

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q01 Which store or shop do you buy most of your household's food and grocery shopping ?																		
Asda, High Wycombe	9.2%	96	13.1%	43	19.1%	25	6.1%	6	17.2%	15	8.4%	7	0.0%	0	0.0%	0	0.0%	0
Asda, Lower Earley Reading	0.2%	2	0.0%	0	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Flackwell Heath	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
Budgens Princes Risborough	0.6%	6	0.0%	0	0.0%	0	4.0%	4	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, Wendover	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Iceland, High Wycombe	0.2%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hazelmere Food Hall	0.5%	5	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Wycombe	0.5%	5	0.9%	3	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Marlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safeway, Aylesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Safeway, High Wycombe	4.7%	49	9.5%	31	0.8%	1	5.1%	5	5.7%	5	1.2%	1	7.0%	6	0.0%	0	0.0%	0
Sainsbury, Aylesbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	1.3%	2	0.0%	0
Sainsbury, Beaconsfield	4.1%	43	4.3%	14	1.5%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	3	3.8%	6	25.0%	18
Sainsbury, High Wycombe	5.5%	57	8.2%	27	3.8%	5	4.0%	4	12.6%	11	3.6%	3	3.5%	3	1.9%	3	1.4%	1
Sainsbury, Marlow	0.3%	3	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury, Taplow, Burnham, Slough	0.2%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury, Thame	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
Somerfield, Great Missendon	0.6%	6	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	5	0.0%	0	0.0%	0
Tesco, Amersham	12.6%	131	10.4%	34	0.0%	0	2.0%	2	2.3%	2	0.0%	0	41.9%	36	35.0%	55	2.8%	2
Tesco, Aylesbury	1.2%	12	0.0%	0	0.0%	0	6.1%	6	0.0%	0	4.8%	4	0.0%	0	1.3%	2	0.0%	0
Tesco, Chesham	0.6%	6	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0
Tesco, High Wycombe town centre	10.6%	111	22.6%	74	2.3%	3	4.0%	4	13.8%	12	2.4%	2	1.2%	1	0.0%	0	20.8%	15
Tesco, Loudwater, High Wycombe	13.0%	136	25.3%	83	20.6%	27	1.0%	1	3.4%	3	4.8%	4	1.2%	1	0.6%	1	22.2%	16
Tesco, Gerrards Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Maidenhead	0.4%	4	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Princes Risborough	8.6%	90	0.0%	0	0.0%	0	57.6%	57	12.6%	11	24.1%	20	2.3%	2	0.0%	0	0.0%	0
Waitrose, Beaconsfield	2.7%	28	0.6%	2	1.5%	2	1.0%	1	0.0%	0	0.0%	0	4.7%	4	0.6%	1	25.0%	18
Waitrose, Chesham	4.9%	51	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	14.0%	12	23.6%	37	0.0%	0
Waitrose, Henley on Thames	1.7%	18	0.0%	0	0.8%	1	1.0%	1	14.9%	13	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Waitrose, Maidenhead	0.5%	5	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marlow	4.0%	42	0.6%	2	29.0%	38	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Thame	1.7%	18	0.0%	0	0.0%	0	5.1%	5	4.6%	4	9.6%	8	0.0%	0	0.6%	1	0.0%	0
Local Shops	3.0%	31	1.8%	6	2.3%	3	3.0%	3	1.1%	1	13.3%	11	3.5%	3	1.9%	3	1.4%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury, Chesham	4.3%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	6	24.8%	39	0.0%	0
Tesco, Cowley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0
Tesco, Henley	0.5%	5	0.0%	0	1.5%	2	0.0%	0	2.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op, Chinnor	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	8	0.0%	0	0.0%	0	0.0%	0
Online / Internet shopping	0.3%	3	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.4%	1
Asda, Wheatley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Maidenhead	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
Nisa, Hazlemere	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
Marks and Spencer, Hemel Hempstead	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
Sainsbury, Oxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Amersham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Waitrose, Oxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Somerfield, Bourne End	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
Base:		1043		328		131		99		87		83		86		157		72

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q02 Is there any other store or shop you do your main food and grocery shopping ?																		
Asda, High Wycombe	5.7%	59	5.8%	19	9.9%	13	7.1%	7	16.1%	14	6.0%	5	1.2%	1	0.0%	0	0.0%	0
Asda, Lower Earley Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Flackwell Heath	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
Budgens Princes Risborough	1.0%	10	0.0%	0	0.0%	0	10.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Wendover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Wycombe	0.7%	7	1.5%	5	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Hazelmere Food Hall	0.7%	7	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Marks and Spencer, High Wycombe	1.2%	13	1.5%	5	0.0%	0	1.0%	1	2.3%	2	1.2%	1	4.7%	4	0.0%	0	0.0%	0
Marks and Spencer, Marlow	0.3%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safeway, Aylesbury	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safeway, High Wycombe	5.1%	53	11.0%	36	0.0%	0	6.1%	6	9.2%	8	1.2%	1	0.0%	0	0.0%	0	2.8%	2
Sainsbury, Aylesbury	0.4%	4	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0
Sainsbury, Beaconsfield	3.5%	37	2.1%	7	1.5%	2	2.0%	2	0.0%	0	0.0%	0	5.8%	5	0.6%	1	27.8%	20
Sainsbury, High Wycombe	2.9%	30	3.7%	12	0.0%	0	3.0%	3	6.9%	6	2.4%	2	5.8%	5	0.6%	1	1.4%	1
Sainsbury, Marlow	0.4%	4	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury, Taplow, Burnham, Slough	0.5%	5	0.3%	1	2.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Sainsbury, Thame	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Somerfield, Great Missendon	0.7%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	7.0%	6	0.0%	0	0.0%	0
Tesco, Amersham	3.8%	40	3.0%	10	0.8%	1	1.0%	1	0.0%	0	0.0%	0	11.6%	10	10.8%	17	1.4%	1
Tesco, Aylesbury	0.9%	9	0.0%	0	0.0%	0	5.1%	5	1.1%	1	0.0%	0	3.5%	3	0.0%	0	0.0%	0
Tesco, Chesham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.3%	2	0.0%	0
Tesco, High Wycombe town centre	3.8%	40	5.8%	19	0.8%	1	1.0%	1	8.0%	7	0.0%	0	7.0%	6	0.0%	0	8.3%	6
Tesco, Loudwater, High Wycombe	3.3%	34	6.7%	22	8.4%	11	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Gerrards Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Maidenhead	0.2%	2	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Princes Risborough	2.2%	23	0.0%	0	0.0%	0	11.1%	11	3.4%	3	9.6%	8	1.2%	1	0.0%	0	0.0%	0
Waitrose, Beaconsfield	1.7%	18	0.9%	3	1.5%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.3%	2	12.5%	9
Waitrose, Chesham	3.4%	35	0.3%	1	0.8%	1	0.0%	0	1.1%	1	0.0%	0	12.8%	11	13.4%	21	0.0%	0
Waitrose, Henley on Thames	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Maidenhead	0.2%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marlow	2.3%	24	0.3%	1	15.3%	20	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Thame	1.6%	17	0.0%	0	0.8%	1	10.1%	10	1.1%	1	6.0%	5	0.0%	0	0.0%	0	0.0%	0
Local Shops	1.9%	20	0.9%	3	1.5%	2	0.0%	0	2.3%	2	7.2%	6	2.3%	2	1.9%	3	2.8%	2
Other	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
No other store	46.4%	484	53.7%	176	44.3%	58	35.4%	35	35.6%	31	53.0%	44	27.9%	24	56.1%	88	38.9%	28
Sainsbury, Chesham	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	7.0%	11	0.0%	0
Tesco, Henley	0.5%	5	0.0%	0	0.8%	1	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cowley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op, Chinnor	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0
Asda, Wheatley	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
Marks and Spencer, Maidenhead	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
Sainsbury, Oxford	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Amersham	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
Budgens, Amersham	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
Iceland, Marlow	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Somerfield, Bourne End	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
Marks and Spencer, Watford	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
Asda, Watford	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
Lidl, Chesham	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
Tesco, Tring	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
Asda, Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Iceland, Aylesbury	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Rickmansworth	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
Asda, Hemel Hempstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Iceland, Slough	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
Co-Op, Thame	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury, Maidenhead	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
Waitrose, Berkhamsted	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Base:	1043	328	131	99	87	83	86	157	72									

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q03 In addition to your household's main food shopping trips do you undertake small scale or top-up shopping for things like bread and milk ?																		
Yes	48.6%	507	45.7%	150	54.2%	71	50.5%	50	42.5%	37	54.2%	45	44.2%	38	38.2%	60	77.8%	56
No	50.8%	530	53.7%	176	45.0%	59	49.5%	49	57.5%	50	44.6%	37	54.7%	47	61.1%	96	22.2%	16
(Don't know)	0.6%	6	0.6%	2	0.8%	1	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.6%	1	0.0%	0
Base:		1043		328		131		99		87		83		86		157		72

Q04 At which store or shop do you buy most of your households small scale / top up shopping?
Those who undertake small scale / top-up shopping at Q03

Asda, High Wycombe	2.8%	14	6.0%	9	0.0%	0	0.0%	0	8.1%	3	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Lower Earley Reading	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Flackwell Heath	1.2%	6	2.0%	3	1.4%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Budgens Princes Risborough	1.8%	9	0.0%	0	0.0%	0	16.0%	8	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Wendover	0.2%	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
Iceland, High Wycombe	0.8%	4	1.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Hazlemere Food Hall	4.7%	24	15.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Marks and Spencer, High Wycombe	2.0%	10	2.7%	4	0.0%	0	4.0%	2	2.7%	1	2.2%	1	0.0%	0	0.0%	0	3.6%	2
Marks and Spencer, Marlow	0.4%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safeway, Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safeway, High Wycombe	3.4%	17	8.0%	12	1.4%	1	0.0%	0	5.4%	2	0.0%	0	2.6%	1	0.0%	0	1.8%	1
Sainsbury, Aylesbury	0.2%	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
Sainsbury, Beaconsfield	3.9%	20	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	32.1%	18
Sainsbury, High Wycombe	1.0%	5	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3
Sainsbury, Marlow	0.6%	3	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury, Taplow, Burnham, Slough	0.0%	0	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, Thame	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Great Missendon	3.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.2%	13	1.7%	1	1.8%	1
Tesco, Amersham	4.1%	21	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	4	23.3%	14	1.8%	1
Tesco, Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chesham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Tesco, High Wycombe town centre	6.3%	32	14.0%	21	1.4%	1	0.0%	0	10.8%	4	0.0%	0	5.3%	2	0.0%	0	7.1%	4
Tesco, Loudwater, High Wycombe	3.4%	17	8.0%	12	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Tesco, Gerrards Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Princes Risborough	6.5%	33	0.0%	0	0.0%	0	60.0%	30	5.4%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Wycombe	0.4%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Waitrose, Beaconsfield	3.4%	17	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	25.0%	14
Waitrose, Chesham	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	13.3%	8	0.0%	0
Waitrose, Henley on Thames	0.4%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marlow	6.3%	32	0.0%	0	39.4%	28	0.0%	0	10.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Thame	0.8%	4	0.0%	0	1.4%	1	2.0%	1	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Local Shops	32.3%	164	36.0%	54	29.6%	21	10.0%	5	43.2%	16	66.7%	30	31.6%	12	30.0%	18	14.3%	8
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
Sainsbury, Chesham	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	9	0.0%	0
Somerfield, Chesham	1.2%	6	0.0%	0	8.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Amersham	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	5	0.0%	0
Co-Op, Chinnor	2.0%	10	0.0%	0	0.0%	0	2.0%	1	0.0%	0	20.0%	9	0.0%	0	0.0%	0	0.0%	0
Iceland, Amersham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Marks and Spencer, Beaconsfield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Tesco, Henley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Stokenchurch	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Marlow	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Main, Hazlemere	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
Nisa, Hazlemere	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Watford	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
Waitrose, Berkhamsted	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Base:		507		150		71		50		37		45		38		60		56

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q05 Which other stores do you use to buy small scale / top up shopping?																		
<i>Those who undertake small scale / top-up shopping at Q03</i>																		
Asda, High Wycombe	1.0%	5	1.3%	2	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Lower Earley Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Flackwell Heath	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
Budgens Princes Risborough	0.6%	3	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Wendover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Wycombe	0.6%	3	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Hazelmere Food Hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Wycombe	0.6%	3	0.7%	1	1.4%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Marlow	1.0%	5	0.0%	0	4.2%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Safeway, Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safeway, High Wycombe	1.0%	5	1.3%	2	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Sainsbury, Aylesbury	0.0%	0	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, Beaconsfield	2.8%	14	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	21.4%	12
Sainsbury, High Wycombe	1.4%	7	2.0%	3	1.4%	1	0.0%	0	2.7%	1	0.0%	0	2.6%	1	0.0%	0	1.8%	1
Sainsbury, Marlow	1.4%	7	0.0%	0	9.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury, Taplow, Burnham, Slough	0.0%	0	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, Thame	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Great Missendon	0.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Tesco, Amersham	1.2%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	3.3%	2	1.8%	1
Tesco, Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chesham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Wycombe town centre	2.6%	13	2.0%	3	2.8%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	10.7%	6
Tesco, Loudwater, High Wycombe	0.8%	4	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Gerrards Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Princes Risborough	0.4%	2	0.0%	0	0.0%	0	2.0%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Wycombe	0.4%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Waitrose, Beaconsfield	2.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	17.9%	10
Waitrose, Chesham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.7%	1	0.0%	0
Waitrose, Henley on Thames	0.4%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marlow	0.6%	3	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Thame	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops	3.9%	20	2.0%	3	2.8%	2	4.0%	2	2.7%	1	8.9%	4	7.9%	3	8.3%	5	0.0%	0
Sainsbury, Chesham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Budgens, Amersham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Somerfield, Bourne End	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Amersham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Asda, Chesham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Iceland, Maidenhead	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Thame	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0
(None mentioned / no others stored used)	77.9%	395	86.0%	129	67.6%	48	84.0%	42	86.5%	32	86.7%	39	73.7%	28	78.3%	47	53.6%	30
Base:		507		150		71		50		37		45		38		60		56

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q06 In which town or centre do you buy most of your household's non-food shopping ?																		
Amersham	3.0%	31	0.6%	2	0.0%	0	1.0%	1	1.1%	1	0.0%	0	12.8%	11	10.2%	16	0.0%	0
Aylesbury	8.2%	85	1.5%	5	0.0%	0	42.4%	42	1.1%	1	30.1%	25	8.1%	7	3.2%	5	0.0%	0
Bicester Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	2.2%	23	0.9%	3	0.8%	1	1.0%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0	22.2%	16
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Hemel Hempstead	4.0%	42	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.1%	41	0.0%	0
High Wycombe	42.5%	443	72.3%	237	30.5%	40	20.2%	20	62.1%	54	26.5%	22	38.4%	33	8.3%	13	33.3%	24
London (West End)	2.3%	24	0.9%	3	1.5%	2	1.0%	1	1.1%	1	1.2%	1	3.5%	3	5.1%	8	6.9%	5
Maidenhead	1.7%	18	0.3%	1	11.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Marlow	2.5%	26	0.6%	2	16.8%	22	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.4%	4	0.6%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Oxford	1.3%	14	0.6%	2	0.0%	0	1.0%	1	1.1%	1	10.8%	9	0.0%	0	0.6%	1	0.0%	0
Princes Risborough	2.0%	21	0.0%	0	0.0%	0	16.2%	16	4.6%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Reading	4.6%	48	4.9%	16	14.5%	19	0.0%	0	5.7%	5	8.4%	7	0.0%	0	0.0%	0	1.4%	1
Slough	2.3%	24	3.7%	12	3.1%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	1	8.3%	6
Thame	1.3%	14	0.0%	0	0.0%	0	2.0%	2	3.4%	3	10.8%	9	0.0%	0	0.0%	0	0.0%	0
Uxbridge	1.9%	20	2.7%	9	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	10
Watford	5.4%	56	2.7%	9	1.5%	2	1.0%	1	0.0%	0	0.0%	0	7.0%	6	23.6%	37	1.4%	1
Other	1.5%	16	0.6%	2	0.0%	0	1.0%	1	3.4%	3	1.2%	1	5.8%	5	1.9%	3	1.4%	1
Chesham	2.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	5	15.3%	24	0.0%	0
Bourne End	0.5%	5	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	1.1%	11	0.0%	0	6.9%	9	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Henley	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail order / catalogue / online shopping	0.7%	7	0.9%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.2%	1	0.6%	1	0.0%	0
Nowhere in particular / varies	1.0%	10	0.9%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.6%	1	1.4%	1
(Don't know)	6.3%	66	4.9%	16	6.1%	8	10.1%	10	6.9%	6	8.4%	7	11.6%	10	3.8%	6	4.2%	3
Base:		1043		328		131		99		87		83		86		157		72

Q07 How do you normally travel to do your non-food shopping ?

Car-driver	81.6%	851	76.2%	250	79.4%	104	69.7%	69	83.9%	73	88.0%	73	93.0%	80	87.3%	137	90.3%	65
Car-passenger	5.9%	62	8.2%	27	5.3%	7	10.1%	10	8.0%	7	4.8%	4	3.5%	3	2.5%	4	0.0%	0
Bus / coach	6.2%	65	10.1%	33	5.3%	7	11.1%	11	8.0%	7	6.0%	5	0.0%	0	0.6%	1	1.4%	1
Train	1.3%	14	0.0%	0	2.3%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	4	5.6%	4
Taxi	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
Walk	3.4%	35	3.0%	10	6.1%	8	4.0%	4	0.0%	0	1.2%	1	0.0%	0	6.4%	10	2.8%	2
Bicycle	0.3%	3	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other	1.2%	12	1.8%	6	0.8%	1	2.0%	2	0.0%	0	0.0%	0	2.3%	2	0.6%	1	0.0%	0
Base:		1043		328		131		99		87		83		86		157		72

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q08 At which town or centre does your household spend most money on clothes and shoes ?																		
Amersham	1.2%	12	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	4	4.5%	7	0.0%	0		
Aylesbury	8.2%	85	1.5%	5	0.0%	0	44.4%	44	2.3%	2	28.9%	24	9.3%	8	1.3%	2	0.0%	0
Bicester Village	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	1.2%	13	0.9%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	11.1%	8		
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	3.7%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	24.2%	38	0.0%	0		
High Wycombe	35.2%	367	57.9%	190	29.0%	38	19.2%	19	51.7%	45	16.9%	14	31.4%	27	8.3%	13	29.2%	21
London (West End)	5.3%	55	3.4%	11	4.6%	6	3.0%	3	3.4%	3	3.6%	3	8.1%	7	9.6%	15	9.7%	7
Maidenhead	1.6%	17	0.6%	2	10.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1		
Marlow	1.7%	18	0.9%	3	7.6%	10	0.0%	0	5.7%	5	0.0%	0	0.0%	0	0.0%	0		
Milton Keynes	0.6%	6	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	2	2.8%	2		
Oxford	2.5%	26	0.9%	3	0.0%	0	3.0%	3	2.3%	2	20.5%	17	0.0%	0	0.6%	1	0.0%	0
Princes Risborough	1.3%	14	0.0%	0	0.0%	0	11.1%	11	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Reading	8.2%	86	7.6%	25	25.2%	33	2.0%	2	11.5%	10	12.0%	10	2.3%	2	0.0%	0	5.6%	4
Slough	2.7%	28	4.9%	16	3.1%	4	0.0%	0	1.1%	1	0.0%	0	0.6%	1	8.3%	6		
Thame	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0		
Uxbridge	2.4%	25	3.7%	12	1.5%	2	0.0%	0	1.1%	1	0.0%	0	2.3%	2	0.0%	0	11.1%	8
Watford	9.6%	100	4.9%	16	2.3%	3	2.0%	2	0.0%	0	15.1%	13	38.9%	61	6.9%	5		
Other	3.0%	31	2.7%	9	2.3%	3	3.0%	3	4.6%	4	3.6%	3	7.0%	6	0.6%	1	2.8%	2
Windsor	1.4%	15	0.3%	1	6.1%	8	0.0%	0	1.1%	1	0.0%	0	1.2%	1	0.0%	0	5.6%	4
Chesham	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	5.1%	8	0.0%	0		
London	0.7%	7	0.6%	2	0.8%	1	1.0%	1	2.3%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Mail order / catalogue / online shopping	3.1%	32	2.4%	8	2.3%	3	5.1%	5	8.0%	7	2.4%	2	3.5%	3	2.5%	4	0.0%	0
(Don't know)	2.6%	27	2.1%	7	3.8%	5	2.0%	2	3.4%	3	1.2%	1	4.7%	4	1.3%	2	4.2%	3
(Don't regularly buy these kind of goods)	2.6%	27	4.0%	13	0.8%	1	1.0%	1	1.1%	1	4.8%	4	4.7%	4	1.3%	2	1.4%	1
Base:		1043		328		131		99		87		83		86		157		72

Q09 At which other towns or centres do you shop for clothes and shoes ?*Those who do not regularly buy clothes or shoes at Q08*

Amersham	1.4%	14	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	6.4%	5	3.3%	5	2.9%	2
Aylesbury	4.2%	42	1.6%	5	0.0%	0	11.5%	11	2.4%	2	10.3%	8	12.8%	10	3.9%	6	0.0%	0
Bicester Village	0.3%	3	0.0%	0	0.0%	0	1.0%	1	1.2%	1	0.0%	0	0.0%	0	1.5%	1		
Beaconsfield	1.7%	17	1.0%	3	0.0%	0	2.1%	2	1.2%	1	0.0%	0	1.3%	1	0.0%	0	14.7%	10
Bracknell	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
Gerrards Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1		
Hemel Hempstead	2.1%	21	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0	3.8%	3	10.5%	16	0.0%	0
High Wycombe	13.7%	135	9.1%	28	16.8%	21	18.8%	18	7.2%	6	23.1%	18	17.9%	14	9.8%	15	22.1%	15
London (West End)	3.8%	38	1.9%	6	4.0%	5	5.2%	5	1.2%	1	1.3%	1	7.7%	6	5.9%	9	7.4%	5
Maidenhead	3.0%	30	1.0%	3	17.6%	22	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	4.4%	3
Marlow	1.3%	13	0.3%	1	6.4%	8	0.0%	0	2.4%	2	0.0%	0	1.3%	1	0.7%	1	0.0%	0
Milton Keynes	2.1%	21	1.6%	5	0.0%	0	5.2%	5	0.0%	0	3.8%	3	2.6%	2	3.9%	6	0.0%	0
Oxford	4.9%	48	2.6%	8	2.4%	3	9.4%	9	8.4%	7	19.2%	15	6.4%	5	0.7%	1	0.0%	0
Princes Risborough	0.5%	5	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Reading	6.2%	61	8.1%	25	18.4%	23	1.0%	1	4.8%	4	7.7%	6	0.0%	0	0.7%	1	1.5%	1
Slough	3.7%	37	5.2%	16	8.0%	10	1.0%	1	1.2%	1	0.0%	0	1.3%	1	0.7%	1	10.3%	7
Thame	0.8%	8	0.0%	0	0.0%	0	4.2%	4	2.4%	2	1.3%	1	1.3%	1	0.0%	0	0.0%	0
Uxbridge	3.9%	39	3.6%	11	0.8%	1	0.0%	0	3.6%	3	0.0%	0	3.8%	3	5.2%	8	19.1%	13
Watford	7.6%	75	8.8%	27	3.2%	4	2.1%	2	0.0%	0	1.3%	1	12.8%	10	18.3%	28	4.4%	3
Other	2.3%	23	1.3%	4	1.6%	2	2.1%	2	1.2%	1	2.6%	2	3.8%	3	5.2%	8	1.5%	1
Windsor	0.8%	8	0.0%	0	4.0%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2
London	0.8%	8	1.0%	3	0.8%	1	1.0%	1	1.2%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Mail order / catalogue / online shopping	2.4%	24	2.3%	7	3.2%	4	4.2%	4	4.8%	4	1.3%	1	1.3%	1	1.3%	2	1.5%	1
(None mentioned / no others stored used)	43.6%	431	56.5%	174	32.8%	41	38.5%	37	62.7%	52	34.6%	27	34.6%	27	35.9%	55	26.5%	18
Base:		989		308		125		96		83		78		78		153		68

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q10 At which town or centre does your household spend most money on domestic electric appliances (e.g. fridges and kitchen items) ?																		
Amersham	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	5.1%	8	0.0%	0		
Aylesbury	5.6%	58	0.6%	2	0.0%	0	27.3%	27	1.1%	1	24.1%	20	8.1%	7	0.6%	1	0.0%	0
Bicester Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	1.2%	12	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	11.1%	8
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	3.5%	36	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	35	0.0%	0	0.0%	0
High Wycombe	51.4%	536	72.9%	239	50.4%	66	39.4%	39	67.8%	59	19.3%	16	52.3%	45	20.4%	32	55.6%	40
London (West End)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	1.3%	2	1.4%	1
Maidenhead	1.2%	13	0.0%	0	9.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	1.0%	10	0.6%	2	5.3%	7	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.6%	6	0.3%	1	0.0%	0	1.0%	1	0.0%	0	1.2%	1	1.2%	1	1.3%	2	0.0%	0
Oxford	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	7	1.2%	1	0.0%	0	0.0%	0
Princes Risborough	1.5%	16	0.0%	0	0.0%	0	14.1%	14	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Reading	2.2%	23	2.4%	8	5.3%	7	0.0%	0	4.6%	4	3.6%	3	1.2%	1	0.0%	0	0.0%	0
Slough	3.5%	37	2.7%	9	9.2%	12	0.0%	0	2.3%	2	1.2%	1	0.0%	0	2.5%	4	12.5%	9
Thame	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	12	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.6%	6	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	5
Watford	3.3%	34	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	6	15.3%	24	1.4%	1
Other	1.2%	12	0.6%	2	0.8%	1	0.0%	0	3.4%	3	1.2%	1	2.3%	2	0.6%	1	2.8%	2
Chesham	3.3%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	6	17.8%	28	0.0%	0
Mail order / catalogue / online shopping	4.4%	46	3.7%	12	6.9%	9	5.1%	5	6.9%	6	8.4%	7	3.5%	3	1.9%	3	1.4%	1
(Don't know)	9.7%	101	11.3%	37	10.7%	14	8.1%	8	6.9%	6	15.7%	13	7.0%	6	7.6%	12	6.9%	5
(Don't regularly buy these kind of goods)	2.6%	27	2.7%	9	1.5%	2	4.0%	4	4.6%	4	0.0%	0	3.5%	3	3.2%	5	0.0%	0
Base:		1043		328		131		99		87		83		86		157		72

Q11 At which other towns or centres do you visit when shopping for domestic electric appliances (e.g. fridges and kitchen items) ?

Those who do not regularly buy domestic electrical appliances at Q10

Amersham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0		
Aylesbury	2.4%	22	0.4%	1	0.0%	0	11.5%	10	2.6%	2	1.4%	1	5.2%	4	2.9%	4	0.0%	0
Bicester Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	0.8%	7	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	7.5%	5
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Hemel Hempstead	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	5.7%	8	0.0%	0
High Wycombe	12.2%	112	6.4%	18	8.7%	10	10.3%	9	1.3%	1	37.1%	26	24.7%	19	8.6%	12	25.4%	17
London (West End)	0.8%	7	0.0%	0	1.7%	2	1.1%	1	1.3%	1	1.4%	1	1.3%	1	0.0%	0	1.5%	1
Maidenhead	1.0%	9	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.5%	3	0.0%	0
Marlow	0.3%	3	0.0%	0	1.7%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.3%	3	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Oxford	1.4%	13	0.0%	0	0.9%	1	3.4%	3	1.3%	1	8.6%	6	1.3%	1	0.0%	0	1.5%	1
Princes Risborough	1.0%	9	0.0%	0	0.0%	0	6.9%	6	1.3%	1	1.4%	1	1.3%	1	0.0%	0	0.0%	0
Reading	1.4%	13	1.4%	4	5.2%	6	1.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Slough	3.1%	28	5.0%	14	6.1%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2	6.0%	4
Thame	0.4%	4	0.0%	0	0.0%	0	1.1%	1	1.3%	1	1.4%	1	1.3%	1	0.0%	0	0.0%	0
Uxbridge	1.7%	16	1.1%	3	0.9%	1	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.7%	1	13.4%	9
Watford	3.7%	34	1.4%	4	1.7%	2	1.1%	1	0.0%	0	0.0%	0	3.9%	3	17.1%	24	0.0%	0
Other	0.8%	7	0.4%	1	0.0%	0	2.3%	2	1.3%	1	0.0%	0	1.3%	1	1.4%	2	0.0%	0
Chesham	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	9	0.0%	0
Mail order / catalogue / online shopping	1.6%	15	0.4%	1	1.7%	2	1.1%	1	3.9%	3	2.9%	2	3.9%	3	2.1%	3	0.0%	0
(None mentioned / no other centre)	67.5%	618	83.0%	234	71.3%	82	63.2%	55	85.7%	66	47.1%	33	55.8%	43	52.1%	73	47.8%	32
Base:		915		282		115		87		77		70		77		140		67

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
Q12 At which town or centre does your household spend most money on other kinds of electric goods such as TV / Hi-Fi and computers ?																
Amersham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.9%	3	0.0%	0
Aylesbury	5.7%	59	0.0%	0	0.0%	0	29.3%	29	1.1%	1	27.7%	23	3.5%	3	1.9%	0
Bicester Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	1.1%	11	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	12.5%	9
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	3.7%	39	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	23.6%	37	1.4%	1
High Wycombe	52.8%	551	72.9%	239	51.9%	68	42.4%	42	66.7%	58	30.1%	25	55.8%	48	23.6%	37
London (West End)	0.7%	7	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.9%	3
Maidenhead	1.0%	10	0.3%	1	6.1%	8	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Marlow	1.1%	11	0.3%	1	7.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.6%	1
Oxford	0.9%	9	0.0%	0	0.0%	0	0.0%	0	2.3%	2	7.2%	6	0.0%	0	0.6%	1
Princes Risborough	0.5%	5	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	1.7%	18	1.2%	4	5.3%	7	0.0%	0	3.4%	3	2.4%	2	1.2%	1	0.0%	0
Slough	3.3%	34	2.4%	8	9.2%	12	0.0%	0	1.1%	1	2.4%	2	1.2%	1	1.3%	2
Thame	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Uxbridge	0.8%	8	0.6%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.9%	5
Watford	2.9%	30	0.6%	2	0.0%	0	0.0%	0	1.1%	1	1.2%	1	4.7%	4	12.7%	20
Other	1.4%	15	0.9%	3	0.0%	0	0.0%	0	1.1%	1	3.6%	3	1.2%	1	1.9%	3
Chesham	2.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	12.7%	20
Mail order / catalogue / online shopping	4.9%	51	4.3%	14	3.8%	5	5.1%	5	9.2%	8	7.2%	6	7.0%	6	3.8%	6
(Don't know)	2.9%	30	3.0%	10	1.5%	2	5.1%	5	1.1%	1	0.0%	0	5.8%	5	3.8%	6
(Don't regularly buy these kind of goods)	11.5%	120	12.8%	42	13.0%	17	11.1%	11	12.6%	11	13.3%	11	10.5%	9	8.9%	14
Base:		1043		328		131		99		87		83		86		157

Q13 At which other towns or centres do you visit when buying other kinds of electric goods such as TV / Hi-Fi and computers ?

Those who do not regularly buy other kinds of electrical goods at Q12

Amersham	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.7%	5	0.0%	0
Aylesbury	2.8%	25	0.4%	1	0.0%	0	9.6%	8	1.3%	1	9.7%	7	5.6%	4	2.9%	4
Bicester Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	1.1%	10	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	6.6%	9
High Wycombe	9.7%	87	4.0%	11	8.9%	10	14.5%	12	2.7%	2	22.2%	16	19.4%	14	5.8%	8
London (West End)	1.0%	9	0.7%	2	0.9%	1	1.2%	1	1.3%	1	1.4%	1	2.8%	2	0.0%	0
Maidenhead	1.5%	13	0.7%	2	7.1%	8	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.0%	2
Marlow	0.8%	7	0.4%	1	5.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.3%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.7%	1	1.5%	1
Oxford	1.0%	9	0.0%	0	0.0%	0	2.4%	2	2.7%	2	6.9%	5	0.0%	0	0.0%	0
Princes Risborough	0.7%	6	0.0%	0	0.0%	0	7.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	1.7%	15	1.4%	4	6.3%	7	1.2%	1	2.7%	2	0.0%	0	1.4%	1	0.0%	0
Slough	2.8%	25	3.6%	10	3.6%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.2%	3
Thame	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	1.4%	1	0.0%	0
Uxbridge	2.0%	18	0.4%	1	0.9%	1	2.4%	2	1.3%	1	0.0%	0	2.8%	2	1.5%	2
Watford	3.8%	34	1.4%	4	1.8%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	18.2%	25
Other	0.4%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.8%	2	0.0%	0	0.7%	1
Chesham	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	5.1%	7
Mail order / catalogue/ online shopping	2.4%	21	1.8%	5	2.7%	3	2.4%	2	2.7%	2	2.8%	2	4.2%	3	2.2%	3
(Don't know)	2.4%	21	0.7%	2	1.8%	2	1.2%	1	2.7%	2	8.3%	6	5.6%	4	0.7%	1
(None mentioned / no other centre)	67.0%	598	84.8%	234	65.2%	73	62.7%	52	85.3%	64	47.2%	34	55.6%	40	51.1%	70
Base:		893		276		112		83		75		72		72		137

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q14 Which town or centre does your household spend most money on furniture, soft furnishings and floor-coverings ?																		
Amersham	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.1%	8	0.0%	0
Aylesbury	5.8%	61	0.3%	1	0.0%	0	22.2%	22	3.4%	3	26.5%	22	5.8%	5	4.5%	7	1.4%	1
Bicester Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	1.7%	18	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	20.8%	15
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	2.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	24	0.0%	0
High Wycombe	42.2%	440	57.0%	187	40.5%	53	26.3%	26	54.0%	47	25.3%	21	50.0%	43	21.0%	33	41.7%	30
London (West End)	1.6%	17	0.6%	2	4.6%	6	2.0%	2	2.3%	2	1.2%	1	2.3%	2	1.3%	2	0.0%	0
Maidenhead	0.6%	6	0.3%	1	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Marlow	0.5%	5	0.3%	1	2.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	1	1.4%	1
Oxford	0.7%	7	0.0%	0	0.0%	0	1.0%	1	1.1%	1	6.0%	5	0.0%	0	0.0%	0	0.0%	0
Princes Risborough	0.6%	6	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Reading	2.5%	26	2.1%	7	8.4%	11	0.0%	0	4.6%	4	2.4%	2	0.0%	0	1.3%	2	0.0%	0
Slough	3.7%	39	4.0%	13	9.9%	13	1.0%	1	1.1%	1	0.0%	0	0.0%	0	1.3%	2	12.5%	9
Thame	0.5%	5	0.0%	0	0.8%	1	1.0%	1	1.1%	1	1.2%	1	1.2%	1	0.0%	0	0.0%	0
Uxbridge	0.6%	6	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	5
Watford	2.9%	30	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	15.3%	24	0.0%	0
Other	3.3%	34	3.4%	11	4.6%	6	4.0%	4	1.1%	1	3.6%	3	1.2%	1	2.5%	4	5.6%	4
Chesham	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	4.5%	7	0.0%	0
Mail order / catalogue / online shopping	1.2%	13	0.9%	3	1.5%	2	3.0%	3	1.1%	1	1.2%	1	1.2%	1	0.6%	1	1.4%	1
Nowhere in particular / varies	0.7%	7	0.3%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.6%	1	0.0%	0
(Don't know)	5.0%	52	4.0%	13	7.6%	10	9.1%	9	6.9%	6	3.6%	3	7.0%	6	3.2%	5	0.0%	0
(Don't regularly buy these kind of goods)	21.7%	226	25.0%	82	15.3%	20	24.2%	24	23.0%	20	27.7%	23	20.9%	18	21.0%	33	8.3%	6
Base:		1043		328		131		99		87		83		86		157		72

Q15 Which other towns or centres do you visit to buy furniture, soft furnishings and floor-coverings ?

Those who do not regularly buy furniture, soft furnishings or floor-coverings at Q14

Amersham	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	5.0%	6	1.5%	1
Aylesbury	3.1%	24	0.4%	1	0.0%	0	13.6%	9	1.6%	1	12.3%	7	8.1%	5	0.8%	1	0.0%	0
Bicester Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	2.0%	15	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	13
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.3%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Hemel Hempstead	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	6.7%	8	0.0%	0
High Wycombe	12.5%	96	3.4%	8	13.9%	14	18.2%	12	3.3%	2	26.3%	15	21.0%	13	10.9%	13	28.8%	19
London (West End)	2.0%	15	0.4%	1	2.0%	2	1.5%	1	1.6%	1	1.8%	1	1.6%	1	4.2%	5	4.5%	3
Maidenhead	0.7%	5	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.5%	1
Marlow	0.4%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.3%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Oxford	0.8%	6	0.4%	1	0.0%	0	3.0%	2	1.6%	1	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Princes Risborough	0.5%	4	0.4%	1	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	3.0%	23	3.4%	8	8.9%	9	3.0%	2	4.9%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Slough	3.9%	30	6.4%	15	5.9%	6	1.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	10.6%	7
Thame	0.7%	5	0.0%	0	1.0%	1	1.5%	1	3.3%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Uxbridge	2.0%	15	0.9%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.8%	1	13.6%	9
Watford	3.4%	26	1.7%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	8.1%	5	12.6%	15	1.5%	1
Other	3.3%	25	1.7%	4	3.0%	3	1.5%	1	8.2%	5	1.8%	1	6.5%	4	5.9%	7	0.0%	0
(Don't know)	3.1%	24	1.7%	4	4.0%	4	1.5%	1	1.6%	1	7.0%	4	8.1%	5	2.5%	3	3.0%	2
(None mentioned / no other centre)	60.9%	466	80.3%	187	58.4%	59	54.5%	36	73.8%	45	45.6%	26	43.5%	27	50.4%	60	39.4%	26
Base:		765		233		101		66		61		57		62		119		66

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q16 Which town or centre does your household spend most money on DIY / hardware and garden items ?																		
Amersham	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	2.3%	2	4.5%	7	0.0%	0
Aylesbury	7.1%	74	0.3%	1	0.0%	0	40.4%	40	2.3%	2	30.1%	25	5.8%	5	0.6%	1	0.0%	0
Bicester Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	1.8%	19	1.5%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	18.1%	13
Bracknell	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
Gerrards Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	2.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	27	0.0%	0
High Wycombe	48.6%	507	73.2%	240	49.6%	65	26.3%	26	69.0%	60	19.3%	16	37.2%	32	16.6%	26	58.3%	42
London (West End)	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Maidenhead	0.5%	5	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	1.0%	10	0.0%	0	7.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.6%	1	0.0%	0
Oxford	1.2%	12	0.0%	0	0.0%	0	1.0%	1	0.0%	0	12.0%	10	1.2%	1	0.0%	0	0.0%	0
Princes Risborough	0.6%	6	0.0%	0	0.0%	0	5.1%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Reading	0.7%	7	1.2%	4	0.8%	1	0.0%	0	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Slough	3.1%	32	2.1%	7	10.7%	14	0.0%	0	1.1%	1	1.2%	1	0.0%	0	2.5%	4	6.9%	5
Thame	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Watford	1.2%	13	0.6%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.4%	10	0.0%	0
Other	3.6%	38	0.3%	1	3.1%	4	1.0%	1	8.0%	7	4.8%	4	15.1%	13	4.5%	7	1.4%	1
Chesham	5.8%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	9	32.5%	51	0.0%	0
Loudwater	1.7%	18	2.4%	8	2.3%	3	0.0%	0	1.1%	1	0.0%	0	1.2%	1	0.6%	1	5.6%	4
Bourne End	0.7%	7	0.0%	0	5.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinnor	0.6%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	6.0%	5	0.0%	0	0.0%	0	0.0%	0
Mail order / catalogue / online shopping	0.9%	9	0.6%	2	0.8%	1	1.0%	1	2.3%	2	0.0%	0	0.0%	0	1.9%	3	0.0%	0
(Don't know)	3.3%	34	1.5%	5	3.1%	4	7.1%	7	3.4%	3	2.4%	2	8.1%	7	2.5%	4	2.8%	2
(Don't regularly buy these kind of goods)	13.5%	141	16.2%	53	11.5%	15	15.2%	15	11.5%	10	16.9%	14	16.3%	14	9.6%	15	6.9%	5
Base:		1043		328		131		99		87		83		86		157		72

Q17 Which other towns or centres do you visit to buy DIY / hardware and garden items ?

Those who do not regularly buy DIY / hardware or garden items at Q16

Amersham	0.6%	5	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	1.4%	2	0.0%	0
Aylesbury	3.1%	27	0.4%	1	0.0%	0	18.2%	14	2.7%	2	6.0%	4	7.7%	5	0.7%	1	0.0%	0
Bicester Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	1.7%	15	0.7%	2	0.9%	1	1.3%	1	0.0%	0	0.0%	0	1.5%	1	0.7%	1	13.8%	9
Bracknell	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Gerrards Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	1.2%	10	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	9	0.0%	0
High Wycombe	10.1%	88	3.7%	10	11.6%	13	11.7%	9	2.7%	2	22.4%	15	21.5%	14	2.9%	4	32.3%	21
London (West End)	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Maidenhead	0.3%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.5%	1	0.0%	0
Marlow	1.5%	13	0.0%	0	8.0%	9	0.0%	0	2.7%	2	1.5%	1	1.5%	1	0.0%	0	0.0%	0
Milton Keynes	0.2%	2	0.0%	0	0.9%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0
Princes Risborough	0.3%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.7%	6	0.0%	0	3.6%	4	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	3.9%	34	6.3%	17	8.9%	10	0.0%	0	1.4%	1	1.5%	1	0.0%	0	0.7%	1	6.2%	4
Thame	0.6%	5	0.0%	0	0.0%	0	1.3%	1	0.0%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.5%	4	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.5%	1
Watford	1.0%	9	0.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.1%	2	3.6%	5	0.0%	0
Other	2.9%	25	0.4%	1	0.9%	1	1.3%	1	6.8%	5	4.5%	3	9.2%	6	3.6%	5	4.6%	3
Chesham	2.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	11.6%	16	0.0%	0
(Don't know)	2.3%	20	1.1%	3	1.8%	2	0.0%	0	1.4%	1	1.5%	1	4.6%	3	5.8%	8	3.1%	2
(None mentioned / no other centre)	67.4%	585	85.6%	231	60.7%	68	62.3%	48	81.1%	60	52.2%	35	47.7%	31	62.3%	86	40.0%	26
Base:		868		270		112		77		74		67		65		138		65

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q18 Which town or centre does your household spend most money on health, beauty and chemist items ?																		
Amersham	7.2%	75	3.7%	12	0.0%	0	2.0%	2	1.1%	1	0.0%	0	18.6%	16	28.0%	44	0.0%	0
Aylesbury	4.0%	42	0.3%	1	0.0%	0	20.2%	20	2.3%	2	15.7%	13	3.5%	3	1.9%	3	0.0%	0
Bicester Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	5.2%	54	2.4%	8	2.3%	3	1.0%	1	0.0%	0	0.0%	0	1.2%	1	0.6%	1	55.6%	40
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	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
Hemel Hempstead	0.6%	6	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0
High Wycombe	37.2%	388	73.5%	241	19.1%	25	14.1%	14	50.6%	44	12.0%	10	33.7%	29	3.2%	5	27.8%	20
London (West End)	1.2%	12	0.9%	3	1.5%	2	1.0%	1	0.0%	0	1.2%	1	1.2%	1	2.5%	4	0.0%	0
Maidenhead	1.0%	10	0.3%	1	6.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	5.7%	59	0.6%	2	40.5%	53	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	1.1%	11	0.0%	0	0.0%	0	0.0%	0	1.1%	1	10.8%	9	0.0%	0	0.6%	1	0.0%	0
Princes Risborough	5.2%	54	0.0%	0	0.8%	1	47.5%	47	4.6%	4	1.2%	1	1.2%	1	0.0%	0	0.0%	0
Reading	0.5%	5	0.3%	1	0.8%	1	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.6%	1	0.0%	0
Slough	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Thame	2.7%	28	0.0%	0	0.0%	0	2.0%	2	4.6%	4	26.5%	22	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Watford	0.7%	7	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.5%	4	1.4%	1
Other	3.7%	39	1.8%	6	5.3%	7	1.0%	1	9.2%	8	12.0%	10	4.7%	4	0.6%	1	2.8%	2
Chesham	7.7%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	13	42.7%	67	0.0%	0
Loudwater	0.9%	9	1.8%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Bourne End	0.9%	9	0.0%	0	6.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Hazlemere	0.8%	8	2.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prestwood	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	5.8%	5	0.0%	0	0.0%	0
Henley	1.0%	10	0.0%	0	0.0%	0	0.0%	0	10.3%	9	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Great Missenden	0.6%	6	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	5	0.0%	0	0.0%	0
Cookham	0.6%	6	0.0%	0	4.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail order / catalogue / online shopping	0.8%	8	0.0%	0	0.8%	1	2.0%	2	1.1%	1	0.0%	0	0.0%	0	1.9%	3	1.4%	1
(Don't know)	2.7%	28	2.1%	7	1.5%	2	5.1%	5	2.3%	2	6.0%	5	2.3%	2	2.5%	4	1.4%	1
(Don't regularly buy these kind of goods)	7.5%	78	8.5%	28	8.4%	11	4.0%	4	6.9%	6	10.8%	9	5.8%	5	8.3%	13	2.8%	2
Base:		1043		328		131		99		87		83		86		157		72

Q19 Which other towns or centres do you visit to buy health, beauty and chemist items ?

Those who do not regularly buy health, beauty or chemist items at Q18

Amersham	2.1%	20	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	7.9%	11	0.0%	0
Aylesbury	2.5%	23	0.0%	0	0.0%	0	12.2%	11	0.0%	0	8.7%	6	7.6%	6	0.0%	0	0.0%	0
Bicester Village	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
Beaconsfield	2.2%	21	1.4%	4	0.8%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.7%	15
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Hemel Hempstead	0.4%	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
High Wycombe	9.1%	85	6.1%	18	10.2%	12	12.2%	11	1.3%	1	18.8%	13	22.8%	18	0.7%	1	15.9%	11
London (West End)	0.9%	8	0.7%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.1%	3	1.4%	1
Maidenhead	0.6%	6	0.7%	2	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	2.1%	20	0.3%	1	12.7%	15	0.0%	0	2.5%	2	0.0%	0	1.3%	1	0.0%	0	1.4%	1
Milton Keynes	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
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough	0.9%	8	0.0%	0	0.0%	0	7.8%	7	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Reading	0.9%	8	0.7%	2	0.8%	1	0.0%	0	1.3%	1	4.3%	3	1.3%	1	0.0%	0	0.0%	0
Slough	0.6%	6	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	4.3%	3
Thame	0.6%	6	0.0%	0	0.0%	0	1.1%	1	0.0%	0	5.8%	4	1.3%	1	0.0%	0	0.0%	0
Uxbridge	0.5%	5	0.7%	2	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Watford	1.8%	17	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	10.0%	14	0.0%	0
Other	1.9%	18	1.4%	4	2.5%	3	1.1%	1	3.8%	3	1.4%	1	2.5%	2	1.4%	2	2.9%	2
Chesham	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	4.3%	6	0.0%	0
(Don't know)	2.5%	23	0.3%	1	0.8%	1	2.2%	2	2.5%	2	11.6%	8	2.5%	2	3.6%	5	2.9%	2
(None mentioned / no other centre)	71.8%	673	85.7%	251	68.6%	81	65.6%	59	87.3%	69	52.2%	36	54.4%	43	68.6%	96	55.1%	38
Base:		937		293		118		90		79		69		79		140		69

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q20 Which town or centre does your household spend most money on other non-food items such as books, CD's, toys and gifts ?																		
Amersham	3.7%	39	0.6%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	11.6%	10	15.9%	25	1.4%	1
Aylesbury	6.4%	67	0.9%	3	0.0%	0	32.3%	32	2.3%	2	25.3%	21	9.3%	8	0.6%	1	0.0%	0
Bicester Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	2.6%	27	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.6%	1	30.6%	22
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Hemel Hempstead	2.2%	23	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	18	1.4%	1
High Wycombe	36.8%	384	67.1%	220	19.8%	26	20.2%	20	49.4%	43	16.9%	14	30.2%	26	7.6%	12	31.9%	23
London (West End)	1.5%	16	0.9%	3	1.5%	2	1.0%	1	1.1%	1	2.4%	2	1.2%	1	2.5%	4	2.8%	2
Maidenhead	1.3%	14	0.3%	1	9.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Marlow	3.6%	38	0.9%	3	25.2%	33	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Oxford	1.2%	13	0.6%	2	0.0%	0	1.0%	1	0.0%	0	8.4%	7	1.2%	1	0.6%	1	1.4%	1
Princes Risborough	1.3%	14	0.0%	0	0.0%	0	12.1%	12	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Reading	1.8%	19	0.3%	1	9.2%	12	0.0%	0	4.6%	4	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Slough	0.6%	6	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	4.2%	3
Thame	1.5%	16	0.0%	0	0.0%	0	3.0%	3	0.0%	0	15.7%	13	0.0%	0	0.0%	0	0.0%	0
Uxbridge	1.2%	12	0.0%	0	0.8%	1	0.0%	0	1.1%	1	0.0%	0	1.2%	1	0.0%	0	12.5%	9
Watford	3.6%	38	1.8%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	4	17.2%	27	0.0%	0
Other	2.9%	30	1.8%	6	3.8%	5	2.0%	2	11.5%	10	3.6%	3	1.2%	1	1.3%	2	1.4%	1
Chesham	3.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	24.2%	38	0.0%	0
Mail order / catalogue / online shopping	8.2%	85	7.3%	24	14.5%	19	7.1%	7	9.2%	8	8.4%	7	7.0%	6	7.0%	11	4.2%	3
Nowhere in particular / varies	0.8%	8	0.0%	0	0.0%	0	1.0%	1	1.1%	1	1.2%	1	4.7%	4	0.6%	1	0.0%	0
(Don't know)	3.3%	34	3.0%	10	0.8%	1	4.0%	4	4.6%	4	4.8%	4	8.1%	7	1.9%	3	1.4%	1
(Don't regularly buy these kind of goods)	11.0%	115	11.6%	38	14.5%	19	14.1%	14	11.5%	10	9.6%	8	12.8%	11	7.6%	12	4.2%	3
Base:		1043		328		131		99		87		83		86		157		72

Q21 Which other towns or centres do you visit to buy other non-food items such as books, CD's, toys and gifts ?

Those who do not regularly buy other non-food items at Q20

Amersham	2.5%	22	1.1%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	5.9%	4	9.9%	14	0.0%	0
Aylesbury	3.0%	27	0.4%	1	0.0%	0	16.0%	13	2.7%	2	7.0%	5	5.9%	4	1.4%	2	0.0%	0
Bicester Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	2.5%	22	0.7%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	26.5%	18
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Hemel Hempstead	1.3%	12	0.0%	0	1.8%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	9	0.0%	0
High Wycombe	11.2%	100	6.4%	18	18.0%	20	17.3%	14	6.8%	5	21.1%	15	19.1%	13	4.9%	7	11.8%	8
London (West End)	2.6%	23	1.8%	5	2.7%	3	1.2%	1	1.4%	1	2.8%	2	5.9%	4	2.8%	4	4.4%	3
Maidenhead	1.2%	11	0.4%	1	7.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Marlow	1.5%	13	0.4%	1	9.9%	11	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Milton Keynes	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	2	0.0%	0
Oxford	1.3%	12	0.0%	0	3.6%	4	0.0%	0	5.5%	4	5.6%	4	0.0%	0	0.0%	0	0.0%	0
Princes Risborough	1.2%	11	0.0%	0	0.9%	1	11.1%	9	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	2.3%	21	2.1%	6	6.3%	7	1.2%	1	2.7%	2	5.6%	4	1.5%	1	0.0%	0	0.0%	0
Slough	1.0%	9	0.7%	2	1.8%	2	1.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	3
Thame	0.9%	8	0.0%	0	0.0%	0	3.7%	3	1.4%	1	5.6%	4	0.0%	0	0.0%	0	0.0%	0
Uxbridge	1.3%	12	0.7%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.5%	1	1.4%	2	8.8%	6
Watford	3.5%	31	2.5%	7	1.8%	2	1.2%	1	0.0%	0	0.0%	0	11.8%	8	8.5%	12	1.5%	1
Other	1.7%	15	1.1%	3	1.8%	2	2.5%	2	1.4%	1	2.8%	2	5.9%	4	0.7%	1	0.0%	0
Chesham	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	8.5%	12	0.0%	0
Mail order / catalogue / online shopping	3.2%	29	2.9%	8	2.7%	3	2.5%	2	2.7%	2	4.2%	3	5.9%	4	0.7%	1	8.8%	6
(Don't know)	1.3%	12	0.7%	2	0.9%	1	2.5%	2	1.4%	1	2.8%	2	1.5%	1	1.4%	2	1.5%	1
(None mentioned / no other centre)	59.7%	534	79.6%	223	49.6%	55	42.0%	34	72.6%	53	50.7%	36	42.6%	29	53.5%	76	41.2%	28
Base:		894		280		111		81		73		71		68		142		68

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q22 What goods has your household bought from the John Lewis store near the motorway in High Wycombe in the last 12 months ?																		
Haven't shopped at the store	32.2%	336	37.5%	123	23.7%	31	34.3%	34	23.0%	20	18.1%	15	19.8%	17	51.0%	80	22.2%	16
Domestic electrical appliances (fridges and kitchen items)	21.2%	221	20.1%	66	24.4%	32	22.2%	22	28.7%	25	25.3%	21	19.8%	17	10.8%	17	29.2%	21
Other electrical goods such as TV / HI-Fi and computers	19.2%	200	18.6%	61	29.8%	39	18.2%	18	17.2%	15	18.1%	15	18.6%	16	9.6%	15	29.2%	21
Furniture, soft furnishings and floorcoverings	22.6%	236	16.5%	54	25.2%	33	27.3%	27	33.3%	29	18.1%	15	27.9%	24	15.9%	25	40.3%	29
DIY/hardwear / gardening items	2.6%	27	1.5%	5	3.8%	5	5.1%	5	0.0%	0	0.0%	0	3.5%	3	0.6%	1	11.1%	8
Toys / crafts / leisure goods	16.5%	172	12.5%	41	17.6%	23	12.1%	12	16.1%	14	30.1%	25	25.6%	22	7.0%	11	33.3%	24
Other households goods such as china	14.5%	151	12.8%	42	9.2%	12	14.1%	14	4.6%	4	14.5%	12	16.3%	14	17.8%	28	34.7%	25
Other	4.7%	49	3.7%	12	1.5%	2	4.0%	4	10.3%	9	8.4%	7	8.1%	7	5.1%	8	0.0%	0
(Don't know)	8.1%	84	7.9%	26	10.7%	14	8.1%	8	8.0%	7	10.8%	9	5.8%	5	3.2%	5	13.9%	10
Base:		1043		328		131		99		87		83		86		157		72

Q23 Is this John Lewis store the only place you have shopped for non-food goods in High Wycombe in the last 12 months ?

Those who have not shopped anywhere else or cannot remember what they bought at the John Lewis store mentioned in Q22

Yes	33.2%	207	21.8%	39	32.6%	28	35.1%	20	16.7%	10	30.5%	18	57.8%	37	52.8%	38	37.0%	17
No	64.8%	404	76.5%	137	67.4%	58	63.2%	36	78.3%	47	69.5%	41	37.5%	24	44.4%	32	63.0%	29
(Don't Know)	1.9%	12	1.7%	3	0.0%	0	1.8%	1	5.0%	3	0.0%	0	4.7%	3	2.8%	2	0.0%	0
Base:		623		179		86		57		60		59		64		72		46

Q24 Do you or your family do any of the following leisure activities ?

Cinema	50.5%	527	39.9%	131	58.0%	76	28.3%	28	50.6%	44	69.9%	58	50.0%	43	64.3%	101	63.9%	46
Theatre	40.6%	423	34.1%	112	42.7%	56	29.3%	29	46.0%	40	50.6%	42	48.8%	42	40.1%	63	54.2%	39
Pub/bar	38.2%	398	29.6%	97	50.4%	66	28.3%	28	36.8%	32	56.6%	47	40.7%	35	34.4%	54	54.2%	39
Restaurant	57.5%	600	51.5%	169	66.4%	87	35.4%	35	52.9%	46	74.7%	62	65.1%	56	59.9%	94	70.8%	51
Nightclub	7.9%	82	6.7%	22	9.2%	12	4.0%	4	3.4%	3	6.0%	5	7.0%	6	12.7%	20	13.9%	10
Bingo	3.0%	31	3.7%	12	1.5%	2	3.0%	3	3.4%	3	1.2%	1	3.5%	3	3.8%	6	1.4%	1
Health & Fitness club	27.5%	287	25.3%	83	38.9%	51	26.3%	26	31.0%	27	21.7%	18	22.1%	19	22.3%	35	38.9%	28
Tenpin bowling	14.7%	153	11.6%	38	20.6%	27	6.1%	6	13.8%	12	19.3%	16	12.8%	11	16.6%	26	23.6%	17
None of these	18.9%	197	23.2%	76	16.0%	21	38.4%	38	20.7%	18	2.4%	2	15.1%	13	12.7%	20	12.5%	9
(Don't know)	1.4%	15	1.8%	6	0.8%	1	1.0%	1	3.4%	3	1.2%	1	3.5%	3	0.0%	0	0.0%	0
Base:		1043		328		131		99		87		83		86		157		72

Q25 Where did you or your family last visit the cinema ?

Those who visit the cinema at Q24

Amersham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Aylesbury	8.5%	45	1.5%	2	0.0%	0	39.3%	11	2.3%	1	20.7%	12	25.6%	11	7.9%	8	0.0%	0
Bracknell	0.2%	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
Hemel Hempstead	7.0%	37	0.0%	0	2.6%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	33.7%	34	0.0%	0
High Wycombe	64.1%	338	87.8%	115	63.2%	48	57.1%	16	90.9%	40	53.4%	31	53.5%	23	29.7%	30	76.1%	35
London (West End)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.0%	2	0.0%	0
Maidenhead	6.1%	32	5.3%	7	27.6%	21	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	6.5%	3
Marlow	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
Milton Keynes	0.4%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Oxford	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	5	2.3%	1	1.0%	1	0.0%	0
Princes Risborough	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.2%	1
Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.2%	1
Thame	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.9%	5	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.2%	1
Watford	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Other	1.9%	10	0.8%	1	1.3%	1	3.6%	1	0.0%	0	1.7%	1	0.0%	0	5.0%	5	2.2%	1
Henley	2.5%	13	0.0%	0	3.9%	3	0.0%	0	6.8%	3	12.1%	7	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	2.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	5.9%	6	6.5%	3
Chesham	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	6.9%	7	0.0%	0
(Don't know)	0.8%	4	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Base:		527		131		76		28		44		58		43		101		46

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q26 Where did you or your family last visit the Theatre ?																		
<i>Those who visit the Theatre at Q24</i>																		
Amersham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	0.9%	4	0.0%	0	1.8%	1	3.4%	1	0.0%	0	0.0%	0	2.4%	1	1.6%	1	0.0%	0
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	0.2%	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
High Wycombe	45.4%	192	64.3%	72	41.1%	23	41.4%	12	70.0%	28	33.3%	14	21.4%	9	25.4%	16	46.2%	18
London (West End)	37.6%	159	25.9%	29	42.9%	24	37.9%	11	17.5%	7	28.6%	12	54.8%	23	60.3%	38	38.5%	15
Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.7%	3	0.9%	1	1.8%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	4.3%	18	0.9%	1	0.0%	0	0.0%	0	5.0%	2	31.0%	13	0.0%	0	0.0%	0	5.1%	2
Princes Risborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.5%	2	0.9%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	0.0%	0	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	3.1%	13	1.8%	2	3.6%	2	3.4%	1	2.5%	1	4.8%	2	7.1%	3	1.6%	1	2.6%	1
Windsor	2.4%	10	0.9%	1	8.9%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.6%	1	5.1%	2
Chesham	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.4%	1	6.3%	4	0.0%	0
London	1.9%	8	2.7%	3	0.0%	0	6.9%	2	2.5%	1	0.0%	0	2.4%	1	1.6%	1	0.0%	0
(Don't know)	1.7%	7	1.8%	2	0.0%	0	3.4%	1	0.0%	0	0.0%	0	7.1%	3	1.6%	1	0.0%	0
Base:		423		112		56		29		40		42		42		63		39

Q27 Where did you or your family last visit a pub / bar ?*Those who visit the pub / bar at Q24*

Amersham	8.5%	34	2.1%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	22.9%	8	42.6%	23	0.0%	0
Aylesbury	2.3%	9	0.0%	0	0.0%	0	14.3%	4	0.0%	0	2.1%	1	5.7%	2	3.7%	2	0.0%	0
Bracknell	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2
Hemel Hempstead	0.8%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
High Wycombe	27.1%	108	63.9%	62	7.6%	5	10.7%	3	18.8%	6	10.6%	5	25.7%	9	3.7%	2	41.0%	16
London (West End)	1.5%	6	1.0%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.9%	1	2.6%	1
Maidenhead	3.3%	13	3.1%	3	10.6%	7	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2
Marlow	9.8%	39	3.1%	3	51.5%	34	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	1.8%	7	0.0%	0	0.0%	0	3.6%	1	0.0%	0	10.6%	5	0.0%	0	1.9%	1	0.0%	0
Princes Risborough	2.8%	11	0.0%	0	1.5%	1	35.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.5%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame	1.8%	7	0.0%	0	1.5%	1	0.0%	0	3.1%	1	10.6%	5	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Other	13.8%	55	17.5%	17	9.1%	6	28.6%	8	9.4%	3	8.5%	4	17.1%	6	3.7%	2	23.1%	9
Chesham	5.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	37.0%	20	0.0%	0
Chinnor	3.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.7%	13	0.0%	0	0.0%	0	0.0%	0
Stokenchurch	2.5%	10	0.0%	0	0.0%	0	0.0%	0	31.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watlington	3.3%	13	0.0%	0	0.0%	0	0.0%	0	3.1%	1	25.5%	12	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	2.3%	9	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	7
Bourne End	1.5%	6	0.0%	0	9.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Missenden	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	6	0.0%	0	0.0%	0
Radnage	1.5%	6	0.0%	0	0.0%	0	0.0%	0	18.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.8%	15	5.2%	5	1.5%	1	3.6%	1	9.4%	3	4.3%	2	2.9%	1	0.0%	0	5.1%	2
Base:		398		97		66		28		32		47		35		54		39

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q28 Where did you or your family last visit a restaurant ?																		
<i>Those who have visited a restaurant at Q24</i>																		
Amersham	10.8%	65	1.8%	3	1.1%	1	5.7%	2	0.0%	0	0.0%	0	26.8%	15	44.7%	42	3.9%	2
Aylesbury	3.5%	21	0.0%	0	0.0%	0	8.6%	3	0.0%	0	14.5%	9	7.1%	4	5.3%	5	0.0%	0
Bracknell	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3
Hemel Hempstead	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	7	2.0%	1
High Wycombe	26.7%	160	63.3%	107	12.6%	11	17.1%	6	17.4%	8	8.1%	5	14.3%	8	2.1%	2	25.5%	13
London (West End)	4.8%	29	4.7%	8	1.1%	1	2.9%	1	2.2%	1	4.8%	3	1.8%	1	12.8%	12	3.9%	2
Maidenhead	2.8%	17	1.2%	2	12.6%	11	0.0%	0	2.2%	1	1.6%	1	1.8%	1	0.0%	0	2.0%	1
Marlow	11.2%	67	4.7%	8	56.3%	49	0.0%	0	10.9%	5	0.0%	0	3.6%	2	1.1%	1	3.9%	2
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	2.3%	14	0.6%	1	0.0%	0	2.9%	1	8.7%	4	9.7%	6	3.6%	2	0.0%	0	0.0%	0
Princes Risborough	2.0%	12	0.0%	0	1.1%	1	28.6%	10	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.7%	4	1.2%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Slough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Thame	1.5%	9	0.0%	0	0.0%	0	2.9%	1	2.2%	1	9.7%	6	1.8%	1	0.0%	0	0.0%	0
Uxbridge	0.5%	3	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Watford	0.0%	0	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	15.2%	91	10.7%	18	8.0%	7	25.7%	9	28.3%	13	25.8%	16	25.0%	14	7.4%	7	13.7%	7
Chinnor	2.0%	12	0.0%	0	0.0%	0	2.9%	1	0.0%	0	17.7%	11	0.0%	0	0.0%	0	0.0%	0
Chesham	2.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	14.9%	14	0.0%	0
Beaconsfield	4.2%	25	4.1%	7	1.1%	1	0.0%	0	2.2%	1	1.6%	1	0.0%	0	0.0%	0	29.4%	15
Bourne End	1.0%	6	1.2%	2	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokenchurch	1.0%	6	0.0%	0	0.0%	0	0.0%	0	13.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.3%	32	5.3%	9	1.1%	1	2.9%	1	8.7%	4	6.5%	4	10.7%	6	3.2%	3	7.8%	4
Base:		600		169		87		35		46		62		56		94		51

Q29 Where did you or your family last visit a nightclub ?*Those who have visited a nightclub at Q24*

Amersham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	6.1%	5	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	15.0%	3	0.0%	0
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	3	10.0%	1
High Wycombe	30.5%	25	45.5%	10	50.0%	6	25.0%	1	66.7%	2	0.0%	0	33.3%	2	5.0%	1	30.0%	3
London (West End)	17.1%	14	22.7%	5	16.7%	2	25.0%	1	0.0%	0	0.0%	0	0.0%	0	15.0%	3	30.0%	3
Maidenhead	2.4%	2	9.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	2.4%	2	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0
Oxford	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	60.0%	3	0.0%	0	5.0%	1	0.0%	0
Princes Risborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	3.7%	3	0.0%	0	16.7%	2	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1
Uxbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	7.3%	6	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	2	15.0%	3	0.0%	0
Other	9.8%	8	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	6	10.0%	1
London	6.1%	5	9.1%	2	8.3%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1
(Don't know)	2.4%	2	4.5%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Base:		82		22		12		4		3		5		6		20		10

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q30 Where did you or your family last go to play bingo ?									
<i>Those who have played bingo at Q24</i>									
Amersham	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Aylesbury	6.5%	2	0.0%	0	50.0%	1	0.0%	0	0.0%
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hemel Hempstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
High Wycombe	25.8%	8	66.7%	8	0.0%	0	0.0%	0	0.0%
London (West End)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marlow	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Princes Risborough	6.5%	2	0.0%	0	0.0%	0	66.7%	2	0.0%
Reading	6.5%	2	8.3%	1	0.0%	0	0.0%	0	33.3%
Slough	6.5%	2	0.0%	0	50.0%	1	0.0%	0	0.0%
Thame	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Uxbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Watford	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	25.8%	8	16.7%	2	0.0%	0	0.0%	0	66.7%
(Don't know)	6.5%	2	8.3%	1	0.0%	0	33.3%	1	0.0%
Base:		31		12		2		3	

Q31 Where did you or your family last go to a healthclub ?*Those who have visited a healthclub at Q24*

Amersham	4.2%	12	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	5.3%	1	28.6%	10	0.0%	0
Aylesbury	1.0%	3	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	10.5%	2	0.0%	0	0.0%	0
Bracknell	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
Hemel Hempstead	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	3.6%	1
High Wycombe	33.1%	95	71.1%	59	17.6%	9	11.5%	3	18.5%	5	16.7%	3	26.3%	5	2.9%	1	35.7%	10
London (West End)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead	1.7%	5	1.2%	1	7.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	15.7%	45	6.0%	5	62.7%	32	0.0%	0	22.2%	6	0.0%	0	0.0%	0	0.0%	0	7.1%	2
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Princes Risborough	7.7%	22	0.0%	0	0.0%	0	53.8%	14	18.5%	5	11.1%	2	5.3%	1	0.0%	0	0.0%	0
Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame	1.7%	5	0.0%	0	0.0%	0	0.0%	0	3.7%	1	22.2%	4	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	0.0%	0	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	12.9%	37	9.6%	8	3.9%	2	15.4%	4	29.6%	8	5.6%	1	26.3%	5	8.6%	3	21.4%	6
Chesham	6.6%	19	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	5.3%	1	48.6%	17	0.0%	0
Chinnor	2.1%	6	0.0%	0	0.0%	0	0.0%	0	3.7%	1	27.8%	5	0.0%	0	0.0%	0	0.0%	0
Prestwood	3.1%	9	6.0%	5	0.0%	0	3.8%	1	0.0%	0	0.0%	0	15.8%	3	0.0%	0	0.0%	0
Beaconsfield	3.5%	10	2.4%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	1	5.3%	1	0.0%	0	21.4%	6
Wooburn Green	1.7%	5	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	3
(Don't know)	2.8%	8	2.4%	2	2.0%	1	3.8%	1	3.7%	1	5.6%	1	0.0%	0	5.7%	2	0.0%	0
Base:		287		83		51		26		27		18		19		35		28

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q32 Where did you or your family last go for tenpin bowling ?																		
<i>Those who have been tenpin bowling at Q24</i>																		
Amersham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	17.0%	26	2.6%	1	3.7%	1	50.0%	3	25.0%	3	56.3%	9	45.5%	5	15.4%	4	0.0%	0
Bracknell	0.7%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	16.3%	25	5.3%	2	0.0%	0	16.7%	1	0.0%	0	0.0%	0	18.2%	2	76.9%	20	0.0%	0
High Wycombe	6.5%	10	15.8%	6	3.7%	1	16.7%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	5.9%	1
London (West End)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead	49.0%	75	68.4%	26	88.9%	24	16.7%	1	58.3%	7	6.3%	1	9.1%	1	0.0%	0	88.2%	15
Marlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	2	0.0%	0	0.0%	0	0.0%	0
Princes Risborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	1.3%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0
Slough	0.7%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0
Other	4.6%	7	0.0%	0	0.0%	0	0.0%	0	16.7%	2	12.5%	2	0.0%	0	7.7%	2	5.9%	1
(Don't know)	2.0%	3	2.6%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	9.1%	1	0.0%	0	0.0%	0
Base:		153		38		27		6		12		16		11		26		17
SEX Sex:																		
Male	34.7%	362	34.8%	114	29.8%	39	33.3%	33	26.4%	23	38.6%	32	37.2%	32	40.1%	63	36.1%	26
Female	65.3%	681	65.2%	214	70.2%	92	66.7%	66	73.6%	64	61.4%	51	62.8%	54	59.9%	94	63.9%	46
Base:		1043		328		131		99		87		83		86		157		72
AGE How old are you ?																		
18-24	6.5%	68	8.2%	27	5.3%	7	3.0%	3	3.4%	3	7.2%	6	0.0%	0	8.9%	14	11.1%	8
25-34	10.4%	108	10.4%	34	7.6%	10	9.1%	9	9.2%	8	12.0%	10	4.7%	4	11.5%	18	20.8%	15
35-44	20.7%	216	17.4%	57	32.8%	43	20.2%	20	17.2%	15	20.5%	17	12.8%	11	24.2%	38	20.8%	15
45-54	20.4%	213	19.8%	65	14.5%	19	17.2%	17	16.1%	14	33.7%	28	24.4%	21	22.9%	36	18.1%	13
55-64	21.3%	222	20.7%	68	17.6%	23	25.3%	25	28.7%	25	12.0%	10	27.9%	24	20.4%	32	20.8%	15
65+	18.8%	196	20.7%	68	20.6%	27	23.2%	23	25.3%	22	14.5%	12	24.4%	21	11.5%	18	6.9%	5
(Refused)	1.9%	20	2.7%	9	1.5%	2	2.0%	2	0.0%	0	0.0%	0	5.8%	5	0.6%	1	1.4%	1
Base:		1043		328		131		99		87		83		86		157		72
CAR Finally, how many cars are there normally available for use in the household ?																		
None	9.9%	103	13.7%	45	9.9%	13	19.2%	19	4.6%	4	6.0%	5	5.8%	5	7.0%	11	1.4%	1
1	32.8%	342	32.9%	108	32.8%	43	29.3%	29	26.4%	23	36.1%	30	32.6%	28	36.3%	57	33.3%	24
2	41.9%	437	40.9%	134	38.9%	51	41.4%	41	49.4%	43	39.8%	33	44.2%	38	38.9%	61	50.0%	36
3 or more	13.5%	141	9.5%	31	17.6%	23	10.1%	10	18.4%	16	16.9%	14	14.0%	12	16.6%	26	12.5%	9
(Don't know)	0.3%	3	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.6%	17	2.4%	8	0.8%	1	0.0%	0	1.1%	1	0.0%	0	3.5%	3	1.3%	2	2.8%	2
Base:		1043		328		131		99		87		83		86		157		72
ETH For the purposes of this survey, could I ask you which ethnic group you belong to ?																		
White - British (Interviewer, this includes English, Scottish, Welsh)	91.4%	953	83.5%	274	98.5%	129	99.0%	98	96.6%	84	100.0%	83	90.7%	78	91.1%	143	88.9%	64
White - Irish	0.8%	8	1.8%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
White and black Caribbean	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White and black African	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
White and Asian	0.9%	9	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.9%	3	1.4%	1
Indian	0.8%	8	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Pakistani	2.6%	27	6.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.5%	4	2.8%	2
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caribbean	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
African	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other ethnic group	1.0%	10	1.2%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	2	2.8%	2
(Refused)	2.0%	21	2.7%	9	0.8%	1	0.0%	0	3.4%	3	0.0%	0	4.7%	4	0.6%	1	4.2%	3
Base:		1043		328		131		99		87		83		86		157		72

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
SEG Socio-economic group																		
A	5.9%	62	2.1%	7	8.4%	11	9.1%	9	12.6%	11	1.2%	1	4.7%	4	7.6%	12	9.7%	7
B	18.3%	191	15.9%	52	26.7%	35	14.1%	14	12.6%	11	22.9%	19	20.9%	18	20.4%	32	13.9%	10
C1	34.6%	361	29.6%	97	38.2%	50	37.4%	37	33.3%	29	38.6%	32	39.5%	34	31.2%	49	45.8%	33
C2	20.8%	217	27.4%	90	13.7%	18	24.2%	24	24.1%	21	13.3%	11	23.3%	20	13.4%	21	16.7%	12
D	6.8%	71	8.2%	27	3.1%	4	5.1%	5	8.0%	7	6.0%	5	5.8%	5	9.6%	15	4.2%	3
E	2.9%	30	3.0%	10	0.8%	1	5.1%	5	1.1%	1	3.6%	3	2.3%	2	2.5%	4	5.6%	4
(Refused)	10.6%	111	13.7%	45	9.2%	12	5.1%	5	8.0%	7	14.5%	12	3.5%	3	15.3%	24	4.2%	3
Base:		1043		328		131		99		87		83		86		157		72
ZON Survey zone																		
Zone 1	31.4%	328	100.0%	328	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	12.6%	131	0.0%	0	100.0%	131	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	9.5%	99	0.0%	0	0.0%	0	100.0%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	8.3%	87	0.0%	0	0.0%	0	0.0%	0	100.0%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	8.0%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	83	0.0%	0	0.0%	0	0.0%	0
Zone 6	8.2%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	86	0.0%	0	0.0%	0
Zone 7	15.1%	157	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	157	0.0%	0
Zone 8	6.9%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	72
Base:		1043		328		131		99		87		83		86		157		72

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q01 Which store or shop do you buy most of your household's food and grocery shopping ?																		
Asda, High Wycombe	9.2%	96	8.3%	30	9.7%	66	14.2%	25	10.3%	44	6.5%	27	7.3%	45	11.3%	36	10.1%	93
Asda, Lower Earley Reading	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	2
Budgens, Flackwell Heath	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1
Budgens Princes Risborough	0.6%	6	0.3%	1	0.7%	5	0.0%	0	0.5%	2	1.0%	4	0.8%	5	0.3%	1	0.4%	4
Budgens, Wendover	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.5%	2	0.2%	1	0.0%	0	0.2%	2
Iceland, High Wycombe	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.3%	1	0.1%	1
Hazelmere Food Hall	0.5%	5	0.8%	3	0.3%	2	0.0%	0	0.5%	2	0.5%	2	0.3%	2	0.9%	3	0.5%	5
Marks and Spencer, High Wycombe	0.5%	5	0.3%	1	0.6%	4	0.6%	1	0.0%	0	1.0%	4	0.5%	3	0.6%	2	0.5%	5
Marks and Spencer, Marlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safeway, Aylesbury	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Safeway, High Wycombe	4.7%	49	5.0%	18	4.6%	31	2.8%	5	5.1%	22	5.3%	22	4.6%	28	4.1%	13	4.9%	45
Sainsbury, Aylesbury	0.4%	4	0.6%	2	0.3%	2	0.6%	1	0.7%	3	0.0%	0	0.5%	3	0.0%	0	0.4%	4
Sainsbury, Beaconsfield	4.1%	43	2.8%	10	4.8%	33	6.8%	12	4.4%	19	2.6%	11	5.5%	34	2.2%	7	4.5%	41
Sainsbury, High Wycombe	5.5%	57	5.5%	20	5.4%	37	5.1%	9	5.6%	24	5.3%	22	4.1%	25	7.9%	25	5.5%	51
Sainsbury, Marlow	0.3%	3	0.0%	0	0.4%	3	1.1%	2	0.0%	0	0.2%	1	0.3%	2	0.0%	0	0.3%	3
Sainsbury, Taplow, Burnham, Slough	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.5%	2	0.2%	1	0.3%	1	0.1%	1
Sainsbury, Thame	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Somerfield, Great Missendon	0.6%	6	0.0%	0	0.9%	6	0.0%	0	0.0%	0	1.0%	4	0.7%	4	0.3%	1	0.4%	4
Tesco, Amersham	12.6%	131	13.0%	47	12.3%	84	14.8%	26	13.1%	56	11.0%	46	13.0%	80	12.9%	41	13.6%	125
Tesco, Aylesbury	1.2%	12	1.1%	4	1.2%	8	0.6%	1	2.3%	10	0.2%	1	1.5%	9	0.9%	3	1.3%	12
Tesco, Chesham	0.6%	6	0.6%	2	0.6%	4	1.1%	2	0.7%	3	0.2%	1	0.5%	3	0.6%	2	0.5%	5
Tesco, High Wycombe town centre	10.6%	111	7.7%	28	12.2%	83	12.5%	22	6.8%	29	13.6%	57	9.4%	58	13.2%	42	8.5%	78
Tesco, Loudwater, High Wycombe	13.0%	136	16.3%	59	11.3%	77	12.5%	22	12.6%	54	13.6%	57	13.4%	82	13.5%	43	13.0%	120
Tesco, Gerrards Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Maidenhead	0.4%	4	0.6%	2	0.3%	2	0.0%	0	0.5%	2	0.5%	2	0.5%	3	0.0%	0	0.4%	4
Tesco, Princes Risborough	8.6%	90	8.6%	31	8.7%	59	6.8%	12	8.6%	37	9.6%	40	8.8%	54	9.7%	31	8.2%	75
Waitrose, Beaconsfield	2.7%	28	3.6%	13	2.2%	15	3.4%	6	3.3%	14	1.9%	8	2.8%	17	2.8%	9	2.9%	27
Waitrose, Chesham	4.9%	51	5.0%	18	4.8%	33	1.1%	2	6.3%	27	5.0%	21	4.9%	30	4.4%	14	5.3%	49
Waitrose, Henley on Thames	1.7%	18	1.9%	7	1.6%	11	0.6%	1	1.2%	5	2.9%	12	2.1%	13	1.3%	4	2.0%	18
Waitrose, Maidenhead	0.5%	5	0.3%	1	0.6%	4	0.0%	0	0.0%	0	1.0%	4	0.2%	1	0.3%	1	0.4%	4
Waitrose, Marlow	4.0%	42	4.7%	17	3.7%	25	3.4%	6	4.2%	18	4.3%	18	5.4%	33	2.2%	7	3.8%	35
Waitrose, Thame	1.7%	18	1.9%	7	1.6%	11	0.6%	1	2.1%	9	1.9%	8	2.6%	16	0.0%	0	2.0%	18
Local Shops	3.0%	31	3.3%	12	2.8%	19	3.4%	6	1.6%	7	4.3%	18	2.3%	14	3.5%	11	2.6%	24
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
Sainsbury, Chesham	4.3%	45	5.2%	19	3.8%	26	6.3%	11	4.2%	18	3.6%	15	3.9%	24	4.7%	15	3.9%	36
Tesco, Cowley	0.4%	4	0.3%	1	0.4%	3	0.6%	1	0.7%	3	0.0%	0	0.3%	2	0.0%	0	0.4%	4
Tesco, Henley	0.5%	5	0.0%	0	0.7%	5	0.6%	1	0.7%	3	0.2%	1	0.5%	3	0.6%	2	0.4%	4
Co-Op, Chinnor	0.8%	8	0.3%	1	1.0%	7	0.6%	1	0.9%	4	0.7%	3	1.3%	8	0.0%	0	0.7%	6
Online / Internet shopping	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.7%	3	0.0%	0	0.3%	2	0.0%	0	0.3%	3
Asda, Wheatley	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.5%	2	0.2%	1	0.2%	1	0.3%	1	0.3%	3
Marks and Spencer, Maidenhead	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Nisa, Hazlemere	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Marks and Spencer, Hemel Hempstead	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Sainsbury, Oxford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Iceland, Amersham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Waitrose, Oxford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Somerfield, Bourne End	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Base:		1043		362		681		176		429		418		614		318		920

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q02 Is there any other store or shop you do your main food and grocery shopping ?																		
Asda, High Wycombe	5.7%	59	5.2%	19	5.9%	40	10.8%	19	4.2%	18	4.8%	20	5.5%	34	6.3%	20	5.9%	54
Asda, Lower Earley Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Flackwell Heath	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Budgens Princes Risborough	1.0%	10	1.1%	4	0.9%	6	0.0%	0	0.5%	2	1.9%	8	1.1%	7	0.6%	2	0.5%	5
Budgens, Wendover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Wycombe	0.7%	7	1.4%	5	0.3%	2	0.0%	0	0.9%	4	0.7%	3	0.5%	3	1.3%	4	0.7%	6
Hazelmere Food Hall	0.7%	7	0.3%	1	0.9%	6	0.6%	1	0.7%	3	0.7%	3	0.7%	4	0.9%	3	0.8%	7
Marks and Spencer, High Wycombe	1.2%	13	0.8%	3	1.5%	10	0.0%	0	0.7%	3	2.4%	10	1.1%	7	1.6%	5	1.0%	9
Marks and Spencer, Marlow	0.3%	3	0.6%	2	0.1%	1	0.0%	0	0.2%	1	0.5%	2	0.3%	2	0.3%	1	0.3%	3
Safeway, Aylesbury	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	2
Safeway, High Wycombe	5.1%	53	4.1%	15	5.6%	38	5.7%	10	5.1%	22	4.3%	18	4.1%	25	7.2%	23	5.4%	50
Sainsbury, Aylesbury	0.4%	4	0.3%	1	0.4%	3	0.0%	0	0.2%	1	0.7%	3	0.5%	3	0.3%	1	0.4%	4
Sainsbury, Beaconsfield	3.5%	37	2.5%	9	4.1%	28	5.1%	9	4.9%	21	1.4%	6	3.7%	23	3.5%	11	3.6%	33
Sainsbury, High Wycombe	2.9%	30	1.9%	7	3.4%	23	1.1%	2	2.3%	10	4.3%	18	2.9%	18	2.5%	8	2.8%	26
Sainsbury, Marlow	0.4%	4	0.6%	2	0.3%	2	0.6%	1	0.2%	1	0.5%	2	0.3%	2	0.6%	2	0.4%	4
Sainsbury, Taplow, Burnham, Slough	0.5%	5	0.6%	2	0.4%	3	0.0%	0	0.7%	3	0.5%	2	0.7%	4	0.3%	1	0.5%	5
Sainsbury, Thame	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Somerfield, Great Missendon	0.7%	7	0.3%	1	0.9%	6	1.1%	2	0.2%	1	0.7%	3	0.7%	4	0.6%	2	0.7%	6
Tesco, Amersham	3.8%	40	5.2%	19	3.1%	21	3.4%	6	5.4%	23	2.6%	11	4.4%	27	4.1%	13	4.2%	39
Tesco, Aylesbury	0.9%	9	1.1%	4	0.7%	5	0.6%	1	1.2%	5	0.7%	3	0.8%	5	0.9%	3	1.0%	9
Tesco, Chesham	0.4%	4	0.3%	1	0.4%	3	0.0%	0	0.7%	3	0.2%	1	0.7%	4	0.0%	0	0.3%	3
Tesco, High Wycombe town centre	3.8%	40	4.1%	15	3.7%	25	4.5%	8	4.0%	17	3.1%	13	3.9%	24	4.7%	15	3.8%	35
Tesco, Loudwater, High Wycombe	3.3%	34	2.8%	10	3.5%	24	3.4%	6	4.7%	20	1.7%	7	2.9%	18	4.1%	13	3.0%	28
Tesco, Gerrards Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Maidenhead	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.3%	1	0.2%	2
Tesco, Princes Risborough	2.2%	23	2.2%	8	2.2%	15	1.7%	3	2.3%	10	2.4%	10	3.3%	20	0.9%	3	2.4%	22
Waitrose, Beaconsfield	1.7%	18	1.1%	4	2.1%	14	2.8%	5	0.7%	3	2.4%	10	2.3%	14	0.9%	3	1.8%	17
Waitrose, Chesham	3.4%	35	3.3%	12	3.4%	23	4.5%	8	3.7%	16	2.4%	10	4.4%	27	1.9%	6	3.4%	31
Waitrose, Henley on Thames	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.3%	2	0.0%	0	0.2%	2
Waitrose, Maidenhead	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.0%	0	0.2%	2
Waitrose, Marlow	2.3%	24	1.7%	6	2.6%	18	1.1%	2	3.3%	14	1.7%	7	3.1%	19	1.3%	4	2.4%	22
Waitrose, Thame	1.6%	17	1.4%	5	1.8%	12	2.3%	4	1.6%	7	1.4%	6	2.1%	13	1.3%	4	1.7%	16
Local Shops	1.9%	20	2.5%	9	1.6%	11	1.7%	3	1.9%	8	2.2%	9	2.3%	14	1.9%	6	2.1%	19
Other	0.1%	1	0.0%	0	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.1%	1
No other store	46.4%	484	50.3%	182	44.3%	302	44.3%	78	42.7%	183	51.4%	215	40.9%	251	48.4%	154	44.9%	413
Sainsbury, Chesham	1.2%	12	0.6%	2	1.5%	10	1.7%	3	1.2%	5	1.0%	4	1.8%	11	0.3%	1	1.2%	11
Tesco, Henley	0.5%	5	0.3%	1	0.6%	4	0.0%	0	0.7%	3	0.5%	2	0.5%	3	0.6%	2	0.5%	5
Tesco, Cowley	0.1%	1	0.0%	0	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.1%	1
Co-Op, Chinnor	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.9%	4	0.0%	0	0.5%	3	0.3%	1	0.4%	4
Asda, Wheatley	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	2
Marks and Spencer, Maidenhead	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Sainsbury, Oxford	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Iceland, Amersham	0.2%	2	0.3%	1	0.1%	1	0.6%	1	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.2%	2
Budgens, Amersham	0.2%	2	0.0%	0	0.3%	2	0.6%	1	0.0%	0	0.2%	1	0.3%	2	0.0%	0	0.2%	2
Iceland, Marlow	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.3%	2	0.0%	0	0.2%	2
Somerfield, Bourne End	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Marks and Spencer, Watford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Asda, Watford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Lidl, Chesham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1
Tesco, Tring	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1
Asda, Slough	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1
Iceland, Aylesbury	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Marks and Spencer, Rickmansworth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Asda, Hemel Hempstead	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Iceland, Slough	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Co-Op, Thame	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Sainsbury, Maidenhead	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Waitrose, Berkhamsted	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Base:	1043	362	681	176	429	418	614	318	920									

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

February 2004

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q03 In addition to your household's main food shopping trips do you undertake small scale or top-up shopping for things like bread and milk ?																		
Yes	48.6%	507	46.1%	167	49.9%	340	60.8%	107	51.3%	220	40.9%	171	51.0%	313	50.3%	160	50.4%	464
No	50.8%	530	53.3%	193	49.5%	337	38.6%	68	48.0%	206	58.6%	245	48.4%	297	49.7%	158	48.9%	450
(Don't know)	0.6%	6	0.6%	2	0.6%	4	0.6%	1	0.7%	3	0.5%	2	0.7%	4	0.0%	0	0.7%	6
Base:		1043		362		681		176		429		418		614		318		920
Q04 At which store or shop do you buy most of your households small scale / top up shopping? <i>Those who undertake small scale / top-up shopping at Q03</i>																		
Asda, High Wycombe	2.8%	14	1.8%	3	3.2%	11	6.5%	7	0.9%	2	2.9%	5	2.9%	9	1.9%	3	3.0%	14
Asda, Lower Earley Reading	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Budgens, Flackwell Heath	1.2%	6	1.8%	3	0.9%	3	1.9%	2	0.5%	1	1.8%	3	1.6%	5	0.6%	1	1.1%	5
Budgens Princes Risborough	1.8%	9	0.0%	0	2.6%	9	0.0%	0	2.7%	6	1.8%	3	1.3%	4	2.5%	4	1.7%	8
Budgens, Wendover	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.2%	1
Iceland, High Wycombe	0.8%	4	0.6%	1	0.9%	3	0.0%	0	1.4%	3	0.6%	1	0.6%	2	0.6%	1	0.9%	4
Hazlemere Food Hall	4.7%	24	3.0%	5	5.6%	19	3.7%	4	5.9%	13	3.5%	6	4.5%	14	6.3%	10	5.2%	24
Marks and Spencer, High Wycombe	2.0%	10	1.2%	2	2.4%	8	1.9%	2	1.8%	4	1.8%	3	1.9%	6	1.9%	3	1.5%	7
Marks and Spencer, Marlow	0.4%	2	0.6%	1	0.3%	1	0.9%	1	0.5%	1	0.0%	0	0.6%	2	0.0%	0	0.4%	2
Safeway, Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safeway, High Wycombe	3.4%	17	2.4%	4	3.8%	13	4.7%	5	4.1%	9	1.8%	3	3.2%	10	3.8%	6	3.7%	17
Sainsbury, Aylesbury	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.3%	1	0.0%	0	0.2%	1
Sainsbury, Beaconsfield	3.9%	20	4.2%	7	3.8%	13	8.4%	9	2.3%	5	3.5%	6	3.8%	12	5.0%	8	4.3%	20
Sainsbury, High Wycombe	1.0%	5	1.2%	2	0.9%	3	1.9%	2	0.5%	1	1.2%	2	1.0%	3	1.3%	2	1.1%	5
Sainsbury, Marlow	0.6%	3	0.6%	1	0.6%	2	0.9%	1	0.9%	2	0.0%	0	1.0%	3	0.0%	0	0.6%	3
Sainsbury, Taplow, Burnham, Slough	0.0%	0	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, Thame	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Great Missendon	3.0%	15	2.4%	4	3.2%	11	1.9%	2	0.9%	2	5.8%	10	3.5%	11	1.9%	3	3.0%	14
Tesco, Amersham	4.1%	21	5.4%	9	3.5%	12	5.6%	6	3.2%	7	4.7%	8	3.8%	12	5.6%	9	4.3%	20
Tesco, Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chesham	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.2%	1
Tesco, High Wycombe town centre	6.3%	32	5.4%	9	6.8%	23	9.3%	10	5.5%	12	5.3%	9	4.2%	13	10.6%	17	5.2%	24
Tesco, Loudwater, High Wycombe	3.4%	17	2.4%	4	3.8%	13	0.9%	1	3.6%	8	4.1%	7	2.9%	9	4.4%	7	3.0%	14
Tesco, Gerrards Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Princes Risborough	6.5%	33	7.8%	13	5.9%	20	4.7%	5	6.4%	14	8.2%	14	6.4%	20	6.9%	11	6.7%	31
Tesco Express, High Wycombe	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.6%	2	0.0%	0	0.4%	2
Waitrose, Beaconsfield	3.4%	17	4.2%	7	2.9%	10	2.8%	3	2.3%	5	4.7%	8	2.9%	9	5.0%	8	3.7%	17
Waitrose, Chesham	1.8%	9	1.8%	3	1.8%	6	0.9%	1	2.7%	6	1.2%	2	1.6%	5	2.5%	4	1.9%	9
Waitrose, Henley on Thames	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	1.3%	2	0.4%	2
Waitrose, Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marlow	6.3%	32	4.2%	7	7.4%	25	6.5%	7	8.6%	19	3.5%	6	8.9%	28	1.3%	2	6.5%	30
Waitrose, Thame	0.8%	4	1.2%	2	0.6%	2	0.9%	1	1.4%	3	0.0%	0	1.0%	3	0.0%	0	0.9%	4
Local Shops	32.3%	164	40.7%	68	28.2%	96	29.0%	31	31.4%	69	35.7%	61	31.3%	98	30.0%	48	31.0%	144
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
Sainsbury, Chesham	1.8%	9	1.2%	2	2.1%	7	2.8%	3	1.8%	4	1.2%	2	2.6%	8	0.6%	1	1.9%	9
Somerfield, Chesham	1.2%	6	0.0%	0	1.8%	6	0.9%	1	1.8%	4	0.6%	1	1.9%	6	0.0%	0	1.3%	6
Budgens, Amersham	1.0%	5	1.2%	2	0.9%	3	1.9%	2	0.9%	2	0.6%	1	0.6%	2	1.3%	2	1.1%	5
Co-Op, Chinnor	2.0%	10	1.2%	2	2.4%	8	0.0%	0	4.1%	9	0.6%	1	2.2%	7	1.9%	3	1.9%	9
Iceland, Amersham	0.4%	2	0.0%	0	0.6%	2	0.9%	1	0.5%	1	0.0%	0	0.3%	1	0.6%	1	0.4%	2
Marks and Spencer, Beaconsfield	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.9%	2	0.0%	0	0.3%	1	0.6%	1	0.4%	2
Tesco, Henley	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.2%	1
Spar, Stokenchurch	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.3%	1	0.0%	0	0.2%	1
Iceland, Marlow	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Kings Main, Hazlemere	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.3%	1	0.0%	0	0.2%	1
Nisa, Hazlemere	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Costco, Watford	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Waitrose, Berkhamsted	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Base:		507		167		340		107		220		171		313		160		464

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		
Q05 Which other stores do you use to buy small scale / top up shopping?																		
<i>Those who undertake small scale / top-up shopping at Q03</i>																		
Asda, High Wycombe	1.0%	5	0.6%	1	1.2%	4	0.0%	0	1.8%	4	0.6%	1	1.3%	4	0.6%	1	1.1%	5
Asda, Lower Earley Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Flackwell Heath	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.3%	1	0.0%	0	0.2%	1
Budgens Princes Risborough	0.6%	3	1.2%	2	0.3%	1	0.0%	0	0.0%	0	1.8%	3	0.3%	1	0.6%	1	0.6%	3
Budgens, Wendover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Wycombe	0.6%	3	0.6%	1	0.6%	2	1.9%	2	0.5%	1	0.0%	0	0.3%	1	1.3%	2	0.4%	2
Hazelmere Food Hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, High Wycombe	0.6%	3	0.6%	1	0.6%	2	1.9%	2	0.5%	1	0.0%	0	0.6%	2	0.6%	1	0.6%	3
Marks and Spencer, Marlow	1.0%	5	0.6%	1	1.2%	4	0.9%	1	1.4%	3	0.6%	1	1.0%	3	1.3%	2	1.1%	5
Safeway, Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safeway, High Wycombe	1.0%	5	0.0%	0	1.5%	5	1.9%	2	0.5%	1	1.2%	2	1.0%	3	0.6%	1	1.1%	5
Sainsbury, Aylesbury	0.0%	0	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, Beaconsfield	2.8%	14	1.8%	3	3.2%	11	8.4%	9	1.8%	4	0.6%	1	3.2%	10	2.5%	4	2.8%	13
Sainsbury, High Wycombe	1.4%	7	0.0%	0	2.1%	7	0.9%	1	1.4%	3	1.8%	3	1.9%	6	0.0%	0	1.3%	6
Sainsbury, Marlow	1.4%	7	1.2%	2	1.5%	5	0.9%	1	1.4%	3	1.8%	3	1.9%	6	0.6%	1	1.5%	7
Sainsbury, Taplow, Burnham, Slough	0.0%	0	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, Thame	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Great Missendon	0.4%	2	0.0%	0	0.6%	2	0.9%	1	0.0%	0	0.6%	1	0.3%	1	0.6%	1	0.4%	2
Tesco, Amersham	1.2%	6	1.2%	2	1.2%	4	1.9%	2	0.9%	2	1.2%	2	1.6%	5	0.6%	1	1.3%	6
Tesco, Aylesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chesham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Wycombe town centre	2.6%	13	3.0%	5	2.4%	8	0.0%	0	4.1%	9	1.8%	3	3.2%	10	1.9%	3	2.6%	12
Tesco, Loudwater, High Wycombe	0.8%	4	0.6%	1	0.9%	3	0.0%	0	0.9%	2	1.2%	2	0.3%	1	1.9%	3	0.4%	2
Tesco, Gerrards Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Princes Risborough	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.6%	1	0.2%	1
Tesco Express, High Wycombe	0.4%	2	0.6%	1	0.3%	1	0.9%	1	0.0%	0	0.6%	1	0.3%	1	0.6%	1	0.4%	2
Waitrose, Beaconsfield	2.2%	11	3.0%	5	1.8%	6	3.7%	4	1.4%	3	2.3%	4	2.9%	9	1.3%	2	2.4%	11
Waitrose, Chesham	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	1.2%	2	0.6%	2	0.0%	0	0.2%	1
Waitrose, Henley on Thames	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.9%	2	0.0%	0	0.3%	1	0.6%	1	0.4%	2
Waitrose, Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marlow	0.6%	3	0.6%	1	0.6%	2	0.0%	0	0.5%	1	1.2%	2	1.0%	3	0.0%	0	0.6%	3
Waitrose, Thame	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops	3.9%	20	3.6%	6	4.1%	14	2.8%	3	4.5%	10	3.5%	6	4.8%	15	1.9%	3	3.7%	17
Sainsbury, Chesham	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Budgens, Amersham	0.4%	2	0.0%	0	0.6%	2	0.9%	1	0.5%	1	0.0%	0	0.3%	1	0.6%	1	0.4%	2
Somerfield, Bourne End	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Iceland, Amersham	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.3%	1	0.0%	0	0.2%	1
Asda, Chesham	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Iceland, Maidenhead	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Co-Op, Thame	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.6%	2	0.0%	0	0.4%	2
(None mentioned / no others stored used)	77.9%	395	80.8%	135	76.5%	260	74.8%	80	78.6%	173	78.9%	135	74.8%	234	83.1%	133	77.8%	361
Base:		507		167		340		107		220		171		313		160		464

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q06 In which town or centre do you buy most of your household's non-food shopping ?																		
Amersham	3.0%	31	3.0%	11	2.9%	20	2.8%	5	2.6%	11	3.1%	13	2.6%	16	4.4%	14	3.3%	30
Aylesbury	8.2%	85	8.3%	30	8.1%	55	6.8%	12	10.5%	45	6.5%	27	9.4%	58	7.2%	23	8.0%	74
Bicester Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	2.2%	23	2.8%	10	1.9%	13	4.0%	7	2.6%	11	1.0%	4	2.1%	13	2.5%	8	2.4%	22
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1
Hemel Hempstead	4.0%	42	5.5%	20	3.2%	22	2.3%	4	5.4%	23	3.6%	15	2.3%	14	5.3%	17	4.5%	41
High Wycombe	42.5%	443	40.6%	147	43.5%	296	39.8%	70	39.4%	169	46.4%	194	40.2%	247	47.2%	150	41.5%	382
London (West End)	2.3%	24	2.8%	10	2.1%	14	1.7%	3	3.3%	14	1.7%	7	2.6%	16	1.6%	5	2.4%	22
Maidenhead	1.7%	18	2.2%	8	1.5%	10	0.6%	1	1.6%	7	2.2%	9	1.3%	8	1.3%	4	1.7%	16
Marlow	2.5%	26	2.8%	10	2.3%	16	1.1%	2	1.9%	8	3.8%	16	2.9%	18	1.6%	5	2.1%	19
Milton Keynes	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.5%	2	0.5%	2	0.5%	3	0.0%	0	0.4%	4
Oxford	1.3%	14	1.9%	7	1.0%	7	2.8%	5	1.4%	6	0.7%	3	1.1%	7	0.9%	3	1.4%	13
Princes Risborough	2.0%	21	1.7%	6	2.2%	15	1.1%	2	1.4%	6	3.1%	13	2.6%	16	1.3%	4	1.4%	13
Reading	4.6%	48	4.1%	15	4.8%	33	9.1%	16	4.9%	21	2.6%	11	5.0%	31	3.8%	12	5.2%	48
Slough	2.3%	24	1.9%	7	2.5%	17	1.1%	2	2.3%	10	2.9%	12	2.3%	14	2.2%	7	2.5%	23
Thame	1.3%	14	1.7%	6	1.2%	8	1.1%	2	2.1%	9	0.7%	3	1.5%	9	1.3%	4	1.5%	14
Uxbridge	1.9%	20	1.4%	5	2.2%	15	5.7%	10	1.9%	8	0.5%	2	2.6%	16	1.3%	4	2.2%	20
Watford	5.4%	56	5.0%	18	5.6%	38	7.4%	13	5.6%	24	4.5%	19	6.5%	40	3.1%	10	5.8%	53
Other	1.5%	16	1.7%	6	1.5%	10	0.6%	1	0.5%	2	2.9%	12	1.6%	10	1.3%	4	1.4%	13
Chesham	2.8%	29	3.6%	13	2.3%	16	5.1%	9	2.8%	12	1.9%	8	3.3%	20	2.2%	7	2.6%	24
Bourne End	0.5%	5	0.6%	2	0.4%	3	0.0%	0	0.5%	2	0.7%	3	0.7%	4	0.3%	1	0.4%	4
Windsor	1.1%	11	0.6%	2	1.3%	9	0.0%	0	1.9%	8	0.7%	3	1.3%	8	0.6%	2	1.2%	11
Henley	0.5%	5	0.0%	0	0.7%	5	0.6%	1	0.5%	2	0.5%	2	0.3%	2	0.6%	2	0.5%	5
Mail order / catalogue / online shopping	0.7%	7	1.1%	4	0.4%	3	0.0%	0	0.5%	2	1.0%	4	0.3%	2	1.3%	4	0.4%	4
Nowhere in particular / varies	1.0%	10	0.8%	3	1.0%	7	0.0%	0	1.6%	7	0.7%	3	1.1%	7	0.9%	3	1.0%	9
(Don't know)	6.3%	66	5.8%	21	6.6%	45	6.3%	11	4.7%	20	7.7%	32	5.7%	35	7.5%	24	6.0%	55
Base:		1043		362		681		176		429		418		614		318		920

Q07 How do you normally travel to do your non-food shopping ?

Car-driver	81.6%	851	89.0%	322	77.7%	529	84.1%	148	88.8%	381	72.7%	304	86.0%	528	73.3%	233	89.2%	821
Car-passenger	5.9%	62	1.7%	6	8.2%	56	4.5%	8	2.8%	12	10.0%	42	3.6%	22	10.7%	34	4.0%	37
Bus / coach	6.2%	65	2.8%	10	8.1%	55	4.5%	8	4.4%	19	8.9%	37	4.9%	30	8.8%	28	2.2%	20
Train	1.3%	14	1.1%	4	1.5%	10	0.0%	0	1.4%	6	1.9%	8	1.3%	8	1.6%	5	1.2%	11
Taxi	0.1%	1	0.0%	0	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	3.4%	35	3.6%	13	3.2%	22	5.7%	10	1.6%	7	4.3%	18	3.1%	19	3.5%	11	2.3%	21
Bicycle	0.3%	3	0.6%	2	0.1%	1	0.0%	0	0.2%	1	0.5%	2	0.3%	2	0.3%	1	0.2%	2
Other	1.2%	12	1.4%	5	1.0%	7	0.6%	1	0.7%	3	1.7%	7	0.8%	5	1.9%	6	0.9%	8
Base:		1043		362		681		176		429		418		614		318		920

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q08 At which town or centre does your household spend most money on clothes and shoes ?																		
Amersham	1.2%	12	2.5%	9	0.4%	3	1.1%	2	1.2%	5	1.2%	5	1.3%	8	1.3%	4	1.3%	12
Aylesbury	8.2%	85	7.5%	27	8.5%	58	5.1%	9	10.3%	44	7.4%	31	9.1%	56	8.2%	26	7.9%	73
Bicester Village	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Beaconsfield	1.2%	13	1.4%	5	1.2%	8	1.7%	3	1.2%	5	1.2%	5	1.3%	8	1.3%	4	1.2%	11
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	3.7%	39	5.5%	20	2.8%	19	4.0%	7	4.9%	21	2.6%	11	2.6%	16	4.7%	15	3.8%	35
High Wycombe	35.2%	367	33.4%	121	36.1%	246	35.2%	62	31.0%	133	39.2%	164	32.4%	199	41.5%	132	34.3%	316
London (West End)	5.3%	55	6.4%	23	4.7%	32	4.0%	7	6.8%	29	4.3%	18	5.9%	36	3.5%	11	5.7%	52
Maidenhead	1.6%	17	2.5%	9	1.2%	8	0.6%	1	1.9%	8	1.9%	8	1.6%	10	1.6%	5	1.6%	15
Marlow	1.7%	18	2.2%	8	1.5%	10	1.7%	3	1.2%	5	2.4%	10	2.1%	13	0.6%	2	1.6%	15
Milton Keynes	0.6%	6	0.6%	2	0.6%	4	0.6%	1	0.7%	3	0.5%	2	1.0%	6	0.0%	0	0.7%	6
Oxford	2.5%	26	3.9%	14	1.8%	12	4.0%	7	3.0%	13	1.4%	6	2.1%	13	2.2%	7	2.8%	26
Princes Risborough	1.3%	14	1.7%	6	1.2%	8	1.1%	2	0.7%	3	1.9%	8	1.6%	10	0.9%	3	1.0%	9
Reading	8.2%	86	7.2%	26	8.8%	60	14.2%	25	9.6%	41	4.3%	18	9.6%	59	5.0%	16	9.1%	84
Slough	2.7%	28	2.5%	9	2.8%	19	1.1%	2	3.3%	14	2.9%	12	2.3%	14	3.5%	11	2.9%	27
Thame	0.2%	2	0.0%	0	0.3%	2	0.6%	1	0.2%	1	0.0%	0	0.0%	0	0.6%	2	0.1%	1
Uxbridge	2.4%	25	1.7%	6	2.8%	19	5.7%	10	2.6%	11	1.0%	4	2.6%	16	2.5%	8	2.7%	25
Watford	9.6%	100	8.0%	29	10.4%	71	11.4%	20	12.1%	52	6.7%	28	10.6%	65	8.5%	27	10.4%	96
Other	3.0%	31	3.3%	12	2.8%	19	2.8%	5	2.1%	9	3.6%	15	3.4%	21	2.5%	8	3.2%	29
Windsor	1.4%	15	0.6%	2	1.9%	13	0.6%	1	1.4%	6	1.7%	7	1.6%	10	1.3%	4	1.5%	14
Chesham	1.0%	10	1.4%	5	0.7%	5	1.1%	2	0.7%	3	1.2%	5	1.0%	6	0.6%	2	0.8%	7
London	0.7%	7	1.1%	4	0.4%	3	0.6%	1	0.9%	4	0.5%	2	0.7%	4	0.3%	1	0.7%	6
Mail order / catalogue / online shopping	3.1%	32	1.7%	6	3.8%	26	1.1%	2	1.2%	5	5.5%	23	2.9%	18	3.1%	10	2.5%	23
(Don't know)	2.6%	27	3.9%	14	1.9%	13	1.1%	2	1.6%	7	3.8%	16	2.6%	16	2.5%	8	2.5%	23
(Don't regularly buy these kind of goods)	2.6%	27	1.4%	5	3.2%	22	0.6%	1	1.4%	6	4.8%	20	1.5%	9	3.8%	12	1.5%	14
Base:		1043		362		681		176		429		418		614		318		920

Q09 At which other towns or centres do you shop for clothes and shoes ?*Those who do not regularly buy clothes or shoes at Q08*

Amersham	1.4%	14	0.9%	3	1.7%	11	1.2%	2	1.4%	6	1.6%	6	1.4%	8	1.7%	5	1.4%	12
Aylesbury	4.2%	42	5.2%	18	3.7%	24	4.6%	8	3.6%	15	4.7%	18	4.4%	26	4.4%	13	4.6%	41
Bicester Village	0.3%	3	0.3%	1	0.3%	2	0.6%	1	0.0%	0	0.5%	2	0.5%	3	0.0%	0	0.3%	3
Beaconsfield	1.7%	17	2.3%	8	1.4%	9	3.5%	6	0.7%	3	2.1%	8	1.9%	11	1.7%	5	1.7%	15
Bracknell	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.0%	0
Gerrards Cross	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1
Hemel Hempstead	2.1%	21	2.9%	10	1.7%	11	2.3%	4	1.9%	8	2.4%	9	1.4%	8	3.4%	10	2.2%	19
High Wycombe	13.7%	135	14.3%	49	13.3%	86	16.2%	28	15.4%	64	11.0%	42	14.3%	84	13.1%	39	14.2%	125
London (West End)	3.8%	38	4.4%	15	3.6%	23	5.8%	10	3.8%	16	2.6%	10	5.1%	30	1.0%	3	3.9%	34
Maidenhead	3.0%	30	2.6%	9	3.3%	21	4.6%	8	2.9%	12	2.1%	8	3.2%	19	2.3%	7	3.3%	29
Marlow	1.3%	13	0.6%	2	1.7%	11	0.6%	1	1.9%	8	1.0%	4	1.7%	10	1.0%	3	1.5%	13
Milton Keynes	2.1%	21	1.2%	4	2.6%	17	2.9%	5	3.1%	13	0.5%	2	2.7%	16	1.7%	5	2.2%	19
Oxford	4.9%	48	5.5%	19	4.5%	29	6.9%	12	5.8%	24	3.1%	12	4.9%	29	4.7%	14	5.1%	45
Princes Risborough	0.5%	5	1.2%	4	0.2%	1	0.6%	1	0.2%	1	0.8%	3	0.5%	3	0.7%	2	0.6%	5
Reading	6.2%	61	3.8%	13	7.4%	48	6.4%	11	6.0%	25	6.3%	24	5.9%	35	6.7%	20	6.5%	57
Slough	3.7%	37	4.7%	16	3.3%	21	6.4%	11	3.8%	16	2.6%	10	3.2%	19	5.0%	15	4.1%	36
Thame	0.8%	8	1.2%	4	0.6%	4	0.0%	0	0.7%	3	1.3%	5	0.7%	4	1.0%	3	0.7%	6
Uxbridge	3.9%	39	3.2%	11	4.3%	28	10.4%	18	4.1%	17	0.8%	3	5.1%	30	2.0%	6	4.2%	37
Watford	7.6%	75	8.7%	30	7.0%	45	11.6%	20	8.2%	34	5.0%	19	7.1%	42	7.7%	23	8.0%	71
Other	2.3%	23	1.7%	6	2.6%	17	2.9%	5	2.6%	11	1.8%	7	2.9%	17	1.7%	5	2.5%	22
Windsor	0.8%	8	0.3%	1	1.1%	7	0.0%	0	1.4%	6	0.5%	2	1.0%	6	0.7%	2	0.9%	8
London	0.8%	8	1.2%	4	0.6%	4	0.6%	1	0.7%	3	1.0%	4	0.8%	5	0.7%	2	0.8%	7
Mail order / catalogue / online shopping	2.4%	24	2.3%	8	2.5%	16	1.2%	2	2.2%	9	3.1%	12	2.7%	16	2.3%	7	2.2%	19
(None mentioned / no others stored used)	43.6%	431	44.0%	151	43.3%	280	27.7%	48	40.6%	169	53.4%	204	40.6%	239	48.3%	144	41.5%	366
Base:		989		343		646		173		416		382		589		298		883

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q10 At which town or centre does your household spend most money on domestic electric appliances (e.g. fridges and kitchen items) ?																		
Amersham	1.0%	10	1.4%	5	0.7%	5	1.7%	3	0.5%	2	0.7%	3	0.8%	5	1.3%	4	1.1%	10
Aylesbury	5.6%	58	5.8%	21	5.4%	37	4.0%	7	7.2%	31	4.5%	19	6.4%	39	5.0%	16	5.7%	52
Bicester Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	1.2%	12	0.8%	3	1.3%	9	1.1%	2	0.9%	4	1.2%	5	1.3%	8	1.3%	4	1.2%	11
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1
Hemel Hempstead	3.5%	36	4.7%	17	2.8%	19	5.1%	9	4.7%	20	1.7%	7	2.8%	17	4.1%	13	3.5%	32
High Wycombe	51.4%	536	48.6%	176	52.9%	360	52.8%	93	51.5%	221	51.2%	214	52.1%	320	51.6%	164	53.3%	490
London (West End)	0.5%	5	0.6%	2	0.4%	3	0.6%	1	0.7%	3	0.2%	1	0.5%	3	0.3%	1	0.5%	5
Maidenhead	1.2%	13	1.4%	5	1.2%	8	0.0%	0	0.5%	2	2.6%	11	1.1%	7	0.6%	2	1.3%	12
Marlow	1.0%	10	1.4%	5	0.7%	5	0.6%	1	0.9%	4	1.2%	5	1.0%	6	0.9%	3	0.9%	8
Milton Keynes	0.6%	6	1.4%	5	0.1%	1	1.1%	2	0.7%	3	0.2%	1	0.8%	5	0.3%	1	0.7%	6
Oxford	0.8%	8	0.8%	3	0.7%	5	1.7%	3	0.5%	2	0.7%	3	0.5%	3	1.3%	4	0.8%	7
Princes Risborough	1.5%	16	1.7%	6	1.5%	10	1.1%	2	0.7%	3	2.6%	11	1.5%	9	1.9%	6	1.1%	10
Reading	2.2%	23	2.8%	10	1.9%	13	4.0%	7	2.6%	11	1.0%	4	2.3%	14	1.6%	5	2.5%	23
Slough	3.5%	37	3.9%	14	3.4%	23	2.8%	5	4.2%	18	3.1%	13	3.6%	22	2.8%	9	3.8%	35
Thame	1.2%	12	1.1%	4	1.2%	8	1.1%	2	1.2%	5	1.2%	5	1.3%	8	1.3%	4	1.1%	10
Uxbridge	0.6%	6	0.6%	2	0.6%	4	2.3%	4	0.5%	2	0.0%	0	0.7%	4	0.6%	2	0.7%	6
Watford	3.3%	34	4.1%	15	2.8%	19	5.1%	9	2.6%	11	3.3%	14	3.9%	24	2.8%	9	3.5%	32
Other	1.2%	12	1.1%	4	1.2%	8	0.6%	1	1.6%	7	0.5%	2	1.1%	7	0.9%	3	1.1%	10
Chesham	3.3%	34	3.3%	12	3.2%	22	0.0%	0	3.7%	16	4.3%	18	2.6%	16	3.8%	12	3.5%	32
Mail order / catalogue / online shopping	4.4%	46	3.9%	14	4.7%	32	3.4%	6	4.7%	20	4.5%	19	4.9%	30	4.1%	13	3.9%	36
(Don't know)	9.7%	101	7.7%	28	10.7%	73	8.5%	15	7.0%	30	12.9%	54	8.1%	50	10.7%	34	7.4%	68
(Don't regularly buy these kind of goods)	2.6%	27	2.8%	10	2.5%	17	2.3%	4	3.0%	13	2.2%	9	2.8%	17	2.5%	8	2.6%	24
Base:		1043		362		681		176		429		418		614		318		920

Q11 At which other towns or centres do you visit when shopping for domestic electric appliances (e.g. fridges and kitchen items) ?

Those who do not regularly buy domestic electrical appliances at Q10

Amersham	0.5%	5	0.3%	1	0.7%	4	0.6%	1	0.5%	2	0.6%	2	0.5%	3	0.7%	2	0.4%	3
Aylesbury	2.4%	22	3.7%	12	1.7%	10	3.8%	6	1.3%	5	3.1%	11	2.7%	15	1.8%	5	2.4%	20
Bicester Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	0.8%	7	0.9%	3	0.7%	4	1.9%	3	0.5%	2	0.6%	2	1.1%	6	0.4%	1	0.7%	6
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Hemel Hempstead	1.1%	10	1.9%	6	0.7%	4	1.3%	2	1.0%	4	1.1%	4	1.3%	7	0.7%	2	1.2%	10
High Wycombe	12.2%	112	13.0%	42	11.8%	70	12.7%	20	13.5%	52	10.4%	37	11.9%	65	13.4%	37	12.7%	105
London (West End)	0.8%	7	1.5%	5	0.3%	2	1.3%	2	1.0%	4	0.3%	1	0.9%	5	0.4%	1	0.8%	7
Maidenhead	1.0%	9	0.6%	2	1.2%	7	1.3%	2	0.8%	3	0.8%	3	0.9%	5	0.7%	2	1.0%	8
Marlow	0.3%	3	0.0%	0	0.5%	3	0.0%	0	0.3%	1	0.6%	2	0.5%	3	0.0%	0	0.4%	3
Milton Keynes	0.3%	3	0.0%	0	0.5%	3	0.0%	0	0.5%	2	0.3%	1	0.5%	3	0.0%	0	0.4%	3
Oxford	1.4%	13	1.9%	6	1.2%	7	3.2%	5	1.3%	5	0.8%	3	1.5%	8	1.8%	5	1.6%	13
Princes Risborough	1.0%	9	1.2%	4	0.8%	5	0.0%	0	0.5%	2	2.0%	7	1.3%	7	0.7%	2	1.0%	8
Reading	1.4%	13	1.5%	5	1.4%	8	2.5%	4	1.6%	6	0.8%	3	1.8%	10	1.1%	3	1.2%	10
Slough	3.1%	28	1.5%	5	3.9%	23	3.2%	5	4.1%	16	2.0%	7	3.5%	19	1.1%	3	3.0%	25
Thame	0.4%	4	0.3%	1	0.5%	3	0.0%	0	0.3%	1	0.8%	3	0.4%	2	0.4%	1	0.4%	3
Uxbridge	1.7%	16	2.2%	7	1.5%	9	6.4%	10	1.3%	5	0.3%	1	2.4%	13	1.1%	3	1.9%	16
Watford	3.7%	34	4.0%	13	3.6%	21	5.7%	9	4.7%	18	2.0%	7	3.1%	17	4.7%	13	3.9%	32
Other	0.8%	7	0.9%	3	0.7%	4	0.6%	1	0.5%	2	1.1%	4	1.1%	6	0.4%	1	0.8%	7
Chesham	1.0%	9	0.9%	3	1.0%	6	0.0%	0	1.8%	7	0.6%	2	1.5%	8	0.0%	0	1.0%	8
Mail order / catalogue / online shopping	1.6%	15	2.5%	8	1.2%	7	3.2%	5	1.8%	7	0.8%	3	2.0%	11	1.4%	4	1.7%	14
(None mentioned / no other centre)	67.5%	618	64.8%	210	69.0%	408	59.9%	94	65.0%	251	73.2%	260	64.7%	354	72.5%	200	66.8%	553
Base:		915		324		591		157		386		355		547		276		828

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold							
Q12 At which town or centre does your household spend most money on other kinds of electric goods such as TV / Hi-Fi and computers ?																
Amersham	0.5%	5	0.8%	3	0.3%	2	1.7%	3	0.2%	1	0.2%	1	1.3%	4	0.5%	5
Aylesbury	5.7%	59	5.8%	21	5.6%	38	3.4%	6	7.0%	30	5.3%	22	6.2%	38	5.3%	53
Bicester Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	1.1%	11	1.7%	6	0.7%	5	2.3%	4	0.7%	3	1.0%	4	1.1%	7	0.9%	10
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	3.7%	39	5.2%	19	2.9%	20	4.5%	8	5.1%	22	2.2%	9	2.8%	17	4.7%	35
High Wycombe	52.8%	551	47.8%	173	55.5%	378	50.6%	89	53.1%	228	54.3%	227	53.3%	327	53.5%	505
London (West End)	0.7%	7	0.8%	3	0.6%	4	1.1%	2	0.5%	2	0.5%	2	0.7%	4	0.3%	6
Maidenhead	1.0%	10	0.8%	3	1.0%	7	0.0%	0	1.2%	5	1.0%	4	1.3%	8	0.3%	10
Marlow	1.1%	11	1.1%	4	1.0%	7	0.6%	1	1.2%	5	1.2%	5	1.5%	9	0.6%	8
Milton Keynes	0.3%	3	0.6%	2	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.6%	2	0.3%	3
Oxford	0.9%	9	1.1%	4	0.7%	5	1.7%	3	0.5%	2	1.0%	4	1.0%	6	0.9%	8
Princes Risborough	0.5%	5	0.6%	2	0.4%	3	0.0%	0	0.2%	1	1.0%	4	0.3%	2	0.9%	3
Reading	1.7%	18	1.7%	6	1.8%	12	2.8%	5	2.1%	9	0.7%	3	2.1%	13	0.6%	17
Slough	3.3%	34	3.6%	13	3.1%	21	5.1%	9	3.7%	16	2.2%	9	3.4%	21	3.1%	33
Thame	0.3%	3	0.8%	3	0.0%	0	1.1%	2	0.2%	1	0.0%	0	0.2%	1	0.6%	3
Uxbridge	0.8%	8	0.8%	3	0.7%	5	2.3%	4	0.7%	3	0.2%	1	0.7%	4	1.3%	8
Watford	2.9%	30	3.0%	11	2.8%	19	6.3%	11	2.3%	10	2.2%	9	3.9%	24	1.9%	30
Other	1.4%	15	1.4%	5	1.5%	10	0.6%	1	1.6%	7	1.0%	4	1.8%	11	1.3%	14
Chesham	2.3%	24	3.6%	13	1.6%	11	0.6%	1	2.3%	10	3.1%	13	2.4%	15	1.6%	21
Mail order / catalogue / online shopping	4.9%	51	6.9%	25	3.8%	26	5.7%	10	6.1%	26	3.3%	14	5.5%	34	3.8%	44
(Don't know)	2.9%	30	2.8%	10	2.9%	20	4.5%	8	2.8%	12	1.9%	8	2.8%	17	3.1%	26
(Don't regularly buy these kind of goods)	11.5%	120	9.1%	33	12.8%	87	5.1%	9	8.2%	35	17.7%	74	8.8%	54	13.2%	78
Base:	1043	362	681	176	429	418	614	318	920							

Q13 At which other towns or centres do you visit when buying other kinds of electric goods such as TV / Hi-Fi and computers ?

Those who do not regularly buy other kinds of electrical goods at Q12

Amersham	0.7%	6	0.9%	3	0.5%	3	1.9%	3	0.3%	1	0.6%	2	0.2%	1	1.5%	4	0.6%	5
Aylesbury	2.8%	25	4.4%	14	1.9%	11	1.9%	3	3.1%	12	3.0%	10	3.3%	18	2.3%	23		
Bicester Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Beaconsfield	1.1%	10	0.9%	3	1.2%	7	3.8%	6	0.3%	1	0.6%	2	1.3%	7	1.1%	8		
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Gerrards Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hemel Hempstead	1.3%	12	1.3%	4	1.4%	8	3.1%	5	1.6%	6	0.3%	1	1.3%	7	0.8%	12		
High Wycombe	9.7%	87	8.5%	27	10.5%	60	12.0%	19	9.4%	36	8.3%	28	9.8%	53	10.5%	81		
London (West End)	1.0%	9	1.3%	4	0.9%	5	0.6%	1	1.8%	7	0.3%	1	1.3%	7	0.4%	9		
Maidenhead	1.5%	13	0.3%	1	2.1%	12	0.6%	1	1.3%	5	2.1%	7	1.7%	9	0.4%	11		
Marlow	0.8%	7	0.9%	3	0.7%	4	0.6%	1	1.3%	5	0.3%	1	1.1%	6	0.4%	6		
Milton Keynes	0.3%	3	0.3%	1	0.3%	2	0.6%	1	0.3%	1	0.3%	1	0.4%	2	0.4%	3		
Oxford	1.0%	9	1.3%	4	0.9%	5	1.3%	2	1.0%	4	0.9%	3	1.1%	6	0.8%	9		
Princes Risborough	0.7%	6	0.9%	3	0.5%	3	0.6%	1	0.5%	2	0.9%	3	0.7%	4	0.8%	5		
Reading	1.7%	15	1.3%	4	1.9%	11	1.3%	2	2.4%	9	1.2%	4	2.6%	14	0.0%	13		
Slough	2.8%	25	2.5%	8	3.0%	17	3.8%	6	3.7%	14	1.2%	4	3.7%	20	1.1%	24		
Thame	0.3%	3	0.3%	1	0.3%	2	0.6%	1	0.0%	0	0.6%	2	0.4%	2	0.4%	2		
Uxbridge	2.0%	18	3.4%	11	1.2%	7	6.9%	11	1.8%	7	0.0%	0	2.6%	14	1.5%	18		
Watford	3.8%	34	3.8%	12	3.8%	22	5.7%	9	4.7%	18	2.1%	7	3.3%	18	3.8%	31		
Other	0.4%	4	0.6%	2	0.3%	2	0.0%	0	0.5%	2	0.6%	2	0.6%	3	0.4%	4		
Chesham	0.9%	8	1.3%	4	0.7%	4	0.0%	0	1.3%	5	0.9%	3	0.9%	5	0.4%	8		
Mail order / catalogue/ online shopping	2.4%	21	3.4%	11	1.7%	10	3.8%	6	2.4%	9	1.8%	6	3.1%	17	1.5%	19		
(Don't know)	2.4%	21	2.5%	8	2.3%	13	2.5%	4	2.9%	11	1.8%	6	2.8%	15	1.9%	20		
(None mentioned / no other centre)	67.0%	598	64.6%	206	68.3%	392	61.0%	97	63.6%	243	73.8%	248	63.4%	344	73.7%	544		
Base:	893	319	574	159	382	336	543	266	816									

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q14 Which town or centre does your household spend most money on furniture, soft furnishings and floor-coverings ?																		
Amersham	0.9%	9	0.8%	3	0.9%	6	0.6%	1	0.9%	4	0.7%	3	0.8%	5	1.3%	4	1.0%	9
Aylesbury	5.8%	61	5.5%	20	6.0%	41	4.5%	8	8.4%	36	3.8%	16	6.4%	39	6.3%	20	6.2%	57
Bicester Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	1.7%	18	2.2%	8	1.5%	10	4.0%	7	1.9%	8	0.7%	3	1.8%	11	1.9%	6	1.8%	17
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	2.3%	24	2.8%	10	2.1%	14	3.4%	6	2.6%	11	1.7%	7	2.1%	13	1.9%	6	2.4%	22
High Wycombe	42.2%	440	40.3%	146	43.2%	294	43.2%	76	43.1%	185	40.7%	170	42.8%	263	42.5%	135	44.6%	410
London (West End)	1.6%	17	1.4%	5	1.8%	12	1.1%	2	2.3%	10	1.2%	5	2.1%	13	0.9%	3	1.8%	17
Maidenhead	0.6%	6	0.8%	3	0.4%	3	0.6%	1	0.5%	2	0.7%	3	0.5%	3	0.6%	2	0.7%	6
Marlow	0.5%	5	0.3%	1	0.6%	4	1.1%	2	0.5%	2	0.2%	1	0.7%	4	0.0%	0	0.4%	4
Milton Keynes	0.3%	3	0.3%	1	0.3%	2	0.6%	1	0.0%	0	0.5%	2	0.2%	1	0.6%	2	0.3%	3
Oxford	0.7%	7	1.1%	4	0.4%	3	2.3%	4	0.5%	2	0.2%	1	0.8%	5	0.6%	2	0.8%	7
Princes Risborough	0.6%	6	0.8%	3	0.4%	3	0.0%	0	0.5%	2	1.0%	4	0.7%	4	0.6%	2	0.3%	3
Reading	2.5%	26	2.5%	9	2.5%	17	3.4%	6	2.8%	12	1.9%	8	2.6%	16	1.3%	4	2.8%	26
Slough	3.7%	39	5.0%	18	3.1%	21	4.5%	8	4.7%	20	2.4%	10	4.4%	27	2.8%	9	4.0%	37
Thame	0.5%	5	0.8%	3	0.3%	2	0.6%	1	0.2%	1	0.7%	3	0.7%	4	0.3%	1	0.4%	4
Uxbridge	0.6%	6	0.6%	2	0.6%	4	1.7%	3	0.7%	3	0.0%	0	0.7%	4	0.6%	2	0.7%	6
Watford	2.9%	30	4.4%	16	2.1%	14	4.0%	7	2.6%	11	2.9%	12	2.9%	18	2.8%	9	2.9%	27
Other	3.3%	34	2.8%	10	3.5%	24	4.0%	7	4.2%	18	2.2%	9	3.6%	22	3.8%	12	3.4%	31
Chesham	0.9%	9	0.6%	2	1.0%	7	0.0%	0	1.2%	5	1.0%	4	1.1%	7	0.6%	2	0.9%	8
Mail order / catalogue / online shopping	1.2%	13	0.8%	3	1.5%	10	1.1%	2	1.2%	5	1.4%	6	1.3%	8	0.9%	3	0.8%	7
Nowhere in particular / varies	0.7%	7	0.8%	3	0.6%	4	0.6%	1	1.4%	6	0.0%	0	0.8%	5	0.6%	2	0.8%	7
(Don't know)	5.0%	52	4.7%	17	5.1%	35	6.3%	11	5.6%	24	3.8%	16	4.4%	27	6.0%	19	4.9%	45
(Don't regularly buy these kind of goods)	21.7%	226	20.7%	75	22.2%	151	12.5%	22	14.5%	62	32.3%	135	18.7%	115	23.0%	73	18.2%	167
Base:		1043		362		681		176		429		418		614		318		920

Q15 Which other towns or centres do you visit to buy furniture, soft furnishings and floor-coverings ?*Those who do not regularly buy furniture, soft furnishings or floor-coverings at Q14*

Amersham	1.3%	10	1.1%	3	1.4%	7	1.4%	2	1.2%	4	1.1%	3	1.3%	6	1.3%	3	1.4%	10
Aylesbury	3.1%	24	4.4%	12	2.4%	12	1.4%	2	3.2%	11	4.1%	11	2.8%	13	4.4%	10	3.2%	23
Bicester Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	2.0%	15	1.9%	5	2.0%	10	5.6%	8	1.5%	5	0.7%	2	2.1%	10	2.2%	5	1.8%	13
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.3%	2	0.7%	2	0.0%	0	0.7%	1	0.3%	1	0.0%	0	0.2%	1	0.4%	1	0.3%	2
Hemel Hempstead	1.2%	9	1.9%	5	0.8%	4	1.4%	2	1.7%	6	0.4%	1	1.3%	6	0.4%	1	1.3%	9
High Wycombe	12.5%	96	11.9%	32	12.9%	64	13.3%	19	13.1%	45	10.9%	29	12.5%	59	12.8%	29	12.7%	90
London (West End)	2.0%	15	1.5%	4	2.2%	11	1.4%	2	2.6%	9	1.5%	4	1.9%	9	1.3%	3	2.0%	14
Maidenhead	0.7%	5	0.7%	2	0.6%	3	0.7%	1	0.6%	2	0.7%	2	0.6%	3	0.9%	2	0.7%	5
Marlow	0.4%	3	0.7%	2	0.2%	1	0.0%	0	0.3%	1	0.7%	2	0.4%	2	0.4%	1	0.4%	3
Milton Keynes	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.4%	1	0.3%	2
Oxford	0.8%	6	1.5%	4	0.4%	2	1.4%	2	0.9%	3	0.4%	1	0.6%	3	1.3%	3	0.7%	5
Princes Risborough	0.5%	4	0.4%	1	0.6%	3	0.0%	0	0.3%	1	1.1%	3	0.2%	1	1.3%	3	0.6%	4
Reading	3.0%	23	2.6%	7	3.2%	16	4.9%	7	3.2%	11	1.5%	4	3.4%	16	2.7%	6	3.1%	22
Slough	3.9%	30	3.0%	8	4.4%	22	7.0%	10	4.1%	14	2.2%	6	4.4%	21	1.3%	3	4.1%	29
Thame	0.7%	5	1.1%	3	0.4%	2	0.0%	0	0.0%	0	1.9%	5	0.8%	4	0.4%	1	0.7%	5
Uxbridge	2.0%	15	1.9%	5	2.0%	10	4.9%	7	1.7%	6	0.7%	2	2.5%	12	1.3%	3	2.1%	15
Watford	3.4%	26	3.7%	10	3.2%	16	3.5%	5	3.8%	13	3.0%	8	3.4%	16	3.5%	8	3.4%	24
Other	3.3%	25	3.7%	10	3.0%	15	0.7%	1	4.1%	14	3.7%	10	3.8%	18	2.2%	5	3.4%	24
(Don't know)	3.1%	24	3.0%	8	3.2%	16	0.7%	1	4.7%	16	2.6%	7	4.0%	19	2.2%	5	3.2%	23
(None mentioned / no other centre)	60.9%	466	57.8%	156	62.6%	310	61.5%	88	57.1%	196	65.2%	174	58.9%	278	64.2%	145	60.2%	426
Base:		765		270		495		143		343		267		472		226		708

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q16 Which town or centre does your household spend most money on DIY / hardware and garden items ?																		
Amersham	0.9%	9	0.8%	3	0.9%	6	1.1%	2	0.9%	4	0.5%	2	1.3%	8	0.0%	0	1.0%	9
Aylesbury	7.1%	74	7.5%	27	6.9%	47	4.0%	7	9.1%	39	6.5%	27	8.1%	50	6.9%	22	7.2%	66
Bicester Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	1.8%	19	1.7%	6	1.9%	13	2.8%	5	1.4%	6	1.7%	7	2.4%	15	1.3%	4	1.8%	17
Bracknell	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Gerrards Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	2.6%	27	2.8%	10	2.5%	17	2.8%	5	3.3%	14	1.9%	8	3.1%	19	1.3%	4	2.8%	26
High Wycombe	48.6%	507	48.6%	176	48.6%	331	59.7%	105	49.4%	212	43.5%	182	46.1%	283	55.3%	176	51.8%	477
London (West End)	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.5%	2	0.2%	1	0.0%	0	0.2%	2
Maidenhead	0.5%	5	0.6%	2	0.4%	3	0.0%	0	0.5%	2	0.7%	3	0.0%	0	0.6%	2	0.5%	5
Marlow	1.0%	10	1.1%	4	0.9%	6	1.1%	2	1.2%	5	0.7%	3	1.3%	8	0.6%	2	1.0%	9
Milton Keynes	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.3%	1	0.2%	2
Oxford	1.2%	12	1.9%	7	0.7%	5	2.8%	5	0.7%	3	1.0%	4	1.5%	9	0.6%	2	1.3%	12
Princes Risborough	0.6%	6	1.1%	4	0.3%	2	0.0%	0	0.2%	1	1.2%	5	0.8%	5	0.3%	1	0.7%	6
Reading	0.7%	7	1.1%	4	0.4%	3	2.3%	4	0.7%	3	0.0%	0	0.8%	5	0.0%	0	0.7%	6
Slough	3.1%	32	3.0%	11	3.1%	21	2.8%	5	3.5%	15	2.9%	12	3.1%	19	2.5%	8	3.3%	30
Thame	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.7%	3	0.0%	0	0.0%	0	0.9%	3	0.3%	3
Uxbridge	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Watford	1.2%	13	1.7%	6	1.0%	7	2.3%	4	1.4%	6	0.7%	3	1.3%	8	1.3%	4	1.4%	13
Other	3.6%	38	3.6%	13	3.7%	25	1.7%	3	4.0%	17	4.3%	18	4.7%	29	2.2%	7	4.1%	38
Chesham	5.8%	60	6.1%	22	5.6%	38	5.1%	9	7.2%	31	4.5%	19	5.5%	34	5.0%	16	5.5%	51
Loudwater	1.7%	18	1.7%	6	1.8%	12	2.3%	4	1.9%	8	1.4%	6	2.3%	14	1.3%	4	1.7%	16
Bourne End	0.7%	7	0.3%	1	0.9%	6	0.6%	1	0.5%	2	1.0%	4	1.0%	6	0.3%	1	0.7%	6
Chinnor	0.6%	6	0.6%	2	0.6%	4	0.0%	0	1.2%	5	0.2%	1	0.8%	5	0.3%	1	0.5%	5
Mail order / catalogue / online shopping	0.9%	9	0.8%	3	0.9%	6	0.0%	0	1.2%	5	1.0%	4	1.0%	6	0.6%	2	0.4%	4
(Don't know)	3.3%	34	4.4%	16	2.6%	18	3.4%	6	3.0%	13	3.1%	13	2.8%	17	4.4%	14	2.9%	27
(Don't regularly buy these kind of goods)	13.5%	141	9.7%	35	15.6%	106	5.1%	9	7.7%	33	22.5%	94	11.4%	70	13.8%	44	9.6%	88
Base:		1043		362		681		176		429		418		614		318		920

Q17 Which other towns or centres do you visit to buy DIY / hardware and garden items ?*Those who do not regularly buy DIY / hardware or garden items at Q16*

Amersham	0.6%	5	0.6%	2	0.5%	3	0.0%	0	1.0%	4	0.3%	1	0.6%	3	0.8%	2	0.6%	5
Aylesbury	3.1%	27	4.8%	15	2.2%	12	3.7%	6	2.6%	10	3.2%	10	3.8%	20	2.7%	7	3.4%	27
Bicester Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	1.7%	15	1.9%	6	1.6%	9	2.5%	4	1.8%	7	1.3%	4	2.1%	11	1.5%	4	1.7%	14
Bracknell	0.2%	2	0.0%	0	0.4%	2	0.0%	0	0.3%	1	0.3%	1	0.4%	2	0.0%	0	0.1%	1
Gerrards Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	1.2%	10	1.3%	4	1.1%	6	0.0%	0	1.8%	7	1.0%	3	1.1%	6	1.2%	3	1.1%	9
High Wycombe	10.1%	88	12.9%	40	8.6%	48	13.7%	22	9.1%	35	9.6%	30	12.1%	64	8.1%	21	10.2%	82
London (West End)	0.2%	2	0.3%	1	0.2%	1	0.0%	0	0.3%	1	0.3%	1	0.2%	1	0.0%	0	0.2%	2
Maidenhead	0.3%	3	0.3%	1	0.4%	2	0.6%	1	0.0%	0	0.6%	2	0.2%	1	0.0%	0	0.4%	3
Marlow	1.5%	13	1.6%	5	1.4%	8	1.9%	3	1.6%	6	1.3%	4	1.9%	10	1.2%	3	1.5%	12
Milton Keynes	0.2%	2	0.6%	2	0.0%	0	0.6%	1	0.0%	0	0.3%	1	0.2%	1	0.4%	1	0.2%	2
Oxford	0.3%	3	0.3%	1	0.4%	2	1.2%	2	0.3%	1	0.0%	0	0.2%	1	0.8%	2	0.4%	3
Princes Risborough	0.3%	3	0.6%	2	0.2%	1	0.6%	1	0.3%	1	0.3%	1	0.4%	2	0.4%	1	0.4%	3
Reading	0.7%	6	0.3%	1	0.9%	5	0.0%	0	0.8%	3	0.6%	2	0.8%	4	0.4%	1	0.7%	6
Slough	3.9%	34	4.5%	14	3.6%	20	4.3%	7	5.7%	22	1.6%	5	4.4%	23	2.3%	6	4.2%	34
Thame	0.6%	5	1.0%	3	0.4%	2	0.0%	0	0.8%	3	0.6%	2	0.8%	4	0.4%	1	0.6%	5
Uxbridge	0.5%	4	0.6%	2	0.4%	2	0.6%	1	0.8%	3	0.0%	0	0.6%	3	0.4%	1	0.5%	4
Watford	1.0%	9	1.0%	3	1.1%	6	1.2%	2	1.3%	5	0.6%	2	1.1%	6	0.8%	2	1.1%	9
Other	2.9%	25	2.6%	8	3.1%	17	1.2%	2	2.6%	10	3.9%	12	3.2%	17	3.1%	8	2.7%	22
Chesham	2.1%	18	2.6%	8	1.8%	10	2.5%	4	2.4%	9	1.6%	5	2.3%	12	1.2%	3	2.2%	18
(Don't know)	2.3%	20	1.6%	5	2.7%	15	3.1%	5	2.1%	8	1.9%	6	2.3%	12	1.5%	4	2.4%	19
(None mentioned / no other centre)	67.4%	585	62.4%	194	70.2%	391	65.2%	105	65.8%	252	70.7%	220	63.0%	332	74.2%	193	66.6%	536
Base:		868		311		557		161		383		311		527		260		805

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q18 Which town or centre does your household spend most money on health, beauty and chemist items ?																		
Amersham	7.2%	75	6.9%	25	7.3%	50	8.5%	15	7.2%	31	6.2%	26	7.7%	47	7.5%	24	7.8%	72
Aylesbury	4.0%	42	4.7%	17	3.7%	25	4.0%	7	4.9%	21	3.3%	14	4.6%	28	3.8%	12	4.2%	39
Bicester Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	5.2%	54	5.0%	18	5.3%	36	8.0%	14	6.3%	27	2.9%	12	6.2%	38	3.8%	12	5.4%	50
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.1%	1	0.0%	0	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.1%	1
Hemel Hempstead	0.6%	6	0.3%	1	0.7%	5	0.6%	1	0.7%	3	0.5%	2	0.5%	3	0.3%	1	0.7%	6
High Wycombe	37.2%	388	35.6%	129	38.0%	259	43.8%	77	34.7%	149	37.3%	156	33.7%	207	43.4%	138	37.1%	341
London (West End)	1.2%	12	0.6%	2	1.5%	10	2.8%	5	0.9%	4	0.7%	3	1.5%	9	0.3%	1	1.2%	11
Maidenhead	1.0%	10	0.3%	1	1.3%	9	0.6%	1	0.7%	3	1.4%	6	0.7%	4	0.6%	2	1.0%	9
Marlow	5.7%	59	4.7%	17	6.2%	42	6.3%	11	7.2%	31	4.1%	17	7.3%	45	3.5%	11	5.8%	53
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	1.1%	11	1.4%	5	0.9%	6	2.3%	4	1.4%	6	0.2%	1	1.0%	6	0.9%	3	1.1%	10
Princes Risborough	5.2%	54	5.0%	18	5.3%	36	1.7%	3	4.7%	20	7.2%	30	4.7%	29	6.6%	21	4.8%	44
Reading	0.5%	5	1.1%	4	0.1%	1	1.7%	3	0.2%	1	0.2%	1	0.7%	4	0.0%	0	0.5%	5
Slough	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.0%	0	0.2%	2
Thame	2.7%	28	3.0%	11	2.5%	17	1.1%	2	3.7%	16	2.4%	10	3.7%	23	1.3%	4	2.9%	27
Uxbridge	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	2
Watford	0.7%	7	0.3%	1	0.9%	6	0.6%	1	0.5%	2	0.7%	3	0.8%	5	0.3%	1	0.7%	6
Other	3.7%	39	3.0%	11	4.1%	28	1.1%	2	3.3%	14	5.5%	23	4.4%	27	2.5%	8	3.8%	35
Chesham	7.7%	80	10.2%	37	6.3%	43	6.3%	11	9.1%	39	6.9%	29	7.2%	44	7.2%	23	7.5%	69
Loudwater	0.9%	9	0.3%	1	1.2%	8	0.6%	1	0.7%	3	1.2%	5	0.7%	4	1.6%	5	0.9%	8
Bourne End	0.9%	9	0.6%	2	1.0%	7	0.6%	1	0.9%	4	1.0%	4	1.5%	9	0.0%	0	1.0%	9
Hazlemere	0.8%	8	0.8%	3	0.7%	5	0.6%	1	0.9%	4	0.5%	2	0.8%	5	0.9%	3	0.9%	8
Prestwood	0.6%	6	0.6%	2	0.6%	4	0.0%	0	0.5%	2	1.0%	4	0.5%	3	0.9%	3	0.5%	5
Henley	1.0%	10	0.8%	3	1.0%	7	0.0%	0	0.7%	3	1.7%	7	1.0%	6	0.9%	3	1.1%	10
Great Missenden	0.6%	6	0.3%	1	0.7%	5	0.0%	0	0.2%	1	1.0%	4	0.7%	4	0.6%	2	0.5%	5
Cookham	0.6%	6	0.3%	1	0.7%	5	0.0%	0	0.2%	1	1.2%	5	0.8%	5	0.3%	1	0.5%	5
Mail order / catalogue / online shopping	0.8%	8	0.3%	1	1.0%	7	0.0%	0	0.9%	4	1.0%	4	1.0%	6	0.3%	1	0.7%	6
(Don't know)	2.7%	28	5.2%	19	1.3%	9	4.0%	7	3.5%	15	1.2%	5	2.0%	12	3.8%	12	2.5%	23
(Don't regularly buy these kind of goods)	7.5%	78	8.6%	31	6.9%	47	4.5%	8	4.9%	21	10.8%	45	6.2%	38	8.2%	26	6.4%	59
Base:	1043	362	681	176	429	418	614	318	920									

Q19 Which other towns or centres do you visit to buy health, beauty and chemist items ?

Those who do not regularly buy health, beauty or chemist items at Q18

Amersham	2.1%	20	2.6%	8	1.9%	12	1.9%	3	2.8%	11	1.6%	6	2.1%	12	2.5%	7	2.4%	20
Aylesbury	2.5%	23	2.2%	7	2.6%	16	2.5%	4	2.8%	11	1.9%	7	3.0%	17	1.8%	5	2.6%	22
Bicester Village	0.1%	1	0.0%	0	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Beaconsfield	2.2%	21	2.2%	7	2.2%	14	8.7%	14	0.5%	2	1.4%	5	2.7%	15	2.1%	6	2.4%	20
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.1%	1	0.0%	0	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Hemel Hempstead	0.4%	4	1.0%	3	0.2%	1	0.0%	0	0.5%	2	0.5%	2	0.2%	1	0.7%	2	0.5%	4
High Wycombe	9.1%	85	9.3%	29	9.0%	56	10.6%	17	9.2%	36	7.9%	29	9.4%	53	8.9%	25	9.4%	79
London (West End)	0.9%	8	0.6%	2	1.0%	6	1.2%	2	0.8%	3	0.8%	3	1.2%	7	0.0%	0	0.8%	7
Maidenhead	0.6%	6	0.6%	2	0.6%	4	0.6%	1	1.0%	4	0.3%	1	0.7%	4	0.7%	2	0.7%	6
Marlow	2.1%	20	1.9%	6	2.2%	14	3.1%	5	2.5%	10	1.4%	5	2.7%	15	1.8%	5	2.4%	20
Milton Keynes	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.1%	1
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough	0.9%	8	0.6%	2	1.0%	6	0.6%	1	0.3%	1	1.4%	5	1.1%	6	0.7%	2	0.8%	7
Reading	0.9%	8	1.0%	3	0.8%	5	1.2%	2	1.3%	5	0.3%	1	0.7%	4	1.1%	3	1.0%	8
Slough	0.6%	6	1.3%	4	0.3%	2	0.6%	1	0.8%	3	0.5%	2	0.9%	5	0.4%	1	0.7%	6
Thame	0.6%	6	1.0%	3	0.5%	3	0.6%	1	1.0%	4	0.3%	1	0.9%	5	0.4%	1	0.7%	6
Uxbridge	0.5%	5	0.6%	2	0.5%	3	0.6%	1	1.0%	4	0.0%	0	0.7%	4	0.4%	1	0.6%	5
Watford	1.8%	17	1.6%	5	1.9%	12	1.2%	2	2.0%	8	1.9%	7	2.0%	11	1.8%	5	1.9%	16
Other	1.9%	18	0.3%	1	2.7%	17	2.5%	4	2.3%	9	1.4%	5	2.1%	12	1.8%	5	2.0%	17
Chesham	0.9%	8	0.0%	0	1.3%	8	0.0%	0	1.5%	6	0.5%	2	1.4%	8	0.0%	0	1.0%	8
(Don't know)	2.5%	23	2.6%	8	2.4%	15	3.7%	6	1.8%	7	2.2%	8	2.8%	16	1.4%	4	2.4%	20
(None mentioned / no other centre)	71.8%	673	72.8%	227	71.4%	446	63.4%	102	71.0%	279	77.2%	284	67.4%	380	77.1%	216	70.3%	589
Base:	937	312	625	161	393	368	564	280	838									

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q20 Which town or centre does your household spend most money on other non-food items such as books, CD's, toys and gifts ?																		
Amersham	3.7%	39	3.9%	14	3.7%	25	4.5%	8	4.2%	18	2.9%	12	4.4%	27	3.5%	11	4.0%	37
Aylesbury	6.4%	67	6.4%	23	6.5%	44	5.7%	10	8.2%	35	4.5%	19	7.0%	43	6.9%	22	6.6%	61
Bicester Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	2.6%	27	2.2%	8	2.8%	19	4.5%	8	2.1%	9	2.2%	9	3.1%	19	1.9%	6	2.6%	24
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.2%	2	0.3%	1	0.1%	1	0.6%	1	0.2%	1	0.0%	0	0.2%	1	0.3%	1	0.2%	2
Hemel Hempstead	2.2%	23	3.3%	12	1.6%	11	0.6%	1	3.5%	15	1.7%	7	2.0%	12	2.5%	8	2.5%	23
High Wycombe	36.8%	384	33.4%	121	38.6%	263	38.6%	68	37.1%	159	36.1%	151	34.0%	209	41.5%	132	37.8%	348
London (West End)	1.5%	16	1.7%	6	1.5%	10	1.1%	2	2.3%	10	1.0%	4	1.0%	6	2.5%	8	1.7%	16
Maidenhead	1.3%	14	1.7%	6	1.2%	8	0.0%	0	1.4%	6	1.4%	6	1.5%	9	0.6%	2	1.4%	13
Marlow	3.6%	38	2.8%	10	4.1%	28	2.3%	4	3.7%	16	4.3%	18	4.6%	28	2.5%	8	3.7%	34
Milton Keynes	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.3%	2	0.0%	0	0.2%	2
Oxford	1.2%	13	1.4%	5	1.2%	8	1.1%	2	1.9%	8	0.7%	3	1.1%	7	1.3%	4	1.4%	13
Princes Risborough	1.3%	14	1.4%	5	1.3%	9	0.0%	0	0.5%	2	2.9%	12	1.1%	7	1.9%	6	1.4%	13
Reading	1.8%	19	1.9%	7	1.8%	12	2.8%	5	2.6%	11	0.7%	3	2.9%	18	0.3%	1	2.1%	19
Slough	0.6%	6	0.3%	1	0.7%	5	0.0%	0	0.7%	3	0.7%	3	0.5%	3	0.9%	3	0.5%	5
Thame	1.5%	16	1.9%	7	1.3%	9	0.0%	0	1.9%	8	1.9%	8	1.5%	9	1.3%	4	1.5%	14
Uxbridge	1.2%	12	1.4%	5	1.0%	7	4.5%	8	0.7%	3	0.2%	1	1.5%	9	0.9%	3	1.3%	12
Watford	3.6%	38	4.4%	16	3.2%	22	7.4%	13	3.0%	13	2.6%	11	3.6%	22	3.1%	10	3.6%	33
Other	2.9%	30	2.5%	9	3.1%	21	0.6%	1	2.1%	9	4.8%	20	3.3%	20	2.8%	9	2.6%	24
Chesham	3.9%	41	4.1%	15	3.8%	26	4.5%	8	4.9%	21	2.9%	12	4.1%	25	2.8%	9	3.8%	35
Mail order / catalogue / online shopping	8.2%	85	8.6%	31	7.9%	54	10.8%	19	10.7%	46	4.3%	18	9.6%	59	6.3%	20	8.6%	79
Nowhere in particular / varies	0.8%	8	0.8%	3	0.7%	5	0.6%	1	0.9%	4	0.7%	3	1.0%	6	0.6%	2	0.9%	8
(Don't know)	3.3%	34	3.9%	14	2.9%	20	5.7%	10	2.1%	9	3.1%	13	2.6%	16	4.1%	13	3.3%	30
(Don't regularly buy these kind of goods)	11.0%	115	11.9%	43	10.6%	72	4.0%	7	5.1%	22	20.1%	84	9.3%	57	11.3%	36	8.2%	75
Base:		1043		362		681		176		429		418		614		318		920

Q21 Which other towns or centres do you visit to buy other non-food items such as books, CD's, toys and gifts ?

Those who do not regularly buy other non-food items at Q20

Amersham	2.5%	22	1.3%	4	3.1%	18	1.3%	2	3.3%	13	1.9%	6	3.0%	16	1.9%	5	2.6%	21
Aylesbury	3.0%	27	3.6%	11	2.7%	16	2.5%	4	2.0%	8	4.7%	15	3.3%	18	2.2%	6	3.1%	25
Bicester Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconsfield	2.5%	22	2.3%	7	2.5%	15	5.7%	9	1.5%	6	1.9%	6	2.8%	15	2.6%	7	2.6%	21
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerrards Cross	0.2%	2	0.3%	1	0.2%	1	0.6%	1	0.3%	1	0.0%	0	0.2%	1	0.4%	1	0.2%	2
Hemel Hempstead	1.3%	12	2.3%	7	0.8%	5	3.1%	5	1.0%	4	0.9%	3	0.7%	4	2.2%	6	1.4%	11
High Wycombe	11.2%	100	11.1%	34	11.2%	66	10.1%	16	11.3%	45	11.8%	38	11.6%	63	12.3%	33	11.2%	91
London (West End)	2.6%	23	2.6%	8	2.5%	15	1.9%	3	3.0%	12	2.2%	7	3.1%	17	1.1%	3	2.2%	18
Maidenhead	1.2%	11	1.0%	3	1.4%	8	2.5%	4	1.5%	6	0.3%	1	1.5%	8	0.7%	2	1.2%	10
Marlow	1.5%	13	1.0%	3	1.7%	10	4.4%	7	1.0%	4	0.6%	2	1.8%	10	1.1%	3	1.6%	13
Milton Keynes	0.3%	3	0.0%	0	0.5%	3	0.6%	1	0.5%	2	0.0%	0	0.4%	2	0.4%	1	0.4%	3
Oxford	1.3%	12	1.6%	5	1.2%	7	0.6%	1	1.8%	7	1.2%	4	1.8%	10	0.7%	2	1.5%	12
Princes Risborough	1.2%	11	1.6%	5	1.0%	6	0.0%	0	1.8%	7	1.2%	4	1.5%	8	0.7%	2	1.1%	9
Reading	2.3%	21	2.3%	7	2.4%	14	3.1%	5	2.5%	10	1.2%	4	2.0%	11	3.0%	8	2.5%	20
Slough	1.0%	9	0.7%	2	1.2%	7	0.6%	1	1.3%	5	0.9%	3	1.7%	9	0.0%	0	1.1%	9
Thame	0.9%	8	0.3%	1	1.2%	7	0.6%	1	1.5%	6	0.3%	1	1.3%	7	0.0%	0	1.0%	8
Uxbridge	1.3%	12	2.0%	6	1.0%	6	3.8%	6	1.3%	5	0.3%	1	1.7%	9	1.1%	3	1.4%	11
Watford	3.5%	31	3.9%	12	3.2%	19	1.9%	3	4.3%	17	3.4%	11	2.8%	15	5.2%	14	3.6%	29
Other	1.7%	15	1.3%	4	1.9%	11	1.9%	3	1.3%	5	2.2%	7	2.0%	11	1.1%	3	1.8%	15
Chesham	1.6%	14	1.6%	5	1.5%	9	1.3%	2	1.8%	7	1.6%	5	1.7%	9	1.5%	4	1.6%	13
Mail order / catalogue / online shopping	3.2%	29	4.6%	14	2.5%	15	5.7%	9	3.8%	15	1.6%	5	4.4%	24	1.9%	5	3.6%	29
(Don't know)	1.3%	12	1.0%	3	1.5%	9	0.0%	0	2.0%	8	0.9%	3	1.1%	6	1.9%	5	1.4%	11
(None mentioned / no other centre)	59.7%	534	58.0%	177	60.6%	357	54.7%	87	58.0%	231	64.5%	207	55.5%	300	63.9%	172	58.9%	480
Base:		894		305		589		159		398		321		541		269		815

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q22 What goods has your household bought from the John Lewis store near the motorway in High Wycombe in the last 12 months ?																		
Haven't shopped at the store	32.2%	336	32.6%	118	32.0%	218	29.0%	51	27.7%	119	38.3%	160	22.6%	139	43.1%	137	27.6%	254
Domestic electrical appliances (fridges and kitchen items)	21.2%	221	20.2%	73	21.7%	148	23.3%	41	23.1%	99	18.4%	77	25.4%	156	15.4%	49	22.9%	211
Other electrical goods such as TV / HI-Fi and computers	19.2%	200	23.8%	86	16.7%	114	23.3%	41	22.4%	96	14.4%	60	22.2%	136	15.1%	48	20.9%	192
Furniture, soft furnisings and floorcoverings	22.6%	236	21.5%	78	23.2%	158	21.6%	38	28.2%	121	17.9%	75	27.7%	170	15.7%	50	24.7%	227
DIY/hardwear / gardening items	2.6%	27	3.3%	12	2.2%	15	6.3%	11	3.3%	14	0.5%	2	2.9%	18	1.9%	6	2.7%	25
Toys / crafts / leisure goods	16.5%	172	16.6%	60	16.4%	112	21.6%	38	20.3%	87	10.3%	43	20.2%	124	11.6%	37	18.3%	168
Other households goods such as china	14.5%	151	14.9%	54	14.2%	97	21.6%	38	14.7%	63	11.5%	48	16.8%	103	10.4%	33	15.8%	145
Other	4.7%	49	3.9%	14	5.1%	35	3.4%	6	5.6%	24	4.3%	18	4.7%	29	5.7%	18	4.7%	43
(Don't know)	8.1%	84	9.9%	36	7.0%	48	9.7%	17	6.5%	28	8.1%	34	7.8%	48	8.8%	28	8.0%	74
Base:		1043		362		681		176		429		418		614		318		920
Q23 Is this John Lewis store the only place you have shopped for non-food goods in High Wycombe in the last 12 months ? <i>Those who have not shopped anywhere else or cannot remember what they bought at the John Lewis store mentioned in Q22</i>																		
Yes	33.2%	207	32.7%	68	33.5%	139	30.6%	33	29.4%	83	39.3%	88	32.1%	137	34.6%	53	33.8%	200
No	64.8%	404	65.9%	137	64.3%	267	66.7%	72	69.1%	195	58.5%	131	66.3%	283	62.1%	95	64.2%	380
(Don't Know)	1.9%	12	1.4%	3	2.2%	9	2.8%	3	1.4%	4	2.2%	5	1.6%	7	3.3%	5	2.0%	12
Base:		623		208		415		108		282		224		427		153		592
Q24 Do you or your family do any of the following leisure activities ?																		
Cinema	50.5%	527	50.6%	183	50.5%	344	72.2%	127	61.8%	265	31.3%	131	56.4%	346	45.6%	145	54.8%	504
Theatre	40.6%	423	36.7%	133	42.6%	290	35.8%	63	47.8%	205	35.2%	147	44.6%	274	40.3%	128	43.3%	398
Pub/bar	38.2%	398	44.8%	162	34.7%	236	56.8%	100	42.4%	182	27.8%	116	41.4%	254	39.3%	125	41.1%	378
Restaurant	57.5%	600	59.4%	215	56.5%	385	70.5%	124	64.6%	277	45.2%	189	61.4%	377	56.6%	180	61.5%	566
Nightclub	7.9%	82	10.2%	37	6.6%	45	26.7%	47	7.0%	30	1.2%	5	8.0%	49	9.4%	30	8.8%	81
Bingo	3.0%	31	2.2%	8	3.4%	23	1.1%	2	1.9%	8	5.0%	21	2.6%	16	4.4%	14	2.3%	21
Health & Fitness club	27.5%	287	26.0%	94	28.3%	193	45.5%	80	31.5%	135	16.3%	68	31.1%	191	25.2%	80	29.9%	275
Tenpin bowling	14.7%	153	12.2%	44	16.0%	109	25.6%	45	21.2%	91	4.1%	17	16.9%	104	13.8%	44	16.3%	150
None of these	18.9%	197	19.1%	69	18.8%	128	9.1%	16	12.6%	54	29.2%	122	15.8%	97	17.9%	57	15.2%	140
(Don't know)	1.4%	15	1.9%	7	1.2%	8	0.0%	0	1.4%	6	1.7%	7	0.7%	4	1.9%	6	1.2%	11
Base:		1043		362		681		176		429		418		614		318		920
Q25 Where did you or your family last visit the cinema ? <i>Those who visit the cinema at Q24</i>																		
Amersham	0.4%	2	1.1%	2	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.3%	1	0.7%	1	0.4%	2
Aylesbury	8.5%	45	13.1%	24	6.1%	21	7.9%	10	9.8%	26	6.9%	9	8.7%	30	8.3%	12	8.3%	42
Bracknell	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Hemel Hempstead	7.0%	37	4.9%	9	8.1%	28	7.1%	9	9.1%	24	3.1%	4	7.5%	26	6.9%	10	7.1%	36
High Wycombe	64.1%	338	59.6%	109	66.6%	229	66.9%	85	62.3%	165	64.9%	85	62.7%	217	66.9%	97	64.1%	323
London (West End)	0.6%	3	0.0%	0	0.9%	3	0.8%	1	0.8%	2	0.0%	0	0.6%	2	0.7%	1	0.6%	3
Maidenhead	6.1%	32	7.1%	13	5.5%	19	4.7%	6	7.9%	21	3.8%	5	6.4%	22	5.5%	8	6.2%	31
Marlow	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.2%	1
Milton Keynes	0.4%	2	0.5%	1	0.3%	1	0.0%	0	0.0%	0	1.5%	2	0.6%	2	0.0%	0	0.2%	1
Oxford	1.3%	7	1.6%	3	1.2%	4	3.9%	5	0.4%	1	0.8%	1	1.4%	5	1.4%	2	1.2%	6
Princes Risborough	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.8%	1	0.3%	1	0.7%	1	0.4%	2
Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.4%	2	0.5%	1	0.3%	1	0.0%	0	0.8%	2	0.0%	0	0.3%	1	0.7%	1	0.4%	2
Thame	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.9%	5	1.1%	2	0.9%	3	1.6%	2	0.4%	1	1.5%	2	1.2%	4	0.7%	1	1.0%	5
Watford	0.6%	3	1.1%	2	0.3%	1	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.7%	1	0.6%	3
Other	1.9%	10	2.2%	4	1.7%	6	3.9%	5	0.4%	1	3.1%	4	1.7%	6	2.1%	3	2.0%	10
Henley	2.5%	13	2.2%	4	2.6%	9	0.8%	1	2.3%	6	4.6%	6	2.3%	8	2.1%	3	2.6%	13
Gerrards Cross	2.3%	12	2.7%	5	2.0%	7	0.0%	0	2.6%	7	3.8%	5	2.9%	10	1.4%	2	2.2%	11
Chesham	1.5%	8	1.1%	2	1.7%	6	0.0%	0	1.1%	3	3.8%	5	1.7%	6	0.7%	1	1.6%	8
(Don't know)	0.8%	4	1.1%	2	0.6%	2	0.8%	1	0.8%	2	0.8%	1	1.2%	4	0.0%	0	0.8%	4
Base:		527		183		344		127		265		131		346		145		504

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	
Q26 Where did you or your family last visit the Theatre ?										
<i>Those who visit the Theatre at Q24</i>										
Amersham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	0.9%	4	0.8%	1	1.0%	3	0.0%	0	1.5%	3
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	0.2%	1	0.0%	0	0.3%	1	1.6%	1	0.0%	0
High Wycombe	45.4%	192	45.1%	60	45.5%	132	44.4%	28	43.9%	90
London (West End)	37.6%	159	39.9%	53	36.6%	106	34.9%	22	43.9%	90
Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.7%	3	0.8%	1	0.7%	2	1.6%	1	0.5%	1
Oxford	4.3%	18	3.0%	4	4.8%	14	9.5%	6	3.4%	7
Princes Risborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.5%	2	0.0%	0	0.7%	2	1.6%	1	0.0%	0
Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.1%	13	4.5%	6	2.4%	7	1.6%	1	2.4%	5
Windsor	2.4%	10	3.0%	4	2.1%	6	0.0%	0	2.4%	5
Chesham	1.4%	6	1.5%	2	1.4%	4	0.0%	0	1.0%	2
London	1.9%	8	0.8%	1	2.4%	7	4.8%	3	0.0%	0
(Don't know)	1.7%	7	0.8%	1	2.1%	6	0.0%	0	1.0%	2
Base:	423	133	290	63	205	147	274	128	398	

Q27 Where did you or your family last visit a pub / bar ?*Those who visit the pub / bar at Q24*

Amersham	8.5%	34	6.2%	10	10.2%	24	10.0%	10	6.0%	11	11.2%	13	8.3%	21	8.0%	10	8.5%	32
Aylesbury	2.3%	9	3.7%	6	1.3%	3	2.0%	2	3.8%	7	0.0%	0	2.0%	5	3.2%	4	2.1%	8
Bracknell	0.5%	2	0.6%	1	0.4%	1	2.0%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.5%	2
Hemel Hempstead	0.8%	3	0.0%	0	1.3%	3	0.0%	0	1.6%	3	0.0%	0	0.8%	2	0.8%	1	0.8%	3
High Wycombe	27.1%	108	29.6%	48	25.4%	60	38.0%	38	23.6%	43	23.3%	27	28.0%	71	27.2%	34	27.5%	104
London (West End)	1.5%	6	1.2%	2	1.7%	4	1.0%	1	2.7%	5	0.0%	0	2.0%	5	0.8%	1	1.6%	6
Maidenhead	3.3%	13	4.3%	7	2.5%	6	2.0%	2	3.8%	7	3.4%	4	2.8%	7	2.4%	3	2.9%	11
Marlow	9.8%	39	9.9%	16	9.7%	23	10.0%	10	11.5%	21	6.9%	8	10.6%	27	9.6%	12	9.8%	37
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	1.8%	7	1.9%	3	1.7%	4	6.0%	6	0.5%	1	0.0%	0	2.0%	5	1.6%	2	1.6%	6
Princes Risborough	2.8%	11	3.7%	6	2.1%	5	2.0%	2	2.2%	4	4.3%	5	2.0%	5	4.0%	5	2.4%	9
Reading	0.5%	2	0.0%	0	0.8%	2	1.0%	1	0.5%	1	0.0%	0	0.8%	2	0.0%	0	0.5%	2
Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame	1.8%	7	1.2%	2	2.1%	5	1.0%	1	2.2%	4	1.7%	2	2.0%	5	1.6%	2	1.9%	7
Uxbridge	0.3%	1	0.0%	0	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1
Watford	0.3%	1	0.0%	0	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1
Other	13.8%	55	12.3%	20	14.8%	35	10.0%	10	12.1%	22	19.8%	23	15.0%	38	13.6%	17	14.0%	53
Chesham	5.5%	22	8.6%	14	3.4%	8	3.0%	3	6.6%	12	6.0%	7	3.5%	9	8.8%	11	5.6%	21
Chinnor	3.3%	13	4.3%	7	2.5%	6	1.0%	1	4.4%	8	3.4%	4	3.2%	8	4.0%	5	3.2%	12
Stokenchurch	2.5%	10	1.2%	2	3.4%	8	1.0%	1	1.6%	3	5.2%	6	2.0%	5	4.0%	5	2.4%	9
Watlington	3.3%	13	2.5%	4	3.8%	9	2.0%	2	5.5%	10	0.9%	1	1.6%	4	2.4%	3	3.4%	13
Beaconsfield	2.3%	9	0.6%	1	3.4%	8	2.0%	2	3.3%	6	0.9%	1	3.2%	8	0.8%	1	2.1%	8
Bourne End	1.5%	6	1.2%	2	1.7%	4	1.0%	1	2.2%	4	0.9%	1	2.0%	5	0.8%	1	1.6%	6
Great Missenden	1.5%	6	2.5%	4	0.8%	2	1.0%	1	1.1%	2	2.6%	3	1.6%	4	1.6%	2	1.6%	6
Radnage	1.5%	6	1.2%	2	1.7%	4	1.0%	1	0.5%	1	3.4%	4	1.6%	4	0.8%	1	1.6%	6
(Don't know)	3.8%	15	3.1%	5	4.2%	10	1.0%	1	3.8%	7	6.0%	7	3.9%	10	4.0%	5	4.0%	15
Base:	398	162	236	100	182	116	254	125	378									

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q28 Where did you or your family last visit a restaurant ?																		
<i>Those who have visited a restaurant at Q24</i>																		
Amersham	10.8%	65	9.8%	21	11.4%	44	8.1%	10	10.5%	29	13.8%	26	12.5%	47	8.3%	15	11.3%	64
Aylesbury	3.5%	21	3.7%	8	3.4%	13	1.6%	2	4.3%	12	3.7%	7	3.7%	14	3.9%	7	3.7%	21
Bracknell	0.5%	3	0.5%	1	0.5%	2	2.4%	3	0.0%	0	0.0%	0	0.8%	3	0.0%	0	0.5%	3
Hemel Hempstead	1.3%	8	1.9%	4	1.0%	4	3.2%	4	1.4%	4	0.0%	0	1.3%	5	1.7%	3	1.4%	8
High Wycombe	26.7%	160	26.5%	57	26.8%	103	30.6%	38	24.5%	68	26.5%	50	23.1%	87	30.6%	55	25.6%	145
London (West End)	4.8%	29	7.0%	15	3.6%	14	4.0%	5	6.5%	18	3.2%	6	5.3%	20	3.9%	7	4.9%	28
Maidenhead	2.8%	17	2.3%	5	3.1%	12	0.0%	0	2.9%	8	4.2%	8	2.1%	8	3.3%	6	2.7%	15
Marlow	11.2%	67	9.8%	21	11.9%	46	11.3%	14	12.6%	35	9.5%	18	12.7%	48	9.4%	17	11.5%	65
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	2.3%	14	2.8%	6	2.1%	8	4.8%	6	1.4%	4	2.1%	4	2.7%	10	1.7%	3	2.3%	13
Princes Risborough	2.0%	12	3.7%	8	1.0%	4	2.4%	3	1.8%	5	2.1%	4	2.4%	9	1.7%	3	1.8%	10
Reading	0.7%	4	0.5%	1	0.8%	3	1.6%	2	0.4%	1	0.5%	1	0.8%	3	0.0%	0	0.7%	4
Slough	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.2%	1
Thame	1.5%	9	1.4%	3	1.6%	6	1.6%	2	1.8%	5	1.1%	2	2.1%	8	0.6%	1	1.6%	9
Uxbridge	0.5%	3	0.5%	1	0.5%	2	0.8%	1	0.7%	2	0.0%	0	0.5%	2	0.6%	1	0.5%	3
Watford	0.0%	0	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	15.2%	91	12.6%	27	16.6%	64	14.5%	18	14.1%	39	16.4%	31	16.4%	62	12.2%	22	15.5%	88
Chinnor	2.0%	12	2.3%	5	1.8%	7	0.0%	0	2.9%	8	2.1%	4	1.6%	6	3.3%	6	1.6%	9
Chesham	2.5%	15	3.7%	8	1.8%	7	2.4%	3	1.8%	5	3.7%	7	1.3%	5	3.9%	7	2.3%	13
Beaconsfield	4.2%	25	4.2%	9	4.2%	16	4.0%	5	5.4%	15	2.6%	5	5.0%	19	3.3%	6	4.4%	25
Bourne End	1.0%	6	1.4%	3	0.8%	3	0.8%	1	1.1%	3	0.5%	1	1.1%	4	1.1%	2	1.1%	6
Stokenchurch	1.0%	6	0.5%	1	1.3%	5	0.8%	1	0.4%	1	2.1%	4	0.5%	2	2.2%	4	0.9%	5
(Don't know)	5.3%	32	5.1%	11	5.5%	21	4.0%	5	5.4%	15	5.8%	11	4.0%	15	7.8%	14	5.5%	31
Base:		600		215		385		124		277		189		377		180		566

Q29 Where did you or your family last visit a nightclub ?*Those who have visited a nightclub at Q24*

Amersham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesbury	6.1%	5	5.4%	2	6.7%	3	6.4%	3	3.3%	1	20.0%	1	6.1%	3	6.7%	2	4.9%	4
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	4.9%	4	2.7%	1	6.7%	3	6.4%	3	3.3%	1	0.0%	0	4.1%	2	6.7%	2	4.9%	4
High Wycombe	30.5%	25	27.0%	10	33.3%	15	23.4%	11	40.0%	12	40.0%	2	28.6%	14	36.7%	11	30.9%	25
London (West End)	17.1%	14	27.0%	10	8.9%	4	23.4%	11	10.0%	3	0.0%	0	20.4%	10	6.7%	2	17.3%	14
Maidenhead	2.4%	2	2.7%	1	2.2%	1	0.0%	0	6.7%	2	0.0%	0	0.0%	0	6.7%	2	2.5%	2
Marlow	1.2%	1	2.7%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1
Milton Keynes	2.4%	2	2.7%	1	2.2%	1	0.0%	0	6.7%	2	0.0%	0	4.1%	2	0.0%	0	2.5%	2
Oxford	4.9%	4	2.7%	1	6.7%	3	6.4%	3	3.3%	1	0.0%	0	6.1%	3	3.3%	1	4.9%	4
Princes Risborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	3.7%	3	0.0%	0	6.7%	3	2.1%	1	3.3%	1	20.0%	1	2.0%	1	6.7%	2	3.7%	3
Slough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thame	1.2%	1	2.7%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1
Uxbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	7.3%	6	8.1%	3	6.7%	3	6.4%	3	10.0%	3	0.0%	0	10.2%	5	3.3%	1	7.4%	6
Other	9.8%	8	13.5%	5	6.7%	3	12.8%	6	3.3%	1	20.0%	1	6.1%	3	16.7%	5	9.9%	8
London	6.1%	5	2.7%	1	8.9%	4	6.4%	3	6.7%	2	0.0%	0	6.1%	3	6.7%	2	6.2%	5
(Don't know)	2.4%	2	0.0%	0	4.4%	2	2.1%	1	3.3%	1	0.0%	0	2.0%	1	0.0%	0	2.5%	2
Base:		82		37		45		47		30		5		49		30		81

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q30 Where did you or your family last go to play bingo ?																		
<i>Those who have played bingo at Q24</i>																		
Amersham	6.5%	2	0.0%	0	8.7%	2	0.0%	0	0.0%	0	9.5%	2	12.5%	2	0.0%	0	4.8%	1
Aylesbury	6.5%	2	0.0%	0	8.7%	2	0.0%	0	12.5%	1	4.8%	1	12.5%	2	0.0%	0	9.5%	2
Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemel Hempstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe	25.8%	8	37.5%	3	21.7%	5	50.0%	1	12.5%	1	28.6%	6	31.3%	5	21.4%	3	19.0%	4
London (West End)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	3.2%	1	12.5%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0	4.8%	1
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Risborough	6.5%	2	0.0%	0	8.7%	2	0.0%	0	0.0%	0	9.5%	2	0.0%	0	14.3%	2	0.0%	0
Reading	6.5%	2	0.0%	0	8.7%	2	0.0%	0	0.0%	0	9.5%	2	0.0%	0	14.3%	2	4.8%	1
Slough	6.5%	2	0.0%	0	8.7%	2	0.0%	0	25.0%	2	0.0%	0	6.3%	1	7.1%	1	9.5%	2
Thame	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	6.5%	2	12.5%	1	4.3%	1	0.0%	0	25.0%	2	0.0%	0	0.0%	0	14.3%	2	9.5%	2
Other	25.8%	8	37.5%	3	21.7%	5	0.0%	0	25.0%	2	28.6%	6	25.0%	4	28.6%	4	33.3%	7
(Don't know)	6.5%	2	0.0%	0	8.7%	2	0.0%	0	0.0%	0	9.5%	2	6.3%	1	0.0%	0	4.8%	1
Base:		31		8		23		2		8		21		16		14		21

Q31 Where did you or your family last go to a healthclub ?*Those who have visited a healthclub at Q24*

Amersham	4.2%	12	4.3%	4	4.1%	8	7.5%	6	0.7%	1	7.4%	5	3.7%	7	5.0%	4	4.0%	11
Aylesbury	1.0%	3	1.1%	1	1.0%	2	1.3%	1	1.5%	2	0.0%	0	1.6%	3	0.0%	0	1.1%	3
Bracknell	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.4%	1
Hemel Hempstead	1.0%	3	0.0%	0	1.6%	3	1.3%	1	0.7%	1	1.5%	1	1.0%	2	0.0%	0	1.1%	3
High Wycombe	33.1%	95	33.0%	31	33.2%	64	37.5%	30	32.6%	44	29.4%	20	34.6%	66	23.8%	19	33.5%	92
London (West End)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead	1.7%	5	3.2%	3	1.0%	2	0.0%	0	3.0%	4	1.5%	1	2.1%	4	1.3%	1	1.8%	5
Marlow	15.7%	45	13.8%	13	16.6%	32	13.8%	11	17.0%	23	16.2%	11	14.7%	28	21.3%	17	15.6%	43
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.3%	1	0.0%	0	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Princes Risborough	7.7%	22	10.6%	10	6.2%	12	11.3%	9	5.2%	7	7.4%	5	8.4%	16	6.3%	5	7.6%	21
Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.4%	1
Thame	1.7%	5	1.1%	1	2.1%	4	0.0%	0	3.0%	4	1.5%	1	1.6%	3	1.3%	1	1.8%	5
Uxbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	0.0%	0	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	12.9%	37	11.7%	11	13.5%	26	10.0%	8	11.9%	16	16.2%	11	12.0%	23	15.0%	12	12.7%	35
Chesham	6.6%	19	6.4%	6	6.7%	13	7.5%	6	8.1%	11	2.9%	2	5.2%	10	11.3%	9	6.5%	18
Chinnor	2.1%	6	2.1%	2	2.1%	4	0.0%	0	3.0%	4	2.9%	2	1.6%	3	3.8%	3	1.8%	5
Prestwood	3.1%	9	2.1%	2	3.6%	7	1.3%	1	3.7%	5	4.4%	3	2.1%	4	6.3%	5	3.3%	9
Beaconsfield	3.5%	10	4.3%	4	3.1%	6	2.5%	2	4.4%	6	2.9%	2	4.2%	8	2.5%	2	3.6%	10
Wooburn Green	1.7%	5	2.1%	2	1.6%	3	2.5%	2	1.5%	2	1.5%	1	2.6%	5	0.0%	0	1.8%	5
(Don't know)	2.8%	8	3.2%	3	2.6%	5	2.5%	2	2.2%	3	4.4%	3	3.7%	7	1.3%	1	2.9%	8
Base:		287		94		193		80		135		68		191		80		275

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

February 2004

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q32 Where did you or your family last go for tenpin bowling ?																		
<i>Those who have been tenpin bowling at Q24</i>																		
Amersham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Aylesbury	17.0%	26	20.5%	9	15.6%	17	8.9%	4	15.4%	14	47.1%	8	17.3%	18	11.4%	5	16.7%	25
Bracknell	0.7%	1	0.0%	0	0.9%	1	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.7%	1
Hemel Hempstead	16.3%	25	15.9%	7	16.5%	18	20.0%	9	15.4%	14	11.8%	2	14.4%	15	22.7%	10	16.7%	25
High Wycombe	6.5%	10	9.1%	4	5.5%	6	8.9%	4	5.5%	5	5.9%	1	4.8%	5	11.4%	5	6.7%	10
London (West End)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead	49.0%	75	43.2%	19	51.4%	56	44.4%	20	54.9%	50	29.4%	5	51.0%	53	47.7%	21	49.3%	74
Marlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	1.3%	2	0.0%	0	1.8%	2	0.0%	0	2.2%	2	0.0%	0	1.9%	2	0.0%	0	1.3%	2
Princes Risborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	1.3%	2	2.3%	1	0.9%	1	4.4%	2	0.0%	0	0.0%	0	1.0%	1	2.3%	1	1.3%	2
Slough	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	5.9%	1	1.0%	1	0.0%	0	0.7%	1
Thame	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	0.7%	1	2.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.7%	1
Other	4.6%	7	6.8%	3	3.7%	4	6.7%	3	4.4%	4	0.0%	0	4.8%	5	2.3%	1	4.7%	7
(Don't know)	2.0%	3	0.0%	0	2.8%	3	6.7%	3	0.0%	0	0.0%	0	1.9%	2	2.3%	1	1.3%	2
Base:		153		44		109		45		91		17		104		44		150
SEX Sex:																		
Male	34.7%	362	100.0%	362	0.0%	0	38.6%	68	33.3%	143	34.9%	146	35.7%	219	36.5%	116	36.8%	339
Female	65.3%	681	0.0%	0	100.0%	681	61.4%	108	66.7%	286	65.1%	272	64.3%	395	63.5%	202	63.2%	581
Base:		1043		362		681		176		429		418		614		318		920
AGE How old are you ?																		
18-24	6.5%	68	6.9%	25	6.3%	43	38.6%	68	0.0%	0	0.0%	0	5.9%	36	7.9%	25	6.8%	63
25-34	10.4%	108	11.9%	43	9.5%	65	61.4%	108	0.0%	0	0.0%	0	12.1%	74	9.7%	31	11.4%	105
35-44	20.7%	216	20.7%	75	20.7%	141	0.0%	0	50.4%	216	0.0%	0	22.5%	138	18.2%	58	22.4%	206
45-54	20.4%	213	18.8%	68	21.3%	145	0.0%	0	49.7%	213	0.0%	0	22.2%	136	18.2%	58	21.4%	197
55-64	21.3%	222	24.6%	89	19.5%	133	0.0%	0	0.0%	0	53.1%	222	20.5%	126	21.4%	68	21.7%	200
65+	18.8%	196	15.7%	57	20.4%	139	0.0%	0	0.0%	0	46.9%	196	16.3%	100	22.3%	71	15.1%	139
(Refused)	1.9%	20	1.4%	5	2.2%	15	0.0%	0	0.0%	0	0.0%	0	0.7%	4	2.2%	7	1.1%	10
Base:		1043		362		681		176		429		418		614		318		920
CAR Finally, how many cars are there normally available for use in the household ?																		
None	9.9%	103	4.7%	17	12.6%	86	3.4%	6	4.9%	21	17.9%	75	8.0%	49	12.9%	41	0.0%	0
1	32.8%	342	34.0%	123	32.2%	219	28.4%	50	23.5%	101	44.0%	184	28.5%	175	39.3%	125	37.2%	342
2	41.9%	437	43.9%	159	40.8%	278	50.0%	88	52.2%	224	29.4%	123	47.1%	289	35.8%	114	47.5%	437
3 or more	13.5%	141	15.7%	57	12.3%	84	17.0%	30	18.2%	78	7.7%	32	15.8%	97	11.6%	37	15.3%	141
(Don't know)	0.3%	3	0.0%	0	0.4%	3	0.6%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0
(Refused)	1.6%	17	1.7%	6	1.6%	11	0.6%	1	1.2%	5	1.0%	4	0.5%	3	0.0%	0	0.0%	0
Base:		1043		362		681		176		429		418		614		318		920
ETH For the purposes of this survey, could I ask you which ethnic group you belong to ?																		
White - British (Interviewer, this includes English, Scottish, Welsh)	91.4%	953	89.5%	324	92.4%	629	85.8%	151	92.5%	397	94.0%	393	94.6%	581	89.6%	285	92.7%	853
White - Irish	0.8%	8	0.8%	3	0.7%	5	0.0%	0	0.9%	4	1.0%	4	0.5%	3	0.9%	3	0.8%	7
White and black Caribbean	0.2%	2	0.6%	2	0.0%	0	0.6%	1	0.0%	0	0.2%	1	0.0%	0	0.6%	2	0.1%	1
White and black African	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1
White and Asian	0.9%	9	2.2%	8	0.1%	1	0.6%	1	1.2%	5	0.7%	3	0.8%	5	0.9%	3	1.0%	9
Indian	0.8%	8	0.6%	2	0.9%	6	1.7%	3	0.7%	3	0.5%	2	0.8%	5	0.9%	3	0.8%	7
Pakistani	2.6%	27	3.0%	11	2.3%	16	9.1%	16	1.9%	8	0.5%	2	1.0%	6	4.4%	14	2.2%	20
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caribbean	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.3%	1	0.1%	1
African	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.0%	0	0.2%	2
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other ethnic group	1.0%	10	0.8%	3	1.0%	7	2.3%	4	0.7%	3	0.7%	3	1.1%	7	0.9%	3	1.1%	10
(Refused)	2.0%	21	1.9%	7	2.1%	14	0.0%	0	1.4%	6	1.9%	8	0.8%	5	0.9%	3	1.0%	9
Base:		1043		362		681		176		429		418		614		318		920

Wycombe Shopping Survey for Nathaniel Lichfield and Partners

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
SEG Socio-economic group																		
A	5.9%	62	5.8%	21	6.0%	41	3.4%	6	8.9%	38	4.3%	18	10.1%	62	0.0%	0	6.6%	61
B	18.3%	191	19.3%	70	17.8%	121	24.4%	43	20.3%	87	14.1%	59	31.1%	191	0.0%	0	19.6%	180
C1	34.6%	361	35.4%	128	34.2%	233	34.7%	61	34.7%	149	35.6%	149	58.8%	361	0.0%	0	34.8%	320
C2	20.8%	217	23.8%	86	19.2%	131	19.3%	34	20.0%	86	22.0%	92	0.0%	0	68.2%	217	21.4%	197
D	6.8%	71	5.5%	20	7.5%	51	7.4%	13	5.6%	24	8.1%	34	0.0%	0	22.3%	71	6.3%	58
E	2.9%	30	2.8%	10	2.9%	20	5.1%	9	1.4%	6	3.1%	13	0.0%	0	9.4%	30	2.3%	21
(Refused)	10.6%	111	7.5%	27	12.3%	84	5.7%	10	9.1%	39	12.7%	53	0.0%	0	0.0%	0	9.0%	83
Base:	1043	362	681	176	429	418	614	318	920									
ZON Survey zone																		
Zone 1	31.4%	328	31.5%	114	31.4%	214	34.7%	61	28.4%	122	32.5%	136	25.4%	156	39.9%	127	29.7%	273
Zone 2	12.6%	131	10.8%	39	13.5%	92	9.7%	17	14.5%	62	12.0%	50	15.6%	96	7.2%	23	12.7%	117
Zone 3	9.5%	99	9.1%	33	9.7%	66	6.8%	12	8.6%	37	11.5%	48	9.8%	60	10.7%	34	8.7%	80
Zone 4	8.3%	87	6.4%	23	9.4%	64	6.3%	11	6.8%	29	11.2%	47	8.3%	51	9.1%	29	8.9%	82
Zone 5	8.0%	83	8.8%	32	7.5%	51	9.1%	16	10.5%	45	5.3%	22	8.5%	52	6.0%	19	8.4%	77
Zone 6	8.2%	86	8.8%	32	7.9%	54	2.3%	4	7.5%	32	10.8%	45	9.1%	56	8.5%	27	8.5%	78
Zone 7	15.1%	157	17.4%	63	13.8%	94	18.2%	32	17.2%	74	12.0%	50	15.1%	93	12.6%	40	15.7%	144
Zone 8	6.9%	72	7.2%	26	6.8%	46	13.1%	23	6.5%	28	4.8%	20	8.1%	50	6.0%	19	7.5%	69
Base:	1043	362	681	176	429	418	614	318	920									