) Weighted base: Sample: Q57 Which city do yo Those that visit other Aberdeen Dundee Edinburgh	0.0% 0.0% 0.7% 0.0% u visit secure cities for su 26.0% 1.1% 5.4%	0 4 0 618 560 cond m hoppin 6 33	0.0% 1.0% 0.0% 0.0st ofte g trips at 34.4% 0.0% 7.4%	0 2 0 169 131 In for <i>Q55 e</i> 57 0 12	0.0% 0.0% 0.0% shoppin xcluding 30.5% 2.7% 8.0%	0 0 0 89 90 eg? those.	0.0% 0.0% 0.0% 0.0%	0 0 93 74 n't kno 18 0 6	0.0% 2.2% 0.0% w)' at Q! 26.8% 2.2% 7.8%	0 1 0 50 55 56	0.0% 0.0% 0.0% 0.0% 22.7% 0.0% 2.5%	0 0 0 51 53 12 0 1	0.0% 0.0% 0.0% 15.6% 7.4% 2.1%	0 0 0 41 49 6 3 1	0.0% 1.4% 0.0% 21.3% 0.0% 2.0%	0 1 0 99 83 21 0 2	0.0% 0.0% 0.0% 0.0%	27 25 6 0
Sheffield Southend (Don't know) (Nowhere else) Weighted base: Sample: Q57 Which city do yo Those that visit othe Aberdeen Dundee Edinburgh Glasgow	0.0% 0.0% 0.7% 0.0% Solution visit sector cities for si 26.0% 1.1% 5.4% 7.0%	0 4 0 618 560 cond m hoppin 6 33 43	0.0% 1.0% 0.0% 0.0\$ ost ofte g trips at 34.4% 0.0% 7.4% 5.4%	0 2 0 169 131 en for Q55 e 57 0 12 9	0.0% 0.0% 0.0% shoppin xcluding 30.5% 2.7% 8.0% 5.7%	0 0 0 89 90 eg? those.	0.0% 0.0% 0.0% 0.0% said '(Do. 18.9% 0.0% 6.4% 8.8%	0 0 0 93 74 n't kno 18 0 6 8	0.0% 2.2% 0.0% w)' at Q2 26.8% 2.2% 7.8% 11.6%	0 1 0 50 55 56	0.0% 0.0% 0.0% 0.0% 22.7% 0.0% 2.5% 7.9%	0 0 0 51 53 12 0 1 4	0.0% 0.0% 0.0% 15.6% 7.4% 2.1% 10.0%	0 0 0 41 49 6 3 1 4	0.0% 1.4% 0.0% 21.3% 0.0% 2.0% 5.0%	0 1 0 99 83 21 0 2 5	0.0% 0.0% 0.0% 0.0% 22.7% 0.0% 0.0% 8.2%	27 25 6 0 0 2
Sheffield Southend (Don't know) (Nowhere else) Weighted base: Sample: Q57 Which city do yo Those that visit othe Aberdeen Dundee Edinburgh Glasgow Inverness	0.0% 0.0% 0.7% 0.0% SECUTION 26.0% 1.1% 5.4% 7.0% 20.8%	0 4 0 618 560 cond m hoppin 6 33 43 128	0.0% 1.0% 0.0% 0.0% ost ofte g trips at 34.4% 0.0% 7.4% 5.4% 17.1%	0 2 0 169 131 en for Q55 e 57 0 12 9	0.0% 0.0% 0.0% shoppin xcluding 30.5% 2.7% 8.0% 5.7% 13.0%	0 0 0 89 90 eg? those.	0.0% 0.0% 0.0% 0.0% said '(Do. 18.9% 0.0% 6.4% 8.8% 18.7%	0 0 0 93 74 n't kno 18 0 6 8 17	0.0% 2.2% 0.0% w)' at Q! 26.8% 2.2% 7.8% 11.6% 11.2%	0 1 0 50 55 56 13 1 4 6 5	0.0% 0.0% 0.0% 0.0% 22.7% 0.0% 2.5% 7.9% 30.3%	0 0 0 51 53 12 0 1 4 15	0.0% 0.0% 0.0% 15.6% 7.4% 2.1% 10.0% 19.3%	0 0 0 41 49 6 3 1 4 8	0.0% 1.4% 0.0% 21.3% 0.0% 2.0% 5.0% 32.8%	0 1 0 99 83 21 0 2 5 32	0.0% 0.0% 0.0% 22.7% 0.0% 0.0% 8.2% 35.4%	6 0 0 27 25
Sheffield Southend (Don't know) (Nowhere else) Weighted base: Sample: Q57 Which city do yo Those that visit othe Aberdeen Dundee Edinburgh Glasgow Inverness Perth	0.0% 0.0% 0.7% 0.0% Solution visit sector cities for si 26.0% 1.1% 5.4% 7.0% 20.8% 0.1%	0 4 0 618 560 cond m hoppin 6 33 43 128	0.0% 1.0% 0.0% 0.0% ost ofte g trips at 34.4% 0.0% 7.4% 5.4% 17.1% 0.4%	0 2 0 169 131 en for Q55 e 57 0 12 9 29	0.0% 0.0% 0.0% shoppin xcluding 30.5% 2.7% 8.0% 5.7% 13.0% 0.0%	0 0 0 89 90 ag? those . 27 2 7 5 12 0	0.0% 0.0% 0.0% 0.0% 8aid '(Do. 18.9% 0.0% 6.4% 8.8% 18.7% 0.0%	0 0 0 93 74 n't kno 18 0 6 8 17 0	0.0% 2.2% 0.0% w)' at Q2 26.8% 2.2% 7.8% 11.6% 11.2% 0.0%	0 1 0 50 55 56 13 1 4 6 5 0	0.0% 0.0% 0.0% 0.0% 22.7% 0.0% 2.5% 7.9% 30.3% 0.0%	0 0 0 51 53 12 0 1 4 15 0	0.0% 0.0% 0.0% 15.6% 7.4% 2.1% 10.0% 19.3% 0.0%	0 0 0 41 49 6 3 1 4 8 0	0.0% 1.4% 0.0% 21.3% 0.0% 5.0% 32.8% 0.0%	0 1 0 99 83 21 0 2 5 32 0	0.0% 0.0% 0.0% 22.7% 0.0% 8.2% 35.4% 0.0%	27 25 6 0 0 2 10
Sheffield Southend (Don't know) (Nowhere else) Weighted base: Sample: Q57 Which city do yo Those that visit othe Aberdeen Dundee Edinburgh Glasgow Inverness Perth Stirling	0.0% 0.0% 0.7% 0.0% u visit second 26.0% 1.1% 5.4% 7.0% 20.8% 0.1%	0 4 0 618 560 cond m hoppin 6 33 43 128 1	0.0% 1.0% 0.0% 0.0% 0.0% 0.0% 34.4% 0.0% 7.4% 5.4% 17.1% 0.4% 0.0%	0 2 0 169 131 en for Q55 e 57 0 12 9 29 1 0	0.0% 0.0% 0.0% shoppin xcluding 30.5% 2.7% 8.0% 5.7% 13.0% 0.0%	0 0 0 89 90 19? those. 27 2 7 5 12 0	0.0% 0.0% 0.0% 8aid '(Do. 18.9% 0.0% 6.4% 8.8% 18.7% 0.0% 0.0%	0 0 93 74 n't kno 18 0 6 8 17 0	0.0% 2.2% 0.0% w)' at Q! 26.8% 2.2% 7.8% 11.6% 11.2% 0.0% 0.0%	0 1 0 50 55 56 13 1 4 6 5 0 0	0.0% 0.0% 0.0% 0.0% 22.7% 0.0% 2.5% 7.9% 30.3% 0.0% 0.0%	0 0 0 51 53 12 0 1 4 15 0 0	0.0% 0.0% 0.0% 15.6% 7.4% 2.1% 10.0% 19.3% 0.0% 2.6%	0 0 0 41 49 6 3 1 4 8 0 1	0.0% 1.4% 0.0% 21.3% 0.0% 2.0% 5.0% 32.8% 0.0% 0.0%	0 1 0 99 83 21 0 2 5 32 0 0	0.0% 0.0% 0.0% 22.7% 0.0% 0.0% 8.2% 35.4% 0.0% 0.0%	27 25 6 0 0 2 10 0
Sheffield Southend (Don't know) (Nowhere else) Weighted base: Sample: Q57 Which city do yo Those that visit othe Aberdeen Dundee Edinburgh Glasgow Inverness Perth Stirling Other	0.0% 0.0% 0.7% 0.0% SECUTION 26.0% 1.1% 5.4% 7.0% 20.8% 0.1% 0.2% 0.0%	0 4 0 618 560 cond m hoppin 6 33 43 128 1	0.0% 1.0% 0.0% 0.0% 0.0% 0.0% 7.4% 5.4% 17.1% 0.0% 0.0%	0 2 0 169 131 In for Q55 e 57 0 12 9 29 1 0	0.0% 0.0% 0.0% shoppin xcluding 30.5% 2.7% 8.0% 5.7% 13.0% 0.0% 0.0%	0 0 0 89 90 1g? those. 27 2 7 5 12 0 0	0.0% 0.0% 0.0% 18.9% 0.0% 6.4% 8.8% 18.7% 0.0% 0.0%	0 0 93 74 n't kno 18 0 6 8 17 0 0	0.0% 2.2% 0.0% w)' at Q! 26.8% 2.2% 7.8% 11.6% 11.2% 0.0% 0.0%	0 1 0 50 55 56 13 1 4 6 5 0 0	0.0% 0.0% 0.0% 0.0% 22.7% 0.0% 2.5% 7.9% 30.3% 0.0% 0.0%	0 0 0 51 53 12 0 1 4 15 0 0	0.0% 0.0% 0.0% 15.6% 7.4% 2.1% 10.0% 19.3% 0.0% 2.6% 0.0%	0 0 0 41 49 6 3 1 4 8 0 1 0	0.0% 1.4% 0.0% 21.3% 0.0% 2.0% 5.0% 32.8% 0.0% 0.0%	0 1 0 99 83 21 0 2 5 32 0 0	0.0% 0.0% 0.0% 22.7% 0.0% 0.0% 8.2% 35.4% 0.0% 0.0%	277 253
Sheffield Southend (Don't know) (Nowhere else) Weighted base: Sample: Q57 Which city do yo Those that visit othe Aberdeen Dundee Edinburgh Glasgow Inverness Perth Stirling Other Aviemore	0.0% 0.0% 0.7% 0.0% 0.0% 0.0% 26.0% 1.1% 7.0% 20.8% 0.1% 0.2% 0.0% 0.2%	0 4 0 618 560 ond m hoppin 6 6 33 43 128 1 1 0	0.0% 1.0% 0.0% 0.0% 0.0% 0.0% 1.0% 0.0% 0	0 2 0 169 131 In for Q55 e 57 0 12 9 29 1 0 0	0.0% 0.0% 0.0% 0.0% shoppin xcluding 30.5% 2.7% 8.0% 5.7% 13.0% 0.0% 0.0% 0.0%	0 0 0 89 90 eg? those . 27 2 7 5 12 0 0 0	0.0% 0.0% 0.0% 18.9% 0.0% 6.4% 8.8% 18.7% 0.0% 0.0% 0.0%	0 0 0 93 74 n't kno 18 0 6 8 17 0 0 0	0.0% 2.2% 0.0% w)' at Q! 26.8% 2.2% 7.8% 11.6% 11.2% 0.0% 0.0% 0.0%	0 1 0 50 55 56 13 1 4 6 5 0 0 0	0.0% 0.0% 0.0% 0.0% 22.7% 0.0% 2.5% 7.9% 30.3% 0.0% 0.0% 2.5%	0 0 0 51 53 12 0 1 4 15 0 0 0 1	0.0% 0.0% 0.0% 15.6% 7.4% 2.1% 10.0% 19.3% 0.0% 2.6% 0.0%	0 0 0 41 49 6 3 1 4 8 0 1 0 0	0.0% 1.4% 0.0% 21.3% 0.0% 2.0% 5.0% 32.8% 0.0% 0.0% 0.0%	0 1 0 99 83 21 0 2 5 32 0 0 0	0.0% 0.0% 0.0% 0.0% 22.7% 0.0% 0.0% 8.2% 35.4% 0.0% 0.0% 0.0%	277 255 660 600 600 600 600 600 600 600 600 6
Sheffield Southend (Don't know) (Nowhere else) Weighted base: Sample: Q57 Which city do yo Those that visit othe Aberdeen Dundee Edinburgh Glasgow Inverness Perth Stirling Other Aviemore Buckie	0.0% 0.0% 0.7% 0.0% 0.0% 0.0% 26.0% 1.1% 5.4% 7.0% 20.8% 0.1% 0.2% 0.0% 0.2% 0.0%	0 4 0 618 560 ond m hoppin 160 6 33 43 128 1 1 0	0.0% 1.0% 0.0% 0.0% 0.0% 34.4% 0.0% 7.4% 5.4% 17.1% 0.4% 0.0% 0.0% 0.0%	0 2 0 169 131 In for <i>Q55 e</i> 57 0 12 9 29 1 0 0 0	0.0% 0.0% 0.0% 0.0% shoppin xcluding 30.5% 2.7% 8.0% 5.7% 13.0% 0.0% 0.0% 0.0%	0 0 0 89 90 19? 27 2 7 5 12 0 0 0 0	0.0% 0.0% 0.0% 18.9% 0.0% 6.4% 0.0% 0.0% 0.0% 0.0%	0 0 0 93 74 n't kno 18 0 6 8 17 0 0 0 0	0.0% 2.2% 0.0% w)' at Q2 26.8% 2.2% 7.8% 11.6% 0.0% 0.0% 0.0% 0.0%	0 1 0 50 55 56 13 1 4 6 5 0 0 0 0	0.0% 0.0% 0.0% 0.0% 22.7% 0.0% 2.5% 7.9% 30.3% 0.0% 0.0% 0.0% 2.5% 0.0%	0 0 0 51 53 12 0 1 4 15 0 0 0 0 1 0	0.0% 0.0% 0.0% 15.6% 7.4% 2.1% 10.0% 19.3% 0.0% 0.0% 0.0%	0 0 0 41 49 6 3 1 4 8 0 0 0 0	0.0% 1.4% 0.0% 21.3% 0.0% 2.0% 5.0% 32.8% 0.0% 0.0% 0.0% 0.0%	0 1 0 99 83 21 0 2 5 32 0 0	0.0% 0.0% 0.0% 0.0% 22.7% 0.0% 0.0% 8.2% 35.4% 0.0% 0.0% 0.0% 0.0%	277 255 66 60 60 60 60 60 60 60 60 60 60 60 60
Sheffield Southend (Don't know) (Nowhere else) Weighted base: Sample: Q57 Which city do yo Those that visit other Aberdeen Dundee Edinburgh Glasgow Inverness Perth Stirling Other Aviemore Buckie Chester	0.0% 0.0% 0.7% 0.0% 0.0% 0.0% 26.0% 1.1% 5.4% 7.0% 20.8% 0.1% 0.2% 0.0% 0.0%	0 4 0 618 560 cond m hoppin 160 6 33 43 128 1 1 0 0	0.0% 1.0% 0.0% 0.0% 0.0% 34.4% 0.0% 7.4% 5.4% 0.0% 0.0% 0.0% 0.0% 0.0%	0 2 0 169 131 n for <i>Q55 e</i> 57 0 12 9 29 1 0 0 0	0.0% 0.0% 0.0% 0.0% shoppin xcluding 30.5% 2.7% 8.0% 5.7% 13.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 89 90 27 2 7 5 12 0 0 0 0	0.0% 0.0% 0.0% 0.0% 18.9% 0.0% 6.4% 8.8% 0.0% 0.0% 0.0% 0.0%	0 0 0 93 74 18 0 6 8 8 17 0 0 0 0	0.0% 2.2% 0.0% w)' at Q 26.8% 2.2% 7.8% 11.6% 0.0% 0.0% 0.0% 0.0%	0 1 0 50 55 56 13 1 4 6 5 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 22.7% 0.0% 2.5% 7.9% 30.3% 0.0% 0.0% 2.5% 0.0% 0.0%	0 0 0 51 53 12 0 1 4 15 0 0 0 0 0	0.0% 0.0% 0.0% 15.6% 7.4% 2.1% 10.0% 2.6% 0.0% 0.0% 0.0% 0.0%	0 0 0 41 49 6 3 1 4 8 8 0 0 0 0	0.0% 1.4% 0.0% 21.3% 0.0% 2.0% 5.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 1 0 999 83 21 0 2 5 32 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 22.7% 0.0% 0.0% 35.4% 0.0% 0.0% 0.0% 0.0% 0.0%	277 255 66 60 60 60 60 60 60 60 60 60 60 60 60
Sheffield Southend (Don't know) (Nowhere else) Weighted base: Sample: Q57 Which city do yo Those that visit other Aberdeen Dundee Edinburgh Glasgow Inverness Perth Stirling Other Aviemore Buckie Chester Dunstable	0.0% 0.0% 0.7% 0.0% 0.0% 0.0% 26.0% 1.1% 5.4% 7.0% 20.8% 0.1% 0.2% 0.0% 0.0% 0.0%	0 4 0 618 560 cond m hoppin 6 33 43 128 1 0 0 0 0	0.0% 1.0% 0.0% 0.0% 0.0% 34.4% 0.0% 7.4% 5.4% 17.1% 0.4% 0.0% 0.0% 0.0% 0.0%	0 2 0 169 131 In for <i>Q55 e</i> 57 0 12 9 29 1 0 0 0	0.0% 0.0% 0.0% 0.0% shoppin xcluding 30.5% 2.7% 8.0% 5.7% 13.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 89 90 19? 27 2 7 5 12 0 0 0 0	0.0% 0.0% 0.0% 0.0% 18.9% 0.0% 6.4% 8.8% 18.7% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 93 74 18 0 6 8 17 0 0 0 0 0	0.0% 2.2% 0.0% w)' at Q2 26.8% 2.2% 7.8% 11.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 1 0 50 55 56 13 1 4 6 5 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 22.7% 0.0% 2.5% 7.9% 30.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 51 53 12 0 1 4 15 0 0 0 0 1 1 0 0 0	0.0% 0.0% 0.0% 0.0% 15.6% 7.4% 2.1% 10.0% 19.3% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 41 49 6 3 1 4 8 8 0 0 0 0 0	0.0% 1.4% 0.0% 21.3% 0.0% 2.0% 5.0% 32.8% 0.0% 0.0% 0.0% 0.0% 0.0%	0 1 0 99 83 21 0 2 5 32 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 22.7% 0.0% 0.0% 8.2% 35.4% 0.0% 0.0% 0.0% 0.0% 0.0%	66 00 277 255
Sheffield Southend (Don't know) (Nowhere else) Weighted base: Sample: Q57 Which city do yo Those that visit other Aberdeen Dundee Edinburgh Glasgow Inverness Perth Stirling Other Aviemore Buckie Chester Dunstable Forres	0.0% 0.0% 0.7% 0.0% 0.0% 0.0% 26.0% 1.1% 5.4% 7.0% 20.8% 0.1% 0.2% 0.0% 0.0% 0.0% 0.0% 0.0%	0 4 0 618 560 cond m hoppin 160 6 33 43 128 1 1 0 0	0.0% 1.0% 0.0% 0.0% 0.0% 34.4% 0.0% 7.4% 5.4% 0.0% 0.0% 0.0% 0.0% 0.0%	0 2 0 169 131 n for <i>Q55 e e</i> 57 0 12 9 29 1 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% shoppin xcluding 30.5% 2.7% 8.0% 5.7% 13.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 89 90 27 2 7 5 12 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 18.9% 0.0% 6.4% 8.8% 0.0% 0.0% 0.0% 0.0%	0 0 0 93 74 n't kno 18 0 6 8 8 17 0 0 0 0	0.0% 2.2% 0.0% w)' at Q 26.8% 2.2% 7.8% 11.6% 0.0% 0.0% 0.0% 0.0%	0 1 0 50 55 56 13 1 4 6 5 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 22.7% 0.0% 2.5% 7.9% 30.3% 0.0% 0.0% 2.5% 0.0% 0.0%	0 0 0 51 53 12 0 1 4 15 0 0 0 0 0	0.0% 0.0% 0.0% 15.6% 7.4% 2.1% 10.0% 2.6% 0.0% 0.0% 0.0% 0.0%	0 0 0 41 49 6 3 1 4 8 8 0 0 0 0	0.0% 1.4% 0.0% 21.3% 0.0% 2.0% 5.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 1 0 999 83 21 0 2 5 32 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 22.7% 0.0% 0.0% 35.4% 0.0% 0.0% 0.0% 0.0% 0.0%	277 255 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
Sheffield Southend (Don't know) (Nowhere else) Weighted base: Sample: Q57 Which city do yo Those that visit othe Aberdeen Dundee Edinburgh Glasgow Inverness Perth Stirling Other Aviemore Buckie	0.0% 0.0% 0.7% 0.0% 0.0% 0.0% 26.0% 1.1% 5.4% 7.0% 20.8% 0.1% 0.2% 0.0% 0.0% 0.0%	0 4 0 618 560 cond m hoppin 6 33 43 128 1 1 0 0 0 0	0.0% 1.0% 0.0% 0.0% 0.0% 34.4% 0.0% 7.4% 5.4% 17.1% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0%	0 2 0 169 131 n for <i>Q55 e</i> 57 0 12 9 29 1 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% shoppin xcluding 30.5% 2.7% 8.0% 5.7% 13.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 89 90 27 2 7 5 12 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 18.9% 0.0% 6.4% 8.8% 18.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 93 74 18 0 6 8 17 0 0 0 0 0	0.0% 2.2% 0.0% w)' at Q2 26.8% 2.2% 7.8% 11.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 1 0 50 55 56 13 1 4 6 5 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 22.7% 0.0% 2.5% 7.9% 30.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 51 53 12 0 1 4 15 0 0 0 0 1 1 0 0 0	15.6% 7.4% 2.1% 10.0% 19.3% 0.0% 2.6% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 41 49 6 3 1 1 4 8 0 0 0 0 0 0	0.0% 1.4% 0.0% 21.3% 0.0% 2.0% 5.0% 32.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 1 0 99 83 21 0 2 5 32 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 8.2% 35.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	6 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
Sheffield Southend (Don't know) (Nowhere else) Weighted base: Sample: Q57 Which city do yo Those that visit other Aberdeen Dundee Edinburgh Glasgow Inverness Perth Stirling Other Aviemore Buckie Chester Dunstable Forres Grantown-on-Spey Inverurie	0.0% 0.0% 0.7% 0.0% 0.0% 0.0% 26.0% 1.1% 5.4% 7.0% 20.8% 0.1% 0.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 4 0 618 560 cond m hoppin 6 33 43 128 1 1 0 0 0 0 2	0.0% 1.0% 0.0% 0.0% 0.0% 34.4% 0.0% 5.4% 17.1% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 2 0 169 131 nn for Q55 e 57 0 12 9 29 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% shoppin xcluding 30.5% 2.7% 8.0% 5.7% 13.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 89 90 27 2 7 5 12 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 18.9% 0.0% 6.4% 8.8% 18.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 93 74 18 0 6 8 8 17 0 0 0 0 0 0	0.0% 2.2% 0.0% 2.6.8% 2.2% 7.8% 11.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 1 0 50 55 56 13 1 4 6 5 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 22.7% 0.0% 2.5% 7.9% 30.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 51 53 12 0 1 4 15 0 0 0 0 0 0	15.6% 7.4% 2.1% 10.0% 19.3% 0.0% 2.6% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 41 49 6 3 3 1 4 8 0 0 0 0 0 0 0	0.0% 1.4% 0.0% 21.3% 0.0% 2.0% 5.0% 32.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 1 0 99 83 21 0 2 5 32 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 8.2% 35.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	6 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
Sheffield Southend (Don't know) (Nowhere else) Weighted base: Sample: Q57 Which city do yo Those that visit other Aberdeen Dundee Edinburgh Glasgow Inverness Perth Stirling Other Aviemore Buckie Chester Dunstable Forres Grantown-on-Spey Inverurie Keith	0.0% 0.0% 0.7% 0.0% 0.0% 0.0% 26.0% 1.1% 5.4% 7.0% 20.8% 0.1% 0.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 4 0 618 560 ond m hoppin, 6 33 43 128 1 0 0 0 0 2 0	0.0% 1.0% 0.0% 0.0% 0.0% 34.4% 0.0% 5.4% 17.1% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0 2 0 169 131 n for Q55 e 57 0 12 9 29 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% shoppin xcluding 30.5% 2.7% 8.0% 5.7% 13.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 89 90 27 2 7 5 12 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 18.9% 0.0% 6.4% 8.8% 18.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 93 74 18 0 6 8 8 17 0 0 0 0 0 0	0.0% 2.2% 0.0% 2.2% 0.0% 26.8% 2.2% 7.8% 11.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0 1 0 50 55 56 13 1 4 6 5 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 2.5% 7.9% 30.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.	0 0 0 51 53 12 0 1 4 4 15 0 0 0 0 0 0	15.6% 7.4% 2.1% 10.0% 19.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0 0 0 41 49 6 6 3 1 4 8 0 0 0 0 0 0 0	0.0% 1.4% 0.0% 21.3% 0.0% 5.0% 32.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0 1 0 99 83 21 0 2 5 32 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 8.2% 35.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	27 25 66 60 60 60 60 60 60 60 60 60 60 60 60
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Sheffield Southend (Don't know) (Nowhere else) Weighted base: Sample: Q57 Which city do yo Those that visit other Aberdeen Dundee Edinburgh Glasgow Inverness Perth Stirling Other Aviemore Buckie Chester Dunstable Forres Grantown-on-Spey Inverurie Keith Leeds Livingston London Manchester Middlesbrough Newcastle Sheffield	0.0% 0.0% 0.7% 0.0% 0.7% 0.0% 0.0% 0.0%	0 4 0 618 560 560 560 160 6 33 43 128 1 1 0 0 0 0 0 0 1 2 0 0 1 0 0 1 0 0 1 0 0 0 0	0.0% 1.0% 0.0% 1.0% 0.0% 34.4% 0.0% 5.4% 17.1% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0 2 0 169 131 nn for Q55 e 57 0 12 9 29 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% shoppin xcluding 30.5% 2.7% 8.0% 5.7% 13.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 89 90 27 2 7 5 12 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 18.9% 0.0% 6.4% 8.8% 18.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0 0 0 93 74 18 0 6 8 8 17 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0	0.0% 2.2% 0.0% 2.2% 0.0% 26.8% 2.2% 7.8% 11.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0 1 0 50 55 55 66 13 1 4 6 5 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 2.5% 7.9% 30.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.	0 0 0 51 53 12 0 0 1 4 4 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% 15.6% 7.4% 2.1% 10.0% 19.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0 0 0 41 49 6 3 3 1 4 8 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 1.4% 0.0% 21.3% 0.0% 2.0% 5.0% 32.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0 1 0 999 83 21 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	(((((((((((((((((((
Sheffield Southend (Don't know) (Nowhere else) Weighted base: Sample: Q57 Which city do yo Those that visit other Aberdeen Dundee Edinburgh Glasgow Inverness Perth Stirling Other Aviemore Buckie Chester Dunstable Forres Grantown-on-Spey Inverurie Keith Leeds Livingston London Manchester Middlesbrough Newcastle Sheffield	0.0% 0.0% 0.7% 0.0% 0.7% 0.0% 0.0% 0.1% 0.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0 4 0 618 560 560 160 6 33 43 128 1 0 0 0 0 0 2 0 0 0 1 2 0 0 1 1 0 0 1 1 0 0 0 1 1 1 0 0 0 0	0.0% 1.0% 0.0% 1.0% 0.0% 34.4% 0.0% 7.4% 5.4% 17.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0 2 0 169 131 n for Q55 e 57 0 12 9 29 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% shoppin xcluding 30.5% 2.7% 8.0% 5.7% 13.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 89 90 27 2 7 5 12 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 18.9% 0.0% 6.4% 8.8% 18.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0 0 0 93 74 18 0 6 8 8 17 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 2.2% 0.0% 2.2% 0.0% 26.8% 2.2% 7.8% 11.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0 1 0 50 55 56 13 1 4 6 5 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 2.5% 7.9% 30.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.	0 0 0 51 53 12 0 0 1 4 4 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% 15.6% 7.4% 2.1% 10.0% 19.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0 0 0 41 49 6 3 1 4 8 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 1.4% 0.0% 21.3% 0.0% 2.0% 5.0% 32.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0 1 0 999 83 21 0 2 5 32 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 8.2% 35.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	27.255 66 00 60 00 60 60 00 60
Sheffield Southend (Don't know) (Nowhere else) Weighted base: Sample: Q57 Which city do yo Those that visit other Aberdeen Dundee Edinburgh Glasgow Inverness Perth Stirling Other Aviemore Buckie Chester Dunstable Forres Grantown-on-Spey Inverurie Keith Leeds Livingston London Manchester Middlesbrough Newcastle Sheffield Southend	0.0% 0.0% 0.7% 0.0% 0.7% 0.0% 0.0% 0.1% 0.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0 4 0 618 560 560 160 6 33 43 128 1 0 0 0 0 0 0 0 1 2 0 0 0 1 1 0 0 0 1 1 0 0 0 1 1 0 0 0 0	0.0% 1.0% 0.0% 1.0% 0.0% 34.4% 0.0% 5.4% 17.1% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0 2 0 169 131 n for Q55 e 57 0 12 9 29 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 30.5% 2.7% 8.0% 5.7% 13.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 89 90 27 7 5 12 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 18.9% 0.0% 6.4% 8.8% 18.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0 0 0 93 74 18 0 6 6 8 8 17 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 2.2% 0.0% 2.2% 0.0% 26.8% 2.2% 7.8% 11.6% 11.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0 1 0 50 55 56 13 1 4 6 5 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 2.5% 7.9% 30.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.	0 0 0 51 53 12 0 0 1 4 4 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% 15.6% 7.4% 2.1% 10.0% 19.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0 0 0 41 49 6 6 3 1 4 8 8 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 1.4% 0.0% 21.3% 0.0% 2.0% 5.0% 32.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0 1 0 999 83 21 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 8.2% 35.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0 0 0 277 255 6 6 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
Sheffield Southend (Don't know) (Nowhere else) Weighted base: Sample: Q57 Which city do yo Those that visit other Aberdeen Dundee Edinburgh Glasgow Inverness Perth Stirling Other Aviemore Buckie Chester Dunstable Forres Grantown-on-Spey	0.0% 0.0% 0.7% 0.0% 0.7% 0.0% 0.0% 0.1% 0.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0 4 0 618 560 560 160 6 33 43 128 1 0 0 0 0 0 2 0 0 0 1 2 0 0 1 1 0 0 1 1 0 0 0 1 1 1 0 0 0 0	0.0% 1.0% 0.0% 1.0% 0.0% 34.4% 0.0% 5.4% 17.1% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0 2 0 169 131 n for Q55 e 57 0 12 9 29 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% shoppin xcluding 30.5% 2.7% 8.0% 5.7% 13.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 89 90 27 7 5 12 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 18.9% 0.0% 6.4% 8.8% 18.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0 0 0 93 74 18 0 6 8 8 17 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 2.2% 0.0% 2.2% 0.0% 26.8% 2.2% 7.8% 11.6% 11.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0 1 0 50 55 56 13 1 4 6 5 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 2.5% 7.9% 30.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.	0 0 0 51 53 12 0 1 4 4 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% 15.6% 7.4% 2.1% 10.0% 19.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0 0 0 41 49 6 3 3 1 4 8 8 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 1.4% 0.0% 21.3% 0.0% 5.0% 5.0% 32.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0 1 0 999 83 21 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 8.2% 35.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0 0 0 277 255 66 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
Sheffield Southend (Don't know) (Nowhere else) Weighted base: Sample: Q57 Which city do yo Those that visit other Aberdeen Dundee Edinburgh Glasgow Inverness Perth Stirling Other Aviemore Buckie Chester Dunstable Forres Grantown-on-Spey Inverurie Keith Leeds Livingston London Manchester Middlesbrough Newcastle Sheffield Southend (Don't know)	0.0% 0.0% 0.7% 0.0% 0.7% 0.0% 0.0% 0.1% 0.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0 4 0 618 560 560 160 6 33 43 128 1 0 0 0 0 0 0 0 1 2 0 0 0 1 1 0 0 0 1 1 0 0 0 1 1 0 0 0 0	0.0% 1.0% 0.0% 1.0% 0.0% 34.4% 0.0% 5.4% 17.1% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0 2 0 169 131 n for Q55 e 57 0 12 9 29 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 30.5% 2.7% 8.0% 5.7% 13.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 89 90 27 7 5 12 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 18.9% 0.0% 6.4% 8.8% 18.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0 0 0 93 74 18 0 6 6 8 8 17 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 2.2% 0.0% 2.2% 0.0% 26.8% 2.2% 7.8% 11.6% 11.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0 1 0 50 55 56 13 1 4 6 5 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 2.5% 7.9% 30.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.	0 0 0 51 53 12 0 0 1 4 4 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% 15.6% 7.4% 2.1% 10.0% 19.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0 0 0 41 49 6 6 3 1 4 8 8 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 1.4% 0.0% 21.3% 0.0% 2.0% 5.0% 32.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0 1 0 999 83 21 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 8.2% 35.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0

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	Tota	ıl	Zone	1	Zone 2	!	Zone 3	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Q58 Which city do your Those that visit oth						hose	said '(Don	ı't kno	w)' at O5	6 or '(.	Don't kno	ow / va	uries)' or '	(Nowl	here else)	' at 0:	57	
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
· ·		201		110				<i>5</i> 1		20		2.4		22		C1		10
Weighted base:		381 331		110 81		55 52		51 39		30		34 32		23 27		61 51		18
Sample:		331		01		32		39		33		32		21		31		16
Q58X Which cities do Those that visit oth	•	•																
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: Sample:		618 560		169 131		89 90		93 74		50 55		51 53		41 49		99 83		27 25
Sample.		200		131		90		/4		55		55		サフ		03		23

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																		2021
	Tota	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Meanscore: [Numbe	er of time	es pei	week]															
Q59 How regularly do you Those that visit other c					•					•	•							
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%	(
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%	
3 - 4 times a week Twice a week	0.1% 0.1%	1 1	0.0% 0.4%	0	0.0% 0.0%	0	0.8% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	(
Once a week	0.1%	3	0.4%	1	0.0%	0	0.8%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	Ò
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%	
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%	
Monthly	12.2%	75		21	8.3%	7	25.3%	24	16.8%	8	5.0%	3	6.4%	3	8.3%	8	5.5%	
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%	
Three-four times a year Twice a year	26.2% 21.8%	161 134		39 40	24.9% 25.1%	22 22	16.4% 16.7%	15 16	31.3% 14.8%	15 7	26.9% 30.3%	14 15	31.3% 13.3%	13 5	34.7% 16.1%	34 16	30.9% 43.5%	1
Once a year	14.8%	91	13.0%		17.6%	16	10.7%	9	5.1%	2	28.4%	15	15.8%	6	18.0%	18	11.8%	1
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%	
(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%	
(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%	(
Mean:		0.10		0.10		0.07		0.17		0.15		0.06		0.11		0.08		0.0.
Weighted base:		614		167		89		93		49		51		41		97		2
Sample:		557		130		90		74		54		53		49		82		2:
000 What toward of many					:. /EIDO	T 01T	V 845817	IONE	D 4T 0	-a\a -	4D1							
Q60 What types of good Those that visit other c											VIKJ							
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%	
Clothing / shoes	81.5%	500	84.1%	140	75.4%	67	78.2%	73		43	77.7%	40	84.1%	34	83.6%	81	78.8%	2
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	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
cards)																		
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%	(
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%	
Furniture / soft furnishings / floor coverings	9.9%		10.2%		10.0%	9	8.5%		10.8%	5	8.6%		10.0%	4	9.1%		16.1%	•
Gifts Health / beauty / cosmetic /	18.6% 11.5%	114 70	18.6% 11.4%	31 19	14.0% 4.5%		17.9% 16.0%	17		10			26.8%	11	19.0%	19	10.7% 5.5%	:
					4.570	4	10.070	15	13.6%	7	3.6%	2	14.7%	6	16.8%	16	3.570	
chemist goods Household electrical goods (e.g. washing machines,	6.7%	41	7.4%	12	8.0%	7	3.6%	3	6.4%	3	3.6% 1.9%	1	14.7% 10.0%	4		16 7	13.0%	
Household electrical goods (e.g. washing machines, hoovers, lamps) Other electrical goods (e.g.	4.8%	41 30	7.4% 4.7%	12		4 7 1						1		5	16.8%			;
Household electrical goods (e.g. washing machines, hoovers, lamps)	4.8%				8.0%	7	3.6%	3	6.4%	3	1.9%	1	10.0%	4	16.8% 6.9%	7	13.0%	:
Household electrical goods (e.g. washing machines, hoovers, lamps) Other electrical goods (e.g. TV's, PC's, game consoles,	4.8%				8.0%	7	3.6%	3	6.4%	3	1.9%	1	10.0%	4	16.8% 6.9%	7	13.0%	
Household electrical goods (e.g. washing machines, hoovers, lamps) Other electrical goods (e.g. TV's, PC's, game consoles, cameras)	4.8%	30	4.7%	8	8.0%	7	3.6% 5.4%	3	6.4% 4.5%	3	1.9% 0.0%	0	10.0% 12.4%	5	16.8% 6.9% 7.7%	7	13.0%	
Household electrical goods (e.g. washing machines, hoovers, lamps) Other electrical goods (e.g. TV's, PC's, game consoles, cameras) Jewellery Media (e.g. DVD's, CD's,	4.8% 5.7%	30 35	4.7% 4.7%	8	8.0% 1.5% 2.6%	7 1 2	3.6% 5.4% 5.4%	3 5 5	6.4% 4.5% 4.5%	2	1.9% 0.0% 7.9%	1 0 4	10.0% 12.4% 3.5%	4 5	16.8% 6.9% 7.7% 9.9%	7 8 10	13.0% 2.4% 9.7%	
Household electrical goods (e.g. washing machines, hoovers, lamps) Other electrical goods (e.g. TV's, PC's, game consoles, cameras) Jewellery Media (e.g. DVD's, CD's, Vinyl) Mobile phones / tablets /	4.8% 5.7% 2.5%	30 35 15	4.7% 4.7% 2.0%	8 3	8.0% 1.5% 2.6% 2.9%	7 1 2 3	3.6% 5.4% 5.4% 3.6%	3 5 5 3	6.4% 4.5% 4.5% 2.2%	3 2 2 1	1.9% 0.0% 7.9% 0.0%	1 0 4 0	10.0% 12.4% 3.5% 2.5%	4 5 1	16.8% 6.9% 7.7% 9.9% 4.2%	7 8 10 4	13.0% 2.4% 9.7% 0.0%	:
Household electrical goods (e.g. washing machines, hoovers, lamps) Other electrical goods (e.g. TV's, PC's, game consoles, cameras) Jewellery Media (e.g. DVD's, CD's, Vinyl) Mobile phones / tablets / pads Musical instruments / accessories Pet food / products	4.8% 5.7% 2.5% 2.3% 2.5% 0.8%	30 35 15 14 15 5	4.7% 4.7% 2.0% 2.0% 1.0% 0.0%	8 8 3 3 2 0	8.0% 1.5% 2.6% 2.9% 1.5% 0.0%	7 1 2 3 1	3.6% 5.4% 5.4% 3.6% 3.6% 3.6%	3 5 5 3 3 3 2	6.4% 4.5% 4.5% 2.2% 2.2% 4.5% 0.0%	3 2 2 1 1 2 0	1.9% 0.0% 7.9% 0.0% 1.9% 0.0%	1 0 4 0 1 0	10.0% 12.4% 3.5% 2.5% 0.0% 2.5% 4.9%	4 5 1 1 0 1 2	16.8% 6.9% 7.7% 9.9% 4.2% 4.2% 7.0%	7 8 10 4 4 7	13.0% 2.4% 9.7% 0.0% 0.0% 0.0%	
Household electrical goods (e.g. washing machines, hoovers, lamps) Other electrical goods (e.g. TV's, PC's, game consoles, cameras) Jewellery Media (e.g. DVD's, CD's, Vinyl) Mobile phones / tablets / pads Musical instruments / accessories Pet food / products Sporting / leisure products	4.8% 5.7% 2.5% 2.3% 2.5% 0.8% 4.5%	30 35 15 14 15 5 28	4.7% 4.7% 2.0% 2.0% 1.0% 0.0% 3.3%	8 8 3 3 2 0 6	8.0% 1.5% 2.6% 2.9% 1.5% 0.0% 1.5%	7 1 2 3 1 0 0	3.6% 5.4% 5.4% 3.6% 3.6% 3.6% 1.8% 2.6%	3 5 5 3 3 3 2 2	6.4% 4.5% 4.5% 2.2% 2.2% 4.5% 0.0% 10.6%	3 2 2 1 1 2 0 5	1.9% 0.0% 7.9% 0.0% 1.9% 0.0% 0.0% 5.0%	1 0 4 0 1 0 0 3	10.0% 12.4% 3.5% 2.5% 0.0% 2.5% 4.9% 9.8%	4 5 1 1 0 1 2 4	16.8% 6.9% 7.7% 9.9% 4.2% 4.2% 7.0% 1.4% 7.1%	7 8 10 4 4 7	13.0% 2.4% 9.7% 0.0% 0.0% 0.0% 0.0%	
Household electrical goods (e.g. washing machines, hoovers, lamps) Other electrical goods (e.g. TV's, PC's, game consoles, cameras) Jewellery Media (e.g. DVD's, CD's, Vinyl) Mobile phones / tablets / pads Musical instruments / accessories Pet food / products	4.8% 5.7% 2.5% 2.3% 2.5% 0.8%	30 35 15 14 15 5	4.7% 4.7% 2.0% 2.0% 1.0% 0.0%	8 8 3 3 2 0	8.0% 1.5% 2.6% 2.9% 1.5% 0.0%	7 1 2 3 1 0	3.6% 5.4% 5.4% 3.6% 3.6% 3.6%	3 5 5 3 3 3 2	6.4% 4.5% 4.5% 2.2% 2.2% 4.5% 0.0%	3 2 2 1 1 2 0	1.9% 0.0% 7.9% 0.0% 1.9% 0.0%	1 0 4 0 1 0	10.0% 12.4% 3.5% 2.5% 0.0% 2.5% 4.9%	4 5 1 1 0 1 2	16.8% 6.9% 7.7% 9.9% 4.2% 4.2% 7.0%	7 8 10 4 4 7	13.0% 2.4% 9.7% 0.0% 0.0% 0.0%	
Household electrical goods (e.g. washing machines, hoovers, lamps) Other electrical goods (e.g. TV's, PC's, game consoles, cameras) Jewellery Media (e.g. DVD's, CD's, Vinyl) Mobile phones / tablets / pads Musical instruments / accessories Pet food / products Sporting / leisure products Sports goods (includes fishing & cycling items) Toys	4.8% 5.7% 2.5% 2.3% 2.5% 0.8% 4.5% 2.3% 4.0%	30 35 15 14 15 5 28 14 25	4.7% 4.7% 2.0% 2.0% 1.0% 0.0% 3.3% 2.0% 5.7%	8 8 3 2 0 6 3	8.0% 1.5% 2.6% 2.9% 1.5% 0.0% 1.5% 0.0% 2.6%	7 1 2 3 1 0 0 1 0 2	3.6% 5.4% 3.6% 3.6% 3.6% 1.8% 2.6% 4.0%	3 5 5 3 3 3 2 2 4	6.4% 4.5% 4.5% 2.2% 2.2% 4.5% 10.6% 8.4% 0.0%	3 2 2 1 1 2 0 5 4	1.9% 0.0% 7.9% 0.0% 1.9% 0.0% 5.0% 0.0% 3.6%	1 0 4 0 1 0 0 3 0	10.0% 12.4% 3.5% 2.5% 0.0% 2.5% 4.9% 9.8% 0.0% 2.5%	4 5 1 1 0 1 2 4 0	16.8% 6.9% 7.7% 9.9% 4.2% 4.2% 7.0% 1.4% 7.1% 2.8% 7.9%	7 8 10 4 4 7 1 7 3 8	13.0% 2.4% 9.7% 0.0% 0.0% 0.0% 0.0% 0.0% 2.4%	
Household electrical goods (e.g. washing machines, hoovers, lamps) Other electrical goods (e.g. TV's, PC's, game consoles, cameras) Jewellery Media (e.g. DVD's, CD's, Vinyl) Mobile phones / tablets / pads Musical instruments / accessories Pet food / products Sporting / leisure products Sports goods (includes fishing & cycling items) Toys Other	4.8% 5.7% 2.5% 2.3% 2.5% 0.8% 4.5% 2.3% 4.0% 0.0%	30 35 15 14 15 5 28 14 25 0	4.7% 4.7% 2.0% 2.0% 1.0% 0.0% 3.3% 2.0% 5.7% 0.0%	8 8 3 2 0 6 3 10 0	8.0% 1.5% 2.6% 2.9% 1.5% 0.0% 0.0% 1.5% 0.0% 2.6% 0.0%	7 1 2 3 1 0 0 1 0 2 0 2 0	3.6% 5.4% 3.6% 3.6% 3.6% 1.8% 2.6% 4.0%	3 5 5 3 3 3 2 2 4	6.4% 4.5% 4.5% 2.2% 2.2% 4.5% 0.0% 10.6% 8.4% 0.0% 0.0%	3 2 2 1 1 2 0 5 4	1.9% 0.0% 7.9% 0.0% 1.9% 0.0% 5.0% 0.0% 3.6% 0.0%	1 0 4 0 1 0 0 3 0	10.0% 12.4% 3.5% 2.5% 0.0% 2.5% 4.9% 9.8% 0.0% 2.5% 0.0%	4 5 1 1 0 1 2 4 0 0	16.8% 6.9% 7.7% 9.9% 4.2% 4.2% 7.0% 1.4% 7.1% 2.8% 7.9% 0.0%	7 8 10 4 4 7 1 7 3 8 0	13.0% 2.4% 9.7% 0.0% 0.0% 0.0% 0.0% 0.0% 2.4% 0.0%	
Household electrical goods (e.g. washing machines, hoovers, lamps) Other electrical goods (e.g. TV's, PC's, game consoles, cameras) Jewellery Media (e.g. DVD's, CD's, Vinyl) Mobile phones / tablets / pads Musical instruments / accessories Pet food / products Sporting / leisure products Sports goods (includes fishing & cycling items) Toys Other Crockery / cutlery / tableware	4.8% 5.7% 2.5% 2.3% 2.5% 0.8% 4.5% 2.3% 4.0% 0.0% 0.3%	30 35 15 14 15 5 28 14 25 0 2	4.7% 4.7% 2.0% 2.0% 1.0% 0.0% 3.3% 2.0% 5.7% 0.0% 0.0%	8 8 3 2 0 6 3 10 0 0	8.0% 1.5% 2.6% 2.9% 1.5% 0.0% 1.5% 0.0% 2.6% 0.0% 1.6%	7 1 2 3 1 0 0 1 0 2 0 1	3.6% 5.4% 5.4% 3.6% 3.6% 4.0% 1.8% 0.0% 0.0%	3 5 5 3 3 3 2 2 4 2 0 0	6.4% 4.5% 4.5% 2.2% 2.2% 4.5% 0.0% 10.6% 8.4% 0.0% 0.0%	3 2 2 1 1 2 0 5 4	1.9% 0.0% 7.9% 0.0% 1.9% 0.0% 5.0% 0.0% 3.6% 0.0% 0.0%	1 0 4 0 1 0 0 3 0 2 0 0	10.0% 12.4% 3.5% 2.5% 0.0% 2.5% 4.9% 9.8% 0.0% 2.5% 0.0%	4 5 1 1 0 1 2 4 0 0	16.8% 6.9% 7.7% 9.9% 4.2% 4.2% 7.0% 1.4% 7.1% 2.8% 7.9% 0.0% 0.6%	7 8 10 4 4 7 1 7 3 8 0 1	13.0% 2.4% 9.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	
Household electrical goods (e.g. washing machines, hoovers, lamps) Other electrical goods (e.g. TV's, PC's, game consoles, cameras) Jewellery Media (e.g. DVD's, CD's, Vinyl) Mobile phones / tablets / pads Musical instruments / accessories Pet food / products Sporting / leisure products Sports goods (includes fishing & cycling items) Toys Other Crockery / cutlery /	4.8% 5.7% 2.5% 2.3% 2.5% 0.8% 4.5% 2.3% 4.0% 0.0%	30 35 15 14 15 5 28 14 25 0	4.7% 4.7% 2.0% 2.0% 1.0% 0.0% 3.3% 2.0% 5.7% 0.0%	8 8 3 2 0 6 3 10 0	8.0% 1.5% 2.6% 2.9% 1.5% 0.0% 0.0% 1.5% 0.0% 2.6% 0.0%	7 1 2 3 1 0 0 1 0 2 0 2 0	3.6% 5.4% 3.6% 3.6% 3.6% 1.8% 2.6% 4.0%	3 5 5 3 3 3 2 2 4	6.4% 4.5% 4.5% 2.2% 2.2% 4.5% 0.0% 10.6% 8.4% 0.0% 0.0%	3 2 2 1 1 2 0 5 4	1.9% 0.0% 7.9% 0.0% 1.9% 0.0% 5.0% 0.0% 3.6% 0.0%	1 0 4 0 1 0 0 3 0	10.0% 12.4% 3.5% 2.5% 0.0% 2.5% 4.9% 9.8% 0.0% 2.5% 0.0%	4 5 1 1 0 1 2 4 0 0	16.8% 6.9% 7.7% 9.9% 4.2% 4.2% 7.0% 1.4% 7.1% 2.8% 7.9% 0.0%	7 8 10 4 4 7 1 7 3 8 0	13.0% 2.4% 9.7% 0.0% 0.0% 0.0% 0.0% 0.0% 2.4% 0.0%	
Household electrical goods (e.g. washing machines, hoovers, lamps) Other electrical goods (e.g. TV's, PC's, game consoles, cameras) Jewellery Media (e.g. DVD's, CD's, Vinyl) Mobile phones / tablets / pads Musical instruments / accessories Pet food / products Sporting / leisure products Sports goods (includes fishing & cycling items) Toys Other Crockery / cutlery / tableware Vehicles / vehicle parts	4.8% 5.7% 2.5% 2.3% 2.5% 0.8% 4.5% 2.3% 4.0% 0.0% 0.3%	30 35 15 14 15 5 28 14 25 0 2	4.7% 4.7% 2.0% 2.0% 1.0% 0.0% 3.3% 2.0% 5.7% 0.0% 0.0%	8 8 3 3 2 0 6 6 3 3 10 0 0 0	8.0% 1.5% 2.6% 2.9% 1.5% 0.0% 1.5% 0.0% 2.6% 0.0% 1.6% 1.7%	7 1 2 3 1 0 0 1 0 2 0 1	3.6% 5.4% 5.4% 3.6% 3.6% 3.6% 1.8% 2.6% 4.0% 1.8% 0.0% 0.0% 0.0%	3 5 5 3 3 2 2 4 2 0 0	6.4% 4.5% 4.5% 2.2% 2.2% 4.5% 0.0% 10.6% 8.4% 0.0% 0.0% 1.7%	3 2 2 1 1 2 0 5 4 0 0 0	1.9% 0.0% 7.9% 0.0% 1.9% 0.0% 5.0% 0.0% 3.6% 0.0% 0.0%	1 0 4 0 1 0 0 3 0 0 2 0 0	10.0% 12.4% 3.5% 2.5% 0.0% 2.5% 4.9% 9.8% 0.0% 2.5% 0.0% 0.0%	4 5 1 1 0 1 2 4 0 0 0	16.8% 6.9% 7.7% 9.9% 4.2% 4.2% 1.4% 7.0% 1.4% 7.1% 2.8% 7.9% 0.0% 0.6%	7 8 10 4 4 7 1 7 3 8 0 1	13.0% 2.4% 9.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	33 (C)

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																August 202		
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
GEN Gender of respon	dent.																	
Male Female	31.8% 68.2%	319 684	31.8% 68.2%	75 162	39.0% 61.0%	54 85	35.4% 64.6%	62 113	27.9% 72.1%	23 59	33.1% 66.9%	28 56	24.7% 75.3%	18 55	25.5% 74.5%	41 121	34.7% 65.3%	1
Weighted base: Sample:		1003 1003		237 201		139 150		175 150		82 100		84 100		73 101		162 151		4 5
AGE Could I ask, how o	old are yo	u?																
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%	
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%	
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%	
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%	
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%	
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%	
(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%	
Weighted base:		1003		237		139		175		82		84		73		162		
Sample:		1003		201		150		150		100		100		101		151		:
QUOTA Zone																		
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
Weighted base:		1003		237		139		175		82		84		73		162		4
Sample:		1003		201		150		150		100		100		101		151		5
PC Postcode Sector																		
AB37 9	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%		16.7%	14	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%	
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%	
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%	
									0.0%	0	0.0%	0	19.9%	15	0.0%	0	0.0%	
	1.5%	15	0.0%	0	0.0%	0	0.0%	0		U							0.00/	
AB55 6	1.5% 9.4%	94	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.0%	94	0.0%	
AB55 6 AB56 1	1.5%							0				0	0.0% 0.0%	0 0	58.0% 30.5%	94 49	0.0%	
AB55 6 AB56 1 AB56 4 AB56 5	1.5% 9.4% 4.9% 1.9%	94 49 19	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0	0.0% 0.0%	0	30.5% 11.5%	49 19	0.0% 0.0%	
AB55 6 AB56 1 AB56 4 AB56 5 IV30 1	1.5% 9.4% 4.9% 1.9% 3.6%	94 49 19 36	0.0% 0.0% 0.0% 15.3%	0 0 0 36	0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	30.5% 11.5% 0.0%	49 19 0	0.0% 0.0% 0.0%	
AB55 6 AB56 1 AB56 4 AB56 5 IV30 1 IV30 4	1.5% 9.4% 4.9% 1.9% 3.6% 8.9%	94 49 19 36 90	0.0% 0.0% 0.0% 15.3% 37.8%	0 0 0 36 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	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0	30.5% 11.5% 0.0% 0.0%	49 19 0 0	0.0% 0.0% 0.0% 0.0%	
AB55 6 AB56 1 AB56 4 AB56 5 IV30 1 IV30 4 IV30 5	1.5% 9.4% 4.9% 1.9% 3.6% 8.9% 7.1%	94 49 19 36	0.0% 0.0% 0.0% 15.3% 37.8% 0.0%	0 0 0 36	0.0% 0.0% 0.0% 0.0% 0.0% 51.3%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0	30.5% 11.5% 0.0%	49 19 0	0.0% 0.0% 0.0% 0.0% 0.0%	
AB55 6 AB56 1 AB56 4 AB56 5 IV30 1 IV30 4 IV30 5	1.5% 9.4% 4.9% 1.9% 3.6% 8.9%	94 49 19 36 90	0.0% 0.0% 0.0% 15.3% 37.8%	0 0 0 36 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 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0	30.5% 11.5% 0.0% 0.0%	49 19 0 0	0.0% 0.0% 0.0% 0.0%	
AB55 6 AB56 1 AB56 4 AB56 5 IV30 1 IV30 4 IV30 5 IV30 6 IV30 8	1.5% 9.4% 4.9% 1.9% 3.6% 8.9% 7.1% 11.1% 6.8%	94 49 19 36 90 72	0.0% 0.0% 0.0% 15.3% 37.8% 0.0%	0 0 0 36 90 0	0.0% 0.0% 0.0% 0.0% 0.0% 51.3%	0 0 0 0 0 72	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	30.5% 11.5% 0.0% 0.0% 0.0%	49 19 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	
AB55 6 AB56 1 AB56 4 AB56 5 IV30 1 IV30 4 IV30 5 IV30 6 IV30 8 IV31 6	1.5% 9.4% 4.9% 1.9% 3.6% 8.9% 7.1% 11.1%	94 49 19 36 90 72 111	0.0% 0.0% 0.0% 15.3% 37.8% 0.0% 47.0%	0 0 0 36 90 0 111	0.0% 0.0% 0.0% 0.0% 0.0% 51.3% 0.0%	0 0 0 0 0 72 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	30.5% 11.5% 0.0% 0.0% 0.0% 0.0%	49 19 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	
AB55 6 AB56 1 AB56 4 AB56 5 IV30 1 IV30 4 IV30 5 IV30 6 IV30 8 IV31 6	1.5% 9.4% 4.9% 1.9% 3.6% 8.9% 7.1% 11.1% 6.8%	94 49 19 36 90 72 111 68	0.0% 0.0% 0.0% 15.3% 37.8% 0.0% 47.0% 0.0%	0 0 0 36 90 0 111 0	0.0% 0.0% 0.0% 0.0% 0.0% 51.3% 0.0% 48.7%	0 0 0 0 0 72 0 68	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	30.5% 11.5% 0.0% 0.0% 0.0% 0.0% 0.0%	49 19 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	
AB55 6 AB56 1 AB56 4 AB56 5 IV30 1 IV30 5 IV30 6 IV30 8 IV31 6 IV32 7	1.5% 9.4% 4.9% 1.9% 3.6% 8.9% 7.1% 11.1% 6.8% 8.2%	94 49 19 36 90 72 111 68 82	0.0% 0.0% 0.0% 15.3% 37.8% 0.0% 47.0% 0.0%	0 0 0 36 90 0 111 0	0.0% 0.0% 0.0% 0.0% 0.0% 51.3% 0.0% 48.7% 0.0%	0 0 0 0 0 72 0 68 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 82	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	30.5% 11.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	49 19 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	
AB55 6 AB56 1 AB56 4 AB56 5 IV30 1 IV30 4 IV30 5 IV30 6 IV30 8 IV31 6 IV32 7 IV36 1	1.5% 9.4% 4.9% 1.9% 3.6% 8.9% 7.1% 6.8% 8.2% 4.9%	94 49 19 36 90 72 111 68 82 49	0.0% 0.0% 0.0% 15.3% 37.8% 0.0% 47.0% 0.0% 0.0%	0 0 0 36 90 0 111 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 51.3% 0.0% 48.7% 0.0% 0.0%	0 0 0 0 0 72 0 68 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 100.0%	0 0 0 0 0 0 0 0 0 82	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	30.5% 11.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	49 19 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	4
AB55 6 AB56 1 AB56 4 AB56 5 IV30 1 IV30 4 IV30 5 IV30 6 IV30 8 IV31 6 IV32 7 IV36 1 IV36 2	1.5% 9.4% 4.9% 1.9% 3.6% 8.9% 7.1% 6.8% 8.2% 4.9% 9.2%	94 49 19 36 90 72 111 68 82 49	0.0% 0.0% 0.0% 15.3% 37.8% 0.0% 47.0% 0.0% 0.0% 0.0%	0 0 0 36 90 0 111 0 0	0.0% 0.0% 0.0% 0.0% 51.3% 0.0% 48.7% 0.0% 0.0%	0 0 0 0 0 72 0 68 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 100.0% 0.0%	0 0 0 0 0 0 0 0 0 82 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	30.5% 11.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	49 19 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 100.0%	۷
AB55 5 AB56 1 AB56 4 AB56 5 IV30 1 IV30 4 IV30 5 IV30 6 IV30 8 IV31 6 IV32 7 IV36 1 IV36 2 IV36 3 Weighted base:	1.5% 9.4% 4.9% 1.9% 3.6% 8.9% 7.1% 6.8% 8.2% 4.9% 9.2% 6.0%	94 49 19 36 90 72 111 68 82 49 92 60	0.0% 0.0% 0.0% 15.3% 37.8% 0.0% 47.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 36 90 0 111 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 51.3% 0.0% 48.7% 0.0% 0.0% 0.0%	0 0 0 0 0 72 0 68 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0 92 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 82 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0	30.5% 11.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	49 19 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 100.0% 0.0%	4

Appendix 3:

Data Tabulations By Q56

Moray Household Survey for Hargest Planning

-							0			0						
	Tota	1	Aberdo	een	Dundee	!	Edinbu	rgh	Glasgo	w	Invern	ess	Perth		Stirling	
Q56 So of the other cit Those that visit other	•				ou visit 1	the i	most for	shop	pping?							
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%		100.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow	5.0%	28	0.0%	0	0.0%	Ö	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%		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%		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%		100.0%	4
Other	0.7%	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	0.0%	1	0.0%	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%	
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	ı visit seco	and m	ost ofte	n for	shonning	12										
Those that visit other							said '(Doi	n't kno	w)' at Q5	6						
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		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%	Ö
Other	0.2%	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	0.2%	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	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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

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Moray Household Survey for Hargest Planning

	Tota	ıl	Aberde	een	Dunde	ee	Edinbu	ırgh	Glasgo)W	Invern	iess	Perth		Stirlin	g
Q58 Which city do yo											· -					
Those that visit other	er cities for s	hoppin	g trips at	Q55 e	excluding	those	said '(Do	n't kno	ow)' at Q5	6 or '(Don't kn	ow / vo	aries)' or '(I	Now	here else)'	at Q57
Aberdeen	4.8%	16	0.0%		100.0%		26.7%	4		4	3.8%	6			25.0%	1
Dundee	2.1%	7	2.3%	3	0.0%	0		0		1	1.3%		100.0%	1	0.0%	0
Edinburgh	5.1%	17	6.2%	8	0.0%	0		0	5.0%	1	4.5%	7	0.0%	0		0
Glasgow	8.8%	29	10.1%	13	0.0%	0		1	0.0%	0	9.6%	15	0.0%	0		0
Inverness	5.7%	19	7.8%	10	0.0%	0		5		3	0.0%	0	0.0%	0		0
Perth	1.8%	6	0.8%	1	0.0%	0		0		2	1.3%	2	0.0%	0		1
Stirling	0.6%	2	0.0%	0	0.0%	0		0	0.0%	0	0.6%	1	0.0%	0		1
Other	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
Buckie	0.3%	1	0.0%	0	0.0%	0		0		0	0.6%	1	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
Dunstable	0.3%	1	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
Grantown-on-Spey	0.3%	1	0.8%	1	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	0.6%	1	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
Leeds	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
London	0.9%	3	0.8%	1	0.0%	0		0	0.0%	0	1.3%	2	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
Middlesbrough	0.3%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		1
Newcastle	0.6%	2	1.6%	2	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
Southend	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	0.6%	110	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 y Those that visit other	,	•	•													
Ahandaan	61.10/	242	100.00/	106	50.00/	1	25.00/	6	42.00/	12	45 20/	125	0.00/	0	50.00/	2
Aberdeen Dundee	61.1% 2.7%	15	100.0% 3.8%		50.0% 100.0%	2	25.0% 4.2%	6 1	42.9% 3.6%	12 1	45.2% 1.0%	135 3	0.0% 25.0%	1	50.0% 0.0%	2 0
Edinburgh	12.5%	70	3.8% 9.7%	18	0.0%		100.0%	24		8	5.0%	15	0.0%	0		2
Glasgow	17.1%	96	16.1%	30		1			100.0%	28	9.0%	27	0.0%	0		1
Inverness	75.9%	425	57.5%	107	0.0%	0		9	28.6%		100.0%	299	25.0%	1	0.0%	0
Perth	2.0%	11	0.5%	107	0.0%	0		0		2	1.0%		100.0%	4		1
Stirling	1.1%	6	0.5%	1	0.0%	0		0		0	0.3%	1	0.0%		100.0%	4
Other	0.0%	0	0.0%	0	0.0%	0		0		0	0.5%	0	0.0%	0		0
Aviemore	0.0%	2	0.5%	1	0.0%	0		0	0.0%	0	0.0%	1	0.0%	0		0
Buckie	0.4%	2	0.0%	0	0.0%	0		0		0	0.3%	1	0.0%	0		0
Chester	0.4%	1	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	0.3%	1	0.0%	0	0.0%	0
Forres	0.4%	2	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
Inverurie	0.2%	1	0.0%	0	0.0%	0		0	0.0%	0	0.3%	1	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
Leeds	0.2%	1	0.0%	0	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0		0
Livingston	0.4%	2	0.0%	0	0.0%	0		0	0.0%	0	0.3%	1	0.0%	0		0
London	1.4%	8	0.5%	1	0.0%	0		0		0	0.7%	2	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
Middlesbrough	0.2%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		1
Newcastle	0.4%	2	1.1%	2	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	0.3%	1	0.0%	0		0
Southend	0.2%	1	0.0%	0	0.0%	0		0		1	0.0%	0		0		0
Southerna	0.270		0.070		0.070	J	0.070	J	2.070		0.070		0.070	J	0.070	

Base:

560

186

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Moray Household Survey for Hargest Planning

	Tota	ıl	Aberd	leen	Dund	lee	Edinbu	rgh	Glasg	ow	Invern	iess	Pert	h	Stirli	ng
								8								
Meanscore: [Numbe	er of tim	es pei	r week]													
Q59 How regularly do yo Those that visit other ci											•					
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 Once a week	0.2%	1 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Every two weeks	0.5% 2.0%	3 11	0.5% 3.2%	1 6	0.0%	0	0.0% 0.0%	0	3.6% 3.6%	1 1	0.3% 1.0%	1 3	0.0% 25.0%	1	0.0% 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		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		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
000 1111 11					·· /EID0					50\0 F						
Q60 What types of good Those that visit other cit											WRJ					
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%		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	3.2%	18	4.3%	8	0.0%	0	8.3%	2	0.0%	0	2.7%	8	0.0%	0	0.0%	0
cards) DIY / garden products (includes hardware goods	3.8%	21	3.2%	6	0.0%	0	4.2%	1	0.0%	0	4.3%	13	0.0%	0	25.0%	1
& tools) 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,	4.3%	24	6.5%	12	0.0%	0	0.0%	0	0.0%	0	3.7%	11	0.0%	0	0.0%	0
cameras)	4.70/	26	7.00/	10	0.00/		0.20/	•	0.00/	0	2.00/		0.00/		25.00/	
Jewellery	4.7% 2.0%	26 11	7.0% 2.2%	13 4	0.0% 0.0%	0	8.3% 0.0%	2	0.0%	0	3.0% 1.7%	9 5	0.0% 25.0%	0 1	25.0% 0.0%	1
Media (e.g. DVD's, CD's, Vinyl)	2.0%	11	2.2%	4	0.0%	U	0.0%	U	3.6%	1	1.7%	3	25.0%	1	0.0%	U
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 Crockery / cutlery / tableware	0.0% 0.4%	0 2	0.0% 0.5%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.3%	0	0.0% 0.0%	0	0.0% 0.0%	0
Vehicles / vehicle parts (Don't know)	0.9% 4.3%	5 24	1.1% 6.5%	2 12	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 10.7%	0	1.0% 3.0%	3	0.0% 0.0%	0	0.0% 0.0%	0
				100		_		~		•		•				-

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Base:

Appendix 4:

Data Tabulations
By Q56 (Weighted)

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Moray Household Survey for Hargest Planning

Weighted: for Hargest Planning

	Tota	ıl	Aberd	een	Dundee		Edinbu	rgh	Glasgo	ow	Invern	ess	Perth		Stirling	
Q56 So of the other of Those that visit oth					you visit t	he ı	nost for	shop	ping?							
	v	**		~												
Aberdeen	34.3%		100.0%	212	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dundee Edinburgh	0.5% 4.6%	3 29	0.0% 0.0%	0	100.0% 0.0%		0.0% 100.0%	29	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Glasgow	5.2%	32	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%		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%		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 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% 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 (Don't know)	0.0% 0.7%	0 4	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
(Nowhere else)	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
· ·	0.070		0.070		0.070		0.070		0.070		0.070		0.070		0.070	
Weighted base:		618		212		3		29		32		319		5		5
Sample:		560		186		2		24		28		299		4		4
Q57 Which city do yo Those that visit oth					•		aaid "Do	n't lmo	\' at O	6						
Those that visit out	er cilies jor si	порріп	g irips ai	Q55 e	xciuaing in	ose	saia (Doi	н і кно	w) ai Qs	,0						
Aberdeen	26.0%	160	0.0%	0	0.0%		10.5%	3		8	46.1%	147	0.0%	0		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% 0.0%	2	26.7%	8	0.0%	0 5	3.7%	12	0.0%	0	26.7% 0.0%	1
Inverness Perth	20.8% 0.1%	128 1	54.0% 0.0%	115 0	0.0%	0	19.4% 0.0%	6 0	17.0% 0.0%	0	0.2% 0.2%	1 1	35.4% 0.0%	2	0.0%	0
Stirling	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	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 Koith	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 Leeds	0.0% 0.2%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 3.6%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Livingston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0
London	0.5%	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

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Moray Household Survey for Hargest Planning

Weighted:

	Tota	ıl	Aberd	een	Dundee		Edinbu	rgh	Glasgo	ow .	Invern	ess	Perth		Stirlin	ıg
Q58 Which city do y																
Those that visit oth	her cities for s	hoppin	g trips at	Q55 e	excluding th	ose	said '(Doi	n't kno	ow)' at Q5	6 or '(Don't kno	ow/va	ıries)' or '(Now	here else)	' at Q57
Aberdeen	5.2%	20	0.0%		100.0%		26.5%	5	20.1%	4	4.0%	7	0.0%	0		2
Dundee	2.3%	9	2.2%	3	0.0%	0		0	4.9%	1	1.4%		100.0%	2	0.0%	0
Edinburgh	4.9%	19	5.9%	9	0.0%	0		0	7.5%	2	4.3%	7	0.0%	0	0.0%	0
Glasgow	10.6%	40		20	0.0%	0		2	0.0%	0	10.4%	18	0.0%	0	0.0%	0
Inverness	6.0%	23	7.7%	12	0.0%	0		6	16.4%	4	0.0%	0	0.0%	0	0.0%	0
Perth	1.8%	7	0.4%	1	0.0%	0		0	11.3%	2	1.1%	2	0.0%	0	32.3%	2
Stirling Other	0.5% 0.0%	2 0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.4% 0.0%	1 0	0.0% 0.0%	0	26.7% 0.0%	1
Aviemore	0.0%	1	0.0%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckie	0.1%	0	0.9%	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
Dunstable	0.3%	1	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
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
Inverurie	0.4%	1	0.0%	0	0.0%	ő		0	0.0%	0	0.9%	1	0.0%	0	0.0%	Ö
Keith	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
Sheffield	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
(Don't know)	0.2%	1	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		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 Those that visit oth		-	-													
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%		100.0%	3		1	3.4%	1	1.1%	3	35.4%	2	0.0%	0
Edinburgh	13.1%	81	10.3%	22	0.0%		100.0%	29	29.1%	9	4.9%	16	0.0%	0	41.0%	2
Glasgow	18.7%	116		40		2			100.0%	32	9.4%	30	0.0%	0	26.7%	1
Inverness	75.9%	469	59.6%	126	0.0%	0		12	28.3%		100.0%	319	35.4%	2	0.0%	0
Perth	2.0%	12	0.3%	1	0.0%	0		0	7.8%	2	0.8%		100.0%	5		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
Dunstable	0.2%	1	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	0.6%	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
Inverurie	0.2%	1	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
Leeds	0.2%	1	0.0%	0		0		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	0.5%	2	0.0%	0	0.0%	0
London Manahastan	1.6%	10	0.7%	1	0.0%	0		0	0.0%	0	0.9%	3	0.0%	0	0.0%	0
Manchester Middlesbrough	0.2% 0.1%	1 0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 8.4%	0
Newcastle	0.1%	3	1.4%	3	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.5%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	1	0.0%	0	0.0%	0
Southend	0.1%	1	0.0%	0	0.0%	0		0	2.5%	1	0.2%	0	0.0%	0	0.0%	0
	0.1 /0		0.070		0.070				2.370		0.070		0.070		0.070	
Weighted base: Sample:		618 560		212 186		3 2		29 24		32 28		319 299		5 4		5 4
Sample.		200		100		2		24		40		299		4		4

Weighted:

Moray Household Survey for Hargest Planning

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Dundee Total Aberdeen 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 7 times a week 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% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.2% 1 0.0% 0.0% 0 0.1% 0.0% 0 0.0% 0.0% 0.0% 0.2% 0.0% 0.0% 0 Twice a week 0 0 0 1 0 1 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 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% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.4% 0.0% 0.0% 75 0.0% 0 12.2% 10.3% 22 0.0% 0 15.3% 7.4% 14.6% 47 0.0% 0 Monthly 4 2 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 26.2% 4 35.5% 41.0% Three-four times a year 161 27.1% 57 58.6% 2 31.0% 11.8% 26.4% 84 21.8% 134 23.2% 49 0.0% 0 18.0% 5 10 20.4% 65 0.0% 0 32.3% Twice a vear 32.1% 14 8% 15.5% 33 13 3% 0.0% 0 Once a year 91 0.0%0 24 6% 8 3% 3 42 29 1% 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 0 0.2% 0.0% 0.0% 0.8% 5 2.1% 4 0.0% 0 0.0% 0 0.0% 0 0 (Varies) 1 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: 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 Books 4.4% 3.1% 0.0% 10.5% 5.0% 16 0.0% 0.0% 0 Clothing / shoes 81.5% 500 80.1% 170 41.4% 85.3% 25 76.6% 25 82.8% 264 70.9% 3 100.0% 5 1 2 0 Console / PC games 5.2% 32 6.6% 14 0.0% 0 5.8% 7.4% 2 4.0% 13 29.1% 0.0% Craft / hobby items 3.6% 22 4.6% 10 0.0% 0 11.3% 3 0.0% 0 2.8% 9 0.0% 0 0.0% 0 (including stationary and cards) 7 2 DIY / garden products 4.1% 2.5 3.2% 0.0% 0 4.8% 1 0.0% 0 4.9% 15 0.0% 0 32.3% (includes hardware goods & tools) 0.0% 0.0% 0 1.8% 7.1% 35.4% 0.0% 0 Food (including alcohol & 7.3% 45 9.5% 20 0 22 2 groceries) Furniture / soft furnishings / 9.9% 61 8.0% 17 0.0% 26.4% 8 0.0% 11.0% 35 0.0% 0 0.0% 0 floor coverings Gifts 18.6% 114 15.9% 34 58.6% 2 14.4% 4 13.9% 4 21.3% 68 29.1% 0.0% 0 Health / beauty / cosmetic / 70 15.1% 32 0 5 8.7% 28 64.6% 3 0 11.5% 0.0% 18.1% 3.2% 0.0% chemist goods Household electrical goods 6.7% 41 6.7% 14 0.0% 0 10.3% 3 0.0% 0 7.3% 23 0.0% 0 0.0% 0 (e.g. washing machines, hoovers, lamps) 4.8% 30 7.1% 15 0.0% 0.0% 0 0.0% 4.3% 14 0.0% 0.0% 0 Other electrical goods (e.g. 0 0 0 TV's, PC's, game consoles, cameras) Jewellery 5.7% 35 8.0% 17 0.0% 0 10.6% 3 0.0% 0 3.6% 12 0.0% 0 32.3% Media (e.g. DVD's, CD's, 0 0 2.5% 15 2.2% 5 4.0% 2.4% 8 35.4% 0.0% 0.0% 0.0% 2 Vinyl) Mobile phones / tablets / 2.3% 14 2.9% 0.0% 11.6% 0.0% 0 1.5% 5 0.0% 0 0.0% 0 pads 7 7 0.0% 0.0% 0 Musical instruments / 2.5% 3.2% 0.0% 4.8% 0.0% 0 2.2% 0 15 0 1 accessories 0.9% 2 0.5% 0.0% 26.7% Pet food / products 0.8% 0.0% 0 0.0% 0 0.0% 0 2 8 Sporting / leisure products 28 3.7% 0 0 4.7% 15 29.1% 0.0% 0 4.5% 0.0% 0.0% 11.3% 4 Sports goods (includes 2.3% 14 1.9% 4 0.0% 0 5.8% 2 3.4% 1 1.8% 6 29.1% 1 0.0% 0 fishing & cycling items) 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 / 0.3% 2 0.3% 1 0.0% 0 0.0% 0 0.0% 0 0.4% 1 0.0% 0 0.0% 0 0.8% 0.8% 2 0.0% 0.0% 0 0.0% 0 0.9% 3 0.0% 0.0% 0 Vehicles / vehicle parts 0 0 9 25 12 0 4 0 (Don't know) 4.1% 5.7% 0.0% 0 0.0% 12.9% 2.7% 0.0% 0 0.0% 29 5 Weighted base: 614 212 3 32 319

2

24

28

299

4

Sample:

557

186

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?

Nο

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)

GO TO Q03 #Conv Convenience List Internet / delivery GO TO Q02 502 (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.

- Amazon
- Asda
- 3 Iceland
- 4 5 Morrisons
- Ocado
- Sainsbury's 6
- 8 Waitrose 9
- Other (PLEASE WRITE IN)
- (Don't know / varies) Α

What would you say are your THREE most important reasons for shopping at (STORE MENTIONED AT Q01) Q03

for your main food and grocery shopping?
DO NOT READ OUT. MAX THREE RESPONSES ALLOWED.

- 001 Clean store
- Close to family / friends
- 003 Convenient to home Convenient to work 004
- Delivery service 005
- Easy to get to by car
- 006 007 Easy to get to by foot
- Easy to get to by public transport 008
- Ethical policy 009
- Friendly / helpful staff 010
- 011 Good layout / easy to get around
- 012 Good offers
- Habit / always used it 013
- Has a cafe 014
- Has a petrol station 015
- 016 Large store 017
 - Like to support local business
- Long opening hours 018
- Low prices / value for money 019
- 020 Loyalty scheme / reward points
- 021 Online shopping is convenient Only one in the area 022
- Parking is free 023
- Parking prices are low 024
- 025 Parking provision is good
- 026 Pleasant shopping environment
- Preference for retailer 027
- Quality of food goods available 028
- 029 Quality of non-food goods available
- 030 Range of food goods available
- Range of non-food goods available 0.31
- 032 Safe shopping environment Self-service checkouts
- 033 034 Small / quiet store
- Staff discount / work there 035
- Other (PLEASE WRITE IN) 500
- 505 (Don't know)
- (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. 7 times a week 2 5 - 6 times a week 3 3 - 4 times a week Twice a week Once a week 6 Every two weeks Every three weeks 8 Monthly Once every two months Three-four times a year В Twice a year C D Once a year Less often (Don't know) Ε (Varies) NOT THOSE WHO SAID "INTERNET / DELIVERY" AT Q01 How do you normally travel to (STORE MENTIONED AT Q01)? Q05 DO NOT READ OUT. ONE ANSWER ONLY. Car / van (as driver) Car / van (as passenger) 3 Bus, minibus or coach Motorcycle, scooter or moped Walk 6 7 Taxi Train 8 Bicycle Mobility scooter / disability vehicle Other (PLEASE WRITE IN) В (Don't know / varies) NOT THOSE WHO SAID "INTERNET / DELIVERY" AT Q01 Q06 How long did your last journey to (STORE MENTIONED AT Q01) take? DO NOT PROMPT. ONE ANSWER ONLY. Amount of time taken to nearest whole minute (PLEASE WRITE IN) (Don't know / can't remember) Ζ (Refused) Approximately how much did you spend on your last main food shopping trip to (STORE MENTIONED AT Q07 DO NOT PROMPT. ONE ANSWER ONLY. (PLEASE WRITE IN TO THE NEAREST £) Х (Don't know / varies) 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 008 THEY USE OFTEN FOR MAIN FOOD SHOPPING. #Conv Convenience List In addition to your main food shop, do you do top-up shopping for food and grocery items? Q09 DO NOT READ OUT. ONE ANSWER ONLY. **GO TO Q10** Yes GO TO Q13

THOSE WHO DO TOP UP SHOPPING AT Q09

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)

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

THOSE WHO DO TOP UP SHOPPING AT Q09 EXCLUDING THOSE THAT SAID (DON'T KNOW / VARIES) AT Q10

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

- 7 times a week
- 5 6 times a week 2
- 3 4 times a week
- 4 Twice a week
- Once a week
- 6 Every two weeks
- Every three weeks
- Monthly
- 9 Once every two months
- Α Three-four times a year
- В Twice a year
- С Once a year
- D Less often
- Е (Don't know)
- (Varies)

THOSE WHO DO TOP UP SHOPPING AT Q09 EXCLUDING THOSE THAT SAID (DON'T KNOW / VARIES) AT Q10

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

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

How often do you use any of the following methods to purchase food and grocery items? Note you can say Q13 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.

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

Q15 On average how much does your household spend on groceries each week via the telephone?

DO NOT PROMPT. ONE ANSWER ONLY.

- (PLEASE WRITE IN TO THE NEAREST £)
- (Don't know / varies)
- 7 (Refused)

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

DO NOT PROMPT, ONE ANSWER ONLY.

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

On average how much does your household spend on groceries each week at mobile shops? Q17

DO NOT PROMPT. ONE ANSWER ONLY.

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

Q18 On average how much does your household spend on groceries each week at markets?

DO NOT PROMPT. ONE ANSWER ONLY.

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

019 On average how much does your household spend on groceries each week at car boot / jumble / second hand

DO NOT PROMPT. ONE ANSWER ONLY.

- (PLEASE WRITE IN TO THE NEAREST £)
- (Don't know / varies)
- 7 (Refused)

Q20 On average how much does your household spend on groceries each week via (OTHER METHOD STATED AT

DO NOT PROMPT. ONE ANSWER ONLY.

- (PLEASE WRITE IN TO THE NEAREST £)
- (Don't know / varies)
- (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"

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

What would you say are your THREE most important reasons for shopping at (LOCATION MENTIONED AT

DO NOT READ OUT. MAX THREE RESPONSES ALLOWED.

- 001 Attractive environment / nice place
- Can get everything I want there
- 003 Character / old buildings
- Clean environment 004
- Close to family / friends 005
- Close to home 006
- 007 Close to work
- 008 Compact / easy to get around / good layout
- Delivery service 009
- Easy to get to by bus 010
- 011 Easy to get to by car 012 Easy to get to by train
- 013 Familiar / know where everything is
- Feel safe there 014
- Good disabled / elderly access 015
- 016 Good for financial services (e.g. banks / building societies)
- Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc) 017
- Good range of other services (e.g. library, hairdresser, vets etc.) 018
- Good market 019
- 020 Good places to eat / drink
- 021 Good shopping centre
- Like to support local business 022
- Low prices / value for money 023
- Nice atmosphere / friendly 024
- 025 Not too busy
- 026
- Online shopping is convenient Parking is close to the shops 027
- Parking is free 028
- Parking it's cheap 029
- Parking it's easy to find a space Pedestrianised shopping area 030
- 0.31
- Shops good opening hours / open on Sundays 032 Shops - good range of affordable shops 033
- 034
- Shops good range of bakers / butchers / greengrocers
- 035 Shops - good range of clothes shops
- Shops good range of 'high street' retailers 036
- Shops good range of independent shops 037 Shops - good range of non-food shops generally
- 039 Shops - good range of quality shops
- Shops good range of supermarkets 040 Undercover shopping area
- 041 Other (PLEASE WRITE IN) 500
- (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.

- 7 times a week
- 5 6 times a week
- 3 3 - 4 times a week
- 4 Twice a week
- 5 Once a week
- Every two weeks
- 6 7 Every three weeks
- 8 Monthly
- 9 Once every two months
- Three-four times a year A B
- Twice a year
- C D Once a year
- Less often
- Е (Don't know)
- (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) (Nowhere else) GO TO Q27 GO TO 027

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

DO NOT PROMPT. ONE ANSWER ONLY.

- 7 times a week
- 5 6 times a week
- 3 3 - 4 times a week
- 4 Twice a week
- 5 Once a week
- Every two weeks 6
- Every three weeks
- 8 Monthly
- Once every two months 9
- Three-four times a year Α
- В Twice a year
- С Once a year
- D Less often
- (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

(Don't know)

GO TO Q27 GO TO 027

507 (Nowhere else)

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

(Don't know)

GO TO Q27 **GO TO Q27**

(Nowhere else)

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 (Don't know) 505 507 (Nowhere else)

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

- (PLEASE WRITE IN TO THE NEAREST £)
- (Don't know / varies)
- Ζ (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

On average how much does your household spend on personal goods each month via the internet? DO NOT PROMPT, ONE ANSWER ONLY. 029

- (PLEASE WRITE IN TO THE NEAREST £)
- (Don't know / varies)
- Ζ (Refused)

On average how much does your household spend on personal goods each month via the telephone? Q30

DO NOT PROMPT. ONE ANSWER ONLY.

- (PLEASE WRITE IN TO THE NEAREST £) Х
- (Don't know / varies)
- (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 Y (PLEASE WRITE IN TO THE NEAREST £)
- (Don't know / varies)
- Ζ (Refused)

Q32 On average how much does your household spend on personal goods each month at mobile shops?

DO NOT PROMPT. ONE ANSWER ONLY.

- (PLEASE WRITE IN TO THE NEAREST £)
- (Don't know / varies)
- Ζ (Refused)

Q33 On average how much does your household spend on personal goods each month at markets?

DO NOT PROMPT. ONE ANSWER ONLY.

- (PLEASE WRITE IN TO THE NEAREST £)
- (Don't know / varies)
- (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.

- (PLEASE WRITE IN TO THE NEAREST £)
- (Don't know / varies)
- Ζ (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.

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

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)

(Don't regularly buy these kind of goods)

GO TO Q42 GO TO 050

How often do you shop at (LOCATION MENTIONED AT Q36) for bulky goods ? Q37

DO NOT PROMPT. ONE ANSWER ONLY.

7 times a week 2 5 - 6 times a week 3 3 - 4 times a week Twice a week 5 Once a week 6 Every two weeks Every three weeks Monthly 9 Once every two months Three-four times a year В Twice a year С Once a year Ď Less often E (Don't know) (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** How often do you shop for bulky goods at (LOCATION MENTIONED AT Q38)? DO NOT PROMPT. ONE ANSWER ONLY. Q39 7 times a week 2 5 - 6 times a week 3 3 - 4 times a week Twice a week 5 Once a week 6 Every two weeks Every three weeks 8 Monthly Once every two months Α Three-four times a year В Twice a year c Once a vear D Less often Е (Don't know) (Varies) 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 Q40A PLACES THEY VISIT OFTEN. #Comp Comparison List 505 (Don't know) GO TO Q41 (Nowhere else) **GO TO Q41** 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 Q40B PLACES THEY VISIT OFTEN. #Comp Comparison List GO TO Q41 505 (Don't know) 507 (Nowhere else) **GO TO Q41** 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 Q40C 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. (PLEASE WRITE IN TO THE NEAREST £) (Don't know / varies) Ζ (Refused)

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

How often do you use any of the following to purchase bulky goods? Note you can say you use them: Often,

Q42

Occasionally or Never.

READ OUT. ONE ANSWER FOR EACH.

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.	
V	(DI FACE MIDITE IN TO THE NEADEST C)	

- (PLEASE WRITE IN TO THE NEAREST £)
- (Don't know / varies)
- Ζ
- Q44 On average how much does your household spend on bulky goods each month via the telephone? DO NOT PROMPT. ONE ANSWER ONLY.
- (PLEASE WRITE IN TO THE NEAREST £)
- (Don't know / varies)
- Ζ (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

- (PLEASE WRITE IN TO THE NEAREST £)
- (Don't know / varies)
- 7 (Refused)
- Q46 On average how much does your household spend on bulky goods each month at mobile shops? DO NOT PROMPT. ONE ANSWER ONLY.
- (PLEASE WRITE IN TO THE NEAREST £)
- X Y (Don't know / varies)
- (Refused)
- Q47 On average how much does your household spend on bulky goods each month at markets?

DO NOT PROMPT. ONE ANSWER ONLY.

- (PLEASE WRITE IN TO THE NEAREST £)
- (Don't know / varies)
- 7 (Refused)
- On average how much does your household spend on bulky goods each month at car boot / jumble / second Q48

DO NOT PROMPT. ONE ANSWER ONLY.

- (PLEASE WRITE IN TO THE NEAREST £)
- (Don't know / varies)
- Ζ (Refused)
- On average how much does your household spend on bulky goods each month via $\,$ (OTHER METHOD Q49 STATED AT Q42)?

DO NOT PROMPT. ONE ANSWER ONLY.

- (PLEASE WRITE IN TO THE NEAREST £)
- (Don't know / varies)

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

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

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

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

Those in sectors IV36 1, IV36 2 & IV36 3, 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

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

- Choice of shops for clothing and footwear
- 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
- Easy to travel to by public transport
- 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)
- As a good place to combine shopping with other personal business (e.g. visit the bank/building society

Those in sectors AB37 9, AB38 7, AB38 9, AB55 5 & AB55 6 & 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

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

- Choice of shops for clothing and footwear
- 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
- Easy to travel to by car
- 5 Easy and cheap to park
- 6 Easy to travel to by public transport
- As a pleasant and attractive place to visit
- As a good place to combine shopping with other leisure activities (e.g. visit friends, the cinema etc) 8
- As a good place to combine shopping with other personal business (e.g. visit the bank/building society

Those in sectors IV30.4, IV30.5, IV30.8 & IV31.6, 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

Now thinking about Lossiemouth Town Centre as a place to shop. How would you rate Lossiemouth Town Q54 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

- Choice of shops for clothing and footwear
- Choice of shops for other personal goods (e.g., CDs, china, glass, jewellery etc)
- Choice of shops for furniture, floor coverings and large household electrical items
- Easy to travel to by car
- 5 Easy and cheap to park
- 6 Easy to travel to by public transport
- 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)
- 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.

Yes GO TO Q56 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.

Aberdeen

- Dundee
- 3 Edinburgh
- Glasgow
- 4 5 Inverness
- 6
- Stirling
- Other (PLEASE WRITE IN) 8
- 9 (Don't know)
- (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.

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

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.
- Aberdeen
- Dundee
- 3 Edinburgh
- Glasgow
- 5 Inverness
- Perth
- 6 7 Stirling
- Other (PLEASE WRITE IN)
- 9 (Don't know)
- (Nowhere else) Α

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

- 7 times a week
- 5 6 times a week
- 3 3 - 4 times a week
- 4 Twice a week 5
- Once a week Every two weeks
- Every three weeks
- 8 Monthly
- Once every two months Three-four times a year
- Α
- В Twice a year
- Once a year
- D
- Less often (Don't know) Е
- (Varies)

Q60 What types of goods do you buy when you visit (CITY MENTIONED AT Q56)?

DO NOT PROMPT. CAN BE MULTICODED

- Books
- Clothing / shoes

- 3
- Console / PC games Craft / hobby items (including stationary and cards) DIY / garden products (includes hardware goods & tools) 4 5
- Food (including alcohol & groceries e.g. household cleaning products)
- Furniture / soft furnishings / floor coverings
- 6 7 8 9
- Gifts
 Health / beauty / cosmetic / chemist goods
 Household electrical goods (e.g. washing machines, hoovers, lamps)
- Jewellery

- A B C D E F Media (e.g. DVD's, CD's, Vinyl) Mobile phones / tablets / pads Musical instruments / accessories
- Other electrical goods (e.g. TV's, PC's, game consoles, cameras)
- G Pet food / products
- Н
- Sporting / leisure products Sports goods (includes fishing & cycling items)
- Toys
- Other (PLEASE WRITE IN)
- (Don't know)

GEN

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

- Male
- 1 Female

AGE

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

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

Thank and close