APPENDIX 1: STUDY AREA

South Wales Regional Retail Study 2016 - Study Area
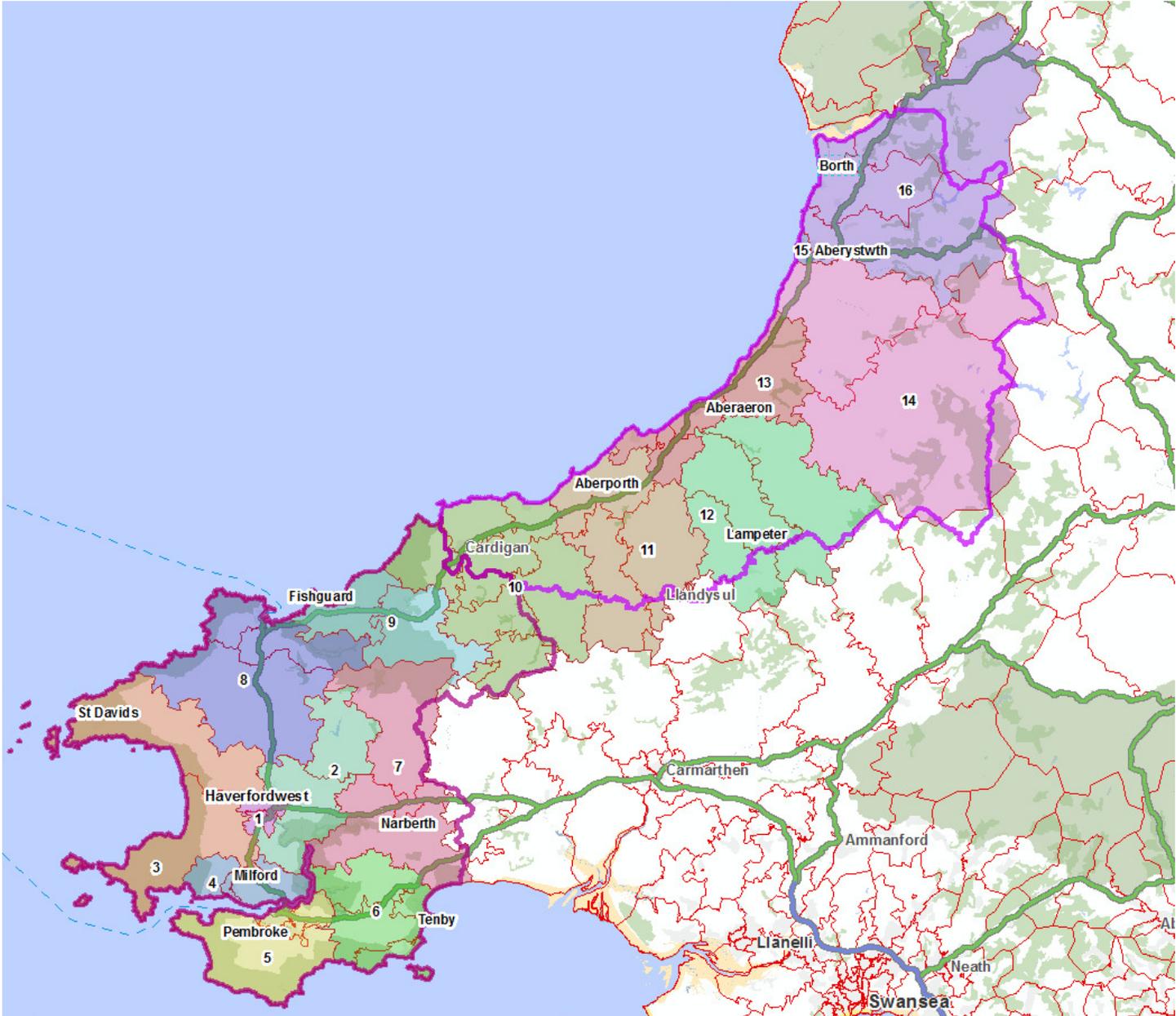
	Pembrokeshire County
	Ceredigion County
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APPENDIX 2: CONVENIENCE GOODS MARKET SHARES

TABLE 1: ALL FOOD SHOPPING - 2016 MARKET SHARE ANALYSIS (%)

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA	PEMBROKE-SHIRE Zones 1-9	CEREDIGION Zones 10-16
PEMBROKESHIRE COUNTY																			
Haverfordwest Town Centre:																			
Iceland, Picton Place	0.6%	1.0%	0.0%	2.0%	2.1%	1.2%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.1%	0.7%	1.0%	0.2%
Other stores	3.8%	1.6%	2.8%	0.0%	0.0%	0.1%	0.9%	3.5%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.3%	0.0%
Haverfordwest Out of Centre:																			
Aldi, Salutation Square	20.6%	20.6%	14.1%	9.8%	4.0%	1.3%	18.0%	17.2%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	11.1%	0.0%
Lidl, Perrots Rd	10.0%	7.2%	9.7%	2.0%	0.0%	0.5%	4.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	3.9%	0.0%
Marks & Spencer, Withybush Retail Park	1.2%	1.6%	1.8%	0.7%	0.1%	0.4%	0.0%	1.2%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.8%	0.0%
Morrisons, Meadow View	26.8%	30.1%	19.2%	6.1%	0.8%	2.6%	11.1%	17.6%	4.0%	0.5%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	6.4%	11.3%	0.1%
Tesco Extra, Fenton Trading Estate	33.3%	20.7%	29.7%	7.1%	1.8%	0.4%	9.3%	11.5%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	11.6%	0.0%
Milford Haven Town Centre:																			
Spar, Charles Street	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%
All stores	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.9%	0.0%
Milford Haven Out of Centre:																			
Lidl, Great N Road	0.0%	0.8%	1.3%	19.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	3.3%	0.0%
Tesco, Havens Head Park	0.0%	2.8%	1.3%	26.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	4.6%	0.0%
Pembroke Town Centre:																			
Co-op, Main Street	0.0%	0.0%	0.0%	0.0%	2.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%	0.4%	0.1%
Other stores	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%
Pembroke Dock Town Centre:																			
Asda, Gordon St	0.0%	1.2%	0.0%	2.9%	22.0%	7.9%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	5.5%	0.0%
Other stores	0.0%	0.0%	0.0%	0.0%	0.1%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.1%	0.1%	0.1%
Pembroke Dock Out of Centre:																			
Lidl, Pier Road	0.0%	0.0%	0.0%	2.2%	21.3%	13.9%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	6.1%	0.0%
Tesco Superstore, London Rd	0.1%	0.0%	0.0%	4.5%	35.5%	17.7%	2.5%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	9.6%	0.0%
Fishguard Town Centre:																			
Co-op, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.9%	9.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	2.7%	0.0%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	1.4%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.8%	0.1%
Narberth Town Centre:																			
Costcutter, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	3.7%	0.0%	0.0%	0.0%	0.0%	0.3%	1.0%	0.0%	0.0%	0.0%	0.3%	0.4%	0.1%
Spar, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%
Other stores	0.0%	0.4%	0.0%	0.0%	0.0%	0.8%	13.7%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.5%	0.1%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	14.6%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.7%	0.3%
Saundersfoot	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	1.5%	0.0%	0.0%	0.6%	0.7%	0.0%	0.0%	0.1%	0.9%	0.0%	0.4%	0.4%	0.4%
St Davids	0.0%	0.0%	11.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.2%	0.4%
Tenby	0.0%	0.0%	0.0%	0.0%	0.0%	33.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	2.9%	5.1%	0.0%
All Other - Pembrokeshire	2.1%	4.1%	4.1%	8.0%	2.2%	10.3%	7.3%	10.6%	6.9%	5.7%	1.1%	0.4%	0.7%	0.0%	0.4%	0.0%	4.2%	6.3%	1.6%
SUB-TOTAL: PEMBROKESHIRE	**98.4%**	**92.0%**	**95.5%**	**97.7%**	**93.7%**	**92.7%**	**75.7%**	**94.4%**	**45.0%**	**8.8%**	**4.9%**	**0.7%**	**1.7%**	**0.3%**	**1.7%**	**2.0%**	**52.6%**	**91.0%**	**3.5%**

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA		PEMBROKE-SHIRE Zones 1-9	CEREDIGION Zones 10-16
CEREDIGION COUNTY																				
Aberystwyth Town Centre:																				
Co-op, Park Ave	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	8.1%	13.8%	8.5%	1.9%		0.0%	4.2%
Lidl, Rheidol Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	7.3%	13.4%	20.3%	17.7%	3.5%		0.0%	8.0%
Tesco Express, North Parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.8%	0.2%		0.0%	0.4%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	4.9%	7.8%	16.4%	9.7%	2.3%		0.0%	5.3%
Aberystwyth Out of Centre:																				
Morrisons, Parcydolau, Llanbadarn Fawr	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	3.9%	30.4%	40.8%	37.8%	37.8%	8.6%		0.1%	19.5%
Cardigan Town Centre:																				
Co-op, Lower Mwldan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%		0.0%	0.1%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	3.4%	4.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.6%		0.0%	1.3%
Cardigan Out of Centre:																				
Aldi, Aberystwyth Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.6%	17.5%	38.2%	14.5%	0.8%	2.7%	0.1%	0.0%	0.0%	5.3%		0.9%	10.8%
Tesco Superstore, Aberystwyth Rd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%	28.6%	32.0%	14.5%	1.1%	7.4%	0.4%	4.0%	0.0%	5.4%		1.4%	10.5%
Aberaeron Town Centre:																				
Costcutter, Market Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	11.3%	0.0%	0.0%	0.0%	0.0%	0.5%		0.0%	1.2%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.8%	5.2%	0.0%	0.0%	0.0%	0.4%		0.0%	0.8%
Lampeter Town Centre:																				
Co-op, Bridge Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	21.3%	1.6%	2.8%	0.0%	0.0%	1.5%		0.0%	3.5%
Sainsbury's, Market Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.1%	2.0%	36.2%	4.4%	7.2%	0.0%	0.0%	2.8%		0.0%	6.4%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	6.2%	0.0%	1.6%	0.0%	0.0%	0.5%		0.0%	1.2%
Tregaron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	4.5%	0.0%	0.0%	0.2%		0.0%	0.5%
Llandysul	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	10.6%	0.4%	0.0%	0.0%	0.2%	0.0%	0.7%		0.1%	1.5%
All Other - Ceredigion	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.4%	1.2%	6.2%	3.2%	6.2%	5.8%	0.7%	7.2%	1.9%		0.2%	4.1%
SUB-TOTAL: CEREDIGION	**0.2%**	**0.7%**	**0.0%**	**0.1%**	**0.0%**	**0.0%**	**4.2%**	**1.1%**	**47.8%**	**75.5%**	**57.0%**	**75.5%**	**82.2%**	**92.6%**	**94.9%**	**81.7%**	**36.3%**		**2.7%**	**79.3%**
OUTSIDE STUDY AREA																				
Carmarthen	0.0%	0.1%	0.0%	0.0%	0.0%	1.0%	7.0%	0.0%	1.7%	4.3%	26.6%	15.4%	4.6%	0.2%	0.4%	0.2%	3.6%		0.9%	7.1%
Machynlleth	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	10.4%	0.9%		0.2%	1.8%
All other	0.0%	1.3%	0.1%	0.0%	0.0%	2.5%	1.1%	0.3%	1.2%	9.3%	4.9%	2.6%	3.1%	3.3%	0.7%	3.7%	2.3%		0.7%	4.4%
SUB-TOTAL: OUTSIDE STUDY AREA	**0.0%**	**2.4%**	**0.1%**	**0.0%**	**0.0%**	**3.4%**	**9.1%**	**0.6%**	**3.0%**	**13.6%**	**31.4%**	**18.0%**	**7.7%**	**3.4%**	**1.3%**	**14.3%**	**6.8%**		**1.8%**	**13.3%**
INTERNET	1.4%	4.9%	4.4%	2.2%	6.3%	3.8%	11.0%	3.9%	4.2%	2.1%	6.7%	5.8%	8.5%	3.7%	2.2%	1.9%	4.3%		4.5%	4.0%
TOTAL MARKET SHARE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%

TABLE 2: MAIN FOOD SHOPPING - 2016 MARKET SHARE ANALYSIS (%)

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA	PEMBROKE-SHIRE Zones 1-9	CEREDIGION Zones 10-16
PEMBROKESHIRE COUNTY																			
Haverfordwest Town Centre:																			
Iceland, Picton Place	0.0%	0.7%	0.0%	3.1%	3.1%	1.9%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.8%	1.4%	0.2%
Other stores	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%	0.0%
Haverfordwest Out of Centre:																			
Aldi, Salutation Square	24.9%	17.7%	21.1%	11.9%	4.3%	1.6%	26.2%	24.5%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	14.3%	0.0%
Lidl, Perrots Rd	6.6%	7.5%	8.4%	0.8%	0.0%	0.0%	5.4%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	3.1%	0.0%
Marks & Spencer, Withybush Retail Park	0.6%	1.0%	0.7%	0.8%	0.0%	0.0%	0.0%	0.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%
Morrisons, Meadow View	28.1%	33.2%	23.2%	7.7%	0.8%	3.3%	12.8%	21.0%	3.5%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.3%	12.9%	0.1%
Tesco Extra, Fenton Trading Estate	37.2%	25.0%	35.1%	9.6%	3.1%	0.0%	9.9%	16.6%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	14.1%	0.0%
Milford Haven Town Centre:																			
Spar, Charles Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milford Haven Out of Centre:																			
Lidl, Great N Road	0.0%	0.9%	1.5%	17.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	3.1%	0.0%
Tesco, Havens Head Park	0.0%	3.7%	1.8%	31.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	5.4%	0.0%
Pembroke Town Centre:																			
Co-op, Main Street	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%
Other stores	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%
Pembroke Dock Town Centre:																			
Asda, Gordon St	0.0%	2.0%	0.0%	3.1%	16.9%	8.4%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	4.8%	0.0%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.1%	0.1%	0.2%
Pembroke Dock Out of Centre:																			
Lidl, Pier Road	0.0%	0.0%	0.0%	1.4%	24.9%	20.1%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	7.6%	0.0%
Tesco Superstore, London Rd	0.0%	0.0%	0.0%	7.2%	35.9%	23.8%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	11.2%	0.0%
Fishguard Town Centre:																			
Co-op, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.9%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	2.1%	0.0%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.7%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.1%
Narberth Town Centre:																			
Costcutter, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.2%	0.3%	0.1%
Spar, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%
Saundersfoot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Davids	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.1%
Tenby	0.0%	0.0%	0.0%	0.0%	0.0%	26.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	4.1%	0.0%
All Other - Pembrokeshire	0.0%	0.0%	0.0%	1.5%	0.0%	5.4%	4.5%	2.5%	3.5%	2.3%	1.8%	0.7%	0.7%	0.0%	0.7%	0.0%	1.5%	1.9%	1.0%
SUB-TOTAL: PEMBROKESHIRE	**98.3%**	**91.8%**	**94.7%**	**96.3%**	**90.5%**	**92.6%**	**71.6%**	**92.3%**	**28.7%**	**2.9%**	**3.3%**	**0.7%**	**1.3%**	**0.0%**	**0.7%**	**1.9%**	**50.6%**	**88.8%**	**1.7%**

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA	PEMBROKE-SHIRE Zones 1-9	CEREDIGION Zones 10-16
CEREDIGION COUNTY																			
Aberystwyth Town Centre:																			
Co-op, Park Ave	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	4.2%	12.5%	6.4%	1.5%	0.0%	3.3%
Lidl, Rheidol Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	9.4%	20.2%	19.2%	3.3%	0.0%	7.5%
Tesco Express, North Parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	2.5%	2.6%	5.6%	4.8%	1.0%	0.0%	2.2%
Aberystwyth Out of Centre:																			
Morrisons, Parcydolau, Llanbadarn Fawr	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	5.3%	46.6%	60.7%	51.8%	53.6%	12.3%	0.1%	28.0%
Cardigan Town Centre:																			
Co-op, Lower Mwldan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Cardigan Out of Centre:																			
Aldi, Aberystwyth Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.6%	20.9%	48.0%	21.7%	0.9%	2.9%	0.0%	0.0%	0.0%	6.8%	1.1%	14.0%
Tesco Superstore, Aberystwyth Rd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.9%	40.2%	35.2%	19.1%	1.7%	10.9%	0.7%	5.0%	0.0%	6.5%	1.9%	12.4%
Aberaeron Town Centre:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Market Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	7.9%	0.0%	0.0%	0.0%	0.4%	0.0%	0.9%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lampeter Town Centre:																			
Co-op, Bridge Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.5%	0.0%	2.0%	0.0%	0.0%	1.1%	0.0%	2.4%
Sainsbury's, Market Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	40.9%	5.9%	11.2%	0.0%	0.0%	3.3%	0.0%	7.5%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	1.6%	0.0%	0.7%	0.0%	0.0%	0.3%	0.0%	0.7%
Tregaron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.1%	0.0%	0.1%
Llandysul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.7%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.7%
All Other - Ceredigion	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.7%	0.7%	0.7%	1.5%	0.0%	0.7%	0.3%	0.0%	0.5%
SUB-TOTAL: CEREDIGION	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**2.9%**	**1.5%**	**61.9%**	**83.9%**	**51.0%**	**70.1%**	**82.9%**	**94.2%**	**95.0%**	**84.8%**	**37.1%**	**3.2%**	**80.4%**
OUTSIDE STUDY AREA																			
Carmarthen	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	8.4%	0.0%	1.9%	5.1%	33.9%	20.0%	3.8%	0.0%	0.7%	0.0%	4.4%	1.0%	8.7%
Machynlleth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	0.6%	0.0%	1.3%
All other	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.7%	4.6%	0.7%	1.8%	0.0%	1.3%	0.7%	2.7%	1.0%	0.2%	2.1%
SUB-TOTAL: OUTSIDE STUDY AREA	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.6%**	**8.4%**	**0.0%**	**2.6%**	**9.7%**	**34.6%**	**21.8%**	**3.8%**	**1.3%**	**1.4%**	**10.1%**	**5.9%**	**1.2%**	**12.0%**
INTERNET	1.7%	8.2%	5.3%	3.7%	9.5%	5.8%	17.1%	6.2%	6.8%	3.5%	11.1%	7.3%	11.9%	4.5%	2.9%	3.2%	6.4%	6.9%	5.8%
TOTAL MARKET SHARE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 3: OTHER MAIN FOOD SHOPPING - 2016 MARKET SHARE ANALYSIS (%)

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA	PEMBROKE-SHIRE Zones 1-9	CEREDIGION Zones 10-16
PEMBROKESHIRE COUNTY																			
Haverfordwest Town Centre:																			
Iceland, Picton Place	0.9%	2.4%	0.0%	1.5%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.9%	0.0%
Other stores	0.0%	1.3%	4.1%	0.0%	0.0%	1.4%	0.0%	1.9%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.0%	0.0%
Haverfordwest Out of Centre:																			
Aldi, Salutation Square	23.6%	36.9%	11.2%	17.6%	5.5%	3.1%	12.0%	10.2%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%	12.5%	0.0%
Lidl, Perrots Rd	20.7%	9.7%	12.9%	2.5%	0.0%	0.0%	4.6%	20.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	7.2%	0.0%
Marks & Spencer, Withybush Retail Park	1.8%	4.5%	5.7%	2.2%	1.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.6%	0.0%
Morrisons, Meadow View	34.8%	22.4%	21.2%	10.2%	1.0%	6.4%	22.5%	28.2%	10.7%	1.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	9.0%	15.8%	0.4%
Tesco Extra, Fenton Trading Estate	17.4%	17.4%	28.6%	3.9%	0.0%	1.4%	23.1%	12.6%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	10.5%	0.0%
Milford Haven Town Centre:																			
Spar, Charles Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milford Haven Out of Centre:																			
Lidl, Great N Road	0.0%	2.9%	1.4%	22.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	3.9%	0.0%
Tesco, Havens Head Park	0.0%	1.3%	2.2%	23.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	4.0%	0.0%
Pembroke Town Centre:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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, Main Street	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%
Other stores	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%
Pembroke Dock Town Centre:																			
Asda, Gordon St	0.0%	0.0%	0.0%	4.4%	26.6%	7.1%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	6.6%	0.0%
Other stores	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%
Pembroke Dock Out of Centre:																			
Lidl, Pier Road	0.0%	0.0%	0.0%	8.3%	18.9%	10.5%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	6.4%	0.0%
Tesco Superstore, London Rd	0.9%	0.0%	0.0%	1.4%	39.0%	25.4%	2.6%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	11.1%	0.0%
Fishguard Town Centre:																			
Co-op, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.2%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.5%	0.0%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%
Narberth Town Centre:																			
Costcutter, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%
Spar, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%
Saundersfoot	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.2%	0.2%	0.1%
St Davids	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%
Tenby	0.0%	0.0%	0.0%	0.0%	0.0%	25.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	2.3%	3.9%	0.2%
All Other - Pembrokeshire	0.0%	0.0%	0.0%	1.1%	0.0%	5.3%	3.6%	8.7%	3.3%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	1.4%	2.5%	0.1%
SUB-TOTAL: PEMBROKESHIRE	100.0%	98.7%	90.7%	98.9%	97.2%	90.0%	85.5%	95.7%	40.4%	1.0%	0.0%	0.0%	1.1%	2.7%	1.7%	0.0%	52.1%	92.3%	0.9%

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA	PEMBROKE-SHIRE Zones 1-9	CEREDIGION Zones 10-16
CEREDIGION COUNTY																			
Aberystwyth Town Centre:																			
Co-op, Park Ave	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.4%	17.0%	11.3%	2.3%	0.0%	5.2%
Lidl, Rheidol Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	21.4%	44.1%	27.7%	36.5%	7.6%	0.0%	17.3%
Tesco Express, North Parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.1%	0.0%	0.3%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.0%	8.6%	18.9%	5.4%	2.3%	0.0%	5.3%
Aberystwyth Out of Centre:																			
Morrisons, Parcydolau, Llanbadarn Fawr	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	4.0%	13.2%	12.6%	29.9%	29.5%	5.6%	0.2%	12.4%
Cardigan Town Centre:																			
Co-op, Lower Mwldan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.3%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	2.3%	1.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.7%
Cardigan Out of Centre:																			
Aldi, Aberystwyth Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.9%	28.1%	41.5%	11.4%	3.0%	9.1%	1.1%	0.0%	0.0%	6.2%	1.6%	12.2%
Tesco Superstore, Aberystwyth Rd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.4%	40.7%	19.8%	1.5%	8.0%	0.0%	1.6%	0.0%	6.2%	1.1%	12.9%
Aberaeron Town Centre:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Market Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.3%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	0.0%	3.1%	0.0%	0.0%	0.0%	0.4%	0.0%	0.9%
Lampeter Town Centre:																			
Co-op, Bridge Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.0%	6.8%	9.4%	0.0%	0.0%	1.9%	0.0%	4.2%
Sainsbury's, Market Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	1.0%	3.8%	22.3%	5.2%	2.7%	0.0%	0.0%	2.1%	0.1%	4.5%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	2.6%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.5%
Tregaron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Llandysul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.6%	0.0%	0.0%	0.0%	1.5%	0.0%	0.8%	0.0%	1.7%
All Other - Ceredigion	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	6.3%	0.0%	1.4%	1.1%	0.0%	1.4%	0.7%	0.0%	1.6%
SUB-TOTAL: CEREDIGION	**0.0%**	**0.0%**	**0.0%**	**1.1%**	**0.0%**	**0.0%**	**2.5%**	**1.9%**	**52.5%**	**86.9%**	**62.7%**	**56.3%**	**80.2%**	**89.0%**	**96.7%**	**86.0%**	**36.9%**	**2.9%**	**80.3%**
OUTSIDE STUDY AREA																			
Carmarthen	0.0%	1.3%	0.0%	0.0%	0.0%	2.7%	7.1%	0.0%	6.0%	10.1%	34.0%	33.8%	9.2%	1.5%	0.0%	1.9%	6.4%	1.4%	12.6%
Machynlleth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.5%	0.0%	1.2%
All other	0.0%	0.0%	1.4%	0.0%	0.0%	3.6%	1.2%	0.0%	0.0%	2.0%	3.3%	1.1%	0.0%	1.1%	0.0%	5.3%	1.4%	0.8%	2.1%
SUB-TOTAL: OUTSIDE STUDY AREA	**0.0%**	**1.3%**	**1.4%**	**0.0%**	**0.0%**	**6.4%**	**8.3%**	**0.0%**	**6.0%**	**12.1%**	**37.3%**	**35.0%**	**9.2%**	**2.7%**	**0.0%**	**14.0%**	**8.2%**	**2.3%**	**15.9%**
INTERNET	0.0%	0.0%	7.8%	0.0%	2.8%	3.6%	3.7%	2.4%	1.2%	0.0%	0.0%	8.8%	9.6%	5.6%	1.6%	0.0%	2.7%	2.5%	2.9%
TOTAL MARKET SHARE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 4: TOP UP FOOD SHOPPING - 2016 MARKET SHARE ANALYSIS (%)

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA	PEMBROKE-SHIRE Zones 1-9	CEREDIGION Zones 10-16
PEMBROKESHIRE COUNTY																			
Haverfordwest Town Centre:																			
Iceland, Picton Place	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.1%	0.1%	0.1%
Other stores	8.3%	5.8%	9.8%	0.0%	0.0%	0.0%	1.0%	3.2%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	2.8%	0.0%
Haverfordwest Out of Centre:																			
Aldi, Salutation Square	8.3%	21.8%	1.6%	1.5%	1.4%	0.0%	1.4%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	3.6%	0.0%
Lidl, Perrots Rd	9.2%	3.9%	10.2%	2.6%	0.0%	1.1%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	3.0%	0.0%
Marks & Spencer, Withybush Retail Park	1.8%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%	0.0%
Morrisons, Meadow View	27.6%	25.7%	6.5%	2.6%	0.0%	0.0%	4.0%	3.2%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	6.3%	0.0%
Tesco Extra, Fenton Trading Estate	36.6%	14.4%	21.3%	4.6%	0.0%	1.4%	5.2%	1.6%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	8.7%	0.0%
Milford Haven Town Centre:																			
Spar, Charles Street	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%
All stores	0.0%	0.0%	0.0%	16.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	2.5%	0.0%
Milford Haven Out of Centre:																			
Lidl, Great N Road	0.0%	0.0%	1.6%	21.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	3.5%	0.0%
Tesco, Havens Head Park	0.0%	2.0%	0.0%	16.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	2.8%	0.0%
Pembroke Town Centre:																			
Co-op, Main Street	0.0%	0.0%	0.0%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.8%	1.1%	0.3%
Other stores	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%	0.0%
Pembroke Dock Town Centre:																			
Asda, Gordon St	0.0%	0.0%	0.0%	1.4%	34.3%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	6.7%	0.0%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pembroke Dock Out of Centre:																			
Lidl, Pier Road	0.0%	0.0%	0.0%	2.5%	11.1%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	2.6%	0.0%
Tesco Superstore, London Rd	0.0%	0.0%	0.0%	0.0%	35.7%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	6.6%	0.0%
Fishguard Town Centre:																			
Co-op, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	37.9%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	4.5%	0.0%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.9%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.5%	0.0%
Narberth Town Centre:																			
Costcutter, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	1.5%	2.8%	0.0%	0.0%	0.0%	0.3%	0.1%	0.5%
Spar, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	43.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	4.2%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	2.0%	0.0%
Saundersfoot	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	7.6%	0.0%	0.0%	3.2%	3.4%	0.0%	0.0%	0.0%	4.5%	0.0%	1.4%	1.1%	1.8%
St Davids	0.0%	0.0%	32.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	3.4%	0.0%
Tenby	0.0%	0.0%	0.0%	0.0%	0.0%	45.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	7.1%	0.0%
All Other - Pembrokeshire	5.6%	15.5%	12.4%	28.5%	7.0%	28.4%	16.2%	31.3%	17.2%	21.4%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	12.6%	18.6%	4.9%
SUB-TOTAL: PEMBROKESHIRE	**98.2%**	**89.2%**	**97.9%**	**100.0%**	**100.0%**	**90.7%**	**81.5%**	**98.5%**	**78.0%**	**24.6%**	**3.4%**	**1.5%**	**3.8%**	**0.0%**	**5.5%**	**1.6%**	**56.4%**	**94.6%**	**7.5%**

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA	PEMBROKE-SHIRE Zones 1-9	CEREDIGION Zones 10-16
CEREDIGION COUNTY																			
Aberystwyth Town Centre:																			
Co-op, Park Ave	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.2%	17.0%	8.3%	2.4%	0.0%	5.6%
Lidl, Rheidol Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.6%	1.3%	24.3%	10.0%	2.7%	0.0%	6.1%
Tesco Express, North Parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.3%	3.1%	0.7%	0.0%	1.5%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.2%	16.8%	18.5%	14.2%	3.4%	0.0%	7.8%
Aberystwyth Out of Centre:																			
Morrisons, Parcydolau, Llanbadarn Fawr	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	11.9%	17.1%	9.2%	2.3%	0.0%	5.3%
Cardigan Town Centre:																			
Co-op, Lower Mwldan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	10.6%	15.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.2%	4.3%
Cardigan Out of Centre:																			
Aldi, Aberystwyth Road	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	5.6%	16.1%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.3%	3.8%
Tesco Superstore, Aberystwyth Rd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	20.2%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	2.5%	0.4%	5.1%
Aberaeron Town Centre:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Market Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.4%	0.0%	0.0%	0.0%	0.7%	0.0%	1.7%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	4.2%	16.1%	0.0%	0.0%	0.0%	1.3%	0.0%	2.9%
Lampeter Town Centre:																			
Co-op, Bridge Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.9%	4.8%	3.6%	0.0%	0.0%	1.7%	0.0%	4.0%
Sainsbury's, Market Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	1.3%	34.8%	0.0%	1.3%	0.0%	0.0%	2.3%	0.1%	5.0%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.5%	0.0%	5.9%	0.0%	0.0%	1.1%	0.0%	2.6%
Tregaron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	13.5%	0.0%	0.0%	0.7%	0.0%	1.6%
Llandysul	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	31.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.3%	4.0%
All Other - Ceredigion	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	5.5%	11.6%	12.6%	19.8%	24.2%	2.1%	28.1%	6.5%	0.5%	14.1%
SUB-TOTAL: CEREDIGION	**0.0%**	**2.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**9.1%**	**0.0%**	**19.7%**	**52.4%**	**67.1%**	**88.9%**	**83.1%**	**95.7%**	**90.8%**	**72.9%**	**34.2%**	**1.8%**	**75.6%**
OUTSIDE STUDY AREA																			
Carmarthen	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	2.7%	0.0%	0.0%	1.4%	11.8%	0.0%	4.8%	0.0%	0.0%	0.0%	1.3%	0.5%	2.3%
Machynlleth	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	17.7%	1.8%	0.8%	3.2%
All other	0.0%	4.0%	0.0%	0.0%	0.0%	7.8%	1.3%	1.5%	2.2%	21.6%	17.8%	6.9%	8.3%	4.3%	1.2%	7.8%	5.8%	1.8%	10.9%
SUB-TOTAL: OUTSIDE STUDY AREA	**0.0%**	**8.9%**	**0.0%**	**0.0%**	**0.0%**	**9.3%**	**9.4%**	**1.5%**	**2.2%**	**23.0%**	**29.6%**	**6.9%**	**13.1%**	**4.3%**	**2.5%**	**25.5%**	**8.9%**	**3.1%**	**16.4%**
INTERNET	1.8%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	1.2%	0.0%	0.5%	0.4%	0.5%
TOTAL MARKET SHARE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 5: OTHER TOP UP FOOD SHOPPING - 2016 MARKET SHARE ANALYSIS (%)

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA		PEMBROKE-SHIRE Zones 1-9	CEREDIGION Zones 10-16
PEMBROKESHIRE COUNTY																				
Haverfordwest Town Centre:																				
Iceland, Picton Place	3.1%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.7%		0.5%	1.0%
Other stores	16.5%	2.6%	4.0%	0.0%	0.0%	0.0%	2.6%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%		3.5%	0.0%
Haverfordwest Out of Centre:																				
Aldi, Salutation Square	16.2%	19.5%	0.0%	6.7%	5.4%	0.0%	7.4%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%		5.8%	0.0%
Lidl, Perrots Rd	22.1%	9.4%	13.3%	7.6%	0.0%	3.0%	3.5%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%		6.6%	0.0%
Marks & Spencer, Withybush Retail Park	2.3%	6.1%	4.0%	0.0%	0.0%	4.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%		2.2%	0.0%
Morrisons, Meadow View	9.3%	27.4%	18.7%	0.0%	2.0%	0.0%	3.5%	15.5%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%		7.0%	0.0%
Tesco Extra, Fenton Trading Estate	18.6%	10.8%	15.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%		4.2%	0.0%
Milford Haven Town Centre:																				
Spar, Charles Street	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%		0.5%	0.0%
All stores	0.0%	0.0%	0.0%	21.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%		3.4%	0.0%
Milford Haven Out of Centre:																				
Lidl, Great N Road	0.0%	0.0%	0.0%	22.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%		3.5%	0.0%
Tesco, Havens Head Park	0.0%	0.0%	0.0%	23.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%		3.7%	0.0%
Pembroke Town Centre:																				
Co-op, Main Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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, Main Street	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%		0.5%	0.0%
Other stores	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%		0.8%	0.0%
Pembroke Dock Town Centre:																				
Asda, Gordon St	0.0%	0.0%	0.0%	2.8%	23.2%	11.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%		6.1%	0.0%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%		0.6%	0.0%
Pembroke Dock Out of Centre:																				
Lidl, Pier Road	0.0%	0.0%	0.0%	0.0%	22.5%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%		4.4%	0.0%
Tesco Superstore, London Rd	0.0%	0.0%	0.0%	0.0%	28.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%		4.8%	0.0%
Fishguard Town Centre:																				
Co-op, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.0%	38.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%		4.0%	0.0%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.9%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%		2.4%	0.0%
Narberth Town Centre:																			0.0%	0.0%
Costcutter, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%		1.2%	0.0%
Spar, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%		0.3%	0.0%
Other stores	0.0%	3.5%	0.0%	0.0%	0.0%	4.1%	28.6%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%		3.6%	1.2%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	0.0%	24.8%	14.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%		1.8%	3.3%
Saundersfoot	0.0%	0.0%	0.0%	0.0%	0.0%	8.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%		1.4%	0.0%
St Davids	0.0%	0.0%	28.9%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	22.2%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%		3.4%	2.9%
Tenby	0.0%	0.0%	0.0%	0.0%	0.0%	52.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%		8.1%	0.0%
All Other - Pembrokeshire	9.6%	9.6%	16.2%	13.1%	8.3%	8.5%	10.3%	20.0%	10.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%		11.8%	0.0%
SUB-TOTAL: PEMBROKESHIRE	**97.7%**	**92.3%**	**100.0%**	**100.0%**	**97.4%**	**100.0%**	**79.2%**	**97.2%**	**81.6%**	**20.1%**	**22.2%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**5.7%**	**57.4%**		**95.8%**	**8.4%**

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA	PEMBROKE-SHIRE Zones 1-9	CEREDIGION Zones 10-16
CEREDIGION COUNTY																			
Aberystwyth Town Centre:																			
Co-op, Park Ave	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.0%	11.9%	19.0%	2.7%	0.0%	6.2%
Lidl, Rheidol Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	31.2%	5.5%	5.1%	2.3%	0.0%	5.3%
Tesco Express, North Parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.1%	0.0%	0.3%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	20.0%	74.6%	33.9%	8.0%	0.0%	18.2%
Aberystwyth Out of Centre:																			
Morrisons, Parcydolau, Llanbadarn Fawr	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	6.6%	7.3%	3.3%	8.7%	1.6%	0.0%	3.8%
Cardigan Town Centre:																			
Co-op, Lower Mwldan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.9%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	3.2%
Cardigan Out of Centre:																			
Aldi, Aberystwyth Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.8%	20.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.4%	4.5%
Tesco Superstore, Aberystwyth Rd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	27.9%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	7.6%
Aberaeron Town Centre:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Market Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.0%	0.0%	0.0%	0.0%	1.2%	0.0%	2.7%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.6%	0.0%	0.0%	0.0%	0.7%	0.0%	1.6%
Lampeter Town Centre:																			
Co-op, Bridge Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.9%	48.7%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	8.3%
Sainsbury's, Market Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	24.8%	3.7%	0.0%	0.0%	0.0%	2.0%	0.0%	4.5%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.7%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	2.8%
Tregaron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.2%	0.0%	0.0%	0.5%	0.0%	1.1%
Llandysul	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.1%	0.8%
All Other - Ceredigion	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	28.0%	2.9%	17.3%	0.0%	2.4%	9.8%	3.7%	0.6%	7.7%
SUB-TOTAL: CEREDIGION	**2.3%**	**2.6%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**3.8%**	**0.0%**	**14.7%**	**59.8%**	**67.5%**	**100.0%**	**77.8%**	**80.6%**	**100.0%**	**76.5%**	**35.2%**	**1.4%**	**78.5%**
OUTSIDE STUDY AREA																			
Carmarthen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	4.5%	0.0%	4.2%	0.0%	0.0%	0.0%	0.8%	0.6%	1.0%
Machynlleth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.8%	1.5%	0.3%	3.1%
All other	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	6.8%	0.0%	3.8%	20.1%	5.8%	0.0%	14.3%	15.4%	0.0%	0.0%	4.3%	1.1%	8.3%
SUB-TOTAL: OUTSIDE STUDY AREA	**0.0%**	**5.2%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**13.5%**	**2.8%**	**3.8%**	**20.1%**	**10.3%**	**0.0%**	**18.6%**	**15.4%**	**0.0%**	**17.8%**	**6.6%**	**2.0%**	**12.4%**
INTERNET	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	4.0%	0.0%	0.0%	0.8%	0.8%	0.8%
TOTAL MARKET SHARE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Carter Jonas

APPENDIX 3: COMPARISON GOODS MARKET SHARES

TABLE 1a: **ALL COMPARISON GOODS - 2016 MARKET SHARE ANALYSIS (%)**
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA	PEMBROKE-SHIRE (Zones 1-9)	CEREDIGION (Zones 10-16)
PEMBROKESHIRE COUNTY																			
Haverfordwest Town Centre	35.6%	33.8%	39.7%	23.6%	11.3%	10.3%	19.7%	43.9%	12.7%	0.5%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%	13.9%	24.4%	0.2%
Springfield Retail Park	1.5%	0.4%	0.8%	0.1%	0.0%	0.4%	0.8%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%	0.5%	0.0%
Withybush Retail Park	15.5%	15.6%	11.5%	13.7%	12.3%	3.2%	7.3%	5.8%	9.9%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	5.8%	10.1%	0.3%
Other out of centre	14.0%	13.5%	6.8%	4.3%	3.4%	2.9%	3.6%	7.3%	10.9%	1.6%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	3.7%	6.3%	0.4%
Milford Haven Town Centre	0.2%	0.8%	0.7%	11.2%	0.2%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.8%	0.0%
Havens Head Retail Park	0.0%	0.9%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.3%	0.6%	0.0%
Other out of centre	0.0%	0.2%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%
Pembroke Town Centre	0.0%	0.0%	0.0%	0.0%	2.7%	0.1%	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.3%	0.5%	0.0%
Out of Centre	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pembroke Dock Town Centre	0.2%	0.1%	0.0%	1.9%	25.3%	5.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	5.4%	0.0%
Out of Centre	0.2%	0.0%	0.0%	0.6%	4.8%	5.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.8%	0.0%
Fishguard	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.1%	9.8%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.2%	0.0%
Narberth	0.3%	0.3%	0.0%	0.1%	0.3%	0.7%	6.4%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.9%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%
Saundersfoot	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%
St Davids	0.1%	1.3%	2.8%	0.0%	0.0%	0.4%	0.0%	0.7%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.5%	0.1%
Tenby	0.0%	0.1%	0.0%	0.0%	0.3%	19.4%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	3.4%	0.0%
Other - Pembrokeshire	0.6%	1.6%	1.0%	3.2%	0.7%	3.2%	2.7%	1.3%	6.0%	2.2%	0.6%	0.2%	0.0%	0.0%	0.0%	0.0%	1.4%	2.0%	0.6%
SUB-TOTAL PEMBROKESHIRE	68.1%	68.9%	63.5%	63.7%	61.4%	52.6%	42.9%	69.1%	48.5%	5.8%	0.7%	0.4%	0.2%	0.4%	0.4%	0.8%	34.6%	60.1%	1.7%
CEREDIGION COUNTY																			
Aberystwyth Town Centre	0.1%	0.5%	0.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.6%	5.3%	34.5%	49.2%	61.2%	54.8%	12.0%	0.1%	27.3%
Parc Y Llyn Retail Park	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.2%	0.4%	7.2%	3.8%	5.5%	4.3%	1.2%	0.0%	2.7%
Other out of centre	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	0.6%	2.4%	3.7%	3.9%	2.9%	0.8%	0.0%	1.8%
Cardigan Town Centre	0.0%	0.3%	0.0%	0.0%	0.0%	1.2%	1.6%	0.3%	10.8%	25.6%	7.0%	0.5%	1.4%	0.1%	0.0%	0.1%	3.5%	0.9%	7.0%
Out of centre	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	2.2%	1.7%	1.4%	0.0%	0.2%	0.1%	0.0%	0.0%	0.3%	0.1%	0.6%
Aberaeron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	2.1%	3.0%	8.6%	0.2%	0.0%	0.1%	0.7%	0.0%	1.5%
Lampeter	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	30.4%	1.3%	5.0%	0.3%	0.2%	2.3%	0.1%	5.2%
Tregaron	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.4%	1.7%	0.0%	0.0%	0.1%	0.0%	0.3%
Llandysul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.5%	0.0%	1.2%
Other - Ceredigion	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	3.9%	3.8%	0.0%	0.4%	0.1%	0.3%	0.3%	0.7%	0.0%	1.5%
SUB-TOTAL: CEREDIGION	0.6%	1.1%	0.8%	0.5%	0.2%	1.2%	1.7%	0.3%	13.7%	31.6%	29.0%	40.3%	56.5%	64.0%	71.2%	62.6%	22.1%	1.3%	49.0%
OUTSIDE STUDY AREA																			
Carmarthen	6.1%	6.4%	1.5%	3.2%	7.3%	16.6%	28.5%	3.5%	13.2%	34.4%	49.0%	34.8%	14.5%	4.8%	3.9%	4.4%	14.8%	9.4%	21.9%
Cardiff	1.6%	1.6%	2.2%	2.2%	1.8%	1.3%	3.6%	0.6%	3.6%	0.7%	0.9%	0.7%	1.5%	1.7%	4.1%	3.0%	1.8%	1.9%	1.8%
Swansea	3.0%	1.5%	0.9%	3.3%	3.0%	1.3%	1.1%	0.4%	0.6%	0.8%	0.3%	0.5%	0.8%	0.9%	0.9%	0.5%	1.3%	1.9%	0.7%
Llanelli	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.1%	0.1%	0.4%	0.1%	0.0%	0.1%	0.1%	0.0%	0.2%
London	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	0.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.1%	0.1%	0.0%
All other	0.3%	1.0%	1.0%	0.6%	0.7%	2.2%	0.5%	0.9%	1.8%	1.8%	0.8%	2.2%	1.3%	1.5%	3.5%	7.4%	1.8%	1.0%	2.8%
SUB-TOTAL: OUTSIDE STUDY AREA	10.9%	10.4%	5.7%	9.4%	13.0%	21.4%	34.1%	5.6%	19.9%	38.3%	51.1%	38.3%	18.5%	9.0%	12.6%	15.4%	20.0%	14.3%	27.5%
INTERNET	20.3%	19.7%	30.0%	26.4%	25.4%	24.9%	21.4%	25.1%	17.9%	24.3%	19.2%	21.1%	24.8%	26.6%	15.8%	21.2%	23.2%	24.3%	21.8%
TOTAL MARKET SHARE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 1b: BULKY GOODS - 2016 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA	PEMBROKE-SHIRE (Zones 1-9)	CEREDIGION (Zones 10-16)
PEMBROKESHIRE COUNTY																			
Haverfordwest Town Centre	38.3%	27.9%	41.1%	25.7%	11.0%	8.3%	14.5%	45.0%	12.0%	1.1%	0.0%	0.0%	0.0%	1.2%	0.0%	0.4%	13.9%	24.0%	0.5%
Springfield Retail Park	2.9%	0.7%	0.5%	0.4%	0.2%	1.0%	0.4%	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.7%	0.0%
Withybush Retail Park	10.2%	17.6%	10.4%	17.8%	11.8%	6.9%	13.3%	8.9%	7.7%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	6.7%	11.5%	0.4%
Other out of centre	17.4%	17.5%	7.3%	10.2%	9.6%	5.0%	4.6%	7.2%	19.0%	3.7%	0.0%	0.4%	0.0%	0.0%	0.0%	0.5%	5.9%	9.7%	1.0%
Milford Haven Town Centre	0.3%	0.9%	1.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.0%	0.0%
Havens Head Retail Park	0.0%	0.2%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%
Other out of centre	0.1%	0.8%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%
Pembroke Town Centre	0.0%	0.0%	0.0%	0.0%	2.3%	0.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.2%	0.3%	0.5%	0.1%
Out of Centre	0.0%	0.3%	0.0%	0.0%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Pembroke Dock Town Centre	0.9%	0.2%	0.1%	3.3%	25.6%	6.5%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	5.9%	0.0%
Out of Centre	0.5%	0.0%	0.0%	0.4%	4.4%	6.3%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	2.0%	0.0%
Fishguard	0.0%	0.9%	0.8%	0.0%	0.0%	0.0%	0.2%	7.5%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.1%	0.0%
Narberth	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%
Saundersfoot	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%
St Davids	0.3%	3.6%	2.9%	0.0%	0.0%	1.5%	0.0%	1.6%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.7%	1.0%	0.3%
Tenby	0.0%	0.4%	0.0%	0.0%	0.8%	21.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	3.8%	0.0%
Other - Pembrokeshire	2.0%	4.0%	3.2%	5.5%	2.6%	5.6%	4.6%	1.1%	13.4%	3.7%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	2.7%	4.1%	0.9%
SUB-TOTAL PEMBROKESHIRE	**72.9%**	**74.9%**	**67.2%**	**70.6%**	**68.6%**	**64.0%**	**45.8%**	**72.5%**	**59.1%**	**10.9%**	**0.2%**	**0.6%**	**0.6%**	**1.2%**	**0.0%**	**1.8%**	**39.4%**	**66.6%**	**3.1%**
0																			
CEREDIGION COUNTY																			
Aberystwyth Town Centre	0.4%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	2.0%	22.7%	47.3%	67.3%	45.1%	10.7%	0.1%	24.7%
Parc Y Llyn Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%	0.7%	1.4%	17.7%	12.6%	13.8%	10.7%	3.1%	0.0%	7.1%
Other out of centre	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.3%	1.2%	4.5%	2.7%	3.4%	7.2%	1.2%	0.0%	2.8%
Cardigan Town Centre	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	1.1%	0.8%	6.9%	24.6%	9.9%	0.2%	1.7%	0.3%	0.0%	0.2%	3.4%	0.5%	7.2%
Out of centre	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	2.6%	5.8%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.2%	1.5%
Aberaeron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	3.6%	4.6%	0.6%	0.0%	0.4%	0.7%	0.0%	1.6%
Lampeter	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.9%	46.0%	4.6%	7.4%	0.4%	0.7%	3.7%	0.0%	8.6%
Tregaron	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Llandysul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	0.5%	0.0%	0.0%	0.0%	0.6%	0.0%	1.5%
Other - Ceredigion	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	4.1%	5.9%	0.0%	1.4%	0.0%	1.1%	0.2%	0.9%	0.0%	2.0%
SUB-TOTAL: CEREDIGION	**0.4%**	**0.3%**	**0.3%**	**0.4%**	**0.8%**	**0.0%**	**1.1%**	**0.8%**	**10.0%**	**35.2%**	**45.7%**	**54.3%**	**57.8%**	**71.7%**	**85.9%**	**64.5%**	**24.9%**	**0.9%**	**56.9%**
0																			
OUTSIDE STUDY AREA																			
Carmarthen	3.8%	2.1%	1.1%	1.3%	7.3%	10.7%	22.2%	4.0%	9.8%	29.1%	38.5%	25.2%	11.7%	6.0%	0.4%	2.5%	11.2%	6.8%	17.1%
Cardiff	0.0%	0.0%	2.6%	0.7%	0.0%	2.7%	5.2%	0.0%	1.3%	1.1%	0.1%	1.5%	0.8%	1.0%	3.0%	0.8%	1.3%	1.4%	1.2%
Swansea	4.7%	1.6%	1.6%	3.0%	2.1%	0.4%	3.3%	0.4%	2.1%	0.3%	1.2%	0.4%	1.8%	0.0%	1.3%	0.2%	1.5%	2.1%	0.6%
Llanelli	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	1.0%	0.4%	0.0%	0.5%	0.2%	0.1%	0.3%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other	0.6%	0.0%	0.6%	0.8%	1.5%	2.4%	1.3%	0.7%	3.4%	1.2%	3.0%	2.2%	3.0%	1.9%	1.7%	10.0%	2.2%	1.3%	3.5%
SUB-TOTAL: OUTSIDE STUDY AREA	**9.1%**	**3.7%**	**5.9%**	**6.5%**	**10.8%**	**16.2%**	**32.0%**	**5.1%**	**16.9%**	**31.6%**	**43.0%**	**29.4%**	**18.3%**	**9.4%**	**6.5%**	**14.0%**	**16.4%**	**11.7%**	**22.7%**
INTERNET	17.5%	21.1%	26.6%	22.5%	19.8%	19.8%	21.0%	21.6%	14.1%	22.2%	11.2%	15.6%	23.2%	17.8%	7.6%	19.6%	19.3%	20.8%	17.3%
TOTAL MARKET SHARE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 2: **CLOTHING AND FOOTWEAR - 2016 MARKET SHARE ANALYSIS (%)**
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA	PEMBROKE-SHIRE (Zones 1-9)	CEREDIGION (Zones 10-16)
PEMBROKESHIRE COUNTY																			
Haverfordwest Town Centre	23.0%	32.0%	33.7%	27.6%	18.5%	16.1%	18.3%	45.1%	20.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	14.1%	25.4%	0.1%
Springfield Retail Park	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.2%	0.2%	0.1%
Withybush Retail Park	26.1%	20.3%	19.0%	20.2%	22.7%	2.8%	7.0%	7.8%	15.9%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.7%	15.3%	0.5%
Other out of centre	6.2%	2.4%	3.7%	0.6%	0.7%	3.8%	2.5%	7.3%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	3.4%	0.0%
Milford Haven Town Centre	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%
Havens Head Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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 out of centre	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%
Pembroke Town Centre	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%
Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pembroke Dock Town Centre	0.0%	0.0%	0.0%	1.5%	4.8%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.6%	0.0%
Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.7%	0.0%
Fishguard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%
Narberth	0.0%	0.7%	0.0%	0.0%	0.7%	1.0%	2.2%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saundersfoot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Davids	0.0%	0.7%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%
Tenby	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.9%	0.0%
Other - Pembrokeshire	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.2%
SUB-TOTAL PEMBROKESHIRE	**56.0%**	**56.9%**	**57.6%**	**54.0%**	**48.2%**	**36.8%**	**32.3%**	**62.7%**	**44.7%**	**3.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.0%**	**0.8%**	**27.8%**	**49.4%**	**1.0%**
CEREDIGION COUNTY																			
Aberystwyth Town Centre	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.7%	6.8%	36.3%	47.1%	46.1%	45.6%	10.5%	0.1%	23.5%
Parc Y Llyn Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	3.7%	2.3%	0.5%	0.0%	1.2%
Other out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	4.6%	1.1%	0.4%	0.0%	0.9%
Cardigan Town Centre	0.0%	0.7%	0.0%	0.0%	0.0%	3.8%	0.9%	0.0%	3.4%	9.4%	3.3%	0.0%	1.6%	0.0%	0.0%	0.0%	1.7%	0.9%	2.7%
Out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aberaeron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	4.4%	0.0%	0.0%	0.0%	0.2%	0.0%	0.5%
Lampeter	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	11.0%	0.0%	2.1%	0.8%	0.0%	0.9%	0.2%	1.9%
Tregaron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Llandysul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other - Ceredigion	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1%	0.6%
SUB-TOTAL: CEREDIGION	**0.9%**	**1.7%**	**0.0%**	**1.3%**	**0.0%**	**3.8%**	**0.9%**	**0.0%**	**5.5%**	**11.0%**	**7.4%**	**19.5%**	**45.3%**	**49.2%**	**55.2%**	**49.0%**	**14.8%**	**1.4%**	**31.4%**
OUTSIDE STUDY AREA																			
Carmarthen	13.7%	15.9%	3.0%	7.6%	15.3%	31.4%	47.2%	6.8%	24.8%	55.2%	76.8%	52.4%	25.7%	8.3%	9.5%	10.9%	26.2%	18.1%	36.1%
Cardiff	1.8%	2.6%	2.7%	4.9%	3.8%	1.8%	2.6%	1.5%	4.1%	0.0%	2.0%	0.7%	2.3%	4.4%	8.4%	6.1%	3.0%	2.9%	3.2%
Swansea	5.1%	2.8%	1.1%	4.0%	4.5%	1.0%	0.8%	0.8%	0.0%	2.0%	0.0%	1.0%	0.9%	1.9%	1.8%	1.1%	1.9%	2.4%	1.3%
Llanelli	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.5%
London	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.6%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.2%	0.2%	0.1%
All other	0.0%	1.7%	2.0%	0.0%	0.7%	1.0%	0.0%	1.7%	1.6%	3.4%	0.0%	2.7%	0.0%	1.9%	6.4%	9.5%	2.2%	0.9%	3.8%
SUB-TOTAL: OUTSIDE STUDY AREA	**20.6%**	**23.0%**	**8.8%**	**16.6%**	**24.9%**	**35.3%**	**50.6%**	**11.5%**	**31.3%**	**62.6%**	**78.8%**	**56.8%**	**28.9%**	**16.6%**	**26.8%**	**27.6%**	**33.6%**	**24.5%**	**45.0%**
INTERNET	22.6%	18.4%	33.7%	28.2%	26.9%	24.2%	16.1%	25.8%	18.5%	23.5%	13.8%	23.7%	25.8%	34.2%	16.9%	22.6%	23.8%	24.8%	22.7%
TOTAL MARKET SHARE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 3:   RECORDING MEDIA - 2016 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA	PEMBROKE-SHIRE (Zones 1-9)	CEREDIGION (Zones 10-16)
PEMBROKESHIRE COUNTY																			
Haverfordwest Town Centre	25.6%	20.0%	9.5%	10.4%	3.1%	2.0%	2.4%	9.2%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	9.1%	0.0%
Springfield Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Withybush Retail Park	0.0%	2.1%	0.0%	0.0%	3.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.7%	0.0%
Other out of centre	24.6%	13.6%	5.4%	5.8%	1.4%	0.0%	9.3%	2.4%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	6.7%	0.0%
Milford Haven Town Centre	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%	0.0%
Havens Head Retail Park	0.0%	4.6%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%	0.0%
Other out of centre	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.7%	0.0%
Pembroke Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.4%	0.5%	0.1%
Pembroke Dock Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	1.7%	0.0%	0.0%	4.3%	16.8%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	5.0%	0.0%
Fishguard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%	0.0%
Narberth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Saundersfoot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Davids	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tenby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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 - Pembrokeshire	1.3%	0.0%	0.0%	0.0%	0.0%	14.3%	1.6%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	2.8%	0.0%
SUB-TOTAL PEMBROKESHIRE	**53.3%**	**40.2%**	**15.0%**	**30.5%**	**27.2%**	**23.2%**	**14.9%**	**17.7%**	**16.5%**	**0.0%**	**0.0%**	**0.0%**	**1.5%**	**0.0%**	**0.0%**	**0.0%**	**16.0%**	**27.4%**	**0.1%**
0																			
CEREDIGION COUNTY																			
Aberystwyth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	3.2%	10.5%	18.9%	21.3%	32.9%	5.6%	0.0%	13.3%
Parc Y Llyn Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Other out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	4.7%	12.8%	3.6%	1.5%	0.0%	3.6%
Cardigan Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	5.2%	8.0%	1.5%	0.0%	1.1%	0.0%	0.0%	0.0%	1.0%	0.3%	2.0%
Out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.2%	0.8%
Aberaeron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.2%	0.0%	0.5%
Lampeter	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.9%	0.0%	1.6%	0.0%	0.0%	0.5%	0.0%	1.2%
Tregaron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Llandysul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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 - Ceredigion	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB-TOTAL: CEREDIGION	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.0%**	**11.0%**	**8.0%**	**10.4%**	**12.1%**	**21.4%**	**25.1%**	**34.1%**	**36.6%**	**9.3%**	**0.5%**	**21.6%**
0																			
OUTSIDE STUDY AREA																			
Carmarthen	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	6.0%	2.4%	9.4%	12.2%	20.0%	13.3%	3.1%	0.0%	9.3%	0.0%	4.3%	1.3%	8.4%
Cardiff	0.0%	4.1%	1.6%	0.0%	1.3%	0.0%	0.0%	0.0%	4.6%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.8%	0.4%
Swansea	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	2.1%	0.0%	1.2%	3.2%	1.4%	0.0%	0.0%	0.0%	0.6%	0.5%	0.7%
Llanelli	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.3%	0.3%	0.3%
SUB-TOTAL: OUTSIDE STUDY AREA	**0.0%**	**4.1%**	**1.6%**	**1.6%**	**4.1%**	**1.5%**	**6.0%**	**2.4%**	**16.1%**	**13.9%**	**21.1%**	**16.5%**	**4.6%**	**0.0%**	**10.7%**	**0.0%**	**5.7%**	**2.9%**	**9.7%**
INTERNET	46.7%	55.7%	83.5%	67.9%	68.7%	75.3%	79.0%	78.9%	56.4%	78.1%	68.5%	71.4%	72.6%	74.9%	55.2%	63.4%	68.9%	69.2%	68.6%
TOTAL MARKET SHARE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 4:   **AUDIO VISUAL- 2016 MARKET SHARE ANALYSIS (%)**
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA	PEMBROKE-SHIRE (Zones 1-9)	CEREDIGION (Zones 10-16)
PEMBROKESHIRE COUNTY																			
Haverfordwest Town Centre	48.6%	37.5%	38.9%	33.5%	15.9%	16.6%	17.7%	39.4%	12.8%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.8%	28.6%	0.4%
Springfield Retail Park	3.5%	0.0%	1.3%	0.0%	0.0%	1.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.8%	0.0%
Withybush Retail Park	3.7%	5.8%	3.8%	17.7%	12.5%	6.6%	3.8%	8.3%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	8.3%	0.0%
Other out of centre	14.3%	19.7%	10.3%	7.2%	10.2%	7.2%	4.0%	4.3%	16.5%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	9.4%	0.8%
Milford Haven Town Centre	0.7%	0.8%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%
Havens Head Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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 out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pembroke Town Centre	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.1%
Out of Centre	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%
Pembroke Dock Town Centre	0.0%	0.0%	0.0%	0.9%	15.7%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	3.6%	0.0%
Out of Centre	0.0%	0.0%	0.0%	0.9%	3.2%	3.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.4%	0.0%
Fishguard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%
Narberth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saundersfoot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Davids	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tenby	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%	0.0%
Other - Pembrokeshire	0.0%	3.3%	0.0%	0.0%	0.0%	3.8%	2.7%	0.0%	25.1%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	2.0%	1.2%
SUB-TOTAL PEMBROKESHIRE	**70.7%**	**67.1%**	**54.3%**	**61.0%**	**59.3%**	**46.1%**	**30.3%**	**52.9%**	**57.2%**	**10.9%**	**0.0%**	**0.0%**	**1.0%**	**0.0%**	**0.0%**	**0.0%**	**33.3%**	**55.3%**	**2.4%**
0																			
CEREDIGION COUNTY																			
Aberystwyth Town Centre	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	2.0%	29.5%	29.3%	59.2%	44.4%	10.5%	0.1%	25.0%
Parc Y Llyn Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.8%	2.0%	24.5%	27.1%	23.7%	10.5%	4.8%	0.0%	11.6%
Other out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	2.4%	0.0%	5.4%	11.6%	1.5%	0.0%	3.7%
Cardigan Town Centre	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	9.6%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.2%	2.6%
Out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.7%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.5%
Aberaeron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lampeter	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	30.4%	6.7%	9.4%	0.9%	0.0%	2.5%	0.0%	6.1%
Tregaron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Llandysul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.5%
Other - Ceredigion	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	4.2%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	1.8%
SUB-TOTAL: CEREDIGION	**0.0%**	**0.8%**	**0.0%**	**0.7%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**7.3%**	**16.6%**	**31.4%**	**34.3%**	**63.1%**	**65.9%**	**89.3%**	**66.5%**	**21.8%**	**0.4%**	**51.7%**
OUTSIDE STUDY AREA																			
Carmarthen	2.1%	4.6%	0.0%	1.6%	6.7%	12.3%	15.5%	0.0%	13.0%	32.1%	46.2%	27.1%	5.5%	4.1%	0.0%	0.0%	10.1%	5.9%	15.9%
Cardiff	0.0%	0.0%	1.9%	0.0%	0.0%	0.9%	1.9%	0.0%	1.3%	0.0%	0.0%	2.0%	0.9%	4.1%	0.0%	0.0%	0.5%	0.6%	0.3%
Swansea	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.4%	0.2%
Llanelli	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other	1.0%	0.0%	0.0%	0.0%	1.7%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.7%	0.6%	0.7%
SUB-TOTAL: OUTSIDE STUDY AREA	**6.7%**	**4.6%**	**1.9%**	**1.6%**	**8.4%**	**14.5%**	**17.4%**	**0.0%**	**15.3%**	**33.1%**	**46.2%**	**29.1%**	**6.5%**	**4.1%**	**0.0%**	**3.3%**	**11.6%**	**7.6%**	**17.1%**
INTERNET	22.6%	27.6%	43.8%	36.8%	32.3%	39.4%	52.3%	47.1%	20.2%	39.3%	22.5%	36.5%	29.4%	30.0%	10.7%	30.2%	33.3%	36.7%	28.7%
TOTAL MARKET SHARE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 5: DOMESTIC ELECTRICAL APPLIANCES - 2016 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA	PEMBROKE-SHIRE (Zones 1-9)	CEREDIGION (Zones 10-16)
PEMBROKESHIRE COUNTY																			
Haverfordwest Town Centre	55.7%	48.8%	44.6%	38.7%	12.3%	13.2%	16.4%	40.8%	9.9%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.9%	30.3%	0.3%
Springfield Retail Park	2.4%	0.0%	0.0%	0.0%	2.1%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.7%	0.0%
Withybush Retail Park	6.2%	4.8%	4.0%	14.4%	9.1%	6.9%	6.3%	12.0%	7.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	8.4%	0.0%
Other out of centre	20.9%	22.9%	15.5%	10.2%	19.1%	14.1%	11.0%	5.8%	17.9%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.0%	14.8%	0.9%
Milford Haven Town Centre	0.0%	0.8%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%	0.0%
Havens Head Retail Park	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%
Other out of centre	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%
Pembroke Town Centre	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%
Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pembroke Dock Town Centre	0.0%	0.0%	1.1%	0.7%	30.1%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	6.3%	0.0%
Out of Centre	0.0%	0.0%	0.0%	0.9%	2.1%	10.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	2.1%	0.0%
Fishguard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.6%	0.0%
Narberth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Saundersfoot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Davids	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%
Tenby	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.6%	0.0%
Other - Pembrokeshire	0.0%	2.6%	0.0%	0.0%	0.0%	3.3%	7.2%	4.4%	28.7%	12.6%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	3.0%	3.2%
SUB-TOTAL PEMBROKESHIRE	**86.2%**	**82.1%**	**67.1%**	**67.6%**	**76.6%**	**58.4%**	**43.8%**	**67.0%**	**66.2%**	**17.4%**	**2.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**41.7%**	**68.3%**	**4.3%**
0																			
CEREDIGION COUNTY																			
Aberystwyth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	3.8%	35.4%	36.7%	70.1%	58.1%	11.1%	0.0%	26.7%
Parc Y Llyn Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.0%	21.9%	20.4%	14.3%	9.1%	3.3%	0.0%	7.9%
Other out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	7.3%	4.4%	4.8%	12.2%	1.7%	0.0%	4.1%
Cardigan Town Centre	0.7%	0.8%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	2.4%	14.1%	1.7%	0.0%	0.9%	0.0%	0.0%	0.0%	1.7%	0.3%	3.6%
Out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.5%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.5%
Aberaeron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lampeter	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	42.6%	6.7%	11.2%	0.0%	0.0%	3.3%	0.0%	7.9%
Tregaron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Llandysul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.2%
Other - Ceredigion	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	3.4%
SUB-TOTAL: CEREDIGION	**0.7%**	**0.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.0%**	**0.0%**	**3.2%**	**22.8%**	**31.9%**	**47.5%**	**73.0%**	**72.7%**	**89.1%**	**79.3%**	**23.2%**	**0.4%**	**55.4%**
0																			
OUTSIDE STUDY AREA																			
Carmarthen	0.0%	1.1%	0.0%	0.0%	1.7%	9.9%	18.0%	0.0%	3.2%	23.4%	41.7%	20.8%	3.7%	3.6%	0.0%	0.0%	8.2%	3.8%	14.5%
Cardiff	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.0%	0.0%	2.3%	0.0%	0.7%	0.0%	0.9%	1.0%	1.1%	0.0%	0.4%	0.3%	0.4%
Swansea	3.5%	0.0%	1.1%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.7%	0.0%
Llanelli	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	5.6%	0.5%	0.0%	1.1%
SUB-TOTAL: OUTSIDE STUDY AREA	**3.5%**	**1.1%**	**1.1%**	**0.0%**	**1.7%**	**11.5%**	**19.0%**	**0.0%**	**6.4%**	**23.4%**	**43.2%**	**20.8%**	**4.7%**	**4.6%**	**1.1%**	**5.6%**	**9.4%**	**4.8%**	**16.0%**
INTERNET	9.6%	16.1%	31.9%	32.4%	21.6%	30.1%	36.3%	33.0%	24.1%	36.4%	22.9%	31.7%	22.3%	22.7%	9.8%	15.2%	25.6%	26.6%	24.3%
TOTAL MARKET SHARE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 6: **BOOKS AND STATIONARY - 2016 MARKET SHARE ANALYSIS (%)**
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA	PEMBROKE-SHIRE (Zones 1-9)	CEREDIGION (Zones 10-16)
PEMBROKESHIRE COUNTY																			
Haverfordwest Town Centre	59.8%	51.9%	42.2%	27.7%	10.2%	6.5%	19.6%	37.1%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	14.9%	26.7%	0.1%
Springfield Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Withybush Retail Park	0.0%	0.8%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%
Other out of centre	13.9%	11.2%	11.8%	4.3%	0.0%	0.0%	4.8%	5.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	5.2%	0.0%
Milford Haven Town Centre	0.0%	1.9%	0.0%	16.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	2.5%	0.0%
Havens Head Retail Park	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.8%	0.0%
Other out of centre	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%
Pembroke Town Centre	0.0%	0.0%	0.0%	0.0%	5.7%	0.9%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.0%	0.2%
Out of Centre	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pembroke Dock Town Centre	0.0%	0.0%	0.0%	0.0%	23.0%	8.1%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	5.1%	0.0%
Out of Centre	0.0%	0.0%	0.0%	0.0%	15.7%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	2.8%	0.0%
Fishguard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.5%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	2.0%	0.0%
Narberth	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.7%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.7%	0.0%
Saundersfoot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Davids	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%
Tenby	0.0%	0.0%	0.0%	0.0%	0.0%	36.1%	2.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	6.4%	0.0%
Other - Pembrokeshire	0.0%	0.0%	2.7%	1.0%	0.0%	2.9%	2.5%	2.1%	9.1%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	1.8%	0.8%
SUB-TOTAL PEMBROKESHIRE	**73.6%**	**65.8%**	**60.4%**	**58.4%**	**54.7%**	**57.6%**	**36.3%**	**59.6%**	**39.2%**	**4.3%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.1%**	**0.0%**	**32.1%**	**56.8%**	**1.1%**
0																			
CEREDIGION COUNTY																			
Aberystwyth Town Centre	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	1.9%	37.8%	51.4%	67.4%	59.8%	12.7%	0.1%	28.5%
Parc Y Llyn Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	1.1%	0.1%	0.0%	0.3%
Other out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	3.2%	2.4%	0.0%	0.3%	0.0%	0.8%
Cardigan Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	29.4%	44.3%	8.8%	1.0%	0.0%	0.0%	0.0%	0.0%	5.9%	1.5%	11.5%
Out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%
Aberaeron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	2.2%	8.5%	0.0%	0.0%	0.0%	0.6%	0.0%	1.2%
Lampeter	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	25.5%	0.0%	4.2%	0.0%	0.0%	1.9%	0.0%	4.2%
Tregaron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Llandysul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	2.0%
Other - Ceredigion	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	5.8%	0.0%	0.0%	1.1%	0.0%	0.0%	1.0%	0.0%	2.3%
SUB-TOTAL: CEREDIGION	**0.0%**	**0.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.9%**	**32.7%**	**50.5%**	**34.2%**	**30.6%**	**48.3%**	**60.6%**	**69.7%**	**60.9%**	**23.5%**	**1.7%**	**50.9%**
OUTSIDE STUDY AREA																			
Carmarthen	0.0%	0.0%	0.0%	2.4%	0.0%	4.0%	16.0%	2.5%	4.3%	7.8%	31.2%	20.7%	2.0%	0.0%	0.0%	1.1%	5.7%	3.1%	9.0%
Cardiff	0.0%	1.1%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.4%	0.4%	0.3%
Swansea	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.2%
Llanelli	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.4%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.8%	1.9%	2.9%	0.6%	0.2%	1.0%
SUB-TOTAL: OUTSIDE STUDY AREA	**0.0%**	**1.1%**	**0.0%**	**2.4%**	**3.6%**	**5.1%**	**16.0%**	**2.5%**	**4.3%**	**9.4%**	**31.2%**	**23.5%**	**5.1%**	**0.8%**	**1.9%**	**4.0%**	**7.0%**	**3.9%**	**10.9%**
INTERNET	26.4%	32.3%	39.6%	39.2%	41.8%	37.3%	47.6%	37.1%	23.9%	35.7%	34.7%	45.9%	46.6%	38.6%	27.2%	35.2%	37.3%	37.6%	37.0%
TOTAL MARKET SHARE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 7:   GAMES, TOYS, HOBBIES, PETS, ETC - 2016 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA	PEMBROKE-SHIRE (Zones 1-9)	CEREDIGION (Zones 10-16)
PEMBROKESHIRE COUNTY																			
Haverfordwest Town Centre	34.0%	24.9%	41.2%	20.0%	7.8%	10.6%	25.6%	46.3%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.5%	23.4%	0.0%
Springfield Retail Park	1.9%	1.5%	4.1%	0.0%	0.0%	1.2%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.0%	0.0%
Withybush Retail Park	12.2%	16.8%	7.7%	9.4%	6.7%	0.0%	6.2%	0.0%	7.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	6.6%	0.0%
Other out of centre	16.6%	27.2%	7.9%	1.2%	2.7%	1.2%	0.0%	10.2%	18.8%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	7.0%	1.0%
Milford Haven Town Centre	0.0%	0.0%	0.0%	13.5%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	2.3%	0.0%
Havens Head Retail Park	0.0%	3.3%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.1%	0.0%
Other out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pembroke Town Centre	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%	0.0%
Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pembroke Dock Town Centre	0.0%	0.0%	0.0%	1.2%	31.9%	4.9%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	6.4%	0.0%
Out of Centre	0.0%	0.0%	0.0%	0.0%	10.6%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	2.6%	0.0%
Fishguard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.9%	0.0%
Narberth	0.8%	0.0%	0.0%	0.0%	0.0%	1.2%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.6%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%
Saundersfoot	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%
St Davids	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%
Tenby	0.0%	0.0%	0.0%	0.0%	0.0%	16.4%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	2.8%	0.0%
Other - Pembrokeshire	0.0%	1.6%	0.0%	4.2%	0.0%	4.7%	6.0%	1.2%	4.9%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	2.4%	0.6%
SUB-TOTAL PEMBROKESHIRE	**65.5%**	**75.3%**	**60.9%**	**55.4%**	**63.7%**	**46.9%**	**46.1%**	**67.3%**	**49.0%**	**6.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**34.3%**	**58.4%**	**1.6%**
CEREDIGION COUNTY																			
Aberystwyth Town Centre	0.0%	1.2%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	11.8%	44.0%	41.3%	57.0%	63.7%	12.4%	0.4%	28.8%
Parc Y Llyn Retail Park	0.0%	1.6%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%	4.4%	5.7%	2.9%	1.1%	0.3%	2.3%
Other out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	12.2%	3.2%	3.0%	1.2%	0.0%	2.9%
Cardigan Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	9.7%	19.9%	8.3%	1.7%	0.0%	0.0%	0.0%	0.0%	2.9%	0.6%	6.0%
Out of centre	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	1.2%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.3%	0.5%
Aberaeron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	2.6%	4.9%	0.0%	0.0%	0.0%	0.4%	0.0%	1.0%
Lampeter	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	24.7%	0.0%	2.2%	0.0%	0.0%	1.6%	0.0%	3.9%
Tregaron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Llandysul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	2.1%
Other - Ceredigion	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.6%
SUB-TOTAL: CEREDIGION	**1.1%**	**2.7%**	**5.1%**	**0.0%**	**0.0%**	**0.0%**	**2.5%**	**0.0%**	**13.0%**	**24.9%**	**32.5%**	**40.8%**	**61.4%**	**60.1%**	**65.9%**	**69.6%**	**21.3%**	**1.6%**	**48.2%**
OUTSIDE STUDY AREA																			
Carmarthen	3.2%	0.0%	0.0%	0.0%	1.4%	6.8%	20.1%	0.0%	9.1%	27.3%	29.7%	30.5%	12.0%	0.9%	1.4%	0.0%	9.0%	4.0%	15.7%
Cardiff	1.1%	1.2%	1.2%	0.0%	0.0%	0.0%	4.2%	0.0%	6.0%	1.2%	0.0%	0.0%	2.9%	0.0%	1.4%	0.0%	0.9%	1.0%	0.7%
Swansea	0.0%	0.0%	0.0%	5.4%	2.7%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	1.4%	2.2%	0.1%
Llanelli	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	1.1%	0.3%	0.3%	0.3%
SUB-TOTAL: OUTSIDE STUDY AREA	**4.2%**	**1.2%**	**1.2%**	**5.4%**	**4.0%**	**14.5%**	**24.3%**	**0.0%**	**15.1%**	**28.5%**	**29.7%**	**30.5%**	**14.9%**	**3.1%**	**2.7%**	**1.1%**	**11.5%**	**7.4%**	**16.9%**
INTERNET	29.1%	20.9%	32.8%	39.3%	32.3%	38.6%	27.1%	32.7%	22.9%	39.8%	37.8%	28.7%	23.7%	36.8%	31.4%	29.2%	32.9%	32.6%	33.3%
TOTAL MARKET SHARE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 8:   FURNITURE, CARPETS, FLOOR COVERINGS & SOFT FURNISHINGS - 2016 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA	PEMBROKE-SHIRE (Zones 1-9)	CEREDIGION (Zones 10-16)
PEMBROKESHIRE COUNTY																			
Haverfordwest Town Centre	30.1%	23.4%	39.1%	22.9%	8.0%	3.9%	10.3%	45.1%	10.8%	1.3%	0.0%	0.0%	0.0%	2.8%	0.0%	1.0%	12.1%	20.7%	0.8%
Springfield Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Withybush Retail Park	6.0%	12.0%	7.5%	9.9%	4.1%	5.1%	12.6%	2.4%	9.6%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	7.0%	0.7%
Other out of centre	16.7%	10.3%	3.7%	11.6%	6.5%	1.7%	5.4%	7.5%	21.4%	5.8%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	5.2%	8.1%	1.4%
Milford Haven Town Centre	0.0%	1.4%	1.7%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.6%	0.0%
Havens Head Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pembroke Town Centre	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.9%	0.0%
Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pembroke Dock Town Centre	2.2%	0.0%	0.0%	3.8%	36.0%	3.5%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	7.4%	0.0%
Out of Centre	0.8%	0.0%	0.0%	0.0%	5.5%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.4%	0.0%
Fishguard	0.0%	2.2%	1.4%	0.0%	0.0%	0.0%	0.0%	12.1%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.8%	0.0%
Narberth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.8%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%
Saundersfoot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Davids	0.8%	9.0%	3.3%	0.0%	0.0%	3.7%	0.0%	3.7%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	1.5%	2.0%	0.7%
Tenby	0.0%	1.1%	0.0%	0.0%	2.0%	43.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	7.5%	0.0%
Other - Pembrokeshire	4.9%	7.0%	7.0%	11.9%	6.3%	9.9%	7.7%	1.2%	4.5%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	7.2%	0.2%
SUB-TOTAL PEMBROKESHIRE	**61.3%**	**66.4%**	**63.7%**	**69.6%**	**72.2%**	**73.5%**	**46.9%**	**74.7%**	**55.2%**	**13.4%**	**0.0%**	**1.0%**	**0.9%**	**2.8%**	**0.0%**	**2.2%**	**39.5%**	**66.6%**	**4.0%**
CEREDIGION COUNTY																			
Aberystwyth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	2.3%	18.2%	53.4%	69.2%	42.7%	10.6%	0.0%	24.5%
Parc Y Llyn Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	10.4%	4.0%	6.2%	7.9%	1.7%	0.0%	3.8%
Other out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.3%	2.0%	3.5%	1.4%	3.5%	0.8%	0.0%	1.8%
Cardigan Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	1.8%	6.4%	28.6%	15.1%	0.0%	0.9%	0.0%	0.0%	0.0%	4.0%	0.6%	8.5%
Out of centre	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	2.8%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%	0.1%
Aberaeron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%	6.2%	7.4%	1.3%	0.0%	1.0%	1.2%	0.0%	2.8%
Lampeter	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.6%	54.3%	3.8%	5.7%	0.0%	1.2%	4.6%	0.0%	10.5%
Tregaron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Llandysul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.6%	0.0%	1.1%	0.0%	0.0%	0.0%	1.0%	0.0%	2.3%
Other - Ceredigion	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	2.5%	0.0%	3.4%	0.0%	2.9%	0.0%	0.6%	0.0%	1.3%
SUB-TOTAL: CEREDIGION	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.4%**	**0.0%**	**1.4%**	**1.8%**	**9.2%**	**30.8%**	**61.7%**	**65.5%**	**47.2%**	**68.0%**	**79.7%**	**56.3%**	**24.6%**	**0.9%**	**55.7%**
OUTSIDE STUDY AREA																			
Carmarthen	7.6%	1.6%	2.6%	1.0%	4.6%	4.2%	23.2%	6.2%	8.3%	30.7%	23.9%	20.2%	14.5%	5.8%	0.0%	5.0%	10.3%	6.1%	15.7%
Cardiff	0.0%	0.0%	4.9%	1.8%	0.0%	5.9%	11.1%	0.0%	1.8%	2.7%	0.0%	2.3%	1.1%	2.2%	7.5%	1.9%	2.8%	2.9%	2.5%
Swansea	7.8%	4.0%	3.7%	7.3%	5.0%	0.8%	8.0%	0.9%	5.0%	0.0%	2.9%	1.0%	4.3%	0.0%	3.3%	0.0%	3.2%	4.6%	1.3%
Llanelli	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	1.0%	0.0%	1.2%	0.4%	0.3%	0.6%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other	0.8%	0.0%	1.1%	1.9%	2.4%	5.1%	2.1%	1.2%	7.6%	2.9%	5.7%	3.4%	6.0%	4.5%	4.3%	17.2%	4.2%	2.4%	6.6%
SUB-TOTAL: OUTSIDE STUDY AREA	**16.2%**	**5.6%**	**12.3%**	**13.9%**	**12.0%**	**16.0%**	**44.4%**	**8.2%**	**22.7%**	**36.3%**	**32.5%**	**26.9%**	**28.2%**	**13.5%**	**15.0%**	**25.4%**	**20.8%**	**16.3%**	**26.7%**
INTERNET	22.4%	28.0%	24.0%	16.5%	14.5%	10.5%	7.3%	15.3%	12.9%	19.5%	5.8%	6.7%	23.7%	15.7%	5.2%	16.1%	15.1%	16.1%	13.7%
TOTAL MARKET SHARE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 9: DIY, GARDENING, ETC - 2016 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA	PEMBROKE-SHIRE (Zones 1-9)	CEREDIGION (Zones 10-16)
PEMBROKESHIRE COUNTY																			
Haverfordwest Town Centre	28.8%	16.1%	46.5%	13.5%	9.1%	2.1%	17.9%	52.6%	13.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.0%	21.5%	0.0%
Springfield Retail Park	8.7%	3.1%	0.8%	1.9%	0.0%	3.0%	0.7%	1.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	2.1%	0.0%
Withybush Retail Park	34.8%	48.2%	26.0%	36.2%	28.0%	10.8%	27.8%	20.3%	10.4%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	14.8%	26.1%	0.4%
Other out of centre	23.7%	25.7%	7.3%	12.0%	11.4%	4.8%	2.1%	10.5%	17.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	6.4%	11.1%	0.4%
Milford Haven Town Centre	0.0%	0.0%	1.2%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.2%	0.0%
Havens Head Retail Park	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%
Other out of centre	0.0%	3.5%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.9%	0.0%
Pembroke Town Centre	0.0%	0.0%	0.0%	0.0%	1.7%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.3%	0.4%	0.2%
Out of Centre	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Pembroke Dock Town Centre	0.0%	1.1%	0.0%	7.4%	17.6%	15.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	6.4%	0.0%
Out of Centre	1.1%	0.0%	0.0%	0.0%	5.0%	16.5%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	4.0%	0.0%
Fishguard	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	7.6%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.2%	0.0%
Narberth	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.8%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%
Saundersfoot	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.4%	0.0%
St Davids	0.0%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.7%	0.0%
Tenby	0.0%	0.0%	0.0%	0.0%	0.0%	14.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	2.4%	0.0%
Other - Pembrokeshire	0.0%	0.0%	1.1%	3.3%	0.0%	0.9%	0.7%	1.0%	11.6%	3.7%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	1.3%	1.5%	1.0%
SUB-TOTAL PEMBROKESHIRE	**97.8%**	**98.9%**	**90.1%**	**89.5%**	**72.8%**	**75.8%**	**62.5%**	**93.0%**	**65.2%**	**4.7%**	**0.0%**	**0.9%**	**0.0%**	**0.0%**	**0.0%**	**4.8%**	**46.9%**	**82.4%**	**2.1%**
CEREDIGION COUNTY																			
Aberystwyth Town Centre	2.2%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.9%	18.8%	58.7%	81.2%	46.5%	10.8%	0.4%	24.0%
Parc Y Llyn Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.8%	1.1%	22.3%	9.5%	8.4%	17.7%	3.2%	0.1%	7.1%
Other out of centre	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	10.9%	3.5%	2.8%	5.9%	1.4%	0.1%	3.0%
Cardigan Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	10.7%	38.1%	8.6%	0.9%	5.8%	1.2%	0.0%	1.2%	5.6%	0.8%	11.8%
Out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	21.6%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.2%	5.7%
Aberaeron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	3.8%	5.8%	0.0%	0.0%	0.0%	0.8%	0.0%	1.8%
Lampeter	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	49.1%	3.0%	6.8%	0.0%	0.9%	3.7%	0.0%	8.3%
Tregaron	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.3%	0.0%	0.0%
Llandysul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	1.3%
Other - Ceredigion	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%	7.4%	0.0%	0.0%	0.0%	0.0%	1.1%	1.4%	0.0%	3.2%
SUB-TOTAL: CEREDIGION	**2.2%**	**0.0%**	**1.1%**	**1.1%**	**1.1%**	**0.0%**	**2.0%**	**0.0%**	**16.1%**	**67.5%**	**37.1%**	**58.2%**	**66.6%**	**83.8%**	**92.4%**	**73.2%**	**30.4%**	**1.7%**	**66.7%**
OUTSIDE STUDY AREA																			
Carmarthen	0.0%	0.0%	0.0%	1.9%	16.2%	21.1%	29.4%	6.0%	11.1%	24.7%	54.5%	33.8%	16.3%	9.2%	2.7%	2.2%	15.7%	10.7%	22.1%
Cardiff	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Swansea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.1%	0.0%	0.2%
Llanelli	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	1.8%	1.0%	0.9%	0.0%	1.9%	3.3%	1.8%	0.0%	0.0%	7.7%	1.2%	0.5%	2.2%
SUB-TOTAL: OUTSIDE STUDY AREA	**0.0%**	**0.0%**	**0.8%**	**1.9%**	**16.2%**	**21.1%**	**31.2%**	**7.0%**	**12.0%**	**24.7%**	**57.2%**	**37.0%**	**18.2%**	**9.2%**	**2.7%**	**11.0%**	**17.1%**	**11.1%**	**24.6%**
INTERNET	0.0%	1.1%	8.0%	7.5%	9.9%	3.0%	4.4%	0.0%	6.7%	3.2%	5.7%	3.9%	15.3%	7.1%	4.9%	11.0%	5.6%	4.8%	6.7%
TOTAL MARKET SHARE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 10: PERSONAL CARE - 2016 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA	PEMBROKE-SHIRE (Zones 1-9)	CEREDIGION (Zones 10-16)
PEMBROKESHIRE COUNTY																			
Haverfordwest Town Centre	54.5%	52.4%	60.3%	17.8%	6.5%	7.2%	32.2%	46.1%	9.9%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.5%	28.7%	0.4%
Springfield Retail Park	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%
Withybush Retail Park	15.6%	10.0%	5.7%	10.0%	8.8%	4.5%	5.0%	7.5%	6.4%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	8.3%	0.1%
Other out of centre	19.5%	19.4%	17.4%	6.8%	2.1%	2.1%	10.0%	7.5%	8.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	8.9%	0.0%
Milford Haven Town Centre	1.7%	2.7%	1.2%	34.4%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	6.1%	0.0%
Havens Head Retail Park	0.0%	2.1%	0.0%	13.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	2.3%	0.0%
Other out of centre	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%	0.0%
Pembroke Town Centre	0.0%	0.0%	0.0%	0.0%	4.9%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.9%	0.0%
Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%
Pembroke Dock Town Centre	0.0%	0.0%	0.0%	1.5%	54.0%	9.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	10.9%	0.0%
Out of Centre	0.0%	0.0%	0.0%	4.1%	7.0%	6.8%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	3.1%	0.0%
Fishguard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	32.5%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	3.7%	0.0%
Narberth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.0%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%	0.0%
Saundersfoot	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.1%
St Davids	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%	0.0%
Tenby	0.0%	0.0%	0.0%	0.0%	0.7%	42.2%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	7.1%	0.0%
Other - Pembrokeshire	0.0%	0.0%	0.0%	3.4%	0.0%	2.9%	1.8%	0.9%	3.2%	1.6%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	1.0%	1.4%	0.4%
SUB-TOTAL PEMBROKESHIRE	**92.2%**	**86.6%**	**89.7%**	**94.6%**	**84.2%**	**78.0%**	**64.7%**	**95.4%**	**45.2%**	**4.3%**	**0.0%**	**1.6%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**48.4%**	**84.4%**	**1.1%**
CEREDIGION COUNTY																			
Aberystwyth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	2.4%	3.4%	43.4%	60.9%	83.9%	76.3%	16.7%	0.0%	38.5%
Parc Y Llyn Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.9%	1.5%	2.5%	0.5%	0.0%	1.1%
Other out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	8.6%	4.7%	0.8%	0.9%	0.1%	2.0%
Cardigan Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	21.9%	69.3%	12.6%	0.8%	0.7%	0.0%	0.0%	0.0%	7.9%	1.4%	16.6%
Out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	0.0%	5.5%	0.0%	0.7%	0.0%	0.0%	0.0%	0.4%	0.2%	0.7%
Aberaeron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	8.5%	24.9%	0.0%	0.0%	0.0%	1.5%	0.0%	3.5%
Lampeter	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	62.5%	0.7%	9.6%	0.0%	0.0%	4.1%	0.0%	9.4%
Tregaron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	4.6%	0.0%	0.0%	0.3%	0.0%	0.1%
Llandysul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.3%	0.8%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.7%
Other - Ceredigion	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.9%	3.7%	0.0%	0.0%	0.7%	0.0%	0.0%	1.0%	0.0%	2.4%
SUB-TOTAL: CEREDIGION	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**6.4%**	**0.0%**	**28.8%**	**78.2%**	**42.2%**	**76.0%**	**79.8%**	**86.1%**	**90.1%**	**79.6%**	**34.2%**	**1.7%**	**76.8%**
OUTSIDE STUDY AREA																			
Carmarthen	0.7%	0.0%	0.0%	0.6%	0.0%	5.5%	18.1%	0.0%	6.8%	10.0%	46.8%	14.9%	4.2%	2.7%	0.7%	1.1%	6.2%	3.0%	10.6%
Cardiff	3.5%	0.9%	0.0%	0.9%	1.0%	0.0%	0.0%	0.0%	5.8%	0.7%	0.0%	0.0%	0.0%	2.0%	3.6%	1.1%	1.1%	1.0%	1.1%
Swansea	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.2%	0.2%	0.1%
Llanelli	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other	0.0%	0.9%	0.0%	0.0%	0.0%	5.5%	0.0%	0.9%	3.9%	0.9%	0.0%	2.3%	1.7%	0.9%	0.7%	1.8%	1.2%	1.2%	2.6%
SUB-TOTAL: OUTSIDE STUDY AREA	**4.2%**	**1.9%**	**0.0%**	**1.5%**	**2.0%**	**10.9%**	**18.1%**	**0.9%**	**17.6%**	**11.6%**	**46.8%**	**17.1%**	**6.0%**	**4.6%**	**3.5%**	**14.0%**	**9.3%**	**5.4%**	**14.4%**
INTERNET	3.6%	11.5%	10.3%	3.8%	13.8%	11.1%	10.8%	3.7%	8.5%	5.9%	11.0%	5.3%	14.2%	9.3%	6.5%	6.4%	8.2%	8.6%	7.7%
TOTAL MARKET SHARE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 11:   MEDICAL GOODS - 2016 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA	PEMBROKE-SHIRE (Zones 1-9)	CEREDIGION (Zones 10-16)
PEMBROKESHIRE COUNTY																			
Haverfordwest Town Centre	44.4%	59.7%	50.6%	10.2%	4.3%	6.9%	16.3%	38.1%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.0%	23.2%	0.0%
Springfield Retail Park	1.0%	0.0%	0.8%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%
Withybush Retail Park	20.3%	14.9%	11.9%	5.0%	0.9%	1.0%	1.4%	3.1%	5.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	6.0%	0.1%
Other out of centre	33.6%	10.5%	7.3%	6.5%	0.0%	0.0%	4.4%	3.7%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	6.6%	0.0%
Milford Haven Town Centre	0.0%	4.7%	4.9%	40.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	6.5%	0.0%
Havens Head Retail Park	0.0%	2.3%	0.0%	13.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	2.0%	0.0%
Other out of centre	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%
Pembroke Town Centre	0.0%	0.0%	0.0%	0.0%	15.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	2.5%	0.0%
Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pembroke Dock Town Centre	0.0%	0.0%	0.0%	4.2%	65.9%	9.3%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	12.9%	0.0%
Out of Centre	0.0%	0.0%	0.0%	0.0%	6.5%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.3%	0.0%
Fishguard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	42.2%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	4.7%	0.0%
Narberth	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	40.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	3.8%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	34.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.4%	0.2%
Saundersfoot	0.0%	0.0%	0.0%	0.0%	0.0%	9.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	1.0%	1.7%	0.1%
St Davids	0.0%	0.0%	20.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	2.3%	0.0%
Tenby	0.0%	0.0%	0.0%	0.0%	1.4%	58.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	6.2%	10.9%	0.2%
Other - Pembrokeshire	0.0%	0.8%	2.2%	18.1%	0.0%	8.4%	8.6%	8.5%	22.9%	10.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	4.9%	7.0%	2.2%
SUB-TOTAL PEMBROKESHIRE	99.3%	93.8%	98.0%	100.0%	94.7%	94.8%	74.2%	95.6%	74.5%	10.7%	1.8%	1.5%	0.0%	0.0%	0.0%	1.1%	53.7%	93.6%	2.9%
CEREDIGION COUNTY																			
Aberystwyth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.0%	0.0%	0.7%	3.2%	31.4%	62.7%	96.8%	82.5%	17.3%	0.1%	39.3%
Parc Y Llyn Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.7%	0.8%	0.1%	0.0%	0.3%
Other out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	8.5%	2.5%	1.1%	0.7%	0.0%	1.6%
Cardigan Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.7%	17.9%	65.7%	7.9%	1.8%	1.4%	0.0%	0.0%	0.0%	7.3%	1.2%	15.1%
Out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.7%	3.6%	0.0%	3.4%	0.0%	0.0%	0.0%	0.4%	0.0%	0.9%
Aberaeron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	9.0%	49.1%	0.0%	0.0%	0.0%	3.1%	0.0%	7.1%
Lampeter	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	59.0%	0.7%	10.1%	0.0%	0.0%	4.0%	0.0%	9.2%
Tregaron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	17.8%	0.0%	0.0%	1.0%	0.0%	0.1%
Llandysul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	35.4%	1.5%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	4.3%
Other - Ceredigion	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.5%	11.2%	0.0%	0.0%	0.9%	0.0%	4.4%	2.7%	0.0%	6.1%
SUB-TOTAL: CEREDIGION	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.7%	20.0%	84.9%	66.4%	74.4%	89.0%	100.0%	100.0%	88.7%	38.6%	1.3%	86.2%
Competing Centres																			
Carmarthen	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	12.9%	0.0%	2.3%	3.6%	23.4%	8.6%	1.4%	0.0%	0.0%	0.0%	3.2%	1.9%	4.8%
Cardiff	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Swansea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Llanelli	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	5.3%	0.9%	1.6%	0.7%	2.0%	12.7%	6.7%	0.0%	0.0%	9.4%	2.5%	0.8%	4.6%
SUB-TOTAL: OUTSIDE STUDY AREA	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	18.9%	0.9%	4.7%	4.3%	25.4%	21.3%	8.1%	0.0%	0.0%	9.4%	5.7%	2.9%	9.3%
INTERNET	0.7%	6.2%	2.0%	0.0%	5.3%	0.7%	2.7%	2.7%	0.8%	0.0%	6.4%	2.8%	2.9%	0.0%	0.0%	0.8%	1.9%	2.2%	1.6%
TOTAL MARKET SHARE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 12: OTHER COMPARISON GOODS - 2016 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA	PEMBROKE-SHIRE (Zones 1-9)	CEREDIGION (Zones 10-16)
PEMBROKESHIRE COUNTY																			
Haverfordwest Town Centre	43.7%	37.4%	34.3%	25.3%	1.6%	2.6%	23.7%	43.4%	5.4%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	12.3%	22.4%	0.2%
Springfield Retail Park	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%
Withybush Retail Park	6.6%	4.9%	5.5%	1.4%	0.0%	0.0%	1.6%	1.4%	9.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	2.6%	0.4%
Other out of centre	5.4%	16.9%	1.6%	0.0%	0.0%	0.0%	1.8%	5.6%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	2.8%	0.0%
Milford Haven Town Centre	0.0%	1.2%	1.6%	14.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	2.1%	0.0%
Havens Head Retail Park	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%
Other out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pembroke Town Centre	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%
Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pembroke Dock Town Centre	0.0%	0.0%	0.0%	1.4%	47.4%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	8.0%	0.0%
Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.7%	0.0%
Fishguard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.5%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.4%	0.0%
Narberth	1.3%	0.0%	0.0%	1.4%	1.2%	1.8%	11.1%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	2.1%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%
Saundersfoot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Davids	0.0%	1.6%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%	0.0%
Tenby	0.0%	0.0%	0.0%	0.0%	0.0%	24.8%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	4.6%	0.0%
Other - Pembrokeshire	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.2%	0.9%
SUB-TOTAL PEMBROKESHIRE	58.4%	62.0%	46.0%	46.7%	51.9%	38.3%	41.6%	61.0%	34.3%	1.6%	6.5%	0.0%	0.0%	1.4%	0.0%	0.0%	27.1%	48.5%	1.4%
CEREDIGION COUNTY																			
Aberystwyth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	3.0%	42.9%	64.6%	72.4%	70.0%	14.8%	0.0%	32.6%
Parc Y Llyn Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.2%	0.0%	0.5%
Other out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cardigan Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	32.2%	34.5%	5.5%	0.0%	3.8%	0.0%	0.0%	0.0%	5.0%	1.7%	9.1%
Out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%
Aberaeron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	2.6%	3.1%	1.3%	0.0%	0.0%	0.7%	0.0%	1.4%
Lampeter	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	29.8%	1.2%	8.2%	0.0%	0.0%	2.4%	0.0%	5.3%
Tregaron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.2%	0.0%	0.0%
Llandysul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.9%
Other - Ceredigion	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.1%	2.0%
SUB-TOTAL: CEREDIGION	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	32.2%	37.3%	31.8%	35.4%	56.6%	77.1%	72.4%	70.0%	24.8%	1.8%	52.4%
OUTSIDE STUDY AREA																			
Carmarthen	4.2%	7.8%	3.6%	4.9%	6.3%	27.1%	19.0%	1.4%	0.0%	38.2%	29.5%	47.6%	10.0%	1.0%	1.8%	3.2%	14.9%	9.8%	21.1%
Cardiff	7.7%	4.9%	6.3%	6.3%	5.1%	0.0%	9.0%	1.4%	5.2%	1.9%	3.1%	1.5%	1.2%	0.0%	1.9%	6.6%	3.8%	4.8%	2.5%
Swansea	2.9%	1.9%	1.6%	6.7%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	1.5%	2.4%	0.3%
Llanelli	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%	0.0%
All other	1.4%	4.1%	2.5%	4.9%	1.2%	4.8%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	1.0%	10.0%	1.8%	2.3%	2.3%	2.3%
SUB-TOTAL: OUTSIDE STUDY AREA	16.2%	18.7%	14.1%	22.9%	19.0%	31.9%	31.3%	2.9%	9.3%	42.9%	32.6%	49.2%	12.7%	2.0%	13.6%	13.4%	22.8%	19.9%	26.3%
INTERNET	24.1%	19.3%	40.0%	30.4%	29.2%	29.8%	27.1%	36.2%	24.2%	18.2%	29.1%	15.4%	30.7%	19.6%	14.0%	16.6%	25.3%	29.9%	19.8%
TOTAL MARKET SHARE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

APPENDIX 4: POPULATION & EXPENDITURE

TABLE 1: BASE YEAR (2016) POPULATION & PROJECTIONS (to 2036): 2014-BASED WELSH GOVERNMENT PROJECTIONS **GROWTH 2016 to 2036:**

ZONE:		2016	2021	2026	2031	2036	%	2016-36
Zone 1	Haverfordwest	14,427	14,482	14,509	14,463	14,341	-0.6%	-86
Zone 2	Wiston	5,942	5,965	5,976	5,957	5,907	-0.6%	-35
Zone 3	St Davids/ Marloes	11,355	11,398	11,420	11,383	11,287	-0.6%	-68
Zone 4	Milford Haven	20,590	20,668	20,707	20,641	20,467	-0.6%	-123
Zone 5	Pembroke	21,095	21,175	21,215	21,147	20,969	-0.6%	-126
Zone 6	Tenby	17,774	17,841	17,875	17,817	17,668	-0.6%	-106
Zone 7	Narberth	10,066	10,105	10,127	10,097	10,015	-0.5%	-51
Zone 8	Abercastle	12,327	12,374	12,397	12,358	12,254	-0.6%	-73
Zone 9	Fishguard	4,237	4,253	4,261	4,247	4,211	-0.6%	-26
Zone 10	Cardigan	20,219	20,451	20,705	20,921	21,082	4.3%	863
Zone 11	Llandysul and Aberporth	11,311	11,464	11,636	11,796	11,930	5.5%	619
Zone 12	Lampeter	12,552	12,729	12,931	13,123	13,290	5.9%	738
Zone 13	Central Coast incl. Aberaeron & New Quay	8,739	8,878	9,043	9,209	9,365	7.2%	626
Zone 14	Aberystwyth Rural South incl. Tregaron	10,023	10,183	10,372	10,562	10,741	7.2%	718
Zone 15	Aberystwyth	11,259	11,439	11,651	11,865	12,065	7.2%	806
Zone 16	Aberystwyth Rural North	16,622	16,887	17,200	17,516	17,812	7.2%	1,190
Study Area		208,538	210,292	212,025	213,102	213,404	2.3%	4,866
Pembrokeshire Catchment Area (Zones 1-9)		117,813	118,261	118,487	118,110	117,119	-0.6%	-694
Ceredigion Catchment Area (Zones 10-16)		90,725	92,031	93,538	94,992	96,285	6.1%	5,560

Source: The base year (2016) population and projections to 2036 have been sourced directly from the Partner Authorities and are based on Welsh Government 2014-based projections derived from the ONS 2011 Census. A methodology note contained in this appendix explains how the Welsh Government forecasts are broken down for each study zone.

TABLE 2: REVISED CONVENIENCE EXPENDITURE PER CAPITA FORECASTS (excluding SFT) **% GROWTH:**

		2016 (incl SFT)	2016	2021	2026	2031	2036	2016-36
EXPERIAN - SPECIAL FORMS OF TRADING (%):			3.0%	3.9%	4.6%	5.0%	5.3%	76.7%
REVISED SPECIAL FORMS OF TRADING (%):			1.1%	1.3%	1.6%	1.8%	1.9%	76.7%
Zone 1	Haverfordwest	£1,851	£1,832	£1,806	£1,806	£1,813	£1,820	-0.6%
Zone 2	Wiston	£2,302	£2,278	£2,245	£2,246	£2,254	£2,263	-0.6%
Zone 3	St Davids/ Marloes	£2,321	£2,296	£2,264	£2,265	£2,273	£2,282	-0.6%
Zone 4	Milford Haven	£1,927	£1,906	£1,879	£1,880	£1,887	£1,894	-0.6%
Zone 5	Pembroke	£1,963	£1,942	£1,914	£1,915	£1,922	£1,929	-0.6%
Zone 6	Tenby	£2,175	£2,151	£2,121	£2,122	£2,129	£2,138	-0.6%
Zone 7	Narberth	£2,364	£2,339	£2,306	£2,307	£2,315	£2,324	-0.6%
Zone 8	Abercastle	£2,243	£2,219	£2,187	£2,188	£2,196	£2,205	-0.6%
Zone 9	Fishguard	£2,581	£2,553	£2,517	£2,518	£2,527	£2,537	-0.6%
Zone 10	Cardigan	£2,155	£2,132	£2,102	£2,103	£2,110	£2,119	-0.6%
Zone 11	Llandysul and Aberporth	£2,238	£2,214	£2,183	£2,184	£2,191	£2,200	-0.6%
Zone 12	Lampeter	£2,098	£2,075	£2,046	£2,047	£2,054	£2,062	-0.6%
Zone 13	Central Coast incl. Aberaeron & New Quay	£2,155	£2,132	£2,101	£2,102	£2,110	£2,118	-0.6%
Zone 14	Aberystwyth Rural South incl. Tregaron	£2,119	£2,097	£2,067	£2,068	£2,075	£2,083	-0.6%
Zone 15	Aberystwyth	£2,303	£2,278	£2,246	£2,247	£2,255	£2,263	-0.6%
Zone 16	Aberystwyth Rural North	£2,019	£1,998	£1,969	£1,970	£1,977	£1,985	-0.6%
Study Area		**£2,188**	**£2,153**	**£2,122**	**£2,123**	**£2,131**	**£2,139**	-0.6%
Pembrokeshire Catchment Area (Zones 1-9)		£2,192	£2,168	2,138	2,139	2,146	2,155	-0.6%
Ceredigion Catchment Area (Zones 10-16)		£2,155	£2,132	2,102	2,103	2,110	2,119	-0.6%

Source: Average spend per capita estimates (2014 prices) are derived from Experian *'Retail Area Planner' Reports* using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 14 published by Experian Business Strategies (November 2016).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year using the household survey market shares for SFT. Forecast growth in SFT is based on and over forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 14.

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, BASE YEAR (2016) TO 2036 (£m) **GROWTH: 2016-36**

		2016 (incl SFT)	2016	2021	2026	2031	2036	%	£m
Zone 1	Haverfordwest	£26.7	£26.4	£26.1	£26.2	£26.2	£26.1	-1.2%	-£0.3
Zone 2	Wiston	£13.7	£13.5	£13.4	£13.4	£13.4	£13.4	-1.2%	-£0.2
Zone 3	St Davids/ Marloes	£26.4	£26.1	£25.8	£25.9	£25.9	£25.8	-1.2%	-£0.3
Zone 4	Milford Haven	£39.7	£39.2	£38.8	£38.9	£38.9	£38.8	-1.2%	-£0.5
Zone 5	Pembroke	£41.4	£41.0	£40.5	£40.6	£40.6	£40.5	-1.2%	-£0.5
Zone 6	Tenby	£38.7	£38.2	£37.8	£37.9	£37.9	£37.8	-1.2%	-£0.5
Zone 7	Narberth	£23.8	£23.5	£23.3	£23.4	£23.4	£23.3	-1.1%	-£0.3
Zone 8	Fishguard	£27.6	£27.4	£27.1	£27.1	£27.1	£27.0	-1.2%	-£0.3
Zone 9	Newport	£10.9	£10.8	£10.7	£10.7	£10.7	£10.7	-1.2%	-£0.1
Zone 10	Cardigan	£43.6	£43.1	£43.0	£43.5	£44.2	£44.7	3.6%	£1.6
Zone 11	Llandysul and Aberporth	£25.3	£25.0	£25.0	£25.4	£25.8	£26.2	4.8%	£1.2
Zone 12	Lampeter	£26.3	£26.0	£26.0	£26.5	£27.0	£27.4	5.2%	£1.4
Zone 13	Central Coast incl. Aberaeron & New Quay	£18.8	£18.6	£18.7	£19.0	£19.4	£19.8	6.5%	£1.2
Zone 14	Aberystwyth Rural South incl. Tregaron	£21.2	£21.0	£21.0	£21.4	£21.9	£22.4	6.5%	£1.4
Zone 15	Aberystwyth	£25.9	£25.6	£25.7	£26.2	£26.8	£27.3	6.5%	£1.7
Zone 16	Aberystwyth Rural North	£33.6	£33.2	£33.3	£33.9	£34.6	£35.4	6.5%	£2.2
Study Area		**£443.6**	**£438.9**	**£436.3**	**£440.1**	**£444.0**	**£446.4**	**1.7%**	**£7.5**
Pembrokeshire Catchment Area (Zones 1-9)		£248.9	£246.2	£243.6	£244.2	£244.3	£243.2	-1.2%	-£3.0
Ceredigion Catchment Area (Zones 10-16)		£194.8	£192.7	£192.7	£195.9	£199.7	£203.2	5.4%	£10.5

Notes: Table 1 and Table 3

TABLE 4: REVISED COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (excluding SFT)   % GROWTH:

ZONE:		2016 (incl SFT)	2016	2021	2026	2031	2036	2016-36
EXPERIAN - SPECIAL FORMS OF TRADING (%):			13.2%	15.6%	16.1%	16.3%	16.5%	25.0%
REVISED SPECIAL FORMS OF TRADING (%):			16.3%	18.8%	19.8%	20.1%	20.3%	25.0%
Zone 1	Haverfordwest	£2,767	£2,317	£2,501	£2,895	£3,378	£3,942	70.1%
Zone 2	Wiston	£3,791	£3,175	£3,427	£3,966	£4,628	£5,401	70.1%
Zone 3	St Davids/ Marloes	£3,565	£2,986	£3,223	£3,730	£4,353	£5,080	70.1%
Zone 4	Milford Haven	£2,642	£2,212	£2,389	£2,764	£3,225	£3,764	70.1%
Zone 5	Pembroke	£2,827	£2,368	£2,556	£2,958	£3,452	£4,028	70.1%
Zone 6	Tenby	£3,502	£2,932	£3,166	£3,663	£4,275	£4,989	70.1%
Zone 7	Narberth	£3,625	£3,036	£3,277	£3,792	£4,425	£5,164	70.1%
Zone 8	Fishguard	£3,309	£2,771	£2,992	£3,462	£4,040	£4,715	70.1%
Zone 9	Newport	£3,888	£3,256	£3,515	£4,068	£4,747	£5,540	70.1%
Zone 10	Cardigan	£3,254	£2,725	£2,942	£3,404	£3,972	£4,636	70.1%
Zone 11	Llandysul and Aberporth	£3,398	£2,762	£2,982	£3,450	£4,027	£4,699	70.1%
Zone 12	Lampeter	£3,011	£2,522	£2,722	£3,150	£3,676	£4,290	70.1%
Zone 13	Central Coast incl. Aberaeron & New Quay	£3,108	£2,603	£2,810	£3,252	£3,795	£4,428	70.1%
Zone 14	Aberystwyth Rural South incl. Tregaron	£3,157	£2,643	£2,854	£3,302	£3,854	£4,497	70.1%
Zone 15	Aberystwyth	£3,338	£2,795	£3,017	£3,492	£4,075	£4,755	70.1%
Zone 16	Aberystwyth Rural North	£3,124	£2,616	£2,824	£3,268	£3,814	£4,450	70.1%
Study Area		**£3,263**	**£2,732**	**£2,950**	**£3,414**	**£3,983**	**£4,649**	70.1%
Pembrokeshire Catchment Area (Zones 1-9)		£3,324	£2,784	3,005	3,478	4,058	4,736	70.1%
Ceredigion Catchment Area (Zones 10-16)		£3,184	£2,667	2,879	3,331	3,887	4,536	70.1%

Source: Average spend per capita estimates (2014 prices) are derived from Experian 'Retail Area Planner' Reports using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 14 published by Experian Business Strategies (November 2016).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year using the household survey market shares for SFT. Forecast growth in SFT is based on and over forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 14.

TABLE 5: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE, 2016 - 2036 (£m)   GROWTH: 2016-36

ZONE:		2016 (incl SFT)	2016	2021	2026	2031	2036	%	£m
Zone 1	Haverfordwest	£39.9	£33.4	£36.2	£42.0	£48.9	£56.5	63.8%	£23.1
Zone 2	Wiston	£22.5	£18.9	£20.4	£23.7	£27.6	£31.9	63.8%	£13.0
Zone 3	St Davids/ Marloes	£40.5	£33.9	£36.7	£42.6	£49.5	£57.3	63.8%	£23.4
Zone 4	Milford Haven	£54.4	£45.6	£49.4	£57.2	£66.6	£77.0	63.8%	£31.5
Zone 5	Pembroke	£59.6	£49.9	£54.1	£62.8	£73.0	£84.5	63.8%	£34.5
Zone 6	Tenby	£62.2	£52.1	£56.5	£65.5	£76.2	£88.1	63.8%	£36.0
Zone 7	Narberth	£36.5	£30.6	£33.1	£38.4	£44.7	£51.7	63.9%	£21.2
Zone 8	Fishguard	£40.8	£34.2	£37.0	£42.9	£49.9	£57.8	63.8%	£23.6
Zone 9	Newport	£16.5	£13.8	£15.0	£17.3	£20.2	£23.3	63.7%	£9.5
Zone 10	Cardigan	£65.8	£55.1	£60.2	£70.5	£83.1	£97.7	70.9%	£42.6
Zone 11	Llandysul and Aberporth	£37.3	£31.2	£34.2	£40.1	£47.5	£56.1	72.6%	£24.8
Zone 12	Lampeter	£37.8	£31.7	£34.7	£40.7	£48.2	£57.0	73.2%	£25.4
Zone 13	Central Coast incl. Aberaeron & New Quay	£27.2	£22.7	£24.9	£29.4	£34.9	£41.5	75.1%	£18.7
Zone 14	Aberystwyth Rural South incl. Tregaron	£31.6	£26.5	£29.1	£34.3	£40.7	£48.3	75.0%	£21.8
Zone 15	Aberystwyth	£37.6	£31.5	£34.5	£40.7	£48.3	£57.4	75.0%	£25.9
Zone 16	Aberystwyth Rural North	£51.9	£43.5	£47.7	£56.2	£66.8	£79.3	75.0%	£35.8
Study Area		**£662.2**	**£554.5**	**£603.7**	**£704.3**	**£826.1**	**£965.4**	**68.1%**	**£410.9**
Pembrokeshire Catchment Area (Zones 1-9)		£373.0	£312.3	£338.5	£392.4	£456.5	£528.2	69.1%	£215.9
Ceredigion Catchment Area (Zones 10-16)		£289.2	£242.2	£265.2	£311.9	£369.6	£437.2	80.5%	£195.0

Notes: Table 1 and Table 4

APPENDIX 5: FORECAST CONVENIENCE GOODS TURNOVER

TABLE 1: ALL CONVENIENCE GOODS - 2016 MARKET SHARE ANALYSIS (%): EXCLUDING EXPENDITURE ON SPECIAL FORMS OF TRADING

Zones:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	TOTAL
PEMBROKESHIRE COUNTY																	
Haverfordwest Town Centre:																	
Iceland, Picton Place	0.6%	1.0%	0.0%	2.0%	2.3%	1.2%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.2%	0.7%
Other stores	3.9%	1.6%	2.9%	0.0%	0.0%	0.1%	1.0%	3.6%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Haversfordwest Out of Centre:																	
Aldi, Salutation Square	20.9%	21.7%	14.7%	10.1%	4.2%	1.3%	20.2%	17.9%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%
Lidl, Perrots Rd	10.2%	7.5%	10.2%	2.1%	0.0%	0.5%	4.5%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%
Marks & Spencer, Withybush Retail Park	1.2%	1.7%	1.9%	0.7%	0.1%	0.4%	0.0%	1.2%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Morrisons, Meadow View	27.1%	31.6%	20.1%	6.3%	0.9%	2.7%	12.5%	18.3%	4.2%	0.5%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	6.7%
Tesco Extra, Fenton Trading Estate	33.7%	21.8%	31.0%	7.2%	2.0%	0.4%	10.4%	12.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%
Milford Haven Town Centre:																	
Spar, Charles Street	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
All stores	0.0%	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Milford Haven Out of Centre:																	
Lidl, Great N Road	0.0%	0.9%	1.4%	19.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
Tesco, Havens Head Park	0.0%	2.9%	1.4%	27.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%
Pembroke Town Centre:																	
Co-op, Main Street	0.0%	0.0%	0.0%	0.0%	2.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%
Other stores	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Pembroke Dock Town Centre:																	
Asda, Gordon St	0.0%	1.3%	0.0%	2.9%	23.4%	8.2%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%
Other stores	0.0%	0.0%	0.0%	0.0%	0.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.1%
Pembroke Dock Out of Centre:																	
Lidl, Pier Road	0.0%	0.0%	0.0%	2.2%	22.7%	14.5%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%
Tesco Superstore, London Rd	0.1%	0.0%	0.0%	4.6%	37.8%	18.4%	2.8%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%
Fishguard Town Centre:																	
Co-op, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.8%	9.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	1.5%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Narberth Town Centre:																	
Costcutter, High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	4.1%	0.0%	0.0%	0.0%	0.0%	0.3%	1.1%	0.0%	0.0%	0.0%	0.3%
Spar, High Street Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
stores	0.0%	0.4%	0.0%	0.0%	0.0%	0.9%	15.4%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	15.2%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Saundersfoot	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.7%	0.0%	0.0%	0.6%	0.7%	0.0%	0.0%	0.1%	0.9%	0.0%	0.4%
St Davids	0.0%	0.0%	11.9%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Tenby	0.0%	0.0%	0.0%	0.0%	0.0%	34.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	3.0%
All Other - Pembrokeshire	2.1%	4.3%	4.3%	8.2%	2.4%	10.7%	8.2%	11.1%	7.2%	5.8%	1.1%	0.5%	0.8%	0.0%	0.4%	0.0%	4.4%
SUB-TOTAL: PEMBROKESHIRE	**99.8%**	**96.8%**	**99.8%**	**99.9%**	**100.0%**	**96.4%**	**85.0%**	**98.3%**	**47.0%**	**9.0%**	**5.2%**	**0.8%**	**1.8%**	**0.3%**	**1.7%**	**2.1%**	**55.0%**

Carter Jonas

Zones:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	TOTAL
CEREDIGION COUNTY																	
Aberystwyth Town Centre:																	
Co-op, Park Ave	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	8.4%	14.1%	8.7%	1.9%
Lidl, Rheidol Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	8.0%	13.9%	20.7%	18.0%	3.6%
Tesco Express, North Parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.8%	0.2%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	5.3%	8.1%	16.8%	9.9%	2.4%
Aberystwyth Out of Centre:																	
Morrisons, Parcydolau, Llanbadarn Fawr	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	4.1%	33.2%	42.3%	38.7%	38.6%	8.9%
Cardigan Town Centre:																	
Co-op, Lower Mwldan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	3.5%	4.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.6%
Cardigan Out of Centre:																	
Aldi, Aberystwyth Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.6%	18.2%	39.0%	15.5%	0.9%	2.9%	0.1%	0.0%	0.0%	5.5%
Tesco Superstore, Aberystwyth Rd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.5%	29.8%	32.7%	15.6%	1.2%	8.0%	0.4%	4.1%	0.0%	5.6%
Aberaeron Town Centre:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Market Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	12.4%	0.0%	0.0%	0.0%	0.6%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.9%	5.7%	0.0%	0.0%	0.0%	0.4%
Lampeter Town Centre:																	
Co-op, Bridge Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	22.6%	1.8%	2.9%	0.0%	0.0%	1.6%
Sainsbury's, Market Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.1%	2.2%	38.5%	4.8%	7.5%	0.0%	0.0%	3.0%
Other stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	6.6%	0.0%	1.6%	0.0%	0.0%	0.6%
Tregaron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	4.7%	0.0%	0.0%	0.2%
Llandysul	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	11.4%	0.5%	0.0%	0.0%	0.2%	0.0%	0.7%
All Other - Ceredigion	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.4%	1.3%	6.6%	3.4%	6.8%	6.1%	0.7%	7.3%	2.0%
SUB-TOTAL: CEREDIGION	**0.2%**	**0.7%**	**0.0%**	**0.1%**	**0.0%**	**0.0%**	**4.7%**	**1.1%**	**49.9%**	**77.1%**	**61.1%**	**80.2%**	**89.8%**	**96.1%**	**97.0%**	**83.3%**	**37.8%**
OUTSIDE STUDY AREA																	
Carmarthen	0.0%	0.1%	0.0%	0.0%	0.0%	1.0%	7.8%	0.0%	1.8%	4.4%	28.4%	16.4%	5.0%	0.2%	0.4%	0.2%	3.8%
Machynlleth	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	10.6%	0.9%
All other	0.0%	1.4%	0.2%	0.0%	0.0%	2.6%	1.2%	0.3%	1.3%	9.5%	5.2%	2.7%	3.4%	3.4%	0.7%	3.8%	2.4%
SUB-TOTAL: OUTSIDE STUDY AREA	**0.0%**	**2.5%**	**0.2%**	**0.0%**	**0.0%**	**3.6%**	**10.2%**	**0.6%**	**3.1%**	**13.9%**	**33.7%**	**19.1%**	**8.4%**	**3.6%**	**1.3%**	**14.6%**	**7.2%**
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 2: ALL CONVENIENCE GOODS - 2016 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

Zones:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	TOTAL
TOTAL AVAILABLE EXPENDITURE (£m):	£26.4	£13.5	£26.1	£39.2	£41.0	£38.2	£23.5	£27.4	£10.8	£43.1	£25.0	£26.0	£18.6	£21.0	£25.6	£33.2	£438.9
PEMBROKESHIRE COUNTY																	
Haverfordwest Town Centre:																	
Iceland, Picton Place	£0.2	£0.1	£0.0	£0.8	£0.9	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£3.0
Other stores	£1.0	£0.2	£0.8	£0.0	£0.0	£0.1	£0.2	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3
Haversfordwest Out of Centre:																	
Aldi, Salutation Square	£5.5	£2.9	£3.8	£4.0	£1.7	£0.5	£4.7	£4.9	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£28.6
Lidl, Perrots Rd	£2.7	£1.0	£2.6	£0.8	£0.0	£0.2	£1.1	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.9
Marks & Spencer, Withybush Retail Park	£0.3	£0.2	£0.5	£0.3	£0.0	£0.2	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9
Morrisons, Meadow View	£7.2	£4.3	£5.2	£2.5	£0.4	£1.0	£2.9	£5.0	£0.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£29.2
Tesco Extra, Fenton Trading Estate	£8.9	£2.9	£8.1	£2.8	£0.8	£0.2	£2.5	£3.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£29.8
Milford Haven Town Centre:																	
Spar, Charles Street	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
All stores	£0.0	£0.0	£0.0	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1
Milford Haven Out of Centre:																	
Lidl, Great N Road	£0.0	£0.1	£0.4	£7.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.3
Tesco, Havens Head Park	£0.0	£0.4	£0.4	£10.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.5
Pembroke Town Centre:																	
Co-op, Main Street	£0.0	£0.0	£0.0	£0.0	£0.9	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.0
Other stores	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Pembroke Dock Town Centre:																	
Asda, Gordon St	£0.0	£0.2	£0.0	£1.1	£9.6	£3.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£14.3
Other stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.6
Pembroke Dock Out of Centre:																	
Lidl, Pier Road	£0.0	£0.0	£0.0	£0.9	£9.3	£5.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£15.9
Tesco Superstore, London Rd	£0.0	£0.0	£0.0	£1.8	£15.5	£7.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£25.1
Fishguard Town Centre:																	
Co-op, High Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.0
Other stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1
Narberth Town Centre:																	
Costcutter, High Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£1.3
Spar, High Street Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
stores	£0.0	£0.1	£0.0	£0.0	£0.0	£0.3	£3.6	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.2
Newport	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£1.6	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5
Saundersfoot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.4	£0.0	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£1.7
St Davids	£0.0	£0.0	£3.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9
Tenby	£0.0	£0.0	£0.0	£0.0	£0.0	£13.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£13.1
All Other - Pembrokeshire	£0.6	£0.6	£1.1	£3.2	£1.0	£4.1	£1.9	£3.0	£0.8	£2.5	£0.3	£0.1	£0.1	£0.0	£0.1	£0.0	£19.4
SUB-TOTAL: PEMBROKESHIRE	**£26.4**	**£13.1**	**£26.0**	**£39.2**	**£41.0**	**£36.9**	**£20.0**	**£26.9**	**£5.1**	**£3.9**	**£1.3**	**£0.2**	**£0.3**	**£0.1**	**£0.4**	**£0.7**	**£241.4**

Zones:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	TOTAL
CEREDIGION COUNTY																	
Aberystwyth Town Centre:																	
Co-op, Park Ave	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.8	£3.6	£2.9	£8.4
Lidl, Rheidol Retail Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.5	£2.9	£5.3	£6.0	£15.8
Tesco Express, North Parade	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.3	£0.7
Other stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.0	£1.7	£4.3	£3.3	£10.5
Aberystwyth Out of Centre:																	
Morrisons, Parcydolau, Llanbadarn Fawr	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£1.1	£6.2	£8.9	£9.9	£12.8	£39.0
Cardigan Town Centre:																	
Co-op, Lower Mwldan	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Other stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.5	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8
Cardigan Out of Centre:																	
Aldi, Aberystwyth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.2	£2.0	£16.8	£3.9	£0.2	£0.5	£0.0	£0.0	£0.0	£23.9
Tesco Superstore, Aberystwyth Rd	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£3.2	£14.1	£3.9	£0.3	£1.5	£0.1	£1.1	£0.0	£24.5
Aberaeron Town Centre:																	
Costcutter, Market Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.3	£0.0	£0.0	£0.0	£2.4
Other stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.2	£1.1	£0.0	£0.0	£0.0	£1.8
Lampeter Town Centre:																	
Co-op, Bridge Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£5.9	£0.3	£0.6	£0.0	£0.0	£7.2
Sainsbury's, Market Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.5	£10.0	£0.9	£1.6	£0.0	£0.0	£13.2
Other stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£1.7	£0.0	£0.3	£0.0	£0.0	£2.5
Tregaron	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.0	£0.0	£0.0	£1.0
Llandysul	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£2.8	£0.1	£0.0	£0.0	£0.0	£0.0	£3.2
All Other - Ceredigion	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.5	£1.7	£0.9	£1.3	£1.3	£0.2	£2.4	£8.7
SUB-TOTAL: CEREDIGION	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.1**	**£0.3**	**£5.4**	**£33.2**	**£15.3**	**£20.9**	**£16.7**	**£20.2**	**£24.9**	**£27.7**	**£165.9**
OUTSIDE STUDY AREA																	
Carmarthen	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£1.8	£0.0	£0.2	£1.9	£7.1	£4.3	£0.9	£0.0	£0.1	£0.1	£16.9
Machynlleth	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£3.5	£4.1
All other	£0.0	£0.2	£0.0	£0.0	£0.0	£1.0	£0.3	£0.1	£0.1	£4.1	£1.3	£0.7	£0.6	£0.7	£0.2	£1.3	£10.6
SUB-TOTAL: OUTSIDE STUDY AREA	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£1.4**	**£2.4**	**£0.2**	**£0.3**	**£6.0**	**£8.4**	**£5.0**	**£1.6**	**£0.8**	**£0.3**	**£4.8**	**£31.6**
TOTAL MARKET SHARE	£26.4	£13.5	£26.1	£39.2	£41.0	£38.2	£23.5	£27.4	£10.8	£43.1	£25.0	£26.0	£18.6	£21.0	£25.6	£33.2	£438.9

TABLE 3: ALL CONVENIENCE GOODS - 2021 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

Zones:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£26.1	£13.4	£25.8	£38.8	£40.5	£37.8	£23.3	£27.1	£10.7	£43.0	£25.0	£26.0	£18.7	£21.0	£25.7	£33.3	£436.3
PEMBROKESHIRE COUNTY																	
Haverfordwest Town Centre:																	
Iceland, Picton Place	£0.15	£0.14	£0.00	£0.79	£0.92	£0.46	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.39	£3.0
Other stores	£1.02	£0.22	£0.75	£0.00	£0.00	£0.05	£0.24	£0.98	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.3
Haversfordwest Out of Centre:																	
Aldi, Salutation Square	£5.45	£2.91	£3.80	£3.91	£1.71	£0.50	£4.70	£4.85	£0.51	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£28.3
Lidl, Perrots Rd	£2.66	£1.01	£2.62	£0.81	£0.00	£0.20	£1.06	£1.48	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£9.8
Marks & Spencer, Withybush Retail Park	£0.31	£0.23	£0.50	£0.28	£0.04	£0.16	£0.00	£0.33	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.9
Morrisons, Meadow View	£7.10	£4.24	£5.19	£2.44	£0.35	£1.03	£2.90	£4.96	£0.45	£0.21	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£28.9
Tesco Extra, Fenton Trading Estate	£8.82	£2.92	£8.01	£2.81	£0.80	£0.17	£2.43	£3.25	£0.31	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£29.5
Milford Haven Town Centre:																	
Spar, Charles Street	£0.00	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.3
All stores	£0.00	£0.00	£0.00	£2.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.1
Milford Haven Out of Centre:																	
Lidl, Great N Road	£0.00	£0.12	£0.36	£7.72	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.2
Tesco, Havens Head Park	£0.00	£0.39	£0.35	£10.66	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£11.4
Pembroke Town Centre:																	
Co-op, Main Street	£0.00	£0.00	£0.00	£0.00	£0.87	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£1.0
Other stores	£0.00	£0.00	£0.00	£0.00	£0.79	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.8
Pembroke Dock Town Centre:																	
Asda, Gordon St	£0.00	£0.17	£0.00	£1.14	£9.50	£3.10	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£14.1
Other stores	£0.00	£0.00	£0.00	£0.00	£0.04	£0.32	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20	£0.6
Pembroke Dock Out of Centre:																	
Lidl, Pier Road	£0.00	£0.00	£0.00	£0.87	£9.21	£5.47	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£15.8
Tesco Superstore, London Rd	£0.02	£0.00	£0.00	£1.77	£15.33	£6.97	£0.65	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£24.8
Fishguard Town Centre:																	
Co-op, High Street	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.90	£1.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.9
Other stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.78	£0.16	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£2.0
Narberth Town Centre:																	
Costcutter, High Street	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.96	£0.00	£0.00	£0.00	£0.00	£0.08	£0.20	£0.00	£0.00	£0.00	£1.3
Spar, High Street Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.32	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.3
stores	£0.00	£0.05	£0.00	£0.00	£0.00	£0.32	£3.58	£0.00	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.2
Newport	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£1.63	£0.65	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.5
Saundersfoot	£0.00	£0.00	£0.00	£0.00	£0.00	£0.59	£0.40	£0.00	£0.00	£0.28	£0.18	£0.00	£0.00	£0.02	£0.24	£0.00	£1.7
St Davids	£0.00	£0.00	£3.08	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.74	£0.00	£0.00	£0.00	£0.00	£0.00	£3.9
Tenby	£0.00	£0.00	£0.00	£0.00	£0.00	£12.96	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£13.0
All Other - Pembrokeshire	£0.55	£0.57	£1.10	£3.18	£0.96	£4.06	£1.92	£3.00	£0.77	£2.48	£0.28	£0.12	£0.14	£0.00	£0.11	£0.00	£19.3
SUB-TOTAL: PEMBROKESHIRE	**£26.09**	**£12.96**	**£25.76**	**£38.79**	**£40.53**	**£36.48**	**£19.81**	**£26.60**	**£5.03**	**£3.86**	**£1.31**	**£0.20**	**£0.34**	**£0.06**	**£0.44**	**£0.69**	**£239.0**

Zones:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA
CEREDIGION COUNTY																	
Aberystwyth Town Centre:																	
Co-op, Park Ave	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£1.78	£3.62	£2.89	£8.4
Lidl, Rheidol Retail Park	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£1.49	£2.93	£5.33	£5.99	£15.8
Tesco Express, North Parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.44	£0.27	£0.7
Other stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£1.00	£1.70	£4.31	£3.28	£10.5
Aberystwyth Out of Centre:																	
Morrisons, Parcydolau, Llanbadarn Fawr	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£0.03	£1.07	£6.19	£8.91	£9.93	£12.83	£39.1
Cardigan Town Centre:																	
Co-op, Lower Mwldan	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.3
Other stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£1.50	£1.13	£0.03	£0.00	£0.00	£0.00	£0.00	£2.8
Cardigan Out of Centre:																	
Aldi, Aberystwyth Road	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.31	£0.16	£1.95	£16.76	£3.88	£0.23	£0.54	£0.02	£0.00	£0.00	£23.9
Tesco Superstore, Aberystwyth Rd	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.14	£3.19	£14.07	£3.89	£0.32	£1.50	£0.09	£1.06	£0.00	£24.4
Aberaeron Town Centre:																	
Costcutter, Market Street	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£2.31	£0.00	£0.00	£0.00	£2.4
Other stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47	£0.23	£1.06	£0.00	£0.00	£0.00	£1.8
Lampeter Town Centre:																	
Co-op, Bridge Street	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34	£5.88	£0.33	£0.62	£0.00	£0.00	£7.2
Sainsbury's, Market Street	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.04	£0.54	£10.02	£0.90	£1.58	£0.00	£0.00	£13.2
Other stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.49	£1.71	£0.00	£0.34	£0.00	£0.00	£2.5
Tregaron	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.99	£0.00	£0.00	£1.0
Llandysul	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£2.84	£0.12	£0.00	£0.00	£0.04	£0.00	£3.2
All Other - Ceredigion	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37	£0.00	£0.05	£0.55	£1.65	£0.89	£1.27	£1.28	£0.17	£2.44	£8.7
SUB-TOTAL: CEREDIGION	**£0.06**	**£0.09**	**£0.00**	**£0.04**	**£0.00**	**£0.00**	**£1.10**	**£0.30**	**£5.34**	**£33.14**	**£15.29**	**£20.87**	**£16.75**	**£20.24**	**£24.91**	**£27.71**	**£165.8**
OUTSIDE STUDY AREA																	
Carmarthen	£0.00	£0.02	£0.00	£0.00	£0.00	£0.38	£1.83	£0.00	£0.19	£1.91	£7.12	£4.26	£0.94	£0.03	£0.11	£0.07	£16.8
Machynlleth	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.28	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£3.53	£4.1
All other	£0.00	£0.18	£0.04	£0.00	£0.00	£0.98	£0.28	£0.09	£0.14	£4.08	£1.31	£0.71	£0.63	£0.72	£0.17	£1.26	£10.6
SUB-TOTAL: OUTSIDE STUDY AREA	**£0.00**	**£0.34**	**£0.04**	**£0.00**	**£0.00**	**£1.36**	**£2.39**	**£0.16**	**£0.33**	**£5.99**	**£8.42**	**£4.97**	**£1.57**	**£0.75**	**£0.34**	**£4.86**	**£31.5**
TOTAL MARKET SHARE	£26.15	£13.39	£25.80	£38.84	£40.53	£37.84	£23.30	£27.07	£10.70	£42.99	£25.02	£26.04	£18.66	£21.05	£25.69	£33.26	£436.3

TABLE 4: ALL CONVENIENCE GOODS - 2026 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

Zones:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£26.2	£13.4	£25.9	£38.9	£40.6	£37.9	£23.4	£27.1	£10.7	£43.5	£25.4	£26.5	£19.0	£21.4	£26.2	£33.9	£440.1
PEMBROKESHIRE COUNTY																	
Haverfordwest Town Centre:																	
Iceland, Picton Place	£0.15	£0.14	£0.00	£0.80	£0.92	£0.46	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.40	£3.0
Other stores	£1.02	£0.22	£0.75	£0.00	£0.00	£0.05	£0.24	£0.98	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.3
Haversfordwest Out of Centre:																	
Aldi, Salutation Square	£5.46	£2.91	£3.81	£3.92	£1.71	£0.50	£4.71	£4.86	£0.51	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£28.4
Lidl, Perrots Rd	£2.67	£1.01	£2.63	£0.81	£0.00	£0.20	£1.06	£1.48	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£9.9
Marks & Spencer, Withybush Retail Park	£0.31	£0.23	£0.50	£0.28	£0.04	£0.16	£0.00	£0.33	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.9
Morrisons, Meadow View	£7.11	£4.25	£5.20	£2.45	£0.35	£1.03	£2.91	£4.97	£0.45	£0.21	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£29.0
Tesco Extra, Fenton Trading Estate	£8.84	£2.92	£8.03	£2.81	£0.80	£0.17	£2.44	£3.26	£0.31	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£29.6
Milford Haven Town Centre:																	
Spar, Charles Street	£0.00	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.3
All stores	£0.00	£0.00	£0.00	£2.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.1
Milford Haven Out of Centre:																	
Lidl, Great N Road	£0.00	£0.12	£0.36	£7.74	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.2
Tesco, Havens Head Park	£0.00	£0.39	£0.35	£10.69	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£11.4
Pembroke Town Centre:																	
Co-op, Main Street	£0.00	£0.00	£0.00	£0.00	£0.88	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£1.0
Other stores	£0.00	£0.00	£0.00	£0.00	£0.79	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.8
Pembroke Dock Town Centre:																	
Asda, Gordon St	£0.00	£0.17	£0.00	£1.14	£9.52	£3.11	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£14.2
Other stores	£0.00	£0.00	£0.00	£0.00	£0.04	£0.32	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20	£0.6
Pembroke Dock Out of Centre:																	
Lidl, Pier Road	£0.00	£0.00	£0.00	£0.87	£9.23	£5.48	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£15.8
Tesco Superstore, London Rd	£0.02	£0.00	£0.00	£1.78	£15.37	£6.99	£0.65	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£24.8
Fishguard Town Centre:																	
Co-op, High Street	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.91	£1.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.9
Other stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.78	£0.16	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£2.1
Narberth Town Centre:																	
Costcutter, High Street	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.96	£0.00	£0.00	£0.00	£0.08	£0.20	£0.00	£0.00	£0.00	£0.00	£1.3
Spar, High Street Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.32	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.3
stores	£0.00	£0.05	£0.00	£0.00	£0.00	£0.32	£3.59	£0.00	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.2
Newport	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£1.63	£0.66	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.5
Saundersfoot	£0.00	£0.00	£0.00	£0.00	£0.00	£0.59	£0.40	£0.00	£0.00	£0.28	£0.18	£0.00	£0.00	£0.03	£0.24	£0.00	£1.7
St Davids	£0.00	£0.00	£3.08	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.75	£0.00	£0.00	£0.00	£0.00	£0.00	£3.9
Tenby	£0.00	£0.00	£0.00	£0.00	£0.00	£13.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£13.0
All Other - Pembrokeshire	£0.55	£0.57	£1.11	£3.18	£0.97	£4.07	£1.93	£3.00	£0.78	£2.52	£0.29	£0.12	£0.15	£0.00	£0.11	£0.00	£19.3
SUB-TOTAL: PEMBROKESHIRE	**£26.15**	**£12.99**	**£25.83**	**£38.88**	**£40.62**	**£36.57**	**£19.87**	**£26.66**	**£5.05**	**£3.91**	**£1.33**	**£0.20**	**£0.35**	**£0.06**	**£0.45**	**£0.71**	**£239.6**

Carter Jonas

Zones:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA
CEREDIGION COUNTY																	
Aberystwyth Town Centre:																	
Co-op, Park Ave	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£1.81	£3.69	£2.94	£8.5
Lidl, Rheidol Retail Park	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£1.52	£2.99	£5.43	£6.11	£16.1
Tesco Express, North Parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.45	£0.28	£0.7
Other stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£1.02	£1.73	£4.39	£3.34	£10.7
Aberystwyth Out of Centre:																	
Morrisons, Parcydolau, Llanbadarn Fawr	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£0.03	£1.09	£6.30	£9.08	£10.12	£13.07	£39.8
Cardigan Town Centre:																	
Co-op, Lower Mwldan	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.3
Other stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£1.52	£1.15	£0.03	£0.00	£0.00	£0.00	£0.00	£2.8
Cardigan Out of Centre:																	
Aldi, Aberystwyth Road	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.31	£0.16	£1.96	£16.97	£3.94	£0.24	£0.56	£0.03	£0.00	£0.00	£24.2
Tesco Superstore, Aberystwyth Rd	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.14	£3.20	£14.25	£3.95	£0.32	£1.53	£0.09	£1.08	£0.00	£24.7
Aberaeron Town Centre:																	
Costcutter, Market Street	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£2.35	£0.00	£0.00	£0.00	£2.5
Other stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.48	£0.23	£1.08	£0.00	£0.00	£0.00	£1.8
Lampeter Town Centre:																	
Co-op, Bridge Street	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.35	£5.97	£0.34	£0.63	£0.00	£0.00	£7.3
Sainsbury's, Market Street	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.04	£0.55	£10.18	£0.91	£1.61	£0.00	£0.00	£13.4
Other stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.50	£1.74	£0.00	£0.35	£0.00	£0.00	£2.6
Tregaron	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£1.00	£0.00	£0.00	£1.1
Llandysul	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£2.89	£0.12	£0.00	£0.00	£0.04	£0.00	£3.2
All Other - Ceredigion	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37	£0.00	£0.05	£0.55	£1.68	£0.91	£1.30	£1.30	£0.18	£2.49	£8.9
SUB-TOTAL: CEREDIGION	**£0.06**	**£0.09**	**£0.00**	**£0.04**	**£0.00**	**£0.00**	**£1.10**	**£0.31**	**£5.35**	**£33.57**	**£15.52**	**£21.21**	**£17.07**	**£20.62**	**£25.38**	**£28.23**	**£168.6**
OUTSIDE STUDY AREA																	
Carmarthen	£0.00	£0.02	£0.00	£0.00	£0.00	£0.38	£1.83	£0.00	£0.19	£1.93	£7.23	£4.33	£0.95	£0.03	£0.11	£0.07	£17.1
Machynlleth	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.28	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£3.59	£4.2
All other	£0.00	£0.18	£0.04	£0.00	£0.00	£0.98	£0.28	£0.09	£0.14	£4.14	£1.33	£0.72	£0.64	£0.73	£0.17	£1.29	£10.7
SUB-TOTAL: OUTSIDE STUDY AREA	**£0.00**	**£0.34**	**£0.04**	**£0.00**	**£0.00**	**£1.36**	**£2.39**	**£0.17**	**£0.33**	**£6.07**	**£8.55**	**£5.05**	**£1.60**	**£0.77**	**£0.35**	**£4.95**	**£32.0**
TOTAL MARKET SHARE	£26.21	£13.42	£25.87	£38.93	£40.62	£37.93	£23.36	£27.13	£10.73	£43.54	£25.41	£26.46	£19.01	£21.45	£26.18	£33.89	£440.1

TABLE 5:   ALL CONVENIENCE GOODS - 2031 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

Zones:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£26.2	£13.4	£25.9	£38.9	£40.6	£37.9	£23.4	£27.1	£10.7	£44.2	£25.8	£27.0	£19.4	£21.9	£26.8	£34.6	£444.0
PEMBROKESHIRE COUNTY																	
Haverfordwest Town Centre:																	
Iceland, Picton Place	£0.2	£0.1	£0.0	£0.8	£0.9	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£3.0
Other stores	£1.0	£0.2	£0.8	£0.0	£0.0	£0.1	£0.2	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3
Haversfordwest Out of Centre:																	
Aldi, Salutation Square	£5.5	£2.9	£3.8	£3.9	£1.7	£0.5	£4.7	£4.9	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£28.4
Lidl, Perrots Rd	£2.7	£1.0	£2.6	£0.8	£0.0	£0.2	£1.1	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.9
Marks & Spencer, Withybush Retail Park	£0.3	£0.2	£0.5	£0.3	£0.0	£0.2	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9
Morrisons, Meadow View	£7.1	£4.2	£5.2	£2.4	£0.3	£1.0	£2.9	£5.0	£0.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£29.0
Tesco Extra, Fenton Trading Estate	£8.8	£2.9	£8.0	£2.8	£0.8	£0.2	£2.4	£3.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£29.6
Milford Haven Town Centre:																	
Spar, Charles Street	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
All stores	£0.0	£0.0	£0.0	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1
Milford Haven Out of Centre:																	
Lidl, Great N Road	£0.0	£0.1	£0.4	£7.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.2
Tesco, Havens Head Park	£0.0	£0.4	£0.4	£10.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.4
Pembroke Town Centre:																	
Co-op, Main Street	£0.0	£0.0	£0.0	£0.0	£0.9	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.0
Other stores	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Pembroke Dock Town Centre:																	
Asda, Gordon St	£0.0	£0.2	£0.0	£1.1	£9.5	£3.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£14.2
Other stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.6
Pembroke Dock Out of Centre:																	
Lidl, Pier Road	£0.0	£0.0	£0.0	£0.9	£9.2	£5.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£15.8
Tesco Superstore, London Rd	£0.0	£0.0	£0.0	£1.8	£15.4	£7.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£24.9
Fishguard Town Centre:																	
Co-op, High Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.9	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.9
Other stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1
Narberth Town Centre:																	
Costcutter, High Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£1.3
Spar, High Street Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£3.6	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£4.2
Newport	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£1.6	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5
Saundersfoot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.4	£0.0	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£1.7
St Davids	£0.0	£0.0	£3.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9
Tenby	£0.0	£0.0	£0.0	£0.0	£0.0	£13.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£13.0
All Other - Pembrokeshire	£0.6	£0.6	£1.1	£3.2	£1.0	£4.1	£1.9	£3.0	£0.8	£2.6	£0.3	£0.1	£0.1	£0.0	£0.1	£0.0	£19.4
SUB-TOTAL: PEMBROKESHIRE	**£26.2**	**£13.0**	**£25.8**	**£38.9**	**£40.6**	**£36.6**	**£19.9**	**£26.7**	**£5.0**	**£4.0**	**£1.4**	**£0.2**	**£0.4**	**£0.1**	**£0.5**	**£0.7**	**£239.8**

Zones:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA
CEREDIGION COUNTY																	
Aberystwyth Town Centre:																	
Co-op, Park Ave	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.8	£3.8	£3.0	£8.7
Lidl, Rheidol Retail Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.6	£3.1	£5.5	£6.2	£16.5
Tesco Express, North Parade	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.3	£0.7
Other stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.0	£1.8	£4.5	£3.4	£10.9
Aberystwyth Out of Centre:																	
Morrisons, Parcydolau, Llanbadarn Fawr	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£1.1	£6.4	£9.3	£10.3	£13.4	£40.7
Cardigan Town Centre:																	
Co-op, Lower Mwldan	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Other stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.5	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8
Cardigan Out of Centre:																	
Aldi, Aberystwyth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.2	£2.0	£17.2	£4.0	£0.2	£0.6	£0.0	£0.0	£0.0	£24.5
Tesco Superstore, Aberystwyth Rd	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£3.2	£14.4	£4.0	£0.3	£1.6	£0.1	£1.1	£0.0	£25.0
Aberaeron Town Centre:																	
Costcutter, Market Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.4	£0.0	£0.0	£0.0	£2.5
Other stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.2	£1.1	£0.0	£0.0	£0.0	£1.8
Lampeter Town Centre:																	
Co-op, Bridge Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£6.1	£0.3	£0.6	£0.0	£0.0	£7.4
Sainsbury's, Market Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.6	£10.4	£0.9	£1.6	£0.0	£0.0	£13.7
Other stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£1.8	£0.0	£0.4	£0.0	£0.0	£2.6
Tregaron	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.0	£0.0	£0.0	£1.1
Llandysul	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£2.9	£0.1	£0.0	£0.0	£0.0	£0.0	£3.3
All Other - Ceredigion	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.6	£1.7	£0.9	£1.3	£1.3	£0.2	£2.5	£9.0
SUB-TOTAL: CEREDIGION	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.1**	**£0.3**	**£5.4**	**£34.0**	**£15.8**	**£21.6**	**£17.4**	**£21.1**	**£25.9**	**£28.9**	**£171.7**
OUTSIDE STUDY AREA																	
Carmarthen	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£1.8	£0.0	£0.2	£2.0	£7.4	£4.4	£1.0	£0.0	£0.1	£0.1	£17.3
Machynlleth	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£3.7	£4.2
All other	£0.0	£0.2	£0.0	£0.0	£0.0	£1.0	£0.3	£0.1	£0.1	£4.2	£1.4	£0.7	£0.7	£0.7	£0.2	£1.3	£10.9
SUB-TOTAL: OUTSIDE STUDY AREA	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£1.4**	**£2.4**	**£0.2**	**£0.3**	**£6.2**	**£8.7**	**£5.1**	**£1.6**	**£0.8**	**£0.4**	**£5.1**	**£32.5**
TOTAL MARKET SHARE	£26.2	£13.4	£25.9	£38.9	£40.6	£37.9	£23.4	£27.1	£10.7	£44.2	£25.8	£27.0	£19.4	£21.9	£26.8	£34.6	£444.0

TABLE 6:   ALL CONVENIENCE GOODS - 2036 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

Zones:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£26.1	£13.4	£25.8	£38.8	£40.5	£37.8	£23.3	£27.0	£10.7	£44.7	£26.2	£27.4	£19.8	£22.4	£27.3	£35.4	£446.4
PEMBROKESHIRE COUNTY																	
Haverfordwest Town Centre:																	
Iceland, Picton Place	£0.2	£0.1	£0.0	£0.8	£0.9	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£3.0
Other stores	£1.0	£0.2	£0.7	£0.0	£0.0	£0.1	£0.2	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3
Haversfordwest Out of Centre:																	
Aldi, Salutation Square	£5.4	£2.9	£3.8	£3.9	£1.7	£0.5	£4.7	£4.8	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£28.3
Lidl, Perrots Rd	£2.7	£1.0	£2.6	£0.8	£0.0	£0.2	£1.1	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.8
Marks & Spencer, Withybush Retail Park	£0.3	£0.2	£0.5	£0.3	£0.0	£0.2	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9
Morrisons, Meadow View	£7.1	£4.2	£5.2	£2.4	£0.3	£1.0	£2.9	£4.9	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£28.9
Tesco Extra, Fenton Trading Estate	£8.8	£2.9	£8.0	£2.8	£0.8	£0.2	£2.4	£3.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£29.5
Milford Haven Town Centre:																	
Spar, Charles Street	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
All stores	£0.0	£0.0	£0.0	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1
Milford Haven Out of Centre:																	
Lidl, Great N Road	£0.0	£0.1	£0.4	£7.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.2
Tesco, Havens Head Park	£0.0	£0.4	£0.4	£10.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.4
Pembroke Town Centre:																	
Co-op, Main Street	£0.0	£0.0	£0.0	£0.0	£0.9	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.0
Other stores	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Pembroke Dock Town Centre:																	
Asda, Gordon St	£0.0	£0.2	£0.0	£1.1	£9.5	£3.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£14.1
Other stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.6
Pembroke Dock Out of Centre:																	
Lidl, Pier Road	£0.0	£0.0	£0.0	£0.9	£9.2	£5.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£15.7
Tesco Superstore, London Rd	£0.0	£0.0	£0.0	£1.8	£15.3	£7.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£24.7
Fishguard Town Centre:																	
Co-op, High Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.9	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.9
Other stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1
Narberth Town Centre:																	
Costcutter, High Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£1.3
Spar, High Street Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£3.6	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.2
Newport	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£1.6	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5
Saundersfoot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.4	£0.0	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.3	£0.0	£1.7
St Davids	£0.0	£0.0	£3.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9
Tenby	£0.0	£0.0	£0.0	£0.0	£0.0	£12.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£13.0
All Other - Pembrokeshire	£0.6	£0.6	£1.1	£3.2	£1.0	£4.0	£1.9	£3.0	£0.8	£2.6	£0.3	£0.1	£0.2	£0.0	£0.1	£0.0	£19.4
SUB-TOTAL: PEMBROKESHIRE	**£26.0**	**£12.9**	**£25.7**	**£38.7**	**£40.5**	**£36.4**	**£19.8**	**£26.5**	**£5.0**	**£4.0**	**£1.4**	**£0.2**	**£0.4**	**£0.1**	**£0.5**	**£0.7**	**£238.9**

Zones:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA
CEREDIGION COUNTY																	
Aberystwyth Town Centre:																	
Co-op, Park Ave	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.9	£3.8	£3.1	£8.9
Lidl, Rheidol Retail Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.6	£3.1	£5.7	£6.4	£16.8
Tesco Express, North Parade	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.3	£0.8
Other stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.1	£1.8	£4.6	£3.5	£11.1
Aberystwyth Out of Centre:																	
Morrisons, Parcydolau, Llanbadarn Fawr	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£1.1	£6.6	£9.5	£10.6	£13.6	£41.5
Cardigan Town Centre:																	
Co-op, Lower Mwldan	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Other stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.6	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9
Cardigan Out of Centre:																	
Aldi, Aberystwyth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.2	£1.9	£17.4	£4.1	£0.2	£0.6	£0.0	£0.0	£0.0	£24.8
Tesco Superstore, Aberystwyth Rd	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£3.2	£14.6	£4.1	£0.3	£1.6	£0.1	£1.1	£0.0	£25.3
Aberaeron Town Centre:																	
Costcutter, Market Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.5	£0.0	£0.0	£0.0	£2.6
Other stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.2	£1.1	£0.0	£0.0	£0.0	£1.9
Lampeter Town Centre:																	
Co-op, Bridge Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£6.2	£0.4	£0.7	£0.0	£0.0	£7.6
Sainsbury's, Market Street	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.6	£10.5	£1.0	£1.7	£0.0	£0.0	£13.9
Other stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£1.8	£0.0	£0.4	£0.0	£0.0	£2.7
Tregaron	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.0	£0.0	£0.0	£1.1
Llandysul	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£3.0	£0.1	£0.0	£0.0	£0.0	£0.0	£3.3
All Other - Ceredigion	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.6	£1.7	£0.9	£1.4	£1.4	£0.2	£2.6	£9.2
SUB-TOTAL: CEREDIGION	**£0.1**	**£0.1**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£1.1**	**£0.3**	**£5.3**	**£34.4**	**£16.0**	**£22.0**	**£17.8**	**£21.5**	**£26.5**	**£29.5**	**£174.6**
OUTSIDE STUDY AREA																	
Carmarthen	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£1.8	£0.0	£0.2	£2.0	£7.5	£4.5	£1.0	£0.0	£0.1	£0.1	£17.6
Machynlleth	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£3.7	£4.3
All other	£0.0	£0.2	£0.0	£0.0	£0.0	£1.0	£0.3	£0.1	£0.1	£4.2	£1.4	£0.7	£0.7	£0.8	£0.2	£1.3	£11.0
SUB-TOTAL: OUTSIDE STUDY AREA	**£0.0**	**£0.3**	**£0.0**	**£0.0**	**£0.0**	**£1.4**	**£2.4**	**£0.2**	**£0.3**	**£6.2**	**£8.8**	**£5.2**	**£1.7**	**£0.8**	**£0.4**	**£5.2**	**£32.9**
TOTAL MARKET SHARE	£26.1	£13.4	£25.8	£38.8	£40.5	£37.8	£23.3	£27.0	£10.7	£44.7	£26.2	£27.4	£19.8	£22.4	£27.3	£35.4	£446.4

TABLE 7: ESTIMATED 'INFLOW' (TRADE DRAW) FROM RESIDENTS AND TOURISTS OUTSIDE STUDY AREA & TOTAL FORECAST TURNOVERS

	Turnover from Study Area (£m)					Inflow from Residents Outside of Study Area		Inflow from Tourists		Total Inflow		Revised Turnover				
	2016	2021	2026	2031	2036	£m	%	£m	%	£m	%	2016	2021	2026	2031	2036
Haversford West Town Centre	£6.3	£6.3	£6.3	£6.3	£6.3			£1.2	19.0%	£1.2	19.0%	£7.5	£7.4	£7.5	£7.5	£7.5
Haversford West Out of Centre	£99.5	£98.5	£98.7	£98.8	£98.3			£18.9	19.0%	£18.9	19.0%	£118.4	£117.2	£117.5	£117.5	£117.0
Milford Haven Town Centre	£2.4	£2.4	£2.4	£2.4	£2.4			£0.5	19.0%	£0.5	19.0%	£2.9	£2.9	£2.9	£2.9	£2.9
Milford Haven Out of Centre	£19.8	£19.6	£19.7	£19.7	£19.6			£3.8	19.0%	£3.8	19.0%	£23.6	£23.3	£23.4	£23.4	£23.3
Pembroke Town Centre	£1.9	£1.9	£1.9	£1.9	£1.9			£0.4	19.0%	£0.4	19.0%	£2.2	£2.2	£2.2	£2.2	£2.2
Pembroke Dock Town Centre	£14.8	£14.7	£14.7	£14.7	£14.7			£2.8	19.0%	£2.8	19.0%	£17.7	£17.5	£17.5	£17.5	£17.5
Pembroke Dock Out of Centre	£41.0	£40.6	£40.6	£40.7	£40.5			£7.8	19.0%	£7.8	19.0%	£48.8	£48.3	£48.4	£48.4	£48.2
Fishguard	£9.0	£9.0	£9.0	£9.0	£8.9			£1.7	19.0%	£1.7	19.0%	£10.8	£10.7	£10.7	£10.7	£10.6
Narberth	£5.8	£5.8	£5.8	£5.8	£5.8			£1.1	19.0%	£1.1	19.0%	£7.0	£6.9	£6.9	£6.9	£6.9
Newport	£2.5	£2.5	£2.5	£2.5	£2.5			£0.5	19.0%	£0.5	19.0%	£3.0	£2.9	£3.0	£3.0	£3.0
Saundersfood	£1.7	£1.7	£1.7	£1.7	£1.7			£0.3	19.0%	£0.3	19.0%	£2.0	£2.0	£2.1	£2.1	£2.1
St Davids	£3.9	£3.9	£3.9	£3.9	£3.9			£0.7	19.0%	£0.7	19.0%	£4.7	£4.6	£4.7	£4.7	£4.7
Tenby	£13.1	£13.0	£13.0	£13.0	£13.0			£2.5	19.0%	£2.5	19.0%	£15.6	£15.5	£15.5	£15.5	£15.5
Other Pembrokeshire	£19.4	£19.3	£19.3	£19.4	£19.4			£3.7	19.0%	£3.7	19.0%	£23.1	£22.9	£23.0	£23.1	£23.0
Total Pembrokeshire County	**£241.4**	**£239.0**	**£239.6**	**£239.8**	**£238.9**			**£45.9**	**19.0%**	**£45.9**		**£287.3**	**£284.4**	**£285.1**	**£285.4**	**£284.2**
Aberystwyth Town Centre	£35.3	£35.4	£36.1	£36.9	£37.6	£1.6	4.4%	£5.7	16.2%	£7.3	17.1%	£42.6	£41.5	£42.2	£43.2	£44.1
Aberystwyth Out of Centre	£39.0	£39.1	£39.8	£40.7	£41.5	£1.7	4.4%	£6.3	16.2%	£8.1	17.1%	£47.1	£45.8	£46.6	£47.7	£48.7
Cardigan Town Centre	£3.0	£3.0	£3.1	£3.1	£3.2			£0.5	16.2%	£0.5	13.9%	£3.5	£3.5	£3.5	£3.6	£3.6
Cardigan Out of Centre	£48.4	£48.3	£48.9	£49.5	£50.1			£7.8	16.2%	£7.8	13.9%	£56.3	£55.0	£55.7	£56.4	£57.1
Aberaeron	£4.2	£4.2	£4.3	£4.3	£4.4			£0.7	16.2%	£0.7	13.9%	£4.9	£4.8	£4.9	£5.0	£5.1
Lampeter	£22.9	£22.9	£23.3	£23.7	£24.1	£1.7	7.4%	£3.7	16.2%	£5.4	19.1%	£28.3	£27.3	£27.7	£28.3	£28.8
Tregaron	£1.0	£1.0	£1.1	£1.1	£1.1			£0.2	16.2%	£0.2	13.9%	£1.2	£1.2	£1.2	£1.2	£1.3
Llandysul	£3.2	£3.2	£3.2	£3.3	£3.3			£0.5	16.2%	£0.5	13.9%	£3.7	£3.6	£3.7	£3.7	£3.8
Other Ceredigion	£8.7	£8.7	£8.9	£9.0	£9.2			£1.4	16.2%	£1.4	13.9%	£10.1	£9.9	£10.1	£10.3	£10.5
Total Ceredigion County	**£165.9**	**£165.8**	**£168.6**	**£171.7**	**£174.6**	**£5.0**	**3.0%**	**£26.9**	**16.2%**	**£31.9**	**19.2%**	**£197.8**	**£192.5**	**£195.7**	**£199.3**	**£202.7**
TOTAL STUDY AREA	£407.3	£404.8	£408.2	£411.5	£413.5			£72.7	17.9%	£77.7		£485.06	£476.86	£480.81	£484.70	£486.97

'Inflow' (trade draw) represents the potential expenditure from commuters, tourists and visitors to shops and stores in Pembrokeshire and Ceredigion who live outside the defined study area (i.e. beyond Zones 1-16).

Carter Jonas

APPENDIX 6: FORECAST COMPARISON GOODS TURNOVER

TABLE 1: ALL COMPARISON GOODS - 2016 MARKET SHARE ANALYSIS (%): EXCLUDING EXPENDITURE ON SPECIAL FORMS OF TRADING

Zones:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
PEMBROKESHIRE COUNTY																
Haverfordwest Town Centre	44.7%	42.1%	56.7%	32.1%	15.2%	13.7%	25.1%	58.5%	15.5%	0.6%	0.0%	0.0%	0.0%	0.5%	0.1%	0.5%
Springfield Retail Park	1.9%	0.5%	1.1%	0.1%	0.1%	0.6%	1.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Withybush Retail Park	19.5%	19.5%	16.4%	18.7%	16.4%	4.2%	9.2%	7.7%	12.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other out of centre	17.5%	16.8%	9.7%	5.9%	4.5%	3.8%	4.6%	9.7%	13.3%	2.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.2%
Milford Haven Town Centre	0.3%	1.0%	1.0%	15.3%	0.3%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Havens Head Retail Park	0.0%	1.1%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Other out of centre	0.0%	0.3%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pembroke Town Centre	0.0%	0.0%	0.0%	0.0%	3.7%	0.2%	0.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
Out of Centre	0.0%	0.1%	0.0%	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pembroke Dock Town Centre	0.3%	0.1%	0.0%	2.6%	33.9%	7.4%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	0.2%	0.0%	0.0%	0.9%	6.4%	6.9%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fishguard	0.0%	0.3%	0.3%	0.0%	0.0%	0.0%	0.1%	13.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Narberth	0.3%	0.3%	0.0%	0.1%	0.4%	0.9%	8.1%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Saundersfoot	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
St Davids	0.1%	1.6%	4.0%	0.0%	0.0%	0.5%	0.0%	0.9%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Tenby	0.0%	0.1%	0.0%	0.0%	0.5%	25.8%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other - Pembrokeshire	0.7%	1.9%	1.4%	4.4%	0.9%	4.3%	3.4%	1.7%	7.3%	2.9%	0.7%	0.2%	0.0%	0.0%	0.0%	0.0%
SUB-TOTAL PEMBROKESHIRE	**85.5%**	**85.7%**	**90.7%**	**86.5%**	**82.3%**	**70.0%**	**54.5%**	**92.2%**	**59.0%**	**7.7%**	**0.8%**	**0.5%**	**0.2%**	**0.5%**	**0.5%**	**1.0%**
CEREDIGION COUNTY																
Aberystwyth Town Centre	0.1%	0.6%	0.7%	0.1%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	1.9%	6.7%	45.9%	67.1%	72.7%	69.5%
Parc Y Llyn Retail Park	0.0%	0.3%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.2%	0.4%	9.5%	5.2%	6.5%	5.5%
Other out of centre	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	0.8%	3.2%	5.1%	4.6%	3.7%
Cardigan Town Centre	0.0%	0.4%	0.0%	0.0%	0.0%	1.6%	2.0%	0.4%	13.2%	33.9%	8.7%	0.6%	1.9%	0.1%	0.0%	0.1%
Out of centre	0.2%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	2.7%	2.2%	1.8%	0.0%	0.2%	0.1%	0.0%	0.0%
Aberaeron	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	3.8%	11.4%	0.3%	0.0%	0.1%
Lampeter	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	38.6%	1.8%	6.8%	0.4%	0.2%
Tregaron	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.6%	2.3%	0.0%	0.0%
Llandysul	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.2%	0.2%	0.0%	0.0%	0.0%
Other - Ceredigion	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	5.2%	4.7%	0.0%	0.5%	0.2%	0.3%	0.3%
SUB-TOTAL: CEREDIGION	0.8%	1.3%	1.2%	0.7%	0.3%	1.6%	2.1%	0.4%	16.7%	41.7%	35.9%	51.0%	75.2%	87.2%	84.5%	79.4%
OUTSIDE OF STUDY AREA																
Carmarthen	7.6%	7.9%	2.2%	4.3%	9.8%	22.1%	36.3%	4.7%	16.1%	45.4%	60.7%	44.1%	19.3%	6.5%	4.6%	5.6%
Cardiff	2.0%	2.0%	3.2%	3.0%	2.4%	1.7%	4.5%	0.8%	4.4%	1.0%	1.2%	0.9%	2.0%	2.4%	4.9%	3.8%
Swansea	3.8%	1.9%	1.3%	4.5%	4.0%	1.8%	1.4%	0.5%	0.8%	1.0%	0.4%	0.6%	1.0%	1.3%	1.1%	0.7%
Llanelli	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.1%	0.1%	0.5%	0.1%	0.0%	0.2%
London	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%	0.3%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
All other	0.3%	1.2%	1.5%	0.8%	0.9%	2.9%	0.7%	1.2%	2.2%	2.4%	1.0%	2.7%	1.7%	2.0%	4.1%	9.3%
SUB-TOTAL: OUTSIDE STUDY AREA	13.7%	13.0%	8.1%	12.8%	17.4%	28.4%	43.3%	7.4%	24.3%	50.6%	63.3%	48.5%	24.6%	12.3%	15.0%	19.6%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 2: ALL COMPARISON GOODS - 2016 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

Zones:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA
AVAILABLE EXPENDITURE(£m):	£33.4	£18.9	£33.9	£45.6	£49.9	£52.1	£30.6	£34.2	£13.8	£55.1	£31.2	£31.7	£22.7	£26.5	£31.5	£43.5	£554.5
PEMBROKESHIRE COUNTY																	
Haverfordwest Town Centre	£14.9	£7.9	£19.2	£14.6	£7.6	£7.2	£7.7	£20.0	£2.1	£0.3	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£101.9
Springfield Retail Park	£0.6	£0.1	£0.4	£0.1	£0.0	£0.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£2.0
Withybush Retail Park	£6.5	£3.7	£5.5	£8.5	£8.2	£2.2	£2.8	£2.6	£1.7	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£42.8
Other out of centre	£5.9	£3.2	£3.3	£2.7	£2.3	£2.0	£1.4	£3.3	£1.8	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£27.1
Milford Haven Town Centre	£0.1	£0.2	£0.3	£6.9	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.8
Havens Head Retail Park	£0.0	£0.2	£0.0	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4
Other out of centre	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Pembroke Town Centre	£0.0	£0.0	£0.0	£0.0	£1.8	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2
Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Pembroke Dock Town Centre	£0.1	£0.0	£0.0	£1.2	£16.9	£3.9	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.4
Out of Centre	£0.1	£0.0	£0.0	£0.4	£3.2	£3.6	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.4
Fishguard	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£4.5	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.0
Narberth	£0.1	£0.1	£0.0	£0.1	£0.2	£0.5	£2.5	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5
Newport	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0
Saundersfoot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
St Davids	£0.0	£0.3	£1.4	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.5
Tenby	£0.0	£0.0	£0.0	£0.0	£0.2	£13.4	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£14.1
Other - Pembrokeshire	£0.2	£0.4	£0.5	£2.0	£0.5	£2.3	£1.0	£0.6	£1.0	£1.6	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£10.3
SUB-TOTAL PEMBROKESHIRE	**£28.6**	**£16.2**	**£30.8**	**£39.4**	**£41.1**	**£36.5**	**£16.7**	**£31.5**	**£8.1**	**£4.3**	**£0.3**	**£0.1**	**£0.1**	**£0.1**	**£0.1**	**£0.4**	**£254.2**
CEREDIGION COUNTY																	
Aberystwyth Town Centre	£0.0	£0.1	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.6	£2.1	£10.4	£17.8	£22.9	£30.2	£84.6
Parc Y Llyn Retail Park	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.1	£2.2	£1.4	£2.1	£2.4	£8.4
Other out of centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.7	£1.3	£1.4	£1.6	£5.5
Cardigan Town Centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.8	£0.6	£0.1	£1.8	£18.6	£2.7	£0.2	£0.4	£0.0	£0.0	£0.0	£25.5
Out of centre	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.4	£1.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4
Aberaeron	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£1.2	£2.6	£0.1	£0.0	£0.1	£4.7
Lampeter	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£12.2	£0.4	£1.8	£0.1	£0.1	£16.3
Tregaron	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.6	£0.0	£0.0	£0.9
Llandysul	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5	£0.1	£0.0	£0.0	£0.0	£0.0	£3.6
Other - Ceredigion	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9	£1.5	£0.0	£0.1	£0.1	£0.1	£0.1	£4.9
SUB-TOTAL: CEREDIGION	**£0.3**	**£0.2**	**£0.4**	**£0.3**	**£0.1**	**£0.8**	**£0.7**	**£0.1**	**£2.3**	**£23.0**	**£11.2**	**£16.2**	**£17.1**	**£23.1**	**£26.6**	**£34.5**	**£156.9**
OUTSIDE OF STUDY AREA																	
Carmarthen	£2.5	£1.5	£0.7	£2.0	£4.9	£11.5	£11.1	£1.6	£2.2	£25.0	£19.0	£13.9	£4.4	£1.7	£1.5	£2.5	£106.0
Cardiff	£0.7	£0.4	£1.1	£1.4	£1.2	£0.9	£1.4	£0.3	£0.6	£0.5	£0.4	£0.3	£0.5	£0.6	£1.5	£1.6	£13.3
Swansea	£1.3	£0.3	£0.4	£2.0	£2.0	£0.9	£0.4	£0.2	£0.1	£0.6	£0.1	£0.2	£0.2	£0.3	£0.3	£0.3	£9.8
Llanelli	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.9
London	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.6
All other	£0.1	£0.2	£0.5	£0.4	£0.5	£1.5	£0.2	£0.4	£0.3	£1.3	£0.3	£0.9	£0.4	£0.5	£1.3	£4.1	£12.8
SUB-TOTAL: OUTSIDE STUDY AREA	**£4.6**	**£2.4**	**£2.8**	**£5.8**	**£8.7**	**£14.8**	**£13.2**	**£2.5**	**£3.3**	**£27.9**	**£19.8**	**£15.4**	**£5.6**	**£3.2**	**£4.7**	**£8.5**	**£143.3**
TOTAL MARKET SHARE	£33.4	£18.9	£33.9	£45.6	£49.9	£52.1	£30.6	£34.2	£13.8	£55.1	£31.2	£31.7	£22.7	£26.5	£31.5	£43.5	£554.5

TABLE 3:   ALL COMPARISON GOODS - 2021 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

Zones:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA
AVAILABLE EXPENDITURE(£m):	£36.2	£20.4	£36.7	£49.4	£54.1	£56.5	£33.1	£37.0	£15.0	£60.2	£34.2	£34.7	£24.9	£29.1	£34.5	£47.7	£603.7
PEMBROKESHIRE COUNTY																	
Haverfordwest Town Centre	£16.2	£8.6	£20.8	£15.8	£8.2	£7.8	£8.3	£21.7	£2.3	£0.4	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£110.5
Springfield Retail Park	£0.7	£0.1	£0.4	£0.1	£0.0	£0.3	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£2.2
Withybush Retail Park	£7.1	£4.0	£6.0	£9.2	£8.9	£2.4	£3.1	£2.8	£1.8	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£46.3
Other out of centre	£6.4	£3.4	£3.6	£2.9	£2.4	£2.2	£1.5	£3.6	£2.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£29.3
Milford Haven Town Centre	£0.1	£0.2	£0.4	£7.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.4
Havens Head Retail Park	£0.0	£0.2	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6
Other out of centre	£0.0	£0.1	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0
Pembroke Town Centre	£0.0	£0.0	£0.0	£0.0	£2.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4
Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Pembroke Dock Town Centre	£0.1	£0.0	£0.0	£1.3	£18.3	£4.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£24.3
Out of Centre	£0.1	£0.0	£0.0	£0.4	£3.5	£3.9	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.0
Fishguard	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£4.8	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.4
Narberth	£0.1	£0.1	£0.0	£0.1	£0.2	£0.5	£2.7	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8
Newport	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1
Saundersfoot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0
St Davids	£0.0	£0.3	£1.5	£0.0	£0.0	£0.3	£0.0	£0.4	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.8
Tenby	£0.0	£0.0	£0.0	£0.0	£0.0	£14.6	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£15.3
Other - Pembrokeshire	£0.3	£0.4	£0.5	£2.2	£0.5	£2.4	£1.1	£0.6	£1.1	£1.7	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£11.2
SUB-TOTAL PEMBROKESHIRE	**£31.0**	**£17.5**	**£33.3**	**£42.7**	**£44.6**	**£39.5**	**£18.1**	**£34.1**	**£8.8**	**£4.6**	**£0.3**	**£0.2**	**£0.1**	**£0.2**	**£0.2**	**£0.5**	**£275.6**
CEREDIGION COUNTY																	
Aberystwyth Town Centre	£0.0	£0.1	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.7	£2.3	£11.5	£19.5	£25.1	£33.2	£92.8
Parc Y Llyn Retail Park	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.2	£2.4	£1.5	£2.3	£2.6	£9.2
Other out of centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£0.8	£1.5	£1.6	£1.7	£6.0
Cardigan Town Centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.9	£0.7	£0.1	£2.0	£20.4	£3.0	£0.2	£0.5	£0.0	£0.0	£0.0	£27.8
Out of centre	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.4	£1.3	£0.6	£0.0	£0.1	£0.0	£0.0	£0.0	£2.6
Aberaeron	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£1.3	£2.9	£0.1	£0.0	£0.1	£5.2
Lampeter	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£13.4	£0.4	£2.0	£0.1	£0.1	£17.9
Tregaron	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.7	£0.0	£0.0	£1.0
Llandysul	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£0.1	£0.0	£0.0	£0.0	£0.0	£3.9
Other - Ceredigion	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£1.6	£0.0	£0.1	£0.1	£0.1	£0.2	£5.3
SUB-TOTAL: CEREDIGION	**£0.3**	**£0.3**	**£0.4**	**£0.3**	**£0.1**	**£0.9**	**£0.7**	**£0.1**	**£2.5**	**£25.1**	**£12.3**	**£17.7**	**£18.8**	**£25.3**	**£29.2**	**£37.9**	**£171.9**
OUTSIDE OF STUDY AREA																	
Carmarthen	£2.8	£1.6	£0.8	£2.1	£5.3	£12.5	£12.0	£1.7	£2.4	£27.3	£20.7	£15.3	£4.8	£1.9	£1.6	£2.7	£115.6
Cardiff	£0.7	£0.4	£1.2	£1.5	£1.3	£1.0	£1.5	£0.3	£0.7	£0.6	£0.4	£0.3	£0.5	£0.7	£1.7	£1.8	£14.4
Swansea	£1.4	£0.4	£0.5	£2.2	£2.2	£1.0	£0.5	£0.2	£0.1	£0.6	£0.1	£0.2	£0.3	£0.4	£0.4	£0.3	£10.7
Llanelli	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£1.0
London	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.6
All other	£0.1	£0.2	£0.5	£0.4	£0.5	£1.6	£0.2	£0.4	£0.3	£1.4	£0.3	£1.0	£0.4	£0.6	£1.4	£4.5	£14.0
SUB-TOTAL: OUTSIDE STUDY AREA	**£4.96**	**£2.7**	**£3.0**	**£6.3**	**£9.4**	**£16.1**	**£14.4**	**£2.7**	**£3.6**	**£30.4**	**£21.6**	**£16.8**	**£6.1**	**£3.6**	**£5.2**	**£9.3**	**£156.2**
TOTAL MARKET SHARE	£36.2	£20.4	£36.7	£49.4	£54.1	£56.5	£33.1	£37.0	£15.0	£60.2	£34.2	£34.7	£24.9	£29.1	£34.5	£47.7	£603.7

TABLE 4: ALL COMPARISON GOODS - 2026 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

Zones:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA
AVAILABLE EXPENDITURE (£m):	£42.0	£23.7	£42.6	£57.2	£62.8	£65.5	£38.4	£42.9	£17.3	£70.5	£40.1	£40.7	£29.4	£34.3	£40.7	£56.2	£704.3
PEMBROKESHIRE COUNTY																	
Haverfordwest Town Centre	£18.8	£10.0	£24.2	£18.3	£9.5	£9.0	£9.6	£25.1	£2.7	£0.4	£0.0	£0.0	£0.0	£0.2	£0.0	£0.3	£128.1
Springfield Retail Park	£0.8	£0.1	£0.5	£0.1	£0.0	£0.4	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£2.5
Withybush Retail Park	£8.2	£4.6	£7.0	£10.7	£10.3	£2.8	£3.5	£3.3	£2.1	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£53.7
Other out of centre	£7.4	£4.0	£4.2	£3.4	£2.8	£2.5	£1.8	£4.2	£2.3	£1.5	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£34.0
Milford Haven Town Centre	£0.1	£0.2	£0.4	£8.7	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.7
Havens Head Retail Park	£0.0	£0.3	£0.0	£2.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0
Other out of centre	£0.0	£0.1	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2
Pembroke Town Centre	£0.0	£0.0	£0.0	£0.0	£2.3	£0.1	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8
Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Pembroke Dock Town Centre	£0.1	£0.0	£0.0	£1.5	£21.3	£4.9	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£28.1
Out of Centre	£0.1	£0.0	£0.0	£0.5	£4.0	£4.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.3
Fishguard	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£5.6	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.3
Narberth	£0.1	£0.1	£0.0	£0.1	£0.2	£0.6	£3.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.4
Newport	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
Saundersfoot	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£1.1
St Davids	£0.0	£0.4	£1.7	£0.0	£0.0	£0.3	£0.0	£0.4	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£3.2
Tenby	£0.0	£0.0	£0.0	£0.0	£0.3	£16.9	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£17.7
Other - Pembrokeshire	£0.3	£0.5	£0.6	£2.5	£0.6	£2.8	£1.3	£0.7	£1.3	£2.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£13.0
SUB-TOTAL PEMBROKESHIRE	**£35.9**	**£20.3**	**£38.6**	**£49.5**	**£51.7**	**£45.8**	**£20.9**	**£39.6**	**£10.2**	**£5.4**	**£0.3**	**£0.2**	**£0.1**	**£0.2**	**£0.2**	**£0.6**	**£319.6**
CEREDIGION COUNTY																	
Aberystwyth Town Centre	£0.1	£0.2	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.8	£2.7	£13.5	£23.0	£29.6	£39.1	£109.4
Parc Y Llyn Retail Park	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.2	£2.8	£1.8	£2.7	£3.1	£10.9
Other out of centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£0.9	£1.7	£1.9	£2.1	£7.1
Cardigan Town Centre	£0.0	£0.1	£0.0	£0.0	£0.0	£1.0	£0.8	£0.2	£2.3	£23.9	£3.5	£0.2	£0.6	£0.0	£0.0	£0.0	£32.6
Out of centre	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.5	£1.5	£0.7	£0.0	£0.1	£0.0	£0.0	£0.0	£3.0
Aberaeron	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£1.5	£3.4	£0.1	£0.0	£0.1	£6.1
Lampeter	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£15.7	£0.5	£2.3	£0.2	£0.1	£21.0
Tregaron	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.8	£0.0	£0.0	£1.2
Llandysul	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.5	£0.1	£0.0	£0.0	£0.0	£0.0	£4.6
Other - Ceredigion	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.7	£1.9	£0.0	£0.1	£0.1	£0.1	£0.2	£6.3
SUB-TOTAL: CEREDIGION	**£0.3**	**£0.3**	**£0.5**	**£0.4**	**£0.2**	**£1.0**	**£0.8**	**£0.2**	**£2.9**	**£29.4**	**£14.4**	**£20.8**	**£22.1**	**£29.9**	**£34.4**	**£44.6**	**£202.2**
OUTSIDE OF STUDY AREA																	
Carmarthen	£3.2	£1.9	£0.9	£2.5	£6.2	£14.5	£13.9	£2.0	£2.8	£32.0	£24.4	£17.9	£5.7	£2.2	£1.9	£3.2	£135.1
Cardiff	£0.8	£0.5	£1.4	£1.7	£1.5	£1.1	£1.7	£0.3	£0.8	£0.7	£0.5	£0.4	£0.6	£0.8	£2.0	£2.1	£16.8
Swansea	£1.6	£0.4	£0.6	£2.6	£2.5	£1.2	£0.6	£0.2	£0.1	£0.7	£0.2	£0.3	£0.3	£0.4	£0.4	£0.4	£12.4
Llanelli	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.1	£0.1	£0.0	£0.0	£0.1	£1.1
London	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.1	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.7
All other	£0.1	£0.3	£0.6	£0.4	£0.6	£1.9	£0.3	£0.5	£0.4	£1.7	£0.4	£1.1	£0.5	£0.7	£1.7	£5.3	£16.4
SUB-TOTAL: OUTSIDE STUDY AREA	**£5.7**	**£3.1**	**£3.5**	**£7.3**	**£10.9**	**£18.6**	**£16.6**	**£3.2**	**£4.2**	**£35.6**	**£25.4**	**£19.8**	**£7.2**	**£4.2**	**£6.1**	**£11.0**	**£182.6**
TOTAL MARKET SHARE	£42.0	£23.7	£42.6	£57.2	£62.8	£65.5	£38.4	£42.9	£17.3	£70.5	£40.1	£40.7	£29.4	£34.3	£40.7	£56.2	£704.3

TABLE 5: ALL COMPARISON GOODS - 2031 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

Zones:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA
AVAILABLE EXPENDITURE (£m):	£48.9	£27.6	£49.5	£66.6	£73.0	£76.2	£44.7	£49.9	£20.2	£83.1	£47.5	£48.2	£34.9	£40.7	£48.3	£66.8	£826.1
PEMBROKESHIRE COUNTY																	
Haverfordwest Town Centre	£21.8	£11.6	£28.1	£21.3	£11.1	£10.5	£11.2	£29.2	£3.1	£0.5	£0.0	£0.0	£0.0	£0.2	£0.0	£0.3	£149.0
Springfield Retail Park	£0.9	£0.1	£0.5	£0.1	£0.0	£0.4	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£2.9
Withybush Retail Park	£9.5	£5.4	£8.1	£12.4	£12.0	£3.2	£4.1	£3.8	£2.4	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£62.5
Other out of centre	£8.6	£4.6	£4.8	£3.9	£3.3	£2.9	£2.0	£4.8	£2.7	£1.7	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£39.6
Milford Haven Town Centre	£0.1	£0.3	£0.5	£10.2	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.3
Havens Head Retail Park	£0.0	£0.3	£0.0	£3.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5
Other out of centre	£0.0	£0.1	£0.1	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
Pembroke Town Centre	£0.0	£0.0	£0.0	£0.0	£2.7	£0.2	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2
Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Pembroke Dock Town Centre	£0.1	£0.0	£0.0	£1.7	£24.7	£5.7	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£32.7
Out of Centre	£0.1	£0.0	£0.0	£0.6	£4.7	£5.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.8
Fishguard	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£6.5	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.3
Narberth	£0.2	£0.1	£0.0	£0.1	£0.3	£0.7	£3.6	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.1
Newport	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5
Saundersfoot	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£1.3
St Davids	£0.1	£0.5	£2.0	£0.0	£0.0	£0.4	£0.0	£0.5	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£3.7
Tenby	£0.0	£0.0	£0.0	£0.0	£0.3	£19.6	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£20.6
Other - Pembrokeshire	£0.3	£0.5	£0.7	£2.9	£0.7	£3.3	£1.5	£0.8	£1.5	£2.4	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£15.1
SUB-TOTAL PEMBROKESHIRE	**£41.8**	**£23.6**	**£44.9**	**£57.6**	**£60.1**	**£53.3**	**£24.4**	**£46.0**	**£11.9**	**£6.4**	**£0.4**	**£0.2**	**£0.1**	**£0.2**	**£0.2**	**£0.7**	**£371.9**
CEREDIGION COUNTY																	
Aberystwyth Town Centre	£0.1	£0.2	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.9	£3.2	£16.0	£27.3	£35.1	£46.4	£129.9
Parc Y Llyn Retail Park	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.2	£3.3	£2.1	£3.2	£3.7	£12.9
Other out of centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£1.1	£2.1	£2.2	£2.4	£8.5
Cardigan Town Centre	£0.0	£0.1	£0.0	£0.0	£0.0	£1.2	£0.9	£0.2	£2.7	£28.1	£4.1	£0.3	£0.7	£0.0	£0.0	£0.1	£38.4
Out of centre	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.5	£1.8	£0.9	£0.0	£0.1	£0.0	£0.0	£0.0	£3.6
Aberaeron	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£1.8	£4.0	£0.1	£0.0	£0.1	£7.3
Lampeter	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£18.6	£0.6	£2.8	£0.2	£0.2	£24.9
Tregaron	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.9	£0.0	£0.0	£1.4
Llandysul	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.3	£0.1	£0.1	£0.0	£0.0	£0.0	£5.4
Other - Ceredigion	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.3	£2.2	£0.0	£0.2	£0.1	£0.2	£0.2	£7.4
SUB-TOTAL: CEREDIGION	**£0.4**	**£0.4**	**£0.6**	**£0.5**	**£0.2**	**£1.2**	**£1.0**	**£0.2**	**£3.4**	**£34.7**	**£17.0**	**£24.6**	**£26.3**	**£35.5**	**£40.9**	**£53.1**	**£239.7**
OUTSIDE OF STUDY AREA																	
Carmarthen	£3.7	£2.2	£1.1	£2.9	£7.2	£16.8	£16.2	£2.3	£3.2	£37.7	£28.8	£21.3	£6.8	£2.6	£2.2	£3.8	£158.9
Cardiff	£1.0	£0.6	£1.6	£2.0	£1.7	£1.3	£2.0	£0.4	£0.9	£0.8	£0.6	£0.5	£0.7	£1.0	£2.3	£2.5	£19.8
Swansea	£1.8	£0.5	£0.6	£3.0	£2.9	£1.3	£0.6	£0.2	£0.2	£0.8	£0.2	£0.3	£0.4	£0.5	£0.5	£0.5	£14.5
Llanelli	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.1	£0.2	£0.1	£0.0	£0.1	£1.3
London	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.8
All other	£0.2	£0.3	£0.7	£0.5	£0.7	£2.2	£0.3	£0.6	£0.4	£2.0	£0.5	£1.3	£0.6	£0.8	£2.0	£6.2	£19.3
SUB-TOTAL: OUTSIDE STUDY AREA	**£6.7**	**£3.6**	**£4.0**	**£8.5**	**£12.7**	**£21.7**	**£19.4**	**£3.7**	**£4.9**	**£42.0**	**£30.1**	**£23.4**	**£8.6**	**£5.0**	**£7.3**	**£13.1**	**£214.6**
TOTAL MARKET SHARE	£48.9	£27.6	£49.5	£66.6	£73.0	£76.2	£44.7	£49.9	£20.2	£83.1	£47.5	£48.2	£34.9	£40.7	£48.3	£66.8	£826.1

TABLE 6: ALL COMPARISON GOODS - 2036 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

Zones:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	STUDY AREA
AVAILABLE EXPENDITURE (£m):	£56.5	£31.9	£57.3	£77.0	£84.5	£88.1	£51.7	£57.8	£23.3	£97.7	£56.1	£57.0	£41.5	£48.3	£57.4	£79.3	£965.4
PEMBROKESHIRE COUNTY																	
Haverfordwest Town Centre	£25.2	£13.4	£32.5	£24.7	£12.8	£12.1	£13.0	£33.8	£3.6	£0.6	£0.0	£0.0	£0.0	£0.3	£0.0	£0.4	£172.5
Springfield Retail Park	£1.1	£0.2	£0.6	£0.1	£0.1	£0.5	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£3.4
Withybush Retail Park	£11.0	£6.2	£9.4	£14.4	£13.9	£3.7	£4.8	£4.4	£2.8	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£72.4
Other out of centre	£9.9	£5.3	£5.6	£4.5	£3.8	£3.4	£2.4	£5.6	£3.1	£2.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£45.9
Milford Haven Town Centre	£0.2	£0.3	£0.6	£11.7	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£13.1
Havens Head Retail Park	£0.0	£0.4	£0.0	£3.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£4.0
Other out of centre	£0.0	£0.1	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6
Pembroke Town Centre	£0.0	£0.0	£0.0	£0.0	£3.1	£0.2	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£3.7
Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Pembroke Dock Town Centre	£0.2	£0.0	£0.0	£2.0	£28.6	£6.5	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£37.9
Out of Centre	£0.1	£0.0	£0.0	£0.7	£5.4	£6.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£12.5
Fishguard	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.1	£7.5	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.5
Narberth	£0.2	£0.1	£0.0	£0.1	£0.3	£0.8	£4.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.9
Newport	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7
Saundersfoot	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£1.5
St Davids	£0.1	£0.5	£2.3	£0.0	£0.0	£0.5	£0.0	£0.5	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£4.3
Tenby	£0.0	£0.0	£0.0	£0.0	£0.4	£22.7	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£23.8
Other - Pembrokeshire	£0.4	£0.6	£0.8	£3.4	£0.8	£3.8	£1.8	£1.0	£1.7	£2.8	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£17.5
SUB-TOTAL PEMBROKESHIRE	**£48.3**	**£27.3**	**£52.0**	**£66.6**	**£69.5**	**£61.7**	**£28.2**	**£53.3**	**£13.8**	**£7.5**	**£0.5**	**£0.3**	**£0.1**	**£0.3**	**£0.3**	**£0.8**	**£430.5**
CEREDIGION COUNTY																	
Aberystwyth Town Centre	£0.1	£0.2	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.1	£3.8	£19.0	£32.4	£41.7	£55.1	£154.2
Parc Y Llyn Retail Park	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.3	£4.0	£2.5	£3.7	£4.3	£15.3
Other out of centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£1.3	£2.5	£2.6	£2.9	£10.0
Cardigan Town Centre	£0.0	£0.1	£0.0	£0.0	£0.0	£1.4	£1.0	£0.2	£3.1	£33.1	£4.9	£0.3	£0.8	£0.0	£0.0	£0.1	£45.1
Out of centre	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.6	£2.1	£1.0	£0.0	£0.1	£0.0	£0.0	£0.0	£4.2
Aberaeron	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£2.1	£4.7	£0.2	£0.0	£0.1	£8.6
Lampeter	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6	£22.0	£0.7	£3.3	£0.2	£0.2	£29.5
Tregaron	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£1.1	£0.0	£0.0	£1.6
Llandysul	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.2	£0.1	£0.1	£0.0	£0.0	£0.0	£6.4
Other - Ceredigion	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.1	£2.6	£0.0	£0.2	£0.1	£0.2	£0.3	£8.7
SUB-TOTAL: CEREDIGION	**£0.5**	**£0.4**	**£0.7**	**£0.5**	**£0.2**	**£1.4**	**£1.1**	**£0.2**	**£3.9**	**£40.8**	**£20.1**	**£29.1**	**£31.2**	**£42.1**	**£48.5**	**£63.0**	**£283.6**
OUTSIDE OF STUDY AREA																	
Carmarthen	£4.3	£2.5	£1.2	£3.3	£8.3	£19.5	£18.8	£2.7	£3.7	£44.3	£34.0	£25.1	£8.0	£3.1	£2.7	£4.5	£186.2
Cardiff	£1.1	£0.6	£1.8	£2.3	£2.0	£1.5	£2.3	£0.5	£1.0	£0.9	£0.7	£0.5	£0.8	£1.1	£2.8	£3.0	£23.1
Swansea	£2.1	£0.6	£0.7	£3.5	£3.4	£1.6	£0.7	£0.3	£0.2	£1.0	£0.2	£0.4	£0.4	£0.6	£0.6	£0.5	£16.8
Llanelli	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.1	£0.2	£0.1	£0.0	£0.1	£1.6
London	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£1.0
All other	£0.2	£0.4	£0.8	£0.6	£0.8	£2.5	£0.4	£0.7	£0.5	£2.3	£0.6	£1.6	£0.7	£1.0	£2.4	£7.4	£22.7
SUB-TOTAL: OUTSIDE STUDY AREA	**£7.7**	**£4.1**	**£4.7**	**£9.9**	**£14.7**	**£25.1**	**£22.4**	**£4.3**	**£5.7**	**£49.4**	**£35.5**	**£27.7**	**£10.2**	**£5.9**	**£8.6**	**£15.5**	**£251.4**
TOTAL MARKET SHARE	£56.5	£31.9	£57.3	£77.0	£84.5	£88.1	£51.7	£57.8	£23.3	£97.7	£56.1	£57.0	£41.5	£48.3	£57.4	£79.3	£965.4

TABLE 7: ESTIMATED 'INFLOW' (TRADE DRAW) FROM OUTSIDE STUDY AREA & TOTAL FORECAST TURNOVERS

	Turnover from Study Area (£m)					from Residents Outside of Study		Inflow from Tourists		Total Inflow		Turnover from Residents in the Study Area and Beyond (£m)				
	2016	2021	2026	2031	2036	(£m)	(%)	(£m)	(%)	(£m)	(%)	2016	2021	2026	2031	2036
Haversford West Town Centre	£101.9	£110.5	£128.1	£149.0	£172.5			£15.6	15.3%	£15.6	15.3%	£117.5	£127.3	£147.6	£171.8	£198.8
Haversford West Out of Centre	£71.8	£77.8	£90.3	£105.1	£121.7							£71.8	£77.8	£90.3	£105.1	£121.7
Milford Haven Town Centre	£7.8	£8.4	£9.7	£11.3	£13.1			£4.3	55.3%	£4.3	55.3%	£12.0	£13.1	£15.1	£17.6	£20.4
Milford Haven Out of Centre	£3.3	£3.6	£4.2	£4.8	£5.6							£3.3	£3.6	£4.2	£4.8	£5.6
Pembroke Town Centre	£2.2	£2.4	£2.8	£3.2	£3.7			£5.4	244.0%	£5.4	244.0%	£7.6	£8.2	£9.5	£11.1	£12.8
Pembroke Out of Centre	£0.2	£0.2	£0.2	£0.2	£0.3							£0.2	£0.2	£0.2	£0.2	£0.3
Pembroke Dock Town Centre	£22.4	£24.3	£28.1	£32.7	£37.9			£5.4	23.9%	£5.4	23.9%	£27.7	£30.1	£34.9	£40.5	£46.9
Pembroke Dock Out of Centre	£7.4	£8.0	£9.3	£10.8	£12.5							£7.4	£8.0	£9.3	£10.8	£12.5
Fishguard	£5.0	£5.4	£6.3	£7.3	£8.5			£5.0	99.2%	£5.0	99.2%	£10.0	£10.8	£12.5	£14.6	£16.9
Narberth	£3.5	£3.8	£4.4	£5.1	£5.9			£3.0	86.7%	£3.0	86.7%	£6.5	£7.1	£8.2	£9.5	£11.0
Newport	£1.0	£1.1	£1.3	£1.5	£1.7			£2.2	218.2%	£2.2	218.2%	£3.2	£3.5	£4.0	£4.7	£5.4
Saundersfood	£0.9	£1.0	£1.1	£1.3	£1.5			£6.4	708.1%	£6.4	708.1%	£7.2	£7.9	£9.1	£10.6	£12.3
St Davids	£2.5	£2.8	£3.2	£3.7	£4.3			£7.6	298.6%	£7.6	298.6%	£10.1	£11.0	£12.8	£14.9	£17.3
Tenby	£14.1	£15.3	£17.7	£20.6	£23.8			£17.5	124.0%	£17.5	124.0%	£31.5	£34.2	£39.6	£46.1	£53.3
Other Pembrokeshire	£10.3	£11.2	£13.0	£15.1	£17.5							£10.3	£11.2	£13.0	£15.1	£17.5
Total Pembrokeshire County	£254.2	£275.6	£319.6	£371.9	£430.5			£72.2	28.4%			£326	£353.8	£410.3	£477.4	£552.7
Aberystwyth Town Centre	£84.6	£92.8	£109.4	£129.9	£154.2	£1.8	2.1%	£20.7	24.4%	£22.5	26.6%	£107.1	£117.5	£138.4	£164.5	£195.1
Aberystwyth Out of Centre	£13.9	£15.3	£18.0	£21.4	£25.4	£0.3	2.2%			£0.3	2.2%	£14.2	£15.6	£18.4	£21.9	£25.9
Cardigan Town Centre	£25.5	£27.8	£32.6	£38.4	£45.1			£12.7	49.9%	£12.7	49.9%	£38.2	£41.7	£48.8	£57.5	£67.5
Cardigan Out of Centre	£2.4	£2.6	£3.0	£3.6	£4.2							£2.4	£2.6	£3.0	£3.6	£4.2
Aberaeron	£4.7	£5.2	£6.1	£7.3	£8.6			£2.8	58.7%	£2.8	58.7%	£7.5	£8.2	£9.7	£11.5	£13.6
Lampeter	£16.3	£17.9	£21.0	£24.9	£29.5	£2.1	12.9%	£5.1	31.0%	£7.2	43.8%	£23.5	£25.7	£30.3	£35.8	£42.4
Tregaron	£0.9	£1.0	£1.2	£1.4	£1.6			£1.0	108.8%	£1.0	108.8%	£1.9	£2.1	£2.4	£2.9	£3.4
Llandysul	£3.6	£3.9	£4.5	£5.4	£6.4			£0.9	23.8%	£0.9	23.8%	£4.4	£4.8	£5.7	£6.7	£7.9
Other Ceredigion	£4.9	£5.3	£6.3	£7.4	£8.7							£4.9	£5.3	£6.3	£7.4	£8.7
Total Ceredigion County	£156.9	£171.9	£202.2	£239.7	£283.6			£43.1	27.5%			£204.2	£223.6	£263.0	£311.8	£368.8
TOTAL STUDY AREA	£411.2	£447.5	£521.8	£611.5	£714.1			£115.3	28.0%			£530.6	£577.4	£673.3	£789.2	£921.5

'Inflow' (trade draw) represents the potential expenditure from commuters, tourists and visitors to shops and stores in Pembrokeshire and Ceredigion who live outside the defined study area (i.e. beyond Zones 1-16).

TABLE 8: ESTIMATED PROPORTION OF BULKY GOODS TURNOVER AS A PERCENTAGE OF ALL COMPARISON GOODS

	% Bulky Goods from All Comparison Goods	2016	2021	2026	2031	2036
Haverfordwest Town Centre	26%	£30.2	£32.8	£38.0	£44.2	£51.1
Haverfordwest Out of Centre	34%	£24.5	£26.5	£30.8	£35.8	£41.5
Milford Haven Town Centre	15%	£1.77	£1.9	£2.2	£2.6	£3.0
Milford Haven Out of Centre	10%	£0.33	£0.4	£0.4	£0.5	£0.6
Pembroke Town Centre	28%	£2.12	£2.3	£2.7	£3.1	£3.6
Pembroke Out of Centre	37%	£0.06	£0.1	£0.1	£0.1	£0.1
Pembroke Dock Town Centre	29%	£7.98	£8.6	£10.0	£11.7	£13.5
Pembroke Dock Out of Centre	29%	£2.14	£2.3	£2.7	£3.1	£3.6
Fishguard	23%	£2.31	£2.5	£2.9	£3.4	£3.9
Narberth	16%	£1.01	£1.1	£1.3	£1.5	£1.7
Newport	16%	£0.52	£0.6	£0.7	£0.8	£0.9
Saundersfood	35%	£2.57	£2.8	£3.2	£3.8	£4.4
St Davids	53%	£5.40	£5.9	£6.8	£7.9	£9.2
Tenby	29%	£9.11	£9.9	£11.4	£13.3	£15.4
Other Pembrokeshire	49%	£5.08	£5.5	£6.4	£7.5	£8.7
Total Pembrokeshire County		£95.1	£103.1	£119.6	£139.2	£161.1
Aberystwyth Town Centre	23%	£24.34	£26.7	£31.5	£37.4	£44.3
Aberystwyth Out of Centre	55%	£7.89	£8.7	£10.2	£12.1	£14.4
Cardigan Town Centre	24%	£9.31	£10.2	£11.9	£14.0	£16.4
Cardigan Out of Centre	58%	£1.37	£1.5	£1.8	£2.1	£2.4
Aberaeron	26%	£1.95	£2.1	£2.5	£3.0	£3.5
Lampeter	41%	£9.57	£10.5	£12.3	£14.6	£17.3
Tregaron	14%	£0.26	£0.3	£0.3	£0.4	£0.5
Llandysul	31%	£1.38	£1.5	£1.8	£2.1	£2.5
Other Ceredigion	32%	£1.58	£1.7	£2.0	£2.4	£2.8
Total Ceredigion County		£57.67	£63.15	£74.27	£88.02	£104.12
TOTAL:		£152.8	£166.3	£193.8	£227.2	£265.2

Carter Jonas

APPENDIX 7: COMMITTED RETAIL DEVELOPMENT

TABLE 1: COMMITTED CONVENIENCE GOODS FLOORSPACE

	Scheme	Location	Centre	Planning ref.	Floorspace (sqm)		Sales Density 2016 (£ per	Turnover (£m)				
					Gross	Net Sales		2016	2021	2026	2031	2036
PEMBROKESHIRE COUNTY												
1	Sainsbury's foodstore	Slade Lane	Haverfordwest Out of Centre	12/0830/PA	-	3,350	£13,100	£43.9	£43.5	£43.6	£43.8	£44.0
2	Extension to existing Lidl foodstore	Perrots Road	Haverfordwest Out of Centre	16/0376/PA	-	440	£3,900	£1.7	£1.7	£1.7	£1.7	£1.7
3	Mixed-use development - foodstore	Milford Haven Marina	Milford Haven	14/0158/PA	2,471	1,730	£12,200	£21.1	£20.9	£21.0	£21.1	£21.2
4	Aldi foodstore	London Road	Pembroke Dock	15/0570/PA	1,263	1,010	£8,100	£8.2	£8.1	£8.1	£8.2	£8.2
5	Convenience store	Narberth school site	Narberth	14/0724/PA	372	260	£12,200	£3.2	£3.2	£3.2	£3.2	£3.2
CEREDIGION COUNTY												
6	Aldi foodstore	Park Avenue	Aberystwyth	A090312	1,351	878	£8,100	£7.1	£7.1	£7.1	£7.1	£7.1
7	Marks and Spencer - foodhall	Mill Street car park	Aberystwyth	A130640	-	650	£5,971	£3.9	£3.9	£3.9	£3.9	£3.9
8	Tesco Extra	Mill Street car park	Aberystwyth	A130640	-	2,495	£11,500	£28.7	£28.5	£28.5	£28.6	£28.8
9	Sainsbury's foodstore	Land at Bathhouse Farm	Cardigan Out of Centre	A100717	2,601	1,561	£12,200	£19.0	£18.9	£18.9	£19.0	£19.1
TOTAL						**7,651**		**£133.6**	**£132.5**	**£132.7**	**£133.3**	**£134.0**

TABLE 2: COMMITTED COMPARISON GOODS FLOORSPACE

	Scheme	Location	Centre	Planning ref.	Floorspace (sqm)		Sales Density 2016 (£ per	Turnover (£m)				
					Gross	Net Sales		2016	2021	2026	2031	2036
PEMBROKESHIRE COUNTY												
1	Sainsbury's foodstore	Slade Lane	Haverfordwest Out of Centre	12/0830/PA	-	2,230	£6,000	£13.4	£13.3	£13.3	£13.4	£13.4
2	Extension to existing Lidl foodstore	Perrots Road	Haverfordwest Out of Centre	16/0376/PA	-	111	£3,000	£0.3	£0.3	£0.3	£0.3	£0.3
3	Mezzaine floorspace, Pets at Home	Unit D, Springfield Retail Park	Haverfordwest Out of Centre	14/1105/PA	238	238	£1,100	£0.3	£0.3	£0.3	£0.4	£0.4
4	Mixed-use development - foodstore	Milford Haven Marina	Milford Haven	14/0158/PA	1,059	741	£5,500	£4.1	£4.0	£4.0	£4.1	£4.1
5	Aldi foodstore	London Road	Pembroke Dock	15/0570/PA	541	433	£3,500	£1.5	£1.5	£1.5	£1.5	£1.5
6	New retail units	Narberth school site	Narberth	14/0724/PA	758	531	£4,000	£2.1	£2.1	£2.1	£2.1	£2.1
PEMROKESHIRE COAST NATIONAL PARK												
7	New retail unit	Saundersfoot Harbour	Saundersfoot	NP/16/0170	196	137	£4,000	£0.5	£0.6	£0.7	£0.8	£0.8
8	New retail units	St Catherine's Island	Tenby	NP/15/0085	500	350	£4,000	£1.4	£1.5	£1.7	£1.9	£2.1
CEREDIGION COUNTY												
9	Aldi foodstore	Park Avenue	Aberystwyth	A090312	150	98	£3,500	£0.3	£0.3	£0.3	£0.3	£0.3
10	Marks and Spencer department store	Mill Street car park	Aberystwyth	A130640	-	2,564	£6,000	£15.4	£15.3	£15.3	£15.4	£15.4
11	Tesco Extra (associated comparison floorspace)	Mill Street car park	Aberystwyth	A130640	-	1,048	£6,000	£6.3	£6.2	£6.2	£6.3	£6.3
12	Sainsbury's Foodstore (associated comparison floorspace)	Land at Bathhouse Farm	Cardigan	A100717	1,115	669	£6,000	£4.0	£4.0	£4.0	£4.0	£4.0
13	New retail units (x 3)	Land at Bathhouse Farm	Cardigan	A100717	2,520	1,764	£4,000	£7.1	£7.7	£8.7	£9.6	£10.8
TOTAL					**-**	**10,914**		**£54.6**	**£55.1**	**£56.4**	**£57.9**	**£59.6**

**APPENDIX 8A: FORECAST CONVENIENCE GOODS CAPACITY –
PEMBROKESHIRE COUNTY & PEMBROKESHIRE COAST NATIONAL
PARK**

TABLE 1: **PEMBROKESHIRE COUNTY - CONVENIENCE GOODS CAPACITY ASSESSMENT**
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - PEMBROKESHIRE (£m):	£287.3	£284.4	£285.1	£285.4	£284.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - PEMBROKESHIRE (£m) [1]:	£287.3	£285.0	£285.3	£286.7	£288.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.6	-£0.1	-£1.3	-£3.9
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£74.3	£74.4	£74.7	£75.1
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**-£74.9**	**-£74.5**	**-£76.1**	**-£79.0**
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**					
	Option 1: **Foodstore Format**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,200	£12,103	£12,115	£12,175	£12,236
	(ii) Net Floorspace Capacity (sq m):	-	**-6,191**	**-6,150**	**-6,248**	**-6,457**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-8,844	-8,786	-8,926	-9,224
	Option 2: **Local Supermarket/ Deep Discounter Format**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,952	£5,958	£5,988	£6,018
	(ii) Net Floorspace Capacity (sq m):	-	**-12,588**	**-12,505**	**-12,704**	**-13,129**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-17,983	-17,865	-18,149	-18,756

STEP 1: The (survey-derived) 'current' turnovers assume constant market shares over the forecast period (derived from Table 4).

STEP 2: Assumed no growth in floorspace efficiency/ productivity over the forecast period.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.

STEP 4: The turnover of all known commitments has been derived from Table 1 Appendix 7. It is assumed for the purpose of this assessment that all commitments will be opened by 2021 and will have reached 'mature' trading conditions.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known commitments (Step 4).

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace

TABLE 2: **HAVERFORDWEST - CONVENIENCE GOODS CAPACITY ASSESSMENT**
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN HAVERFORDWEST (£m):	£126.0	£124.7	£125.0	£125.0	£124.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN HAVERFORDWEST (£m):	£126.0	£125.0	£125.1	£125.7	£126.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.3	-£0.1	-£0.7	-£1.9
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£45.2	£45.3	£45.5	£45.7
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**-£45.5**	**-£45.4**	**-£46.2**	**-£47.6**
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**					
	Option 1: **Foodstore Format**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,200	£12,103	£12,115	£12,175	£12,236
	(ii) Net Floorspace Capacity (sq m):	-	**-3,763**	**-3,748**	**-3,794**	**-3,890**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-5,375	-5,354	-5,420	-5,557
	Option 2: **Local Supermarket/ Deep Discounter Format**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,952	£5,958	£5,988	£6,018
	(ii) Net Floorspace Capacity (sq m):	-	**-7,651**	**-7,620**	**-7,714**	**-7,909**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-10,930	-10,886	-11,020	-11,298

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TABLE 3:   MILFORD HAVERN - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - MILDORD HAVEN (£m):	£26.5	£26.2	£26.3	£26.3	£26.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - MILFORD HAVEN (£m):	£26.5	£26.3	£26.3	£26.4	£26.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.1	£0.0	-£0.2	-£0.4
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£20.9	£21.0	£21.1	£21.2
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**-£21.0**	**-£21.0**	**-£21.2**	**-£21.6**
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**					
	Option 1: Foodstore Format					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,200	£12,103	£12,115	£12,175	£12,236
	(ii) Net Floorspace Capacity (sq m):	**-**	**-1,735**	**-1,732**	**-1,742**	**-1,763**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-2,479	-2,475	-2,489	-2,518
	Option 2: Local Supermarket/ Deep Discounter Format					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,952	£5,958	£5,988	£6,018
	(ii) Net Floorspace Capacity (sq m):	**-**	**-3,528**	**-3,522**	**-3,543**	**-3,584**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-5,040	-5,032	-5,061	-5,121

TABLE 4:   PEMBROKE TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - PEMBROKE (£m):	£2.2	£2.2	£2.2	£2.2	£2.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - PEMBROKE (£m):	£2.2	£2.2	£2.2	£2.2	£2.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**£0.0**	**£0.0**	**£0.0**	**£0.0**
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**					
	Option 1: Foodstore Format					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,200	£12,103	£12,115	£12,175	£12,236
	(ii) Net Floorspace Capacity (sq m):	**-**	**0**	**0**	**-1**	**-2**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-0	0	-1	-3
	Option 2: Local Supermarket/ Deep Discounter Format					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,952	£5,958	£5,988	£6,018
	(ii) Net Floorspace Capacity (sq m):	**-**	**-1**	**0**	**-1**	**-4**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1	0	-1	-6

TABLE 5: PEMBROKE DOCK - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - PEMBROKE DOCK (£m):	£66.4	£65.7	£65.9	£65.9	£65.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - PEMBROKE DOCK (£m):	£66.4	£65.9	£66.0	£66.3	£66.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.2	-£0.1	-£0.4	-£1.0
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£8.1	£8.1	£8.2	£8.2
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£8.3**	**-£8.2**	**-£8.5**	**-£9.2**
STEP 6:	FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:					
	Option 1: **Foodstore Format**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,200	£12,103	£12,115	£12,175	£12,236
	(ii) Net Floorspace Capacity (sq m):	**-**	**-684**	**-676**	**-701**	**-752**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-977	-966	-1,002	-1,075
	Option 2: **Local Supermarket/ Deep Discounter Format**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,952	£5,958	£5,988	£6,018
	(ii) Net Floorspace Capacity (sq m):	**-**	**-1,391**	**-1,375**	**-1,426**	**-1,529**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1,987	-1,965	-2,037	-2,185

TABLE 6: FISHGUARD - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - FISHGUARD (£m):	£10.8	£10.7	£10.7	£10.7	£10.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - FISHGUARD (£m):	£10.8	£10.7	£10.7	£10.7	£10.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.0	-£0.1	-£0.2
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**£0.0**	**£0.0**	**-£0.1**	**-£0.2**
STEP 6:	FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:					
	Option 1: **Foodstore Format**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,200	£12,103	£12,115	£12,175	£12,236
	(ii) Net Floorspace Capacity (sq m):	**-**	**-2**	**-1**	**-5**	**-13**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-3	-1	-7	-18
	Option 2: **Local Supermarket/ Deep Discounter Format**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,952	£5,958	£5,988	£6,018
	(ii) Net Floorspace Capacity (sq m):	**-**	**-4**	**-2**	**-10**	**-26**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-6	-2	-14	-37

TABLE 7:   NARBERTH - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - NARBERTH (£m):	£7.0	£6.9	£6.9	£6.9	£6.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - NARBERTH (£m):	£7.0	£6.9	£6.9	£6.9	£7.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.0	£0.0	-£0.1
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£3.2	£3.2	£3.2	£3.2
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£3.2**	**-£3.1**	**-£3.2**	**-£3.3**
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**					
	Option 1: Foodstore Format					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,200	£12,103	£12,115	£12,175	£12,236
	(ii) Net Floorspace Capacity (sq m):	**-**	**-261**	**-260**	**-261**	**-266**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-373	-371	-373	-379
	Option 2: Local Supermarket/ Deep Discounter Format					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,952	£5,958	£5,988	£6,018
	(ii) Net Floorspace Capacity (sq m):	**-**	**-531**	**-528**	**-531**	**-540**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-759	-754	-759	-772

TABLE 8:   NEWPORT - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - NEWPORT (£m):	£3.0	£2.9	£3.0	£3.0	£3.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - NEWPORT (£m):	£3.0	£2.9	£3.0	£3.0	£3.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**					
	Option 1: Foodstore Format					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,200	£12,103	£12,115	£12,175	£12,236
	(ii) Net Floorspace Capacity (sq m):	**-**	**0**	**1**	**1**	**-1**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-0	1	1	-1
	Option 2: Local Supermarket/ Deep Discounter Format					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,952	£5,958	£5,988	£6,018
	(ii) Net Floorspace Capacity (sq m):	**-**	**0**	**2**	**1**	**-1**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-0	3	2	-2

TABLE 9:   SAUNDERSFOOT - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - SAUNDERSFOOT (£m):	£2.0	£2.0	£2.1	£2.1	£2.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - SAUNDERSFOOT (£m):	£2.0	£2.0	£2.0	£2.0	£2.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**					
	Option 1: Foodstore Format					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,200	£12,103	£12,115	£12,175	£12,236
	(ii) Net Floorspace Capacity (sq m):	-	**0**	**1**	**2**	**2**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	0	2	3	3
	Option 2: Local Supermarket/ Deep Discounter Format					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,952	£5,958	£5,988	£6,018
	(ii) Net Floorspace Capacity (sq m):	-	**1**	**3**	**4**	**4**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		1	4	6	5

TABLE 10: ST DAVIDS - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - ST DAVIDS (£m):	£4.7	£4.6	£4.7	£4.7	£4.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - ST DAVIDS (£m):	£4.7	£4.6	£4.6	£4.7	£4.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
STEP 6:	FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:					
	Option 1: Foodstore Format					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,200	£12,103	£12,115	£12,175	£12,236
	(ii) Net Floorspace Capacity (sq m):	-	**0**	**1**	**1**	**-2**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-0	2	1	-2
	Option 2: Local Supermarket/ Deep Discounter Format					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,952	£5,958	£5,988	£6,018
	(ii) Net Floorspace Capacity (sq m):	-	**-1**	**2**	**1**	**-3**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1	4	2	-4

TABLE 11:   TENBY - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - TENBY (£m):	£15.6	£15.5	£15.5	£15.5	£15.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - TENBY (£m):	£15.6	£15.5	£15.5	£15.6	£15.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.0	-£0.1	-£0.2
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£0.0**	**£0.0**	**-£0.1**	**-£0.2**

STEP 6:   FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:

Option 1:   Foodstore Format

	2016	2021	2026	2031	2036
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,200	£12,103	£12,115	£12,175	£12,236
(ii) Net Floorspace Capacity (sq m):	-	-3	-1	-7	-19
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-5	-2	-10	-27

Option 2:   Local Supermarket/ Deep Discounter Format

	2016	2021	2026	2031	2036
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,952	£5,958	£5,988	£6,018
(ii) Net Floorspace Capacity (sq m):	-	-6	-3	-15	-39
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-9	-4	-21	-56

TABLE 12:   REST OF PEMBROKESHIRE COUNTY - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - REST OF COUNTY (£m):	£23.1	£22.9	£23.0	£23.1	£23.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - REST OF COUNTY (£m):	£23.1	£22.9	£23.0	£23.1	£23.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.0	£0.0	-£0.2
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**-£0.2**

STEP 6:   FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:

Option 1:   Foodstore Format

	2016	2021	2026	2031	2036
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,200	£12,103	£12,115	£12,175	£12,236
(ii) Net Floorspace Capacity (sq m):	-	-2	4	0	-13
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-3	6	-0	-18

Option 2:   Local Supermarket/ Deep Discounter Format

	2016	2021	2026	2031	2036
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,952	£5,958	£5,988	£6,018
(ii) Net Floorspace Capacity (sq m):	-	-4	8	-1	-26
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-6	11	-1	-37

TABLE 13: SUMMARY OF CONVENIENCE CAPACITY FOR PEMBROKESHIRE AND CENTRES

	Foodstore Format (sqm net)				Local Supermarket/ Deep Discount Format			
	2021	2026	2031	2036	2021	2026	2031	2036
Haverfordwest	-3,763	-3,748	-3,794	-3,890	-7,651	-7,620	-7,714	-7,909
Milford Haven	-1,735	-1,732	-1,742	-1,763	-3,528	-3,522	-3,543	-3,584
Pembroke	0	0	-1	-2	-1	0	-1	-4
Pembroke Dock	-684	-676	-701	-752	-1,391	-1,375	-1,426	-1,529
Fishguard	-2	-1	-5	-13	-4	-2	-10	-26
Narberth	-261	-260	-261	-266	-531	-528	-531	-540
Newport	0	1	1	-1	0	2	1	-1
Saundersfoot	0	1	2	2	1	3	4	4
St Davids	0	1	1	-2	-1	2	1	-3
Tenby	-3	-1	-7	-19	-6	-3	-15	-39
Other	-2	4	0	-13	-4	8	-1	-26
Total	**-6,191**	**-6,150**	**-6,248**	**-6,457**	**-12,588**	**-12,505**	**-12,704**	**-13,129**

APPENDIX 8B: ALTERNATIVE FORECAST CONVENIENCE GOODS CAPACITY – PEMBROKESHIRE COUNTY & PEMBROKESHIRE COAST NATIONAL PARK

South Wales Regional Retail Study 2016
Pembrokeshire - Summary Forecast Convenience Capacity - 2011 Based Population Forecasts

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2011-BASED POPULATION PROJECTIONS - SUMMARY CAPACITY FOR CONVENIENCE GOODS FLOORSPACE

	Foodstore Format (sqm net)				Local Supermarket/ Deep Discount Format (sqm net)			
	2021	2026	2031	2036	2021	2026	2031	2036
Haverfordwest	-3,677	-3,611	-3,619	-3,669	-7,477	-7,343	-7,360	-7,460
Milford Haven	-1,717	-1,703	-1,705	-1,716	-3,491	-3,464	-3,468	-3,489
Pembroke	1	2	2	1	2	5	5	3
Pembroke Dock	-639	-605	-609	-636	-1,299	-1,229	-1,239	-1,293
Fishguard	5	11	10	6	11	22	21	12
Narberth	-257	-253	-252	-254	-522	-514	-513	-517
Newport	2	3	4	3	3	7	8	6
Saundersfoot	1	3	3	3	2	6	7	6
St Davids	3	6	6	5	5	12	13	11
Tenby	7	16	14	8	15	32	29	17
Other	12	26	27	20	24	52	54	40
Total	**-5,998**	**-5,845**	**-5,860**	**-5,968**	**-12,197**	**-11,885**	**-11,914**	**-12,135**

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**APPENDIX 9A: FORECAST CONVENIENCE GOODS CAPACITY –
CEREDIGION COUNTY**

TABLE 1: CEREDIGION COUNTY - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - COUNTY WIDE (£m):	£224.6	£219.4	£222.5	£226.2	£229.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - COUNTY-WIDE (£m) [1]:	£224.6	£222.8	£223.1	£224.2	£225.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£3.5	-£0.5	£2.0	£4.3
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£58.7	£58.3	£58.3	£58.6	£58.9
STEP 5: **NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**-£61.7**	**-£58.8**	**-£56.6**	**-£54.6**
STEP 6: **FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**					
Option 1: **Foodstore Format**					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,200	£12,103	£12,115	£12,175	£12,236
(ii) Net Floorspace Capacity (sq m):	-	**-5,101**	**-4,857**	**-4,649**	**-4,464**
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-7,287	-6,939	-6,641	-6,377
Option 2: **Local Supermarket/ Deep Discounter Format**					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,952	£5,958	£5,988	£6,018
(ii) Net Floorspace Capacity (sq m):	-	**-10,371**	**-9,876**	**-9,453**	**-9,077**
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-14,816	-14,109	-13,504	-12,967

STEP 1: The (survey-derived) 'current' turnovers assume constant market shares over the forecast period (derived from Table 4).

STEP 2: Assumed no growth in floorspace efficiency/ productivity over the forecast period.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.

STEP 4: The turnover of all known commitments has been derived from Table 9. It is assumed for the purpose of this assessment that all commitments will be opened by 2021 and will have reached 'mature' trading conditions

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known commitments (Step 4).

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

TABLE 2: ABERYSTWYTH - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN ABERYSTWYTH (£m):	£101.8	£99.3	£100.9	£102.9	£104.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN ABERYSTWYTH (£m):	£101.8	£101.0	£101.1	£101.6	£102.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£1.7	-£0.1	£1.3	£2.7
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£39.4	£39.4	£39.6	£39.8
STEP 5: **NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**-£41.1**	**-£39.5**	**-£38.3**	**-£37.1**
STEP 6: **FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**					
Option 1: **Foodstore Format**					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,200	£12,103	£12,115	£12,175	£12,236
(ii) Net Floorspace Capacity (sq m):	-	**-3,392**	**-3,264**	**-3,146**	**-3,034**
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-4,846	-4,663	-4,494	-4,334
Option 2: **Local Supermarket/ Deep Discounter Format**					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,952	£5,958	£5,988	£6,018
(ii) Net Floorspace Capacity (sq m):	-	**-6,897**	**-6,637**	**-6,397**	**-6,169**
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-9,854	-9,481	-9,138	-8,813

TABLE 3: CARDIGAN - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - CARDIGAN (£m):	£68.1	£66.8	£67.5	£68.3	£69.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - CARDIGAN (£m):	£68.1	£67.6	£67.7	£68.0	£68.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.8	-£0.1	£0.3	£0.6
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£18.9	£18.9	£19.0	£19.1
STEP 5: **NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**-£19.7**	**-£19.0**	**-£18.7**	**-£18.5**
STEP 6: FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:					
Option 1: Foodstore Format					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,200	£12,103	£12,115	£12,175	£12,236
(ii) Net Floorspace Capacity (sq m):	-	-1,627	-1,572	-1,534	-1,508
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-2,324	-2,246	-2,192	-2,154
Option 2: Local Supermarket/ Deep Discounter Format					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,952	£5,958	£5,988	£6,018
(ii) Net Floorspace Capacity (sq m):	-	-3,308	-3,197	-3,119	-3,066
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-4,726	-4,567	-4,456	-4,380

TABLE 4: ABERAERON - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - ABERAERON (£m):	£5.5	£5.4	£5.5	£5.6	£5.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - ABERAERON (£m):	£5.5	£5.5	£5.5	£5.5	£5.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.0	£0.1	£0.2
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: **NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**£0.0**	**£0.0**	**£0.1**	**£0.2**
STEP 6: FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:					
Option 1: Foodstore Format					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,200	£12,103	£12,115	£12,175	£12,236
(ii) Net Floorspace Capacity (sq m):	-	-4	3	9	15
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-5	4	13	21
Option 2: Local Supermarket/ Deep Discounter Format					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,952	£5,958	£5,988	£6,018
(ii) Net Floorspace Capacity (sq m):	-	-8	6	19	30
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-11	9	27	44

TABLE 5: LAMPETER - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - LAMPETER (£m):	£32.0	£31.0	£31.5	£32.0	£32.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - LAMPETER (£m):	£32.0	£31.8	£31.8	£32.0	£32.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.8	-£0.4	£0.0	£0.3
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: **NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£0.8**	**-£0.4**	**£0.0**	**£0.3**
STEP 6: FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:					
Option 1: **Foodstore Format**					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,200	£12,103	£12,115	£12,175	£12,236
(ii) Net Floorspace Capacity (sq m):	-	-65	-30	1	27
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-92	-42	1	39
Option 2: **Local Supermarket/ Deep Discounter Format**					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,952	£5,958	£5,988	£6,018
(ii) Net Floorspace Capacity (sq m):	-	-131	-60	1	55
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-187	-86	2	79

TABLE 6: TREGARON - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - TREGARON (£m):	£1.4	£1.4	£1.4	£1.4	£1.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - TREGARON (£m):	£1.4	£1.4	£1.4	£1.4	£1.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: **NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**£0.0**	**£0.0**	**£0.0**	**£0.0**
STEP 6: **FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**					
Option 1: **Foodstore Format**					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,200	£12,103	£12,115	£12,175	£12,236
(ii) Net Floorspace Capacity (sq m):	-	-1	1	2	4
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-1	1	4	6
Option 2: **Local Supermarket/ Deep Discounter Format**					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,952	£5,958	£5,988	£6,018
(ii) Net Floorspace Capacity (sq m):	-	-2	2	5	8
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-3	3	7	12

TABLE 7: LLANDYSUL - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - LLANDYSUL (£m):	£4.2	£4.1	£4.2	£4.2	£4.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - LLANDYSUL (£m):	£4.2	£4.2	£4.2	£4.2	£4.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.0	£0.0	£0.1
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: **NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**£0.0**	**£0.0**	**£0.0**	**£0.1**
STEP 6: **FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**					
Option 1: **Foodstore Format**					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,200	£12,103	£12,115	£12,175	£12,236
(ii) Net Floorspace Capacity (sq m):	-	-4	1	4	6
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-5	1	5	9
Option 2: **Local Supermarket/ Deep Discounter Format**					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,952	£5,958	£5,988	£6,018
(ii) Net Floorspace Capacity (sq m):	-	-7	1	8	13
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-10	2	11	19

TABLE 8: REST OF CEREDIGION COUNTY - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - REST OF CEREDIGION (£m):	£11.6	£11.4	£11.5	£11.7	£11.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - REST OF CEREDIGION (£m):	£11.6	£11.5	£11.5	£11.5	£11.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.1	£0.1	£0.2	£0.3
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: **NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£0.1**	**£0.1**	**£0.2**	**£0.3**
STEP 6: **FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**					
Option 1: **Foodstore Format**					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,200	£12,103	£12,115	£12,175	£12,236
(ii) Net Floorspace Capacity (sq m):	-	-9	4	15	25
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-12	6	22	36
Option 2: **Local Supermarket/ Deep Discounter Format**					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£5,952	£5,958	£5,988	£6,018
(ii) Net Floorspace Capacity (sq m):	-	-18	8	31	51
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-25	12	44	73

TABLE 9: SUMMARY OF CONVENIENCE CAPACITY FOR CEREDIGION COUNTY AND CENTRES

	Foodstore Format (sqm net)				Local Supermarket/ Deep Discount Format (sqm net)			
	2021	2026	2031	2036	2021	2026	2031	2036
Aberystwyth	-3,392	-3,264	-3,146	-3,034	-6,897	-6,637	-6,397	-6,169
Cardigan	-1,627	-1,572	-1,534	-1,508	-3,308	-3,197	-3,119	-3,066
Aberaeron	-4	3	9	15	-8	6	19	30
Lampeter	-65	-30	1	27	-131	-60	1	55
Tregaron	-1	1	2	4	-2	2	5	8
Llandysul	-4	1	4	6	-7	1	8	13
Rest of County	-9	4	15	25	-18	8	31	51
Total	-5,101	-4,857	-4,649	-4,464	-10,371	-9,876	-9,453	-9,077

**APPENDIX 9B: FORECAST CONVENIENCE GOODS CAPACITY –
CEREDIGION COUNTY**

South Wales Regional Retail Study 2016
Ceredigion County - Forecast Convenience Capacity - 2011 Based Population Projections

Carter Jonas

2011-BASED POPULATION PROJECTIONS - SUMMARY CAPACITY FOR CONVENIENCE GOODS FLOORSPACE

	Foodstore Format (sqm net)				Local Supermarket/ Deep Discount Format (sqm net)			
	2021	2026	2031	2036	2021	2026	2031	2036
Aberystwyth	-3,419	-3,327	-3,270	-3,242	-6,952	-6,766	-6,650	-6,593
Cardigan	-1,617	-1,559	-1,528	-1,516	-3,287	-3,169	-3,107	-3,083
Aberaeron	-5	0	4	5	-10	1	8	11
Lampeter	-63	-30	-8	5	-129	-61	-16	11
Tregaron	-1	0	1	1	-3	0	2	2
Llandysul	-3	2	5	7	-5	4	10	14
Rest of County	-10	1	8	11	-20	2	16	23
Total	-5,117	-4,912	-4,789	-4,728	-10,405	-9,989	-9,738	-9,614

**APPENDIX 10A: FORECAST COMPARISON GOODS CAPACITY –
PEMBROKESHIRE COUNTY & PEMBROKESHIRE COAST NATIONAL
PARK**

TABLE 1: PEMBROKESHIRE COUNTY & PEMBROKESHIRE COAST NATIONAL PARK - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - PEMBROKESHIRE (£m):	£326.4	£353.8	£410.3	£477.4	£552.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - PEMBROKESHIRE (£m)[1]:	£326.4	£358.2	£400.2	£446.2	£497.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£4.4	£10.1	£31.2	£55.2
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£23.7	£24.0	£24.4	£24.9
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**-£28.1**	**-£13.9**	**£6.8**	**£30.3**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE**:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£4,000	£4,390	£4,904	£5,468	£6,097
	(ii) Net Floorspace Capacity (sq m):	-	**-6,408**	**-2,837**	**1,244**	**4,973**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-9,154	-4,053	1,778	7,104

STEP 1: The (survey-derived) 'current' turnovers assume constant market shares over the forecast period (derived from Table 4).

STEP 2: An allowance has been made for the growth in 'productivity' ('efficiency') of all existing and new comparison goods floorspace. This scenario assumes 'changing floorspace' efficiency growth identify by Experian Business Strategies in Figure 4b of their Retail Planner Briefing Note.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.

STEP 4: The turnover of all known commitments has been derived from Table 2 Appendix 7. It is assumed for the purpose of this assessment that all commitments will be opened by 2021 and will have reached 'mature' trading conditions.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known commitments (Step 4).

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

TABLE 1B: PEMBROKESHIRE COUNTY & PEMBROKESHIRE COAST NATIONAL PARK - BULKY GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF BULKY GOODS FLOORSPACE - PEMBROKESHIRE (£m):	£95.1	£103.1	£119.6	£139.2	£161.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF BULKLY GOODS FLOORSPACE - PEMBROKESHIRE (£m):	£95.1	£104.4	£116.6	£130.0	£145.0
STEP 3:	NET RESIDUAL BULKY GOODS EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£1.3	£3.0	£9.1	£16.1
STEP 4:	BULKY GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£8.1	£8.2	£8.4	£8.6
STEP 5:	**NET RESIDUAL BULKY GOODS EXPENDITURE AFTER COMMITMENTS:**	-	**-£9.4**	**-£5.3**	**£0.8**	**£7.6**
	FORECAST CAPACITY FOR NEW BULKY GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500	£3,841	£4,291	£4,785	£5,335
	(ii) Net Floorspace Capacity (sq m):	-	**-2,441**	**-1,225**	**158**	**1,422**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-3,487	-1,750	226	2,032

TABLE 2A: HAVERFORDWEST - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - HAVERFORDWEST (£m):	£189.3	£205.2	£237.9	£276.8	£320.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - HAVERFORDWEST (£m):	£189.3	£207.8	£232.1	£258.8	£288.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£2.6	£5.8	£18.1	£31.9
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£13.9	£13.9	£14.0	£14.2
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£16.5**	**-£8.1**	**£4.0**	**£17.8**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£4,000	£4,390	£4,904	£5,468	£6,097
	(ii) Net Floorspace Capacity (sq m):	**-**	**-3,753**	**-1,655**	**735**	**2,916**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-5,361	-2,364	1,050	4,165

TABLE 2B: HAVERFORDWEST - BULKY GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF BULKY GOODS FLOORSPACE - HAVERFORDWEST (£m):	£54.7	£59.3	£68.8	£80.0	£92.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF BULKLY GOODS FLOORSPACE - HAVERFORDWEST (£m):	£54.7	£60.1	£67.1	£74.8	£83.4
STEP 3:	NET RESIDUAL BULKY GOODS EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.7	£1.7	£5.2	£9.2
STEP 4:	TURNOVER OF ALL COMMITED BULKY GOODS FLOORSPACE (£m)	-	£4.8	£4.9	£4.9	£5.0
STEP 5:	**NET RESIDUAL BULKY GOODS EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£5.6**	**-£3.2**	**£0.3**	**£4.3**
STEP 6:	**FORECAST CAPACITY FOR NEW BULKY GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500	£3,841	£4,291	£4,785	£5,335
	(ii) Net Floorspace Capacity (sq m):	**-**	**-1,450**	**-740**	**64**	**797**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-2,071	-1,057	91	1,139

TABLE 3A: MILFORD HAVEN - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - MILFORD HAVEN (£m):	£15.4	£16.6	£19.3	£22.4	£26.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - MILFORD HAVEN (£m):	£15.4	£16.9	£18.8	£21.0	£23.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.2	£0.5	£1.5	£2.6
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£4.0	£4.0	£4.1	£4.1
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**		**-£4.3**	**-£3.6**	**-£2.6**	**-£1.5**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£4,000	£4,390	£4,904	£5,468	£6,097
	(ii) Net Floorspace Capacity (sq m):	**-**	**-970**	**-731**	**-479**	**-250**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-1,385	-1,044	-684	-357

TABLE 3B: MILFORD HAVEN - BULKY GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF BULKY GOODS FLOORSPACE - MILFORD HAVEN (£m):	£2.1	£2.3	£2.6	£3.1	£3.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF BULKLY GOODS FLOORSPACE - MILFORD HAVEN (£m):	£2.1	£2.3	£2.6	£2.9	£3.2
STEP 3:	NET RESIDUAL BULKY GOODS EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.1	£0.2	£0.4
STEP 4:	TURNOVER OF ALL COMMITED BULKY GOODS FLOORSPACE (£m)	-	£1.3	£1.3	£1.4	£1.4
STEP 5:	**NET RESIDUAL BULKY GOODS EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£1.4**	**-£1.3**	**-£1.2**	**-£1.0**
STEP 6:	**FORECAST CAPACITY FOR NEW BULKY GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500	£3,841	£4,291	£4,785	£5,335
	(ii) Net Floorspace Capacity (sq m):	**-**	**-359**	**-300**	**-242**	**-190**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-512	-428	-346	-271

TABLE 4A: PEMBROKE TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - PEMBROKE (£m):	£7.7	£8.4	£9.7	£11.3	£13.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - PEMBROKE (£m):	£7.7	£8.5	£9.5	£10.6	£11.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	£0.2	£0.7	£1.3
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£0.1**	**£0.2**	**£0.7**	**£1.3**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£4,000	£4,390	£4,904	£5,468	£6,097
	(ii) Net Floorspace Capacity (sq m):	**-**	**-24**	**50**	**137**	**217**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-34	71	196	310

TABLE 4B: PEMBROKE TOWN CENTRE - BULKY GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF BULKY GOODS FLOORSPACE - PEMBROKE(£m):	£2.2	£2.4	£2.7	£3.2	£3.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF BULKLY GOODS FLOORSPACE - PEMBROKE (£m):	£2.2	£2.4	£2.7	£3.0	£3.3
STEP 3:	NET RESIDUAL BULKY GOODS EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.1	£0.2	£0.4
STEP 4:	TURNOVER OF ALL COMMITED BULKY GOODS FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL BULKY GOODS EXPENDITURE AFTER COMMITMENTS:**	**-**	**£0.0**	**£0.1**	**£0.2**	**£0.4**
STEP 6:	**FORECAST CAPACITY FOR NEW BULKY GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500	£3,841	£4,291	£4,785	£5,335
	(ii) Net Floorspace Capacity (sq m):	**-**	**-8**	**16**	**44**	**70**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-11	23	63	100

TABLE 5A: PEMBROKE DOCK - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - PEMBROKE DOCK (£m):	£35.1	£38.1	£44.1	£51.3	£59.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - PEMBROKE DOCK (£m):	£35.1	£38.5	£43.1	£48.0	£53.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.5	£1.1	£3.3	£5.9
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£1.5	£1.5	£1.5	£1.5
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£2.0**	**-£0.4**	**£1.8**	**£4.3**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£4,000	£4,390	£4,904	£5,468	£6,097
	(ii) Net Floorspace Capacity (sq m):	**-**	**-453**	**-90**	**330**	**713**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-647	-128	471	1,018

TABLE 5B: PEMBROKE DOCK - BULKY GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF BULKY GOODS FLOORSPACE - PEMBROKE DOCK (£m):	£10.1	£11.0	£12.7	£14.8	£17.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF BULKLY GOODS FLOORSPACE - PEMBROKE DOCK (£m):	£10.1	£11.1	£12.4	£13.8	£15.4
STEP 3:	NET RESIDUAL BULKY GOODS EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	£0.3	£1.0	£1.7
STEP 4:	TURNOVER OF ALL COMMITED BULKY GOODS FLOORSPACE (£m)	-	£0.5	£0.5	£0.5	£0.5
STEP 5:	**NET RESIDUAL BULKY GOODS EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£0.6**	**-£0.2**	**£0.5**	**£1.2**
STEP 6:	**FORECAST CAPACITY FOR NEW BULKY GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500	£3,841	£4,291	£4,785	£5,335
	(ii) Net Floorspace Capacity (sq m):	**-**	**-167**	**-45**	**94**	**222**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-238	-65	135	317

TABLE 6A: FISHGUARD - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - FISHGUARD (£m):	£10.0	£10.8	£12.5	£14.6	£16.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - FISHGUARD (£m):	£10.0	£11.0	£12.2	£13.6	£15.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	£0.3	£0.9	£1.7
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£0.1**	**£0.3**	**£0.9**	**£1.7**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£4,000	£4,390	£4,904	£5,468	£6,097
	(ii) Net Floorspace Capacity (sq m):	**-**	**-31**	**62**	**172**	**273**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-45	88	246	391

TABLE 6B: FISHGUARD - BULKY GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF BULKY GOODS FLOORSPACE - FISHGUARD (£m):	£2.3	£2.5	£2.9	£3.4	£3.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF BULKLY GOODS FLOORSPACE - FISHGUARD (£m) :	£2.3	£2.5	£2.8	£3.2	£3.5
STEP 3:	NET RESIDUAL BULKY GOODS EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.1	£0.2	£0.4
STEP 4:	TURNOVER OF ALL COMMITED BULKY GOODS FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL BULKY GOODS EXPENDITURE AFTER COMMITMENTS:**	**-**	**£0.0**	**£0.1**	**£0.2**	**£0.4**
STEP 6:	**FORECAST CAPACITY FOR NEW BULKY GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500	£3,841	£4,291	£4,785	£5,335
	(ii) Net Floorspace Capacity (sq m):	-	-8	16	46	72
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-12	23	65	103

TABLE 7A: NARBERTH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - NARBERTH (£m): STEP	£6.5	£7.1	£8.2	£9.5	£11.0
2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - NARBERTH (£m):	£6.5	£7.2	£8.0	£8.9	£9.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.1	£0.2	£0.6	£1.1
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£2.1	£2.1	£2.1	£2.1
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**-£2.2**	**-£1.9**	**-£1.5**	**-£1.0**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£4,000	£4,390	£4,904	£5,468	£6,097
	(ii) Net Floorspace Capacity (sq m):	-	-500	-389	-274	-169
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-714	-556	-391	-242

TABLE 7B: NARBERTH - BULKY GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF BULKY GOODS FLOORSPACE - NARBERTH (£m):	£1.0	£1.1	£1.3	£1.5	£1.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF BULKLY GOODS FLOORSPACE - NARBERTH (£m):	£1.0	£1.1	£1.2	£1.4	£1.5
STEP 3:	NET RESIDUAL BULKY GOODS EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.1	£0.2
STEP 4:	TURNOVER OF ALL COMMITED BULKY GOODS FLOORSPACE (£m)	-	£0.7	£0.7	£0.7	£0.7
STEP 5:	**NET RESIDUAL BULKY GOODS EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£0.7**	**-£0.7**	**-£0.6**	**-£0.5**
STEP 6:	**FORECAST CAPACITY FOR NEW BULKY GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500	£3,841	£4,291	£4,785	£5,335
	(ii) Net Floorspace Capacity (sq m):	-	-186	-156	-127	-101
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-266	-224	-182	-144

TABLE 8A: NEWPORT - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - NEWPORT (£m):	£3.2	£3.5	£4.0	£4.7	£5.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - NEWPORT (£m):	£3.2	£3.5	£3.9	£4.4	£4.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.1	£0.3	£0.5
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£0.0**	**£0.1**	**£0.3**	**£0.5**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£4,000	£4,390	£4,904	£5,468	£6,097
	(ii) Net Floorspace Capacity (sq m):	-	-10	20	56	89
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-14	29	80	127

TABLE 8B: NEWPORT - BULKY GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF BULKY GOODS FLOORSPACE - NEWPORT (£m):	£0.5	£0.6	£0.7	£0.8	£0.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF BULKY GOODS FLOORSPACE - NEWPORT (£m):	£0.5	£0.6	£0.6	£0.7	£0.8
STEP 3:	NET RESIDUAL BULKY GOODS EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.0	£0.1	£0.1
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED BULKY GOODS FLOORSPACE (£m]	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL BULKY GOODS EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£0.0**	**£0.0**	**£0.1**	**£0.1**
STEP 6:	**FORECAST CAPACITY FOR NEW BULKY GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500	£3,841	£4,291	£4,785	£5,335
	(ii) Net Floorspace Capacity (sq m):	-	-2	4	10	17
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-3	5	15	24

TABLE 9A: SAUNDERSFOOT - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - SAUNDERSFOOT (£m):	£7.2	£7.9	£9.1	£10.6	£12.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - SAUNDERSFOOT (£m):	£7.2	£8.0	£8.9	£9.9	£11.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	£0.2	£0.7	£1.2
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.6	£0.7	£0.8	£0.8
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£0.7**	**-£0.4**	**£0.0**	**£0.4**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£4,000	£4,390	£4,904	£5,468	£6,097
	(ii) Net Floorspace Capacity (sq m):	-	-159	-90	-8	68
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-227	-129	-12	97

TABLE 9B: SAUNDERSFOOT - BULKY GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF BULKY GOODS FLOORSPACE - SAUNDERSFOOT (£m):	£2.6	£2.8	£3.2	£3.8	£4.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF BULKY GOODS FLOORSPACE - SAUNDERSFOOT (£m):	£2.6	£2.8	£3.1	£3.5	£3.9
STEP 3:	NET RESIDUAL BULKY GOODS EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.1	£0.2	£0.4
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED BULKY GOODS FLOORSPACE (£m]	-	£0.2	£0.2	£0.3	£0.3
STEP 5:	**NET RESIDUAL BULKY GOODS EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£0.2**	**-£0.1**	**£0.0**	**£0.2**
STEP 6:	**FORECAST CAPACITY FOR NEW BULKY GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500	£3,841	£4,291	£4,785	£5,335
	(ii) Net Floorspace Capacity (sq m):	-	-61	-33	0	31
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-87	-48	-0	44

TABLE 10A: ST DAVIDS - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - ST DAVIDS (£m):	£10.1	£11.0	£12.8	£14.9	£17.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - ST DAVIDS (£m):	£10.1	£11.1	£12.4	£13.9	£15.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.1	£0.3	£1.0	£1.8
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**-£0.1**	**£0.3**	**£1.0**	**£1.8**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£4,000	£4,390	£4,904	£5,468	£6,097
	(ii) Net Floorspace Capacity (sq m):	-	-30	68	185	293
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-43	97	264	419

TABLE 10B: ST DAVIDS - BULKY GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF BULKY GOODS FLOORSPACE - ST DAVIDS (£m):	£5.4	£5.9	£6.8	£7.9	£9.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF BULKY GOODS FLOORSPACE - ST DAVIDS (£m):	£5.4	£5.9	£6.6	£7.4	£8.2
STEP 3:	NET RESIDUAL BULKY GOODS EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	£0.2	£0.5	£1.0
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED BULKY GOODS FLOORSPACE (£m]	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL BULKY GOODS EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£0.1**	**£0.2**	**£0.5**	**£1.0**
STEP 6:	**FORECAST CAPACITY FOR NEW BULKY GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500	£3,841	£4,291	£4,785	£5,335
	(ii) Net Floorspace Capacity (sq m):	-	-18	41	113	178
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-26	59	161	255

TABLE 11A: TENBY - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - TENBY (£m):	£31.5	£34.2	£39.6	£46.1	£53.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - TENBY (£m):	£31.5	£34.6	£38.7	£43.1	£48.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.4	£1.0	£3.0	£5.3
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£1.5	£1.7	£1.9	£2.1
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£2.0**	**-£0.8**	**£1.1**	**£3.1**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£4,000	£4,390	£4,904	£5,468	£6,097
	(ii) Net Floorspace Capacity (sq m):	**-**	**-449**	**-155**	**195**	**515**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-642	-221	279	736

TABLE 11B: TENBY - BULKY GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF BULKY GOODS FLOORSPACE - TENBY (£m):	£9.1	£9.9	£11.4	£13.3	£15.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF BULKY GOODS FLOORSPACE - TENBY (£m):	£9.1	£10.0	£11.2	£12.5	£13.9
STEP 3:	NET RESIDUAL BULKY GOODS EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	£0.3	£0.9	£1.5
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED BULKY GOODS FLOORSPACE (£m)	-	£0.5	£0.6	£0.6	£0.7
STEP 5:	**NET RESIDUAL BULKY GOODS EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£0.6**	**-£0.3**	**£0.2**	**£0.8**
STEP 6:	**FORECAST CAPACITY FOR NEW BULKY GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500	£3,841	£4,291	£4,785	£5,335
	(ii) Net Floorspace Capacity (sq m):	**-**	**-166**	**-69**	**47**	**152**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-237	-98	67	218

TABLE 12A: REST OF PEMBROKESHIRE COUNTY - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - REST OF PEMBROKESHIRE (£m):	£10.3	£11.2	£13.0	£15.1	£17.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - REST OF PEMBROKESHIRE (£m):	£10.3	£11.3	£12.6	£14.0	£15.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.1	£0.4	£1.1	£1.9
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£0.1**	**£0.4**	**£1.1**	**£1.9**
STEP 6:	**FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£4,000	£4,390	£4,904	£5,468	£6,097
	(ii) Net Floorspace Capacity (sq m):	**-**	**-29**	**73**	**194**	**308**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-41	104	278	440

TABLE 12B: REST OF PEMBROKESHIRE COUNTY - BULKY GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2016	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF BULKY GOODS FLOORSPACE - REST OF PEMBROKESHIRE (£m):	£5.1	£5.5	£6.4	£7.5	£8.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF BULKY GOODS FLOORSPACE - REST OF PEMBROKESHIRE (£m):	£5.1	£5.6	£6.2	£6.9	£7.7
STEP 3:	NET RESIDUAL BULKY GOODS EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	£0.2	£0.5	£0.9
STEP 4:	COMPARISON GOODS TURNOVER OF ALL COMMITED BULKY GOODS FLOORSPACE (£m]	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL BULKY GOODS EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£0.1**	**£0.2**	**£0.5**	**£0.9**
STEP 6:	**FORECAST CAPACITY FOR NEW BULKY GOODS FLOORSPACE:**					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500	£3,841	£4,291	£4,785	£5,335
	(ii) Net Floorspace Capacity (sq m):	**-**	**-16**	**41**	**110**	**174**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-23	59	157	249

TABLE 13: SUMMARY CAPACITY FOR ALL FORECAST COMPARISON AND BULKY GOODS FLOORSPACE

	ALL COMPARISON GOODS (INCL BULKY GOODS) (sqm net)				BULKY GOODS FLOORSPACE (sqm net)			
	2021	2026	2031	2036	2021	2026	2031	2036
Haverfordwest	-3,753	-1,655	735	2,916	-1,450	-740	64	797
Milford Haven	-970	-731	-479	-250	-359	-300	-242	-190
Pembroke	-24	50	137	217	-8	16	44	70
Pembroke Dock	-453	-90	330	713	-167	-45	94	222
Fishguard	-31	62	172	273	-8	16	46	72
Narberth	-500	-389	-274	-169	-186	-156	-127	-101
Newport	-10	20	56	89	-2	4	10	17
Saundersfoot	-159	-90	-8	68	-61	-33	0	31
St Davids	-30	68	185	293	-18	41	113	178
Tenby	-449	-155	195	515	-166	-69	47	152
Rest of Pembrokeshire:	-29	73	194	308	-16	41	110	174
Total	**-6,408**	**-2,837**	**1,244**	**4,973**	**-2,441**	**-1,225**	**158**	**1,422**

APPENDIX 10B: FORECAST COMPARISON GOODS CAPACITY – PEMBROKESHIRE COUNTY & PEMBROKESHIRE COAST NATIONAL PARK

South West Wales Regional Retail Study 2016
Pembrokeshire - Forecast Comparison Capacity - 2011 Based Population Projections

Carter Jonas

2011-BASED POPULATION PROJECTIONS - SUMMARY CAPACITY FOR ALL FORECAST COMPARISON AND BULKY GOODS FLOORSPACE

	ALL COMPARISON GOODS (INCL BULKY GOODS) (sqm net)				BULKY GOODS FLOORSPACE (sqm net)			
	2021	2026	2031	2036	2021	2026	2031	2036
Haverfordwest	-3,369	-1,016	1,596	4,059	-1,323	-529	348	1,174
Milford Haven	-938	-678	-408	-156	-354	-291	-231	-175
Pembroke	-8	75	170	261	-3	24	55	84
Pembroke Dock	-381	30	492	929	-143	-6	148	293
Fishguard	-11	96	218	334	-3	25	58	88
Narberth	-486	-366	-243	-127	-184	-152	-122	-94
Newport	-3	31	70	108	-1	6	13	20
Saundersfoot	-145	-67	24	109	-55	-24	13	47
St Davids	-11	99	226	346	-7	60	137	210
Tenby	-384	-47	340	707	-145	-33	95	216
Rest of Borough:	-10	103	234	359	-6	58	132	203
Total	**-5,747**	**-1,741**	**2,720**	**6,929**	**-2,222**	**-862**	**645**	**2,067**

**APPENDIX 11A: FORECAST COMPARISON GOODS CAPACITY –
CEREDIGION COUNTY**

TABLE 1A: CEREDIGION COUNTY - ALL COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - PEMBROKESHIRE (£m):	£204.2	£223.6	£263.0	£311.8	£368.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - PEMBROKESHIRE (£m) [(1)]:	£204.2	£224.1	£250.4	£279.1	£311.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.5	£12.7	£32.6	£57.6
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£32.7	£33.2	£34.2	£35.3	£36.5
STEP 5: **NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	-	**-£33.7**	**-£21.5**	**-£2.7**	**£21.1**
STEP 6: **FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£4,000	£4,390	£4,904	£5,468	£6,097
(ii) Net Floorspace Capacity (sq m):	-	**-7,677**	**-4,382**	**-489**	**3,453**
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-10,968	-6,260	-698	4,933

STEP 1:   The (survey-derived) 'current' turnovers assume constant market shares over the forecast period (derived from Table 4).

STEP 2:   An allowance has been made for the growth in 'productivity' ('efficiency') of all existing and new comparison goods floorspace. This scenario assumes 'changing floorspace' efficiency growth identify by Experian Business Strategies in Figure 4b of their Retail Planner Briefing Note.

STEP 3:   The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.

STEP 4:   The turnover of all known commitments has been derived from Table 2 Appendix 7. It is assumed for the purpose of this assessment that all commitments will be opened by 2021 and will have reached 'mature' trading conditions.

STEP 5:   The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known commitments (Step 4).

STEP 6:   The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace.   It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

TABLE 1B: CEREDIGION COUNTY - BULKY GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF BULKY GOODS FLOORSPACE - PEMBROKESHIRE (£m):	£57.7	£63.2	£74.3	£88.0	£104.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL BULKY GOODS FLOORSPACE - PEMBROKESHIRE (£m):	£57.7	£63.3	£70.7	£78.8	£87.9
STEP 3: NET RESIDUAL BULKY GOODS EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.1	£3.6	£9.2	£16.2
STEP 4: TURNOVER OF ALL COMMITED BULKY GOODS FLOORSPACE (£m):		£11.1	£11.4	£11.8	£12.2
STEP 5: **NET RESIDUAL BULKY GOODS EXPENDITURE AFTER COMMITMENTS:**	-	**-£11.2**	**-£7.8**	**-£2.6**	**£4.1**
STEP 6: **FORECAST CAPACITY FOR NEW BULKY GOODS FLOORSPACE:**					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500	£3,841	£4,291	£4,785	£5,335
(ii) Net Floorspace Capacity (sq m):	-	**-2,919**	**-1,821**	**-537**	**760**
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-4,170	-2,602	-767	1,086

TABLE 2A: ABERYSTWYTH - ALL COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - ABERYSTWYTH (£m):	£121.4	£133.1	£156.8	£186.3	£221.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - ABERYSTWYTH (£m):	£121.4	£133.2	£148.8	£165.9	£185.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.1	£8.0	£20.4	£36.1
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£21.7	£21.5	£21.5	£21.6	£21.7
STEP 5: **NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-£21.7**	**-£21.6**	**-£13.5**	**-£1.2**	**£14.3**
STEP 6: **FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£4,000	£4,390	£4,904	£5,468	£6,097
(ii) Net Floorspace Capacity (sq m):	-	-4,922	-2,751	-222	2,348
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-7,031	-3,930	-317	3,355

TABLE 2B: ABERYSTWYTH - BULKY GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF BULKY GOODS FLOORSPACE - ABERYSTWYTH (£m):	£32.2	£35.3	£41.7	£49.5	£58.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL BULKY GOODS FLOORSPACE - ABERYSTWYTH (£m):	£32.2	£35.4	£39.5	£44.1	£49.1
STEP 3: NET RESIDUAL BULKY GOODS EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£2.1	£5.4	£9.6
STEP 4: TURNOVER OF ALL COMMITED BULKY GOODS FLOORSPACE (£m)	-	£7.2	£7.2	£7.2	£7.2
STEP 5: **NET RESIDUAL BULKY GOODS EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£7.2**	**-£5.0**	**-£1.8**	**£2.3**
STEP 6: **FORECAST CAPACITY FOR NEW BULKY GOODS FLOORSPACE:**					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500	£3,841	£4,291	£4,785	£5,335
(ii) Net Floorspace Capacity (sq m):	-	-1,873	-1,175	-374	435
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-2,676	-1,679	-535	622

TABLE 3A: CARDIGAN - ALL COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - CARDIGAN (£m):	£40.6	£44.3	£51.9	£61.1	£71.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - CARDIGAN (£m):	£40.6	£44.6	£49.8	£55.5	£61.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.3	£2.1	£5.6	£9.8
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£11.1	£11.7	£12.6	£13.7	£14.8
STEP 5: **NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-£11.1**	**-£12.0**	**-£10.6**	**-£8.1**	**-£5.0**
STEP 6: **FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£4,000	£4,390	£4,904	£5,468	£6,097
(ii) Net Floorspace Capacity (sq m):	-	-2,730	-2,154	-1,480	-815
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-3,899	-3,078	-2,114	-1,164

TABLE 3B: CARDIGAN - BULKY GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF BULKY GOODS FLOORSPACE - CARDIGAN (£m):	£10.7	£11.7	£13.6	£16.1	£18.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL BULKY GOODS FLOORSPACE - CARDIGAN (£m):	£10.7	£11.7	£13.1	£14.6	£16.3
STEP 3: NET RESIDUAL BULKY GOODS EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	£0.5	£1.5	£2.6
STEP 4: TURNOVER OF ALL COMMITED BULKY GOODS FLOORSPACE (£m)	-	£3.9	£4.2	£4.6	£4.9
STEP 5: **NET RESIDUAL BULKY GOODS EXPENDITURE AFTER COMMITMENTS:**	**-**	**-£4.0**	**-£3.7**	**-£3.1**	**-£2.3**
STEP 6: **FORECAST CAPACITY FOR NEW BULKY GOODS FLOORSPACE:**					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500	£3,841	£4,291	£4,785	£5,335
(ii) Net Floorspace Capacity (sq m):	**-**	**-1,035**	**-855**	**-646**	**-440**
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-1,479	-1,221	-923	-629

TABLE 4A: ABERAERON - ALL COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - ABERAERON (£m):	£7.5	£8.2	£9.7	£11.5	£13.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - ABERAERON (£m):	£7.5	£8.3	£9.2	£10.3	£11.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.5	£1.2	£2.2
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: **NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£0.0**	**£0.5**	**£1.2**	**£2.2**
STEP 6: **FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£4,000	£4,390	£4,904	£5,468	£6,097
(ii) Net Floorspace Capacity (sq m):	**-**	**-3**	**98**	**225**	**356**
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-4	140	321	509

TABLE 4B: ABERAERON - BULKY GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF BULKY GOODS FLOORSPACE - ABERAERON (£m):	£1.9	£2.1	£2.5	£3.0	£3.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF BULKY GOODS FLOORSPACE - ABERAERON (£m):	£1.9	£2.1	£2.4	£2.7	£3.0
STEP 3: NET RESIDUAL BULKY GOODS EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.1	£0.3	£0.6
STEP 4: TURNOVER OF ALL COMMITED BULKY GOODS FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: **NET RESIDUAL BULKY GOODS EXPENDITURE AFTER COMMITMENTS:**	**-**	**£0.0**	**£0.1**	**£0.3**	**£0.6**
STEP 6: **FORECAST CAPACITY FOR NEW BULKY GOODS FLOORSPACE:**					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500	£3,841	£4,291	£4,785	£5,335
(ii) Net Floorspace Capacity (sq m):	**-**	**-1**	**29**	**66**	**105**
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-1	41	95	150

TABLE 5A: LAMPETER - ALL COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - LAMPETER (£m):	£23.5	£25.7	£30.3	£35.8	£42.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - LAMPETER (£m):	£23.5	£25.8	£28.8	£32.1	£35.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.1	£1.4	£3.7	£6.5
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: **NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**-£0.1**	**£1.4**	**£3.7**	**£6.5**
STEP 6: **FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£4,000	£4,390	£4,904	£5,468	£6,097
(ii) Net Floorspace Capacity (sq m):	**-**	**-14**	**293**	**678**	**1,072**
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-20	419	968	1,532

TABLE 5B: LAMPETER - BULKY GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF BULKY GOODS FLOORSPACE - LAMPETER (£m):	£9.6	£10.5	£12.3	£14.6	£17.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF BULKY GOODS FLOORSPACE - LAMPETER (£m):	£9.6	£10.5	£11.7	£13.1	£14.6
STEP 3: NET RESIDUAL BULKY GOODS EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.6	£1.5	£2.7
STEP 4: TURNOVER OF ALL COMMITED BULKY GOODS FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: **NET RESIDUAL BULKY GOOD EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£0.0**	**£0.6**	**£1.5**	**£2.7**
STEP 6: **FORECAST CAPACITY FOR NEW BULKY GOODS FLOORSPACE:**					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500	£3,841	£4,291	£4,785	£5,335
(ii) Net Floorspace Capacity (sq m):	**-**	**-7**	**136**	**316**	**499**
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-9	195	451	713

TABLE 5A: TREGARON - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - TREGARON (£m):	£1.9	£2.1	£2.4	£2.9	£3.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - TREGARON (£m):	£1.9	£2.1	£2.3	£2.6	£2.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.1	£0.3	£0.5
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: **NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£0.0**	**£0.1**	**£0.3**	**£0.5**
STEP 6: **FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£4,000	£4,390	£4,904	£5,468	£6,097
(ii) Net Floorspace Capacity (sq m):	**-**	**-1**	**24**	**56**	**88**
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-1	35	80	126

TABLE 5B: TREGARON - BULKY GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF BULKY GOODS FLOORSPACE - TREGARON (£m):	£0.3	£0.3	£0.3	£0.4	£0.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF BULKY GOODS FLOORSPACE - TREGARON (£m):	£0.3	£0.3	£0.3	£0.4	£0.4
STEP 3: NET RESIDUAL BULKY GOODS EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.0	£0.0	£0.1
STEP 4: TURNOVER OF ALL COMMITED BULKY GOODS FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: **NET RESIDUAL BULKY GOOD EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£0.0**	**£0.0**	**£0.0**	**£0.1**
STEP 6: **FORECAST CAPACITY FOR NEW BULKY GOODS FLOORSPACE:**					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500	£3,841	£4,291	£4,785	£5,335
(ii) Net Floorspace Capacity (sq m):	-	0	4	9	14
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-0	5	13	20

TABLE 6A: LLANDYSUL - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - LLANDYSUL (£m):	£4.4	£4.8	£5.7	£6.7	£7.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - LLANDYSUL (£m):	£4.4	£4.8	£5.4	£6.0	£6.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.3	£0.7	£1.2
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: **NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£0.0**	**£0.3**	**£0.7**	**£1.2**
STEP 6: **FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:**					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£4,000	£4,390	£4,904	£5,468	£6,097
(ii) Net Floorspace Capacity (sq m):	-	-3	53	124	196
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-5	76	177	280

TABLE 6B: LLANDYSUL - BULKY GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF BULKY GOODS FLOORSPACE - LLANDYSUL (£m):	£1.4	£1.5	£1.8	£2.1	£2.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF BULKY GOODS FLOORSPACE - LLANDYSUL (£m):	£1.4	£1.5	£1.7	£1.9	£2.1
STEP 3: NET RESIDUAL BULKY GOODS EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.1	£0.2	£0.4
STEP 4: TURNOVER OF ALL COMMITED BULKY GOODS FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: **NET RESIDUAL BULKY GOOD EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£0.0**	**£0.1**	**£0.2**	**£0.4**
STEP 6: **FORECAST CAPACITY FOR NEW BULKY GOODS FLOORSPACE:**					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500	£3,841	£4,291	£4,785	£5,335
(ii) Net Floorspace Capacity (sq m):	-	-1	19	44	70
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-2	27	63	100

TABLE 7A: REST OF CEREDIGION COUNTY - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE - REST OF COUNTY (£m):	£4.9	£5.3	£6.3	£7.4	£8.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE - REST OF COUNTY (£m):	£4.9	£5.4	£6.0	£6.7	£7.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.3	£0.7	£1.3
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: **NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**-**	**£0.0**	**£0.3**	**£0.7**	**£1.3**
STEP 6: **FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE**:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£4,000	£4,390	£4,904	£5,468	£6,097
(ii) Net Floorspace Capacity (sq m):	**-**	**-5**	**55**	**131**	**207**
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-8	79	186	295

TABLE 7B: REST OF CEREDIGION COUNTY - BULKY GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF BULKY GOODS FLOORSPACE - REST OF COUNTY (£m):	£1.6	£1.7	£2.0	£2.4	£2.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF BULKY GOODS FLOORSPACE - REST OF COUNTY (£m):	£1.6	£1.7	£1.9	£2.2	£2.4
STEP 3: NET RESIDUAL BULKY GOODS EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.1	£0.2	£0.4
STEP 4: TURNOVER OF ALL COMMITED BULKY GOODS FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: **NET RESIDUAL BULKY GOOD EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£0.0**	**£0.1**	**£0.2**	**£0.4**
STEP 6: **FORECAST CAPACITY FOR NEW BULKY GOODS FLOORSPACE**:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500	£3,841	£4,291	£4,785	£5,335
(ii) Net Floorspace Capacity (sq m):	**-**	**-2**	**20**	**48**	**76**
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-3	29	69	109

TABLE 8: SUMMARY FOR ALL FORECAST COMPARISON AND BULKY GOODS FLOORSPACE

	All Comparison Goods Floorspace (Incl Bulky Goods) (sqm net)				Bulky Goods Floorspace (sqm net)			
	2021	2026	2031	2036	2021	2026	2031	2036
Aberystwyth	-4,922	-2,751	-222	2,348	-1,873	-1,175	-374	435
Cardigan	-2,730	-2,154	-1,480	-815	-1,035	-855	-646	-440
Aberaeron	-3	98	225	356	-1	29	66	105
Lampeter	-14	293	678	1,072	-7	136	316	499
Tregaron	-1	24	56	88	0	4	9	14
Llandysul	-3	53	124	196	-1	19	44	70
Other	-5	55	131	207	-2	20	48	76
Total	**-7,677**	**-4,382**	**-489**	**3,453**	**-2,919**	**-1,821**	**-537**	**760**

APPENDIX 11B: FORECAST COMPARISON GOODS CAPACITY – CEREDIGION COUNTY

South West Wales Regional Retail Study 2016
Ceredigion County - Forecast Comparison Capacity - 2011 Based Population Projections

Carter Jonas

2011-BASED POPULATION PROJECTIONS - SUMMARY CAPACITY FOR ALL FORECAST COMPARISON AND BULKY GOODS FLOORSPACE

	All Comparison Goods Floorspace (Incl Bulky Goods) (sqm net)				Bulky Goods Floorspace (sqm net)			
	2021	2026	2031	2036	2021	2026	2031	2036
Aberystwyth	-3,997	-2,387	-606	1,099	-1,327	-872	-375	99
Cardigan	-2,154	-1,686	-1,159	-654	-717	-588	-445	-308
Aberaeron	-3	74	164	253	-1	19	43	65
Lampeter	-2	240	528	809	-1	98	215	330
Tregaron	-1	17	39	60	0	2	5	8
Llandysul	1	48	103	158	0	15	32	49
Other	-1	48	105	161	0	15	34	52
Total	**-6,157**	**-3,646**	**-825**	**1,887**	**-2,046**	**-1,310**	**-491**	**295**

APPENDIX 15A: HOUSEHOLD TELEPHONE INTERVIEW SURVEY (WEIGHTED) RESULTS – PART 1: ZONES 1 TO 8

South Wales Retail Study
for Carter Jonas

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

Q01 In which store or shopping centre do you NORMALLY shop at for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, Aberystwyth Road, Cardigan	6.4%	103	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.6%	1
Aldi, Salutation Square, Haverfordwest	7.7%	124	24.9%	26	17.7%	7	21.1%	18	11.9%	18	4.3%	7	1.6%	2	26.2%	20	24.5%	23
Aldi, Stephens Way, Carmarthen	1.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Asda, Gordon St, Pembroke Dock	2.7%	43	0.0%	0	2.0%	1	0.0%	0	3.1%	5	16.9%	26	8.4%	11	0.8%	1	0.0%	0
C.K's Supermarket, New Street, St Davids	0.2%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.K's Supermarket, Waun Fawr, Aberyswyth	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
C.K's Supermarket, West Street, Fishguard	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Co-op, Bridge Street, Lampeter	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Carmarthen Road, Kilgetty	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	1.4%	1	0.0%	0
Co-op, Carmarthen Road, Kilgetty	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	3.1%	2	0.0%	0
Co-op, High Street, Fishguard	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	16
Co-op, High Street, Machynlleth	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Neyland	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lower Mwldan, Cardigan	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, Main Street, Pembroke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Park Ave, Aberystwyth	1.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, High Street, Narberth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Iceland, Picton Place, Haverfordwest	0.9%	14	0.0%	0	0.7%	0	0.0%	0	3.1%	5	3.1%	5	1.9%	3	0.0%	0	0.0%	0
Lidl, Great N Road, Milford Haven	1.8%	29	0.0%	0	0.9%	0	1.5%	1	17.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Perrots Rd, Haverfordwest	1.7%	27	6.6%	7	7.5%	3	8.4%	7	0.8%	1	0.0%	0	0.0%	0	5.4%	4	4.4%	4
Lidl, Pier Road, Pembroke Dock	4.2%	68	0.0%	0	0.0%	0	0.0%	0	1.4%	2	24.9%	38	19.9%	27	0.8%	1	0.0%	0
Lidl, Priory Street, Carmarthen	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Rheidol Retail Park, Aberyswyth	3.7%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Meadow View, Haverfordwest	7.0%	112	28.1%	29	33.2%	14	23.2%	20	7.7%	12	0.8%	1	3.3%	4	12.8%	10	21.0%	20
Morrisons, Parc Pensarn, Carmarthen	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Morrisons, Parcydolau, Llanbadarn Fawr, Aberyswyth	13.4%	215	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Morrisons, Pool Road, Newton (Powys)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Market Street, Lampeter	3.3%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Upper Park Road, Tenby	2.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.5%	36	0.0%	0	0.0%	0
Spar, Long Mains, Pembroke	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, North Road, Cardigan	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
Tesco Express, The Parrog, Goodwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Tesco Express, The Parrog, Goodwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Extra, Fenton Trading Estate, Haverfordwest	7.7%	123	37.2%	39	25.0%	11	35.1%	30	9.6%	15	3.1%	5	0.0%	0	9.9%	8	16.6%	16
Tesco Extra, Morfa Lane, Carmarthen	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.9%	3	0.0%	0
Tesco Superstore, Aberystwyth Rd, Cardigan	6.1%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1
Tesco Superstore, London	6.3%	101	0.0%	0	0.0%	0	0.0%	0	7.2%	11	35.9%	55	23.7%	32	3.7%	3	0.0%	0

Column %ges.

NEMS market research

South Wales Retail Study
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Rd, Pembroke Dock																		
Tesco Superstore, Pool Road, Newtown (Powys)	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
Tesco, Havens Head Park, Milford Haven	3.1%	51	0.0%	0	3.7%	2	1.8%	2	31.4%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wisebuys Stores, Main St, Pembroke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Aberyswyth	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardigan	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crymych	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishguard	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Haverfordwest	0.3%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.1%	3
Kilgetty	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Lampeter	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandysul	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narberth	0.1%	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
Newport (Pembrokeshire)	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
Newtown (Powys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neyland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tregaron	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
Asda, Upper Forest Way, Swansea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.K's Supermarket, Pencader Road, Llandysul	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
C.K's Supermarket, Spring Gardens, Narberth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	0	0.0%	0
C.K's Supermarket, Station Road, Newcastle Emlyn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sycamore Street, Newcastle Emlyn	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Market Street, Aberaeron	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rheidol Retail Park, Station Road, Aberystwyth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanelli	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanfair Clydogau	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanrhystud	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanybydder	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
Marks & Spencer, Red Street, Carmarthen	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
Marks & Spencer, Withybush Retail Park, Haverfordwest	0.2%	4	0.6%	1	1.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Newcastle Emlyn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Siop Y Ffrydiau, Cenarth, Newcastle Emlyn	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
Pontrhydfendigaid	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
Sainsburys, The Derwen, Bridgend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Spar, High Street, Narberth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Spar, Lincoln Street, Llandysul	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Auctioneers Walk, The Old Market, Hereford	0.0%	0	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, Merthyr Road, Llanfoist, Abergavenny	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wholefoods of Newport, Hen Bopty / East Street, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	6.2%	100	1.7%	2	8.2%	3	5.3%	5	3.7%	6	9.5%	15	5.7%	8	17.1%	13	6.2%	6
(Don't know / varies)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Weighted base:		1607		104		42		86		151		154		135		76		94
Sample:		1607		100		101		101		100		100		100		100		100

Column %ges.

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

Q01A Which retailer do you purchase your main food internet / home delivery shopping from?
Those who shop online at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
Asda	15.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0
Iceland	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	78.3%	78	100.0%	2	100.0%	3	100.0%	5	87.0%	6	100.0%	13	96.5%	8	89.9%	13		5
Co-op	3.4%	3	0.0%	0	0.0%	0	0.0%	0	6.5%	1	0.0%	0	0.0%	0	10.2%	0		1
Troed y Rhiw Farm	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.6%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		100		2		3		5		6		15		8		13		6
Sample:		102		2		5		6		2		10		6		16		7

Q02 What do you like about this store / town centre? [MR]
Those who gave a destination at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8
Attractive environment / nice place	1.1%	17	0.7%	1	2.2%	1	0.0%	0	0.9%	1	1.6%	2	1.4%	2	2.2%	1	1.3%	1
Close to friends or relatives	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Close to home	31.9%	479	31.0%	32	20.2%	8	35.4%	29	29.7%	43	30.8%	43	29.7%	38	24.5%	15	31.3%	28
Close to work	1.2%	19	0.7%	1	0.0%	0	3.8%	3	3.6%	5	2.9%	4	0.0%	0	0.9%	1	1.0%	1
Compact	2.2%	33	1.9%	2	2.1%	1	5.5%	5	3.4%	5	1.9%	3	0.0%	0	2.4%	2	3.1%	3
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.2%	3	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	1.5%	23	2.4%	2	1.8%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0	4.6%	3	1.9%	2
Easy to park	4.5%	68	2.4%	2	6.9%	3	5.4%	4	1.9%	3	1.9%	3	9.3%	12	1.7%	1	0.0%	0
Free parking	0.9%	13	0.7%	1	1.1%	0	1.8%	1	0.0%	0	0.9%	1	4.3%	5	0.0%	0	0.0%	0
Convenient for linked trips	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Size of store	2.0%	30	0.8%	1	11.5%	4	2.8%	2	0.0%	0	3.4%	5	1.4%	2	2.4%	2	0.0%	0
Range of goods	20.8%	312	28.0%	29	24.0%	9	23.2%	19	17.8%	26	23.2%	32	12.4%	16	20.8%	13	16.9%	15
Value for money / good prices	30.5%	459	31.7%	33	31.7%	12	25.1%	21	33.0%	48	31.2%	44	28.9%	37	44.8%	28	29.7%	26
Good facilities	0.6%	9	0.9%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	5.3%	3	0.0%	0
Good food stores	1.3%	19	0.0%	0	2.0%	1	1.5%	1	0.0%	0	0.7%	1	1.0%	1	1.7%	1	3.3%	3
Good pubs, cafés or restaurants	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	1.9%	28	0.0%	0	1.1%	0	3.1%	3	0.0%	0	2.0%	3	6.2%	8	2.4%	2	0.0%	0
Makes a change from other places	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	0.5%	7	0.0%	0	1.0%	0	0.8%	1	3.2%	5	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
The market (food / farmers market, other markets)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Traditional	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Traffic free shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean / nice environment	0.8%	11	1.3%	1	0.8%	0	1.0%	1	1.3%	2	0.7%	1	0.0%	0	2.4%	2	0.9%	1
Good / friendly staff / service	3.4%	51	6.8%	7	4.9%	2	1.5%	1	3.0%	4	0.0%	0	5.0%	6	0.9%	1	1.3%	1
Good layout	0.9%	14	1.3%	1	2.0%	1	1.5%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Good loyalty scheme	0.4%	6	0.0%	0	0.0%	0	0.0%	0	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good quality	6.7%	100	4.2%	4	11.6%	5	4.8%	4	6.4%	9	5.4%	7	7.9%	10	1.9%	1	4.8%	4
Habit / familiarity	2.2%	34	1.5%	2	7.0%	3	5.4%	4	2.8%	4	1.9%	3	5.5%	7	1.7%	1	0.0%	0
Supporting local shops	0.3%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Work there / staff discount	1.6%	24	3.3%	3	6.9%	3	1.0%	1	0.8%	1	5.4%	7	0.0%	0	2.1%	1	3.3%	3
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
(Nothing / very little)	7.9%	119	5.6%	6	8.9%	3	5.1%	4	12.0%	18	9.0%	13	8.6%	11	5.5%	3	3.5%	3
(Don't know)	1.8%	27	0.7%	1	0.8%	0	2.7%	2	0.0%	0	0.0%	0	0.7%	1	4.5%	3	4.8%	4
Weighted base:		1503		103		39		82		146		139		127		63		88
Sample:		1499		98		96		95		98		90		93		84		93

South Wales Retail Study
for Carter Jonas

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

Q03   How do you normally travel to (STORE MENTIONED AT Q01)?
Those who gave a destination at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car / van (as driver in own / household's car)	79.0%	1188	77.2%	79	75.8%	29	87.3%	71	80.6%	118	77.1%	108	82.1%	104	88.0%	56	77.6%	69
Car / van (lift with friend / family)	8.7%	131	9.3%	10	18.8%	7	6.3%	5	5.1%	7	11.7%	16	6.9%	9	4.8%	3	8.3%	7
Bus, minibus or coach	2.1%	31	0.0%	0	3.1%	1	1.5%	1	1.6%	2	2.5%	3	3.8%	5	1.7%	1	0.9%	1
Using park & ride facility	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	8.0%	121	12.0%	12	0.0%	0	1.5%	1	12.0%	17	7.2%	10	5.5%	7	3.7%	2	9.7%	9
Taxi	0.5%	7	0.7%	1	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.7%	1	0.9%	1	0.7%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.3%	5	0.8%	1	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
(Don't know)	0.3%	4	0.0%	0	2.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
(Varies)	0.8%	12	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.7%	1	0.0%	0	0.9%	1	1.9%	2
Weighted base:		1503		103		39		82		146		139		127		63		88
Sample:		1499		98		96		95		98		90		93		84		93

Q04   When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]
Those who gave a destination at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Yes - non-food shopping	12.4%	187	8.0%	8	24.0%	9	11.1%	9	13.3%	19	4.4%	6	12.6%	16	12.5%	8	6.5%	6
Yes - other food shopping	12.5%	188	12.3%	13	20.9%	8	15.5%	13	10.0%	15	9.0%	12	13.5%	17	11.1%	7	8.9%	8
Yes - bars / pubs	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Yes - bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - cafés	1.8%	28	0.9%	1	2.7%	1	3.3%	3	0.6%	1	0.0%	0	0.7%	1	0.0%	0	1.6%	1
Yes - cinemas	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - get petrol	1.4%	21	1.9%	2	3.1%	1	0.0%	0	0.0%	0	6.6%	9	2.1%	3	0.7%	0	0.0%	0
Yes - go to park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Yes - gyms / health and fitness	0.6%	8	0.9%	1	0.8%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Yes - library	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.1%	5	0.0%	0	0.0%	0
Yes - markets	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - meeting family	1.1%	16	0.0%	0	1.1%	0	0.8%	1	0.9%	1	0.0%	0	1.0%	1	0.0%	0	1.8%	2
Yes - meeting friends	1.1%	17	0.7%	1	2.2%	1	0.8%	1	0.9%	1	0.0%	0	1.0%	1	0.7%	0	0.0%	0
Yes - museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.4%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Yes - personal service (e.g. hairdressers, beauty salon etc.)	1.1%	16	0.7%	1	0.8%	0	4.8%	4	0.6%	1	0.0%	0	1.0%	1	0.7%	0	0.0%	0
Yes - restaurants	0.3%	4	0.7%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Yes - swimming	0.5%	7	3.2%	3	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Yes - theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting services such as banks and other financial institutions	4.0%	59	3.6%	4	5.9%	2	2.3%	2	2.2%	3	2.0%	3	4.1%	5	2.4%	2	2.6%	2
Yes - work	8.3%	125	4.1%	4	9.3%	4	14.2%	12	11.1%	16	4.7%	7	1.7%	2	6.4%	4	3.7%	3
Yes - for education (e.g. student at college, university, or other third level education)	1.0%	15	0.9%	1	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Yes - 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
Yes - other leisure activity	0.9%	13	1.7%	2	0.8%	0	1.8%	1	0.9%	1	0.0%	0	0.7%	1	0.9%	1	1.8%	2
Yes - school run	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - walk the dog	0.3%	4	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - window shopping / browsing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No)	57.2%	860	66.4%	68	42.3%	16	45.9%	38	55.2%	80	74.1%	103	56.6%	72	67.2%	42	70.4%	62
(Don't know)	3.4%	50	1.7%	2	2.2%	1	8.4%	7	7.5%	11	1.4%	2	6.5%	8	2.6%	2	4.4%	4
Weighted base:		1503		103		39		82		146		139		127		63		88
Sample:		1499		98		96		95		98		90		93		84		93

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q05 When you combine your trip with other activities, where do you normally go?
Those who link their trip at Q04

Location	Total %		Zone 1 %		Zone 2 %		Zone 3 %		Zone 4 %		Zone 5 %		Zone 6 %		Zone 7 %		Zone 8 %	
Aberyswyth Town Centre	18.5%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberyswyth out of centre (e.g. retail parks, standalone foodstores)	2.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardigan Town Centre	11.1%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	3.6%	1
Cardigan out of centre (e.g. Tesco Superstore, Aldi, etc.)	2.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.1%	1	0.0%	0
Lampeter	5.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandysul	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberaeron	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tregaron	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest Town Centre	17.5%	104	59.7%	20	74.4%	16	55.8%	21	32.6%	18	7.6%	3	6.5%	3	51.3%	10	56.5%	13
Haverfordwest out of centre (e.g. retail parks, standalone foodstores)	6.2%	37	34.7%	11	20.1%	4	38.3%	14	2.2%	1	0.0%	0	0.0%	0	12.7%	2	9.7%	2
Pembroke Dock Town Centre	6.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	60.2%	21	33.6%	16	0.0%	0	0.0%	0
Pembroke Dock out of centre (e.g. Bierspool Retail Park, Tesco London Road, Wilko Pier Road, Lidl Pier Road, etc)	1.5%	9	0.0%	0	0.0%	0	0.0%	0	2.2%	1	6.6%	2	12.1%	6	0.0%	0	0.0%	0
Pembroke Town Centre	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	5	9.7%	5	0.0%	0	0.0%	0
Pembroke out of centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	1.9%	1	2.4%	0	0.0%	0
Milford Haven Town Centre	5.1%	30	0.0%	0	3.7%	1	2.5%	1	49.1%	27	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Milford Haven out of centre (e.g. Havenshead Retail Park, Tesco Superstore, etc.)	0.8%	4	0.0%	0	0.0%	0	0.0%	0	5.8%	3	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Fishguard Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	4
Fishguard out of centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2
Narberth	0.4%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0
Neyland	0.4%	3	0.0%	0	1.8%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crymych	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilgetty	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0
Tenby	2.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.1%	13	0.0%	0	0.0%	0
Newport	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
St Davids	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carmarthen Town Centre	6.3%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	18.2%	3	0.0%	0
Cenarth Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knighton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llangwnadl Village	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanybydder Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Machynlleth Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merlin's Bridge Village Centre	0.2%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Emlyn Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pontrhydfendigaid Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.8%	28	2.8%	1	0.0%	0	1.7%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		593		33		21		37		54		34		47		19		22
Sample:		628		31		57		40		35		24		33		30		27

Column %ges.

NEMS market research

by Zone (Weighted, Part 1)
Weighted:

South Wales Retail Study
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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	

Q06 In addition to (STORE MENTIONED AT Q01), is there any other store that you regularly use for your main-food shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, Aberystwyth Road, Cardigan	3.7%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.5%	1
Aldi, Salutation Square, Haverfordwest	4.5%	72	16.9%	18	26.0%	11	7.4%	6	10.1%	15	3.5%	5	1.5%	2	8.1%	6	7.8%	7
Aldi, Stephens Way, Carmarthen	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.4%	1	0.0%	0
Asda, Gordon St, Pembroke Dock	2.2%	36	0.0%	0	0.0%	0	0.0%	0	2.5%	4	16.7%	26	3.5%	5	2.5%	2	0.0%	0
C.K's Supermarket, New Street, St Davids	0.1%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.K's Supermarket, Waun Fawr, Aberyswyth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.K's Supermarket, West Street, Fishguard	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Co-op, Bridge Street, Lampeter	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Carmarthen Road, Kilgetty	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.8%	1	0.0%	0
Co-op, Carmarthen Road, Kilgetty	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Co-op, High Street, Fishguard	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	8
Co-op, High Street, Machynlleth	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Neyland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lower Mwldan, Cardigan	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, Main Street, Pembroke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Co-op, North Road, Whitland	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Co-op, Park Ave, Aberystwyth	1.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, High Street, Narberth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.2%	1	0.0%	0
Iceland, Picton Place, Haverfordwest	0.3%	5	0.6%	1	1.7%	1	0.0%	0	0.8%	1	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Great N Road, Milford Haven	1.3%	21	0.0%	0	2.0%	1	0.9%	1	13.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Perrots Rd, Haverfordwest	2.8%	45	14.9%	16	6.8%	3	8.5%	7	1.4%	2	0.0%	0	0.0%	0	3.1%	2	15.7%	15
Lidl, Pier Road, Pembroke Dock	2.1%	34	0.0%	0	0.0%	0	0.0%	0	4.7%	7	11.9%	18	5.1%	7	2.2%	2	0.0%	0
Lidl, Priory Street, Carmarthen	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Lidl, Rheidol Retail Park, Aberyswyth	4.6%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis Stores, St Thomas Green, Haverfordwest	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Meadow View, Haverfordwest	5.9%	95	25.0%	26	15.8%	7	13.9%	12	5.9%	9	0.6%	1	3.1%	4	15.2%	12	21.7%	20
Morrisons, Parc Pensarn, Carmarthen	0.6%	10	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Parcydolau, Llanbadarn Fawr, Aberyswyth	3.5%	56	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Market Street, Lampeter	1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's, Upper Park Road, Tenby	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	10	0.0%	0	0.0%	0
Spar, North Road, Cardigan	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
Spar, The Strand, Saundersfoot	0.0%	0	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 Express, High Street, Tenby	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	6	0.0%	0	0.0%	0
Tesco Express, The Parrog, Goodwick	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4
Tesco Express, The Parrog, Goodwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Tesco Extra, Fenton Trading Estate, Haverfordwest	3.8%	61	12.5%	13	12.3%	5	18.8%	16	2.2%	3	0.0%	0	0.7%	1	15.6%	12	9.7%	9
Tesco Extra, Morfa Lane,	1.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Carmarthen																		
Tesco Superstore, Aberystwyth Rd, Cardigan	3.8%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Rd, Pembroke Dock	3.6%	58	0.6%	1	0.0%	0	0.0%	0	0.8%	1	24.5%	38	12.4%	17	1.7%	1	0.0%	0
Tesco, Havens Head Park, Milford Haven	1.4%	22	0.0%	0	0.9%	0	1.5%	1	13.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wisebuys Stores, Main St, Pembroke	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Aberaeron	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberyswyth	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Borth	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
Cardigan	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
Cardigan	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crymych	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest	0.3%	5	0.0%	0	0.9%	0	2.7%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.4%	1
Lampeter	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandysul	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narberth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Newport (Pembrokeshire)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Capital Retail Park, Leckwith Road, Cardiff	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brynhoffnant	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.K's Supermarket, Pencader Road, Llandysul	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.K's Supermarket, Spring Gardens, Narberth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
C.K's Supermarket, Station Road, Newcastle Emlyn	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
Carmarthen	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Stoke	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Heywood Lane, Tenby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Co-op, Sycamore Street, Newcastle Emlyn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Market Street, Aberaeron	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
Cwmcerrig Farm, Gorslas, Llanelli	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.0%	0	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, Rheidol Retail Park, Station Road, Aberystwyth	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bridgend Retail Park, Bridgend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Llanarth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Red Street, Carmarthen	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Marks & Spencer, Withybush Retail Park, Haverfordwest	0.6%	9	1.3%	1	3.2%	1	3.8%	3	1.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Ty-Glas Road, Cardiff	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Newcastle Emlyn	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
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	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
Spar, High Street, Narberth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco Express, Brewery Terrace, Saundersfoot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Express, North Parade, Aberystwyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pontardulais Road, Cadle, Swansea	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Morningside Road, Edinburgh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wholefoods of Newport, Hen Bopty / East Street, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	1.6%	26	0.0%	0	0.0%	0	5.1%	4	0.0%	0	1.8%	3	1.8%	2	2.5%	2	1.8%	2
(Don't know / varies)	0.9%	14	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.7%	1	1.4%	1	0.9%	1
(Nowhere else)	37.4%	601	28.2%	29	29.4%	12	32.5%	28	42.7%	65	37.2%	57	50.3%	68	31.2%	24	22.4%	21
Weighted base:		1607		104		42		86		151		154		135		76		94

Column %ges.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Sample:	1607	100	101	101	100	100	100	100	100

Q06A Which internet / home delivery retailer do you also use for your main food shopping?
Those who shop online at Q06

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda	34.7%	9	0.0%	0	0.0%	0	59.2%	3	0.0%	0	0.0%	0	100.0%	2	31.1%	1	0.0%	0
Tesco	53.9%	14	0.0%	0	0.0%	0	40.8%	2	0.0%	0	0.0%	0	0.0%	0	68.9%	1	100.0%	2
Suma	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	10.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	3	0.0%	0	0.0%	0	0.0%	0
Weighted base:	26		0		0		4		0		3		2		2		2	
Sample:	18		0		0		3		0		1		2		2		1	

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

Q07 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week to buy bread, milk, etc., on a day-to-day basis)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, Aberystwyth Road, Cardigan	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Aldi, Salutation Square, Haverfordwest	1.1%	18	5.9%	6	10.6%	4	0.7%	1	0.8%	1	0.8%	1	0.0%	0	0.8%	1	3.3%	3
Aldi, Stephens Way, Carmarthen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Gordon St, Pembroke Dock	2.4%	38	0.0%	0	0.0%	0	0.0%	0	0.8%	1	21.1%	33	3.2%	4	0.0%	0	0.0%	0
C.K's Supermarket, New Street, St Davids	0.6%	9	0.0%	0	0.0%	0	10.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.K's Supermarket, Waun Fawr, Aberyswyth	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
C.K's Supermarket, West Street, Fishguard	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Co-op, Bridge Street, Lampeter	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Carmarthen Road, Kilgetty	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	8	3.9%	3	0.0%	0
Co-op, Carmarthen Road, Kilgetty	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	8	4.1%	3	0.0%	0
Co-op, High Street, Fishguard	1.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.1%	19
Co-op, High Street, Machynlleth	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Neyland	1.1%	18	0.0%	0	0.0%	0	0.0%	0	11.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Pembroke	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	7	0.0%	0	0.0%	0	0.0%	0
Co-op, North Road, Whitland	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Co-op, Park Ave, Aberystwyth	1.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, High Street, Narberth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Iceland, Picton Place, Haverfordwest	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Great N Road, Milford Haven	1.2%	19	0.0%	0	0.0%	0	0.7%	1	11.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Perrots Rd, Haverfordwest	1.0%	15	6.5%	7	1.9%	1	4.5%	4	1.5%	2	0.0%	0	0.7%	1	0.0%	0	0.9%	1
Lidl, Pier Road, Pembroke Dock	0.9%	14	0.0%	0	0.0%	0	0.0%	0	1.4%	2	6.8%	11	1.3%	2	0.0%	0	0.0%	0
Lidl, Priory Street, Carmarthen	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Rheidol Retail Park, Aberyswyth	2.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis Stores, St Thomas Green, Haverfordwest	0.0%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Meadow View, Haverfordwest	2.1%	34	19.6%	20	12.5%	5	2.9%	2	1.5%	2	0.0%	0	0.0%	0	2.3%	2	1.7%	2
Morrisons, Parcydolau, Llanbadarn Fawr, Aberyswyth	1.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Market Street, Lampeter	1.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's, Upper Park Road, Tenby	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	16	0.0%	0	0.0%	0
Spar, Long Mains, Pembroke	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.7%	6	0.0%	0	0.0%	0	0.0%	0
Spar, North Road, Cardigan	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
Spar, The Strand, Saundersfoot	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Tesco Express, High Street, Tenby	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0
Tesco Express, The Parrog, Goodwick	0.2%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Tesco Express, The Parrog, Goodwick	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5
Tesco Extra, Fenton Trading Estate, Haverfordwest	2.9%	47	26.1%	27	7.0%	3	9.4%	8	2.6%	4	0.0%	0	0.9%	1	3.0%	2	0.9%	1
Tesco Extra, Morfa Lane, Carmarthen	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco Superstore,	1.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aberystwyth Rd, Cardigan																		
Tesco Superstore, London Rd, Pembroke Dock	2.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.1%	34	2.7%	4	0.0%	0	0.0%	0
Tesco Superstore, Pool Road, Newtown (Powys)	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
Tesco, Havens Head Park, Milford Haven	0.9%	15	0.0%	0	1.0%	0	0.0%	0	9.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberaeron	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberyswyth	1.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Borth	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardigan	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardigan	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crymych	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishguard	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Goodwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Haverfordwest	0.8%	13	5.3%	6	2.8%	1	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.7%	2
Johnston	0.1%	1	0.0%	0	0.7%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilgetty	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Lampeter	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterson	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	6
Llandysul	0.7%	11	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Machynlleth	0.4%	7	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Milford Haven	0.8%	14	0.0%	0	0.0%	0	0.0%	0	8.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narberth	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	11	0.0%	0
Newport (Pembrokeshire)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown (Powys)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Neyland	0.4%	6	0.0%	0	0.0%	0	0.0%	0	3.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
St Davids	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tregaron	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaenffos	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bronant	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brynhoffnant	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.K's Supermarket, New Street, St Davids	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.K's Supermarket, Pencader Road, Llandysul	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.K's Supermarket, Spring Gardens, Narberth	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	8	0.0%	0
C.K's Supermarket, Station Road, Newcastle Emlyn	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carmarthen	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Cenarth	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ceredigion	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, Heywood Lane, Tenby	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	14	0.0%	0	0.0%	0
Co-op, Penparcau Road, Penparcau	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sycamore Street, Newcastle Emlyn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Market Street, Aberaeron	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Uplands Square, New Quay	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cross Inn	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crosswell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cwmcerrig Farm, Gorslas, Llanelli	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dinas 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	0.0%	0
Felinfach	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ffostrasol	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
Hook	0.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rheidol Retail Park, Station Road, Aberystwyth	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lamphey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Llanarth	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
Llanddewi Brefi	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanfair Clydogau	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
Llanfarian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llangeitho	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
Llangrannog	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llangwm	0.1%	2	0.0%	0	3.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llangwyryfon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanilar	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Llanon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanrhystud	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanteg	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Llanybydder	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llwyncelyn	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Bridge Street, Llanybydder	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
Londis, Parc Y Delyn, Parcllyn, Cardigan	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
Machynlleth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maenclochog	0.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manorbier	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0
Marks & Spencer, Red Street, Carmarthen	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Marks & Spencer, Withybush Retail Park, Haverfordwest	0.2%	3	1.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Marloes	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, Upper Lamphey Road, Pembroke	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Merlin's Bridge	0.1%	2	1.5%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
New Hedges	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.0%	0	0.0%	0
New Quay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Emlyn	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Siop Y Ffrydiau, Cenarth, Newcastle Emlyn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Ystrad Garage, Felinfach	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
Penffordd	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Penrhyn-coch	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pontarddulais	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pontsian	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prendergast	0.1%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rhydyfelin	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solva	0.2%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bow Street Stores, Bow Street	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Chapel Street, Rhyd-yr-onnen	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
Spar, Charles Street, Milford Haven	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Dew Street, Haverfordwest	0.0%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Harford Square, Lampeter	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Narberth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Spar, Lincoln Street, Llandysul	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Market Street, Newport	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Northgate Street, Aberystwyth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Penparcau Road, Penparcau, Aberystwyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Rhydyronen, Tregaron	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Talybont, Aberystwyth	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
Spar, Terrace Road, Aberystwyth	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Florence	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Talybont-on-Usk	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tan-y-groes	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenby	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	0.0%	0	0.0%	0
Tesco Express, Brewery Terrace, Saundersfoot	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.6%	0	0.0%	0
Tesco Express, London Road, Larkhill	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
Tesco Express, North Parade, Aberystwyth	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tre'r-ddol	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
Waitrose, Merthyr Road, Llanfoist, Abergavenny	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wholefoods of Newport, Hen Bopty / East Street, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Internet / delivered	0.3%	5	1.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.3%	37	1.5%	2	2.3%	1	2.6%	2	0.0%	0	4.2%	6	3.9%	5	2.0%	2	2.3%	2
(Don't do this)	37.4%	602	27.2%	28	49.0%	21	53.2%	46	44.0%	67	34.1%	52	33.1%	45	39.9%	30	44.8%	42
Weighted base:		1607		104		42		86		151		154		135		76		94
Sample:		1607		100		101		101		100		100		100		100		100

Q07A Which retailer do you purchase your top-up food internet / home delivery shopping from?
Those who shop online at Q07

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda	14.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	36.8%	2	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon	19.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	29.2%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		5		1		0		1		0		0		0		0		0
Sample:		6		2		0		1		0		0		0		0		0

    Mean score [%]:

Q08 Of all the money you spend on your main and top-up food shopping, what share goes to your main food shopping?
Those who do top-up shopping at Q07

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
0 - 10%	1.8%	18	0.9%	1	0.0%	0	3.7%	1	2.5%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0
11 - 20%	0.9%	9	0.9%	1	1.4%	0	5.1%	2	1.1%	1	0.0%	0	0.0%	0	1.0%	0	1.1%	1
21 - 30%	1.9%	19	0.9%	1	0.0%	0	4.0%	2	2.6%	2	0.9%	1	1.0%	1	4.4%	2	3.1%	2
31 - 40%	2.1%	21	0.9%	1	0.0%	0	1.5%	1	3.3%	3	1.2%	1	1.4%	1	1.3%	1	0.0%	0
41 - 50%	9.6%	97	5.0%	4	10.2%	2	3.6%	1	5.4%	5	10.3%	10	11.8%	11	6.5%	3	8.9%	5
51 - 60%	8.4%	85	9.7%	7	13.8%	3	9.6%	4	7.6%	6	15.5%	16	9.2%	8	5.3%	2	4.5%	2
61 - 70%	11.0%	111	8.8%	7	5.4%	1	1.5%	1	10.1%	9	6.0%	6	15.1%	14	18.0%	8	10.5%	5
71 - 80%	28.3%	285	18.1%	14	27.7%	6	45.2%	18	31.7%	27	34.3%	35	17.6%	16	43.1%	20	37.7%	20
81 - 90%	16.1%	162	21.4%	16	28.1%	6	11.3%	5	21.1%	18	11.0%	11	20.6%	19	9.2%	4	17.1%	9
91 - 100%	4.9%	49	7.7%	6	4.2%	1	2.1%	1	7.6%	6	2.7%	3	5.2%	5	2.4%	1	4.8%	2
(Don't know / varies)	14.7%	147	25.9%	20	7.4%	2	12.3%	5	7.0%	6	18.0%	18	15.5%	14	8.9%	4	12.2%	6
(Refused)	0.3%	3	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*71.05*		*75.40*		*75.23*		*68.24*		*72.86*		*71.82*		*71.06*		*72.17*		*74.07*
Weighted base:		1005		76		21		40		85		102		90		46		52
Sample:		990		72		58		45		62		67		66		57		59

South Wales Retail Study
for Carter Jonas

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

Q09 In addition to (STORE MENTIONED AT Q07), is there any other store that you regularly use for your household's small scale top-up food shopping?
Those who do top-up shopping at Q07

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, Aberystwyth Road, Cardigan	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Salutation Square, Haverfordwest	1.4%	14	6.2%	5	10.5%	2	0.0%	0	2.6%	2	2.6%	3	0.0%	0	2.9%	1	1.5%	1
Asda, Gordon St, Pembroke Dock	1.5%	15	0.0%	0	0.0%	0	0.0%	0	1.1%	1	10.9%	11	3.7%	3	0.0%	0	0.0%	0
C.K's Supermarket, New Street, St Davids	0.5%	5	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
C.K's Supermarket, Waun Fawr, Aberyswyth	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
C.K's Supermarket, West Street, Fishguard	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3
Co-op, Bridge Street, Lampeter	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Carmarthen Road, Kilgetty	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Co-op, Carmarthen Road, Kilgetty	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Co-op, High Street, Fishguard	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	6
Co-op, High Street, Machynlleth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Neyland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lower Mwldan, Cardigan	0.0%	0	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, Main Street, Pembroke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, North Road, Whitland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Co-op, Park Ave, Aberystwyth	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, High Street, Narberth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0
Iceland, Picton Place, Haverfordwest	0.3%	3	1.2%	1	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Great N Road, Milford Haven	0.7%	7	0.0%	0	0.0%	0	0.0%	0	8.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Perrots Rd, Haverfordwest	1.4%	14	8.4%	6	5.1%	1	5.1%	2	2.9%	2	0.0%	0	1.0%	1	1.4%	1	1.5%	1
Lidl, Pier Road, Pembroke Dock	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	11	1.3%	1	0.0%	0	0.0%	0
Lidl, Priory Street, Carmarthen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Lidl, Rheidol Retail Park, Aberyswyth	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis Stores, St Thomas Green, Haverfordwest	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis Stores, Trafalgar Rd, Tenby	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Morrisons, Meadow View, Haverfordwest	1.5%	15	3.5%	3	14.8%	3	7.2%	3	0.0%	0	0.9%	1	0.0%	0	1.4%	1	8.6%	4
Morrisons, Parcydolau, Llanbadarn Fawr, Aberyswyth	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Market Street, Lampeter	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Upper Park Road, Tenby	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	10	0.0%	0	0.0%	0
Spar, Long Mains, Pembroke	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0
Spar, North Road, Cardigan	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, The Strand, Saundersfoot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Tesco Express, High Street, Tenby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Tesco Express, The Parrog, Goodwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Tesco Express, The Parrog, Goodwick	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	4
Tesco Extra, Fenton Trading Estate, Haverfordwest	0.9%	9	7.1%	5	5.8%	1	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Tesco Superstore, Aberystwyth Rd, Cardigan	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Rd, Pembroke Dock	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	14	0.0%	0	0.0%	0	0.0%	0
Tesco, Havens Head Park, Milford Haven	0.8%	8	0.0%	0	0.0%	0	0.0%	0	9.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wisebuys Stores, Main St, Pembroke	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
Aberaeron	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberyswyth	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardigan	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crymych	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
Fishguard	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3
Goodwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Haverfordwest	0.8%	8	6.3%	5	1.4%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	4.4%	2
Johnston	0.2%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilgetty	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0
Lampeter	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandysul	0.1%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Machynlleth	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Milford Haven	0.7%	7	0.0%	0	0.0%	0	0.0%	0	8.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narberth	0.6%	6	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	8.3%	4	0.0%	0
Newport (Pembrokeshire)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Newtown (Powys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neyland	0.3%	3	0.0%	0	0.0%	0	2.1%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
St Davids	0.4%	4	0.0%	0	0.0%	0	9.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tregaron	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bayview Stores, Maes Ewan, Solva, Haverfordwest	0.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.K's Supermarket, Gelliswick Road, Hakin	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
C.K's Supermarket, Spring Gardens, Narberth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
C.K's Supermarket, Station Road, Newcastle Emlyn	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Capel Bangor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carmarthen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Ceredigion	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, Penparcau Road, Penparcau	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Market Street, Aberaeron	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Uplands Square, New Quay	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
Cross Inn	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
Crundale	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook	0.1%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rheidol Retail Park, Station Road, Aberystwyth	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanarth	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
Llangwm	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanrhystud	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
Llwyncelyn	0.0%	0	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 & Spencer, Red Street, Carmarthen	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
Marks & Spencer, Withybush Retail Park, Haverfordwest	0.5%	5	0.9%	1	3.3%	1	1.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1
Merlin's Bridge	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Quay	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
Newcastle Emlyn	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penally	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Solva	0.1%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Chapel Street, Rhyd-yr-onnen	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Charles Street, Milford Haven	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
Spar, High Street, Narberth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Spar, Market Street, Newport	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
Spar, Terrace Road, Aberystwyth	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenby	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

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Tesco Express, North Parade, Aberystwyth	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
Internet / delivered	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.4%	1	0.0%	0
(Don't know / varies)	3.5%	35	1.2%	1	1.4%	0	1.5%	1	4.3%	4	0.0%	0	4.9%	4	1.0%	0	0.0%	0
(Nowhere else)	60.3%	606	60.6%	46	44.7%	10	59.9%	24	56.9%	48	52.9%	54	62.1%	56	60.0%	27	44.2%	23
Weighted base:		1005		76		21		40		85		102		90		46		52
Sample:		990		72		58		45		62		67		66		57		59

Q09A Which internet / home delivery retailer do you also use for your top-up food shopping?
Those who shop online at Q09

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda	20.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	18.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	60.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	100.0%	1	0.0%	0
Weighted base:		3		0		0		0		0		1		0		1		0
Sample:		4		0		0		0		0		1		0		1		0

Column %ges.

NEMS market research

Q10 In which ONE town centre, freestanding store or retail park do you do most of your household's shopping for mens, womens, childrens and baby clothing and footwear (fashion items - not sports clothing and footwear)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aberaeron	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberyswyth out of centre (where retail park is not named)	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberyswyth Town Centre	10.2%	163	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Borth	0.1%	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
Cardiff Town Centre	2.9%	46	1.7%	2	2.6%	1	2.4%	2	4.7%	7	3.6%	5	1.6%	2	2.5%	2	1.5%	1
Cardigan out of centre (where retail park is not named)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardigan Town Centre	1.5%	23	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.9%	1	0.0%	0
Carmarthen out of centre (where retail park is not named)	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Carmarthen Town Centre	22.3%	358	13.2%	14	15.5%	7	2.7%	2	7.4%	11	14.4%	22	27.9%	38	45.4%	35	5.7%	5
Crymych	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
Fishguard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Haverfordwest out of centre (where retail park is not named)	1.4%	22	2.8%	3	2.3%	1	2.4%	2	0.6%	1	0.6%	1	3.3%	5	1.8%	1	7.1%	7
Haverfordwest Town Centre	13.0%	209	22.2%	23	31.3%	13	30.3%	26	26.7%	40	17.4%	27	13.4%	18	17.0%	13	43.9%	41
Kilgetty	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lampeter	0.9%	15	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandysul	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven out of centre (where retail park is not named)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narberth	0.3%	5	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.6%	1	0.9%	1	2.2%	2	0.0%	0
Newtown (Powys)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock Central	0.8%	14	0.0%	0	0.0%	0	0.0%	0	1.4%	2	4.5%	7	3.3%	5	0.0%	0	0.0%	0
Pembroke Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
St Davids	0.1%	1	0.0%	0	0.7%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swansea City Centre	1.9%	30	4.9%	5	2.8%	1	1.0%	1	3.9%	6	4.2%	7	0.9%	1	0.8%	1	0.8%	1
Tenby	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	6	0.8%	1	0.0%	0
Bridge Meadow Retail Park, Haverfordwest	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Parc Fforest-fach, Swansea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Pensarn Retail Park, Myrtle Hill, Carmarthen	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Pensarn, Carmarthen	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Y Llyn Retail Park, Aberystwyth	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembrokeshire Retail Park, London Road, Pembroke Dock	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0
Riverside Quay, Haverfordwest	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.6%	0	0.0%	0
Springfield Retail Park, Haverfordwest	0.2%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
St Stephens Way, Carmarthen	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trostre Retail Park, Llanelli	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Western Avenue Retail Park, Cardiff	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Withybush Retail Park, Haverfordwest	8.4%	135	25.1%	26	19.9%	8	17.1%	15	19.6%	30	21.3%	33	2.5%	3	6.7%	5	7.6%	7
Ystwyth Retail Park, Aberystwyth	0.2%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Birmingham	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
Bournemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgend	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgend Designer Outlet, Bridgend	0.1%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Bristol	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1
Cheltenham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clynderwen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Edinburgh	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
Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Lincoln	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandudno	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Emlyn	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rheidol Retail Park, Aberystwyth	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
Sainsbury's, The Derwen, Bridgend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Sheffield	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Fenton Trading Estate, Haverfordwest	0.2%	3	2.3%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	22.3%	359	21.7%	23	17.9%	8	30.3%	26	27.2%	41	25.3%	39	21.5%	29	15.5%	12	25.1%	24
(Don't know)	1.0%	16	0.0%	0	0.0%	0	0.7%	1	1.4%	2	1.5%	2	2.2%	3	0.0%	0	0.0%	0
(Varies)	1.7%	27	1.7%	2	0.7%	0	6.0%	5	0.0%	0	0.8%	1	1.3%	2	2.0%	2	0.0%	0
(Don't do this type of shopping)	4.1%	66	2.1%	2	1.6%	1	3.4%	3	1.9%	3	3.7%	6	7.6%	10	1.8%	1	2.7%	3
Weighted base:		1607		104		42		86		151		154		135		76		94
Sample:		1607		100		101		101		100		100		100		100		100

by Zone (Weighted, Part 1)

Weighted:

South Wales Retail Study
for Carter Jonas

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

Q10A Which internet / home delivery retailer do you use for your household's shopping for mens, womens, childrens and baby clothing and footwear (fashion items - not sports clothing and footwear)?
Those who shop online at Q10

	Total %		Zone 1 %		Zone 2 %		Zone 3 %		Zone 4 %		Zone 5 %		Zone 6 %		Zone 7 %		Zone 8 %	
Amazon	6.2%	22	6.8%	2	0.0%	0	5.5%	1	17.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASOS	0.3%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams	1.5%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Ebay	2.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	13.1%	4	0.0%	0	0.0%	0
Ebuyer	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	2.3%	8	0.0%	0	4.0%	0	3.1%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Littlewoods	0.6%	2	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Marks & Spencer	3.6%	13	0.0%	0	13.3%	1	6.2%	2	3.1%	1	15.5%	6	7.8%	2	5.0%	1	0.0%	0
Next	12.9%	46	0.0%	0	22.1%	2	0.0%	0	16.1%	7	10.4%	4	26.3%	8	0.0%	0	3.4%	1
Tesco	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Adini	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Ambrose Wilson	0.4%	1	2.9%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Bon Marche	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Ce Ce	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0
Chums	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotton Traders	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotwolds Camping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Damart	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Daxon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorothy Perkins	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dr. Martens	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Fifty Plus	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grattan	0.6%	2	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	5	0.0%	0	0.0%	0
Hotter Shoes	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
JD Williams	1.2%	4	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Julipa	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kays	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L. K. Bennet	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0
Lands' End	0.9%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.9%	0	0.0%	0
Littlewoods	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Tall Sally	0.1%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MandM Direct	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marisota	0.3%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0
Matalan	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	3.4%	1
New Look	1.4%	5	0.0%	0	0.0%	0	18.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orvis UK	0.1%	0	0.0%	0	5.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxendales	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poetry Fashion	0.2%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Man	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	0.4%	1	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island	1.2%	4	14.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Be	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdry	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx	0.3%	1	3.8%	1	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WALL London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Stuff	0.1%	0	0.0%	0	5.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wider Fit shoes	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
(Don't know / varies)	51.0%	183	47.9%	11	37.5%	3	63.9%	17	53.2%	22	67.6%	26	26.7%	8	69.4%	8	74.9%	18
Weighted base:		359		23		8		26		41		39		29		12		24
Sample:		316		19		17		25		24		19		18		15		21

Column %ges.

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

Q11 How do you normally travel to (STORE OR CENTRE MENTIONED AT Q10)?
Those who gave a location at Q10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car / van (as driver)	76.6%	872	61.7%	48	78.6%	26	85.7%	44	80.0%	84	87.0%	92	82.0%	75	85.9%	53	76.8%	52
Car / van (as passenger)	8.9%	102	8.3%	6	17.3%	6	5.3%	3	3.8%	4	6.3%	7	5.3%	5	4.9%	3	11.3%	8
Bus, minibus or coach	5.0%	56	1.7%	1	4.1%	1	3.6%	2	4.9%	5	3.5%	4	8.3%	8	3.4%	2	6.0%	4
Using park & ride facility	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Motorcycle, scooter or moped	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.1%	59	23.1%	18	0.0%	0	1.2%	1	2.4%	3	1.2%	1	2.0%	2	1.0%	1	1.3%	1
Taxi	0.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Train	2.7%	31	3.1%	2	0.0%	0	1.7%	1	8.9%	9	0.9%	1	1.0%	1	2.0%	1	2.6%	2
Bicycle	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.0%	0	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
Aeroplane	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1
(Varies)	0.8%	9	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Weighted base:		1139		78		34		52		105		106		91		61		68
Sample:		1152		76		81		64		71		72		67		79		75

Q12 What do you like about this store / town centre? (STORE OR CENTRE MENTIONED AT Q10) [MR]
Those who gave a location at Q10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Attractive environment / nice place	6.6%	75	5.3%	4	7.7%	3	5.2%	3	3.0%	3	0.9%	1	9.9%	9	6.9%	4	9.3%	6
Close to friends or relatives	0.8%	10	1.1%	1	0.9%	0	1.8%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0	1.7%	1
Close to home	22.3%	254	21.5%	17	7.4%	3	37.2%	19	10.4%	11	21.6%	23	19.9%	18	27.3%	17	38.1%	26
Close to work	1.0%	11	1.2%	1	0.0%	0	0.0%	0	3.8%	4	0.0%	0	1.4%	1	1.0%	1	1.3%	1
Compact	8.8%	100	2.5%	2	12.4%	4	9.8%	5	5.3%	6	9.4%	10	10.8%	10	15.2%	9	6.2%	4
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.2%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Easy to get to by car	1.8%	21	1.2%	1	1.2%	0	0.0%	0	0.9%	1	0.0%	0	6.0%	5	9.1%	6	2.5%	2
Easy to park	3.8%	43	4.5%	4	0.0%	0	9.2%	5	4.7%	5	3.4%	4	10.3%	9	8.2%	5	0.0%	0
Free parking	0.7%	8	0.0%	0	1.2%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.0%	1	2.9%	2
Size of store	0.4%	5	1.2%	1	2.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of goods	14.0%	160	20.6%	16	13.0%	4	10.2%	5	25.2%	27	14.1%	15	4.7%	4	17.1%	10	9.5%	6
Value for money	2.0%	23	1.1%	1	4.1%	1	2.9%	1	5.7%	6	0.0%	0	0.0%	0	2.5%	2	1.2%	1
Good facilities	1.0%	11	2.3%	2	8.6%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	6.9%	4	0.0%	0
Good food stores	0.7%	8	0.0%	0	0.0%	0	1.6%	1	0.9%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Good pubs, cafés or restaurants	1.0%	12	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.9%	1	2.3%	2	3.2%	2	0.0%	0
Good range of non-food shops	32.7%	372	31.4%	24	29.6%	10	17.8%	9	38.5%	41	48.9%	52	33.9%	31	22.9%	14	12.8%	9
Makes a change from other places	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	1.1%	12	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Safe and secure	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
The market (food / farmers market, other markets)	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
Traditional	0.5%	6	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Traffic free shopping centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.9%	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
Good / friendly staff / service / people	0.9%	11	1.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Good opening hours	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good quality	0.9%	10	0.0%	0	0.0%	0	2.4%	1	3.8%	4	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Good range of independent shops	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Good range of services	0.2%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habit / familiarity	1.1%	13	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.3%	1
Presence of a Marks & Spencer store	1.0%	12	0.9%	1	0.0%	0	1.2%	1	2.6%	3	3.0%	3	2.0%	2	0.0%	0	0.0%	0
(Nothing / very little)	14.0%	160	13.4%	10	27.6%	9	8.8%	5	15.7%	16	8.2%	9	10.0%	9	3.0%	2	15.8%	11
(Don't know)	2.5%	29	4.6%	4	7.6%	3	1.2%	1	0.0%	0	0.9%	1	4.9%	4	1.0%	1	2.3%	2
Weighted base:		1139		78		34		52		105		106		91		61		68
Sample:		1152		76		81		64		71		72		67		79		75

Column %ges.

by Zone (Weighted, Part 1)

Weighted:

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

Q13 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, photo processing etc.) (Excluding video games)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aberaeron	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberyswyth out of centre (where retail park is not named)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberyswyth Town Centre	3.2%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff Town Centre	0.3%	5	0.0%	0	1.8%	1	1.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Cardigan out of centre (where retail park is not named)	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
Cardigan Town Centre	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Carmarthen out of centre (where retail park is not named)	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carmarthen Town Centre	1.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.0%	2	1.5%	1		
Crymych	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishguard	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Haverfordwest out of centre (where retail park is not named)	0.2%	4	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Haverfordwest Town Centre	2.4%	39	12.2%	13	8.9%	4	5.9%	5	4.1%	6	1.9%	3	0.9%	1	1.2%	1	5.6%	5
Kilgetty	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Lampeter	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven out of centre (where retail park is not named)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narberth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Newport (Pembrokeshire)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock Central	0.8%	12	0.8%	1	0.0%	0	0.0%	0	0.8%	1	5.3%	8	1.5%	2	0.0%	0	0.0%	0
Pembroke Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Swansea City Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Tenby	0.6%	9	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	9	0.0%	0	0.0%	0
Bridge Meadow Retail Park, Haverfordwest	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Havens Head Retail Park, Milford Haven	0.1%	2	0.0%	0	2.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Y Llyn Retail Park, Aberystwyth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Withybush Retail Park, Haverfordwest	0.2%	4	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.6%	1
Llandudno	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Meadow View, Haverfordwest	0.2%	3	0.6%	1	0.0%	0	0.9%	1	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Morrisons, Parcydolau, Llanbadarn Fawr, Aberystwyth	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Fenton Trading Estate, Haverfordwest	1.2%	19	10.3%	11	6.1%	3	2.4%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Extra, Morfa Lane, Carmarthen	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Aberystwyth Road, Cardigan	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Pembroke Dock	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.8%	7	1.5%	2	0.0%	0	0.0%	0
Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	35.2%	565	22.2%	23	25.0%	11	52.0%	45	26.4%	40	41.3%	64	33.4%	45	39.2%	30	48.1%	45
(Don't know)	0.2%	3	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.6%	10	1.5%	2	0.7%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	1
(Don't do this type of shopping)	48.7%	782	50.9%	53	53.6%	23	36.7%	32	61.1%	92	39.8%	61	55.7%	75	49.9%	38	38.4%	36
Weighted base:		1607		104		42		86		151		154		135		76		94
Sample:		1607		100		101		101		100		100		100		100		100

Column %ges.

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

Q13AWhich internet / home delivery retailer do you use for your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?

Those who shop online at Q13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Amazon	71.9%	406	62.0%	14	74.0%	8	82.5%	37	56.4%	23	70.6%	45	57.7%	26	84.7%	25	77.7%	35
Argos	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Ebay	4.0%	23	8.3%	2	3.9%	0	1.8%	1	14.9%	6	1.9%	1	8.5%	4	0.0%	0	1.8%	1
HMV	0.9%	5	0.0%	0	3.9%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tesco	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple	3.2%	18	0.0%	0	0.0%	0	1.9%	1	0.0%	0	4.3%	3	8.4%	4	4.0%	1	0.0%	0
Morrisons	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
Play	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	19.0%	107	29.7%	7	18.3%	2	13.8%	6	25.7%	10	23.1%	15	20.6%	9	11.3%	3	19.3%	9
Weighted base:		565		23		11		45		40		64		45		30		45
Sample:		469		24		23		45		20		35		26		33		37

Column %ges.

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

Q14 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, Kindles, ipads, tablets, telephones, etc.)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aberyswyth out of centre (where retail park is not named)	1.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberyswyth Town Centre	7.7%	123	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff out of centre (where retail park is not named)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Cardiff Town Centre	0.3%	4	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0
Cardigan out of centre (where retail park is not named)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardigan Town Centre	1.1%	18	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carmarthen out of centre (where retail park is not named)	3.0%	49	1.8%	2	0.7%	0	0.0%	0	0.6%	1	2.4%	4	1.5%	2	0.6%	0	0.0%	0
Carmarthen Town Centre	3.8%	60	0.0%	0	3.5%	1	0.0%	0	0.8%	1	1.8%	3	6.8%	9	12.2%	9	0.0%	0
Crymych	0.8%	13	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Fishguard	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Haverfordwest out of centre (where retail park is not named)	1.6%	25	2.3%	2	5.7%	2	0.0%	0	5.1%	8	0.0%	0	2.5%	3	0.9%	1	2.9%	3
Haverfordwest Town Centre	12.8%	206	42.4%	44	34.8%	15	29.0%	25	31.3%	47	11.9%	18	12.5%	17	11.6%	9	26.6%	25
Kilgetty	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.8%	1	0.0%	0
Lampeter	2.5%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandysul	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven Town Centre	0.1%	2	0.6%	1	0.7%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narberth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Newport (Pembrokeshire)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown (Powys)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock Central	1.5%	24	0.0%	0	0.0%	0	0.0%	0	0.8%	1	11.7%	18	3.5%	5	0.0%	0	0.0%	0
Pembroke Dock out of centre (where retail park is not named)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Pembroke out of centre (where retail park is not named)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Pembroke Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Swansea out of centre (where retail park is not named)	0.2%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenby	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Bridge Meadow Retail Park, Haverfordwest	2.1%	34	5.2%	5	8.8%	4	4.8%	4	1.6%	2	7.6%	12	2.2%	3	0.8%	1	0.0%	0
Parc Pensarn Retail Park, Myrtle Hill, Carmarthen	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Parc Pensarn, Carmarthen	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Y Llyn Retail Park, Aberystwyth	4.1%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembrokeshire Retail Park, London Road, Pembroke Dock	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Riverside Quay, Haverfordwest	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Springfield Retail Park, Haverfordwest	0.3%	6	3.0%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.6%	0	0.0%	0
St Stephens Way, Carmarthen	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Towy Ford Retail Park, Carmarthen	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Withybush Retail Park, Haverfordwest	3.9%	62	3.2%	3	5.4%	2	2.8%	2	16.5%	25	9.3%	14	5.0%	7	3.2%	2	5.6%	5
Ystwyth Retail Park, Aberystwyth	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	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
Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Crymych	0.1%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enterprise Park, Swansea	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
Morrisons, Meadow View, Haverfordwest	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0

Column %ges.

NEMS market research

South Wales Retail Study
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Morrisons, Parcydolau, Llanbadarn Fawr, Aberystwyth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Emlyn	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rheidol Retail Park, Aberystwyth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Clears	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Fenton Trading Estate, Haverfordwest	0.7%	11	5.0%	5	3.7%	2	2.9%	2	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0
Tesco Extra, Morfa Lane, Carmarthen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Aberystwyth Road, Cardigan	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Pembroke Dock	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.9%	1	0.6%	0	0.0%	0
Internet / catalogue	27.3%	439	19.7%	21	25.6%	11	32.6%	28	34.4%	52	24.2%	37	29.6%	40	43.3%	33	31.8%	30
(Don't know)	2.2%	35	1.5%	2	0.0%	0	2.4%	2	1.4%	2	3.7%	6	6.1%	8	0.0%	0	0.6%	1
(Varies)	1.3%	21	0.0%	0	2.0%	1	0.7%	1	0.0%	0	0.8%	1	0.9%	1	2.2%	2	1.8%	2
(Don't do this type of shopping)	14.5%	234	11.2%	12	5.2%	2	22.2%	19	5.2%	8	20.6%	32	17.9%	24	15.1%	12	30.1%	28
Weighted base:		1607		104		42		86		151		154		135		76		94
Sample:		1607		100		101		101		100		100		100		100		100

Q14A Which internet / home delivery retailer do you use for your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, Kindles, iPads, telephones, etc.)?

Those who shop online at Q14

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Amazon	34.8%	153	26.6%	5	25.2%	3	33.5%	9	43.5%	23	25.1%	9	46.8%	19	52.3%	17	20.9%	6
AO.com	4.5%	20	9.4%	2	7.2%	1	6.2%	2	4.3%	2	0.0%	0	0.0%	0	12.5%	4	8.3%	2
Argos	4.0%	18	0.0%	0	0.0%	0	0.0%	0	2.5%	1	3.3%	1	13.1%	5	4.6%	2	0.0%	0
B&Q	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Currys	6.8%	30	0.0%	0	6.4%	1	2.9%	1	0.0%	0	10.9%	4	17.3%	7	5.4%	2	4.7%	1
Ebay	3.3%	14	0.0%	0	0.0%	0	3.0%	1	11.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebuyer	1.3%	6	9.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	1.5%	7	0.0%	0	6.4%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littlewoods	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	3	0.0%	0	0.0%	0	0.0%	0
PC World	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0
Tesco	0.2%	1	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple	0.6%	3	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
BT	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dell	0.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
EE	0.1%	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
Ocado	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	0.1%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sony	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	3
(Don't know / varies)	39.1%	172	50.2%	10	49.3%	5	49.2%	14	38.3%	20	50.0%	19	17.6%	7	20.0%	7	56.4%	17
Weighted base:		439		21		11		28		52		37		40		33		30
Sample:		358		16		23		30		21		20		25		35		26

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q15 Where do you normally do most of your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aberaeron	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberyswyth out of centre (where retail park is not named)	1.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberyswyth Town Centre	10.3%	166	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0
Cardigan out of centre (where retail park is not named)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardigan Town Centre	1.4%	22	0.6%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Carmarthen out of centre (where retail park is not named)	2.6%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.9%	1	1.8%	1	0.0%	0
Carmarthen Town Centre	2.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	6	12.7%	10	0.0%	0
Crymych	1.7%	28	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0
Fishguard	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.1%	3
Haverfordwest out of centre (where retail park is not named)	2.9%	47	3.6%	4	5.2%	2	0.9%	1	7.6%	12	3.5%	5	7.4%	10	2.1%	2	4.6%	4
Haverfordwest Town Centre	14.3%	230	49.6%	52	44.8%	19	39.2%	34	34.2%	52	10.4%	16	10.5%	14	12.6%	10	32.3%	30
Kilgetty	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	1.6%	1	0.0%	0
Lampeter	3.2%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterson	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Llandysul	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Machynlleth Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven out of centre (where retail park is not named)	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven Town Centre	0.3%	4	0.0%	0	0.7%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport (Pembrokeshire)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown (Powys)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neyland	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
Pembroke Dock Central	3.0%	49	0.0%	0	0.0%	0	0.9%	1	0.6%	1	25.3%	39	6.0%	8	0.0%	0	0.0%	0
Pembroke Dock out of centre (where retail park is not named)	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	5.8%	8	0.0%	0	0.0%	0
Pembroke Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
St Davids	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swansea out of centre (where retail park is not named)	0.2%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swansea City Centre	0.1%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tenby	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0
Bridge Meadow Retail Park, Haverfordwest	3.9%	62	14.7%	15	11.6%	5	12.7%	11	1.6%	2	12.6%	19	4.8%	7	0.8%	1	0.0%	0
Capital Shopping Centre, Cardiff	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havens Head Retail Park, Milford Haven	0.1%	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
Parc Pensarn Retail Park, Myrtle Hill, Carmarthen	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0
Parc Pensarn, Carmarthen	1.1%	17	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Parc Y Llyn Retail Park, Aberystwyth	3.3%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembrokeshire Retail Park, London Road, Pembroke Dock	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Riverside Quay, Haverfordwest	0.2%	3	0.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.9%	1	0.6%	1	0.0%	0
Springfield Retail Park, Haverfordwest	0.3%	5	2.1%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.6%	0	0.0%	0
St Stephens Way, Carmarthen	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Withybush Retail Park, Haverfordwest	4.1%	65	5.7%	6	4.4%	2	3.5%	3	13.0%	20	7.7%	12	6.0%	8	5.0%	4	9.5%	9
Ystwyth Retail Park, Aberystwyth	1.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crymych	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Newcastle Emlyn	1.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rheidol Retail Park,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

NEMS market research

South Wales Retail Study
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aberystwyth																		
Tesco Extra, Fenton Trading Estate, Haverfordwest	0.4%	7	0.6%	1	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5	0.0%	0
Tesco, London Road, Pembroke Dock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Internet / catalogue	21.9%	352	8.7%	9	14.8%	6	28.0%	24	29.1%	44	18.2%	28	26.0%	35	29.2%	22	26.2%	25
(Don't know)	1.4%	23	1.0%	1	3.9%	2	0.0%	0	0.0%	0	2.7%	4	1.6%	2	2.0%	2	0.0%	0
(Varies)	2.2%	35	2.3%	2	0.0%	0	3.1%	3	1.2%	2	2.5%	4	3.1%	4	8.8%	7	1.8%	2
(Don't do this type of shopping)	8.9%	143	6.1%	6	4.2%	2	9.0%	8	8.7%	13	10.5%	16	8.8%	12	8.7%	7	19.0%	18
Weighted base:		1607		104		42		86		151		154		135		76		94
Sample:		1607		100		101		101		100		100		100		100		100

Q15A Which internet / home delivery retailer do you use for your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?

Those who shop online at Q15

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Amazon	17.2%	61	19.6%	2	0.0%	0	16.3%	4	30.2%	13	8.0%	2	21.6%	8	36.2%	8	15.5%	4
AO.com	18.4%	65	10.0%	1	36.6%	2	34.2%	8	12.7%	6	7.8%	2	22.3%	8	21.1%	5	22.1%	5
Argos	4.0%	14	0.0%	0	0.0%	0	3.5%	1	0.0%	0	9.0%	3	7.4%	3	2.1%	0	3.3%	1
Asda	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys	10.4%	37	10.0%	1	4.8%	0	12.9%	3	10.6%	5	24.2%	7	13.4%	5	8.2%	2	2.4%	1
Ebay	1.3%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0
John Lewis	2.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	3.5%	1	0.0%	0	0.0%	0
Littlewoods	2.6%	9	0.0%	0	6.5%	0	0.0%	0	10.6%	5	9.8%	3	0.0%	0	0.0%	0	3.3%	1
Next	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.6%	2	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Appliance City	0.2%	1	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bosch	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Grattan	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smeg Uk	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	39.1%	138	60.4%	5	52.1%	3	26.0%	6	33.1%	15	37.7%	11	29.3%	10	29.8%	7	53.5%	13
Weighted base:		352		9		6		24		44		28		35		22		25
Sample:		296		9		14		24		17		20		23		24		25

by Zone (Weighted, Part 1)

Weighted:

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

Q16 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?

Location	Total %	Total	Z1 %	Z1	Z2 %	Z2	Z3 %	Z3	Z4 %	Z4	Z5 %	Z5	Z6 %	Z6	Z7 %	Z7	Z8 %	Z8
Aberaeron	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberyswyth out of centre (where retail park is not named)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberyswyth Town Centre	11.7%	187	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff Town Centre	0.3%	5	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Cardigan Town Centre	4.1%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Carmarthen out of centre (where retail park is not named)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Carmarthen Town Centre	3.7%	60	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	3.1%	4	11.9%	9	1.8%	2
Crymych	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishguard	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	10
Goodwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Haverfordwest out of centre (where retail park is not named)	0.6%	10	4.4%	5	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Haverfordwest Town Centre	11.3%	181	51.2%	53	44.7%	19	31.8%	27	16.6%	25	7.4%	11	5.1%	7	15.6%	12	25.9%	24
Johnston	0.2%	3	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Kilgetty	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.4%	1	0.0%	0
Lampeter	1.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letterson	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Llandysul	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanelli Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Machynlleth Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven out of centre (where retail park is not named)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven Town Centre	1.0%	15	0.0%	0	1.7%	1	0.0%	0	9.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narberth	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.6%	4	0.0%	0
Newport (Pembrokeshire)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock Central	2.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	26	6.4%	9	1.4%	1	0.0%	0
Pembroke Dock out of centre (where retail park is not named)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0	0.0%	0
Pembroke Town Centre	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	6	0.7%	1	0.0%	0	0.0%	0
St Davids	0.2%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swansea City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tenby	2.5%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.5%	38	1.6%	1	0.6%	1
Tregaron	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Meadow Retail Park, Haverfordwest	0.2%	3	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Havens Head Retail Park, Milford Haven	0.3%	5	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Pensarn Retail Park, Myrtle Hill, Carmarthen	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
Parc Y Llyn Retail Park, Aberystwyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Quay, Haverfordwest	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Withybush Retail Park, Haverfordwest	0.1%	2	0.0%	0	0.7%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ystwyth Retail Park, Aberystwyth	0.1%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	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
Clynderwen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Hakin	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	4	0.0%	0	0.0%	0
Hungerford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandudno	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llangwyryfon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Meadow View, Haverfordwest	0.1%	2	0.9%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Parcydolau, Llanbadarn Fawr, Aberystwyth	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Emlyn	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Y Dolau	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pontsian	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Derwen, Bridgend	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Tesco Extra, Fenton Trading	1.3%	21	6.0%	6	8.3%	3	9.1%	8	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.9%	1

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Estate, Haverfordwest																		
Tesco Extra, Morfa Lane, Carmarthen	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Aberystwyth Road, Cardigan	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Pembroke Dock	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	13	1.8%	2	0.0%	0	0.0%	0
Internet / catalogue	28.6%	460	22.6%	24	27.8%	12	30.7%	27	23.4%	35	30.3%	47	29.4%	40	37.9%	29	26.6%	25
(Don't know)	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.2%	1	1.4%	1
(Varies)	2.5%	40	0.0%	0	0.0%	0	5.0%	4	3.5%	5	2.4%	4	1.9%	3	2.0%	2	5.5%	5
(Don't do this type of shopping)	19.7%	317	14.3%	15	13.8%	6	17.3%	15	36.7%	56	25.0%	39	18.6%	25	17.3%	13	21.5%	20
Weighted base:		1607		104		42		86		151		154		135		76		94
Sample:		1607		100		101		101		100		100		100		100		100

Q16A Which internet / home delivery retailer do you use for your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?

Those who shop online at Q16

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Amazon	82.9%	381	93.3%	22	73.3%	9	68.8%	18	93.0%	33	88.0%	41	75.9%	30	88.4%	26	72.2%	18
Ebay	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	3	0.0%	0	0.0%	0
Staples	0.2%	1	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.6%	3	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith	0.2%	1	0.0%	0	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kobo	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
People's Friend	0.1%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Book People	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Works	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Viking Direct	0.7%	3	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	13.4%	62	6.7%	2	10.8%	1	28.2%	7	7.0%	2	12.0%	6	14.5%	6	11.6%	3	27.8%	7
Weighted base:		460		24		12		27		35		47		40		29		25
Sample:		403		17		23		31		21		29		22		33		26

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q17 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aberaeron	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberyswyth out of centre (where retail park is not named)	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberyswyth Town Centre	7.7%	124	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff Town Centre	0.5%	8	0.8%	1	0.7%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Cardigan out of centre (where retail park is not named)	0.2%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardigan Town Centre	1.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Carmarthen out of centre (where retail park is not named)	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.7%	1	0.0%	0
Carmarthen Town Centre	4.7%	76	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	10.5%	8	0.0%	0
Crymych	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Fishguard	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	5
Goodwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Haverfordwest out of centre (where retail park is not named)	2.1%	34	8.7%	9	8.2%	3	3.8%	3	0.8%	1	1.7%	3	0.0%	0	0.0%	0	6.3%	6
Haverfordwest Town Centre	8.4%	135	26.6%	28	15.2%	6	24.6%	21	13.8%	21	4.9%	7	5.8%	8	15.5%	12	32.2%	30
Johnston	0.2%	3	0.0%	0	1.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilgetty	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	2.2%	2	0.0%	0
Lampeter	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandysul	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven Town Centre	1.0%	15	0.0%	0	0.0%	0	0.0%	0	9.3%	14	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Narberth	0.2%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.2%	2	0.0%	0
Newport (Pembrokeshire)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neyland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock Central	2.2%	36	0.0%	0	0.0%	0	0.0%	0	0.8%	1	19.8%	30	2.7%	4	0.8%	1	0.0%	0
Pembroke Dock out of centre (where retail park is not named)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Pembroke Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.6%	0	0.0%	0
Saundersfoot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
St Davids	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
Swansea City Centre	0.5%	8	0.0%	0	0.0%	0	0.0%	0	3.1%	5	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Tenby	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	12	0.8%	1	0.0%	0
Tregaron	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
Bridge Meadow Retail Park, Haverfordwest	0.1%	1	0.9%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havens Head Retail Park, Milford Haven	0.4%	7	0.0%	0	2.0%	1	0.0%	0	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Fforest-fach, Swansea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Pensarn Retail Park, Myrtle Hill, Carmarthen	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Pensarn, Carmarthen	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
Parc Tawe, Swansea	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.0%	0	0.0%	0
Parc Y Llyn Retail Park, Aberystwyth	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Haverfordwest	0.3%	5	1.5%	2	0.9%	0	2.4%	2	0.0%	0	0.0%	0	0.7%	1	0.6%	0	0.0%	0
St Stephens Way, Carmarthen	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
Withybush Retail Park, Haverfordwest	2.4%	39	9.6%	10	10.3%	4	4.6%	4	6.5%	10	4.2%	6	0.0%	0	3.8%	3	0.0%	0
Ystwyth Retail Park, Aberystwyth	0.9%	14	0.0%	0	0.7%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, Aberystwyth	0.2%	3	0.0%	0	1.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cilgerran	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clynderwen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Meadow View, Haverfordwest	0.2%	3	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1
Morrisons, Parcydolau, Llanbadarn Fawr, Aberystwyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Emlyn	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	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
Rheidol Retail Park,	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

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aberystwyth																		
Sainsbury's, The Derwen, Bridgend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Tesco Extra, Fenton Trading Estate, Haverfordwest	0.4%	7	3.4%	4	4.9%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Aberystwyth Road, Cardigan	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Pembroke Dock	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	10	2.3%	3	0.0%	0	0.0%	0
Internet / catalogue	21.0%	337	22.8%	24	12.8%	5	19.6%	17	27.1%	41	20.0%	31	21.2%	29	16.4%	13	22.7%	21
(Don't know)	0.9%	15	1.5%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.6%	0	0.6%	1
(Varies)	2.8%	45	3.6%	4	0.7%	0	4.1%	4	2.3%	3	4.0%	6	3.5%	5	7.5%	6	1.8%	2
(Don't do this type of shopping)	32.8%	527	16.8%	18	38.0%	16	36.1%	31	28.6%	43	30.9%	48	41.6%	56	31.3%	24	28.0%	26
Weighted base:		1607		104		42		86		151		154		135		76		94
Sample:		1607		100		101		101		100		100		100		100		100

Q17A **Which internet / home delivery retailer do you use for your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?**
Those who shop online at Q17

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Amazon	41.9%	141	10.5%	2	53.9%	3	47.1%	8	12.0%	5	69.4%	21	77.0%	22	86.8%	11	36.7%	8
Argos	3.4%	11	0.0%	0	0.0%	0	10.7%	2	6.6%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Boots	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	4.8%	16	0.0%	0	0.0%	0	0.0%	0	18.0%	7	8.2%	3	4.1%	1	0.0%	0	0.0%	0
Next	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	9.5%	1	3.6%	1
Toys R Us	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2
Big Orange Watersports	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotwolds Camping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Create and Craft	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricket Direct	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dog Food Dave	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Game	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hobbyking	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MandM Direct	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Natures Menu	0.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet at Home	0.2%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet-Supermarket	0.3%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pullingers	0.1%	0	0.0%	0	7.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rollersnakes	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Scuba	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Special Need Toys	1.0%	3	14.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct	3.3%	11	17.8%	4	0.0%	0	0.0%	0	11.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Airsoft	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Toy Shop	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Viovet	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiggle	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Zooplus	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
(Don't know / varies)	34.5%	116	53.9%	13	38.6%	2	33.8%	6	43.2%	18	18.2%	6	12.6%	4	3.7%	0	48.0%	10
Weighted base:		337		24		5		17		41		31		29		13		21
Sample:		252		18		10		18		16		19		18		13		19

Column %ges.

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

Q18 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aberaeron	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberyswyth out of centre (where retail park is not named)	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberyswyth Town Centre	6.9%	111	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff out of centre (where retail park is not named)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Cardiff Town Centre	1.2%	19	0.0%	0	0.0%	0	2.2%	2	1.5%	2	0.0%	0	4.0%	5	1.6%	1	0.0%	0
Cardigan out of centre (where retail park is not named)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Cardigan Town Centre	2.5%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.3%	1
Carmarthen out of centre (where retail park is not named)	1.8%	29	4.6%	5	0.0%	0	0.9%	1	0.0%	0	2.0%	3	0.7%	1	0.0%	0	0.6%	1
Carmarthen Town Centre	3.8%	62	1.5%	2	1.1%	0	0.7%	1	0.0%	0	0.8%	1	0.9%	1	11.8%	9	3.8%	4
Crymych	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishguard	0.6%	10	0.0%	0	1.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	8
Goodwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest out of centre (where retail park is not named)	3.5%	56	12.5%	13	6.7%	3	1.7%	1	9.4%	14	4.0%	6	1.3%	2	2.5%	2	5.3%	5
Haverfordwest Town Centre	8.3%	133	23.8%	25	15.3%	6	25.5%	22	18.5%	28	5.0%	8	3.1%	4	5.1%	4	32.0%	30
Johnston	1.7%	27	3.9%	4	4.6%	2	4.5%	4	9.6%	15	0.8%	1	0.0%	0	0.6%	0	0.9%	1
Kilgetty	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	11	3.8%	3	0.0%	0
Lampeter	3.2%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandysul	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanelli out of centre (where retail park is not named)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanelli Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Machynlleth Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven Town Centre	0.8%	13	0.0%	0	0.9%	0	1.1%	1	7.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narberth	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0
Newport (Pembrokeshire)	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
Newtown (Powys)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Neyland	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock Central	2.8%	46	1.7%	2	0.0%	0	0.0%	0	3.1%	5	22.3%	34	2.8%	4	1.4%	1	0.0%	0
Pembroke Dock out of centre (where retail park is not named)	0.5%	7	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	4	1.9%	3	0.0%	0	0.0%	0
Pembroke Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	1.8%	2
St Davids	0.9%	15	0.6%	1	5.9%	2	2.2%	2	0.0%	0	0.0%	0	2.9%	4	0.0%	0	2.6%	2
Swansea out of centre (where retail park is not named)	1.1%	18	4.5%	5	1.7%	1	0.7%	1	3.1%	5	2.3%	4	0.0%	0	0.8%	1	0.0%	0
Swansea City Centre	0.5%	8	0.9%	1	0.0%	0	0.7%	1	1.4%	2	0.8%	1	0.0%	0	0.0%	0	0.6%	1
Tenby	3.0%	49	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.2%	2	34.4%	47	0.0%	0	0.0%	0
Bridge Meadow Retail Park, Haverfordwest	0.2%	3	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Capital Shopping Park, Cardiff	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Havens Head Retail Park, Milford Haven	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Fforest-fach, Swansea	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Parc Pemberton Retail Park, Llanelli	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Pensarn Retail Park, Myrtle Hill, Carmarthen	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.8%	1	0.0%	0
Parc Pensarn, Carmarthen	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Tawe, Swansea	0.2%	3	0.8%	1	0.9%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Parc Y Llyn Retail Park, Aberystwyth	1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembrokeshire Retail Park, London Road, Pembroke Dock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Pontarddulais Road Retail Park, Swansea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Riverside Quay, Haverfordwest	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
St Stephens Way, Carmarthen	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
The Quadrant Shopping	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

Column %ges.

by Zone (Weighted, Part 1)

Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Swansea																		
Towy Ford Retail Park, Carmarthen	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trostre Retail Park, Llanelli	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Withybush Retail Park, Haverfordwest	2.9%	46	4.7%	5	7.8%	3	4.9%	4	8.0%	12	2.5%	4	4.0%	5	7.2%	5	1.7%	2
Ystwyth Retail Park, Aberystwyth	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester Retail Park, Chester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cross Hands	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.5%	2	4.0%	5	0.0%	0	0.0%	0
Cross Hands Retail Park, Cross Hands	0.2%	3	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Dre-fach Felindre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felindre	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
Hafren Furnishers, Llangurig Road, Llanidloes	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havering	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Ferry Road, Cardiff	0.3%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Kidderminster	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
Llanidloes	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill, Brierley Hill	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
Newcastle Emlyn	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port Talbot	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
Sainsbury's, The Derwen, Bridgend	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
Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Treharris	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	10.6%	170	17.7%	19	18.3%	8	15.7%	14	13.3%	20	9.0%	14	8.3%	11	4.2%	3	10.9%	10
(Don't know)	4.2%	68	3.8%	4	7.7%	3	5.1%	4	1.2%	2	4.0%	6	2.5%	3	4.6%	4	1.7%	2
(Varies)	5.3%	86	4.4%	5	1.4%	1	6.7%	6	6.5%	10	9.9%	15	4.0%	5	10.6%	8	1.8%	2
(Don't do this type of shopping)	21.4%	343	12.8%	13	25.5%	11	23.0%	20	11.4%	17	24.3%	37	14.0%	19	27.8%	21	25.7%	24
Weighted base:		1607		104		42		86		151		154		135		76		94
Sample:		1607		100		101		101		100		100		100		100		100

Q18A Which internet / home delivery retailer do you use for your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?
Those who shop online at Q18

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Amazon	7.5%	13	10.4%	2	24.5%	2	0.0%	0	23.1%	5	0.0%	0	21.0%	2	18.7%	1	0.0%	0
Argos	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	23.3%	3	18.7%	1	0.0%	0
Ebay	7.6%	13	0.0%	0	0.0%	0	0.0%	0	6.0%	1	34.4%	5	0.0%	0	0.0%	0	0.0%	0
Ikea	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	3.0%	5	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	14.4%	0	0.0%	0
Littlewoods	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	9.8%	17	14.0%	3	5.0%	0	0.0%	0	0.0%	0	29.3%	4	0.0%	0	0.0%	0	0.0%	0
Tesco	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	1	0.0%	0	0.0%	0
Bed World	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flooring Direct	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furnituredirectory	0.2%	0	0.0%	0	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grattan	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mattressman	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	1	0.0%	0
QVC	0.6%	1	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1
Secret Sales	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SofaSofa	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studio	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	2
Tonys Textiles	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very	3.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	1	0.0%	0	0.0%	0
Zara	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	53.9%	92	75.6%	14	61.6%	5	100.0%	14	64.5%	13	29.3%	4	33.8%	4	28.7%	1	75.9%	8
Weighted base:		170		19		8		14		20		14		11		3		10
Sample:		136		11		15		13		10		6		7		6		10

Column %ges.

by Zone (Weighted, Part 1)

Weighted:

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

Q19 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aberaeron	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberyswyth out of centre (where retail park is not named)	1.2%	19	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberyswyth Town Centre	9.1%	146	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardigan out of centre (where retail park is not named)	1.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardigan Town Centre	3.9%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Carmarthen out of centre (where retail park is not named)	3.0%	48	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	2.5%	3	5.8%	4	1.3%	1
Carmarthen Town Centre	3.7%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	4.3%	6	15.4%	12	3.8%	4
Crymych	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishguard	0.5%	8	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	6
Goodwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Haverfordwest out of centre (where retail park is not named)	4.5%	73	18.0%	19	17.1%	7	5.7%	5	8.2%	12	6.9%	11	0.9%	1	1.8%	1	8.7%	8
Haverfordwest Town Centre	9.4%	151	23.8%	25	13.7%	6	41.2%	36	10.1%	15	6.7%	10	1.6%	2	15.6%	12	43.8%	41
Kilgetty	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Lampeter	2.9%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandysul	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanelli Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Machynlleth Out of Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Machynlleth Town Centre	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven out of centre (where retail park is not named)	0.4%	6	0.0%	0	3.0%	1	0.0%	0	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven Town Centre	0.6%	10	0.0%	0	0.0%	0	1.1%	1	5.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narberth	0.3%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0
Newport (Pembrokeshire)	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
Newtown (Powys)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Neyland	0.2%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock Central	2.8%	45	0.0%	0	0.9%	0	0.0%	0	5.5%	8	13.0%	20	11.2%	15	1.6%	1	0.0%	0
Pembroke Dock out of centre (where retail park is not named)	1.1%	18	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	5	9.1%	12	0.0%	0	0.0%	0
Pembroke out of centre (where retail park is not named)	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.7%	1	0.0%	0	0.0%	0
Saundersfoot	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	7	1.6%	1	0.0%	0
St Davids	0.3%	5	0.0%	0	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swansea out of centre (where retail park is not named)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenby	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	15	0.0%	0	0.0%	0
Tregaron	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Bridge Meadow Retail Park, Haverfordwest	0.7%	11	1.5%	2	4.8%	2	0.7%	1	0.8%	1	1.5%	2	2.7%	4	0.0%	0	0.0%	0
Havens Head Retail Park, Milford Haven	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Pensarn Retail Park, Myrtle Hill, Carmarthen	1.5%	24	0.0%	0	0.0%	0	0.0%	0	0.6%	1	4.8%	7	0.9%	1	0.8%	1	0.0%	0
Parc Pensarn, Carmarthen	1.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.6%	0	0.0%	0
Parc Y Llyn Retail Park, Aberystwyth	2.9%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembrokeshire Retail Park, London Road, Pembroke Dock	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.3%	4	3.0%	2	0.0%	0
Springfield Retail Park, Haverfordwest	1.0%	16	7.2%	7	2.6%	1	0.7%	1	1.4%	2	0.0%	0	2.3%	3	0.6%	0	0.9%	1
St Stephens Way, Carmarthen	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0
Towy Ford Retail Park, Carmarthen	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	3.1%	2	0.0%	0
Withybush Retail Park, Haverfordwest	11.9%	191	28.7%	30	41.0%	17	23.1%	20	27.3%	41	20.7%	32	8.1%	11	24.3%	19	16.9%	16
Ystwyth Retail Park, Aberystwyth	0.5%	7	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberporth	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

Column %ges.

by Zone (Weighted, Part 1)

Weighted:

South Wales Retail Study
for Carter Jonas

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
B&Q, Cowbridge Road West, Culverhouse Cross	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Cyfarthfa Retail Park, Swansea Road, Merthyr Tydfil	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Old Towy Sawmills, Glanyrafon Road, Carmarthen	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.7%	1	0.0%	0	0.0%	0
Ceredigion	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cross Hands	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glan-y-Mor Leisure Park, Aberystwyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Honeyboough Garden Centre, Honeyborough Road, Neyland, Milford Haven	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ivydene Garden Centre, Abbey Home Farm, Whitland	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Llanybydder	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moylgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Emlyn	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Derwen, Bridgend	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
Solva	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
Tavernspite Garden Centre, Tavernspite, Lampeter Velfrey, Whitland	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Templeton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tesco Extra, Morfa Lane, Carmarthen	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trefhedyn Garden Centre, Bridge Street, Newcastle Emlyn	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
Internet / catalogue	4.6%	74	0.0%	0	1.0%	0	7.1%	6	5.7%	9	7.4%	11	2.3%	3	3.8%	3	0.0%	0
(Don't know)	5.6%	89	3.8%	4	6.3%	3	2.4%	2	5.9%	9	11.5%	18	7.7%	10	3.0%	2	0.0%	0
(Varies)	2.2%	36	0.0%	0	0.9%	0	3.6%	3	6.0%	9	1.7%	3	3.5%	5	1.4%	1	1.8%	2
(Don't do this type of shopping)	13.7%	220	13.7%	14	7.7%	3	5.3%	5	12.9%	20	12.7%	20	14.2%	19	8.3%	6	14.9%	14
Weighted base:		1607		104		42		86		151		154		135		76		94
Sample:		1607		100		101		101		100		100		100		100		100

Q19A Which internet / home delivery retailer do you use for your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?

Those who shop online at Q19

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Amazon	15.8%	12	0.0%	0	0.0%	0	13.3%	1	54.5%	5	22.9%	3	0.0%	0	0.0%	0	0.0%	0
B&Q	7.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	78.6%	2	0.0%	0
Ebay	16.0%	12	0.0%	0	0.0%	0	0.0%	0	14.2%	1	52.9%	6	0.0%	0	0.0%	0	0.0%	0
Homebase	4.2%	3	0.0%	0	100.1%	0	0.0%	0	31.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marshalls	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oka	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screw Direct	0.9%	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
Screwfix	9.7%	7	0.0%	0	0.0%	0	13.3%	1	0.0%	0	24.2%	3	0.0%	0	0.0%	0	0.0%	0
Toolstation	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.5%	1	0.0%	0	0.0%	0
Wickes	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.8%	1	0.0%	0	0.0%	0
(Don't know / varies)	37.7%	28	0.0%	0	0.0%	0	73.4%	5	0.0%	0	0.0%	0	29.8%	1	21.4%	1	0.0%	0
Weighted base:		74		0		0		6		9		11		3		3		0
Sample:		63		0		1		7		4		5		3		2		0

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

Q20 Where do you normally do most of your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aberaeron	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberyswyth out of centre (where retail park is not named)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Aberyswyth Town Centre	15.5%	250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff out of centre (where retail park is not named)	0.0%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff Town Centre	0.9%	15	3.2%	3	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Cardigan out of centre (where retail park is not named)	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
Cardigan Town Centre	7.4%	120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0
Carmarthen out of centre (where retail park is not named)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carmarthen Town Centre	5.5%	88	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	5.1%	7	15.1%	11	0.0%	0
Crymych	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishguard	1.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.2%	28
Goodwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Haverfordwest out of centre (where retail park is not named)	2.3%	37	13.2%	14	5.3%	2	2.8%	2	6.5%	10	1.8%	3	0.0%	0	0.0%	0	5.1%	5
Haverfordwest Town Centre	14.2%	228	49.2%	51	51.6%	22	53.0%	46	16.6%	25	5.5%	8	6.7%	9	28.2%	21	41.4%	39
Kilgetty	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	1.6%	1	0.0%	0
Lampeter	3.9%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandysul	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Machynlleth Out of Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Machynlleth Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven out of centre (where retail park is not named)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven Town Centre	3.4%	55	1.5%	2	2.6%	1	1.1%	1	33.2%	50	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Narberth	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	8	0.0%	0
Newport (Pembrokeshire)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown (Powys)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Neyland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock Central	5.2%	84	0.0%	0	0.0%	0	0.0%	0	1.5%	2	45.3%	70	8.6%	12	0.8%	1	0.0%	0
Pembroke Dock out of centre (where retail park is not named)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.6%	0	0.0%	0
Pembroke out of centre (where retail park is not named)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Pembroke Town Centre	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	6	0.7%	1	0.0%	0	0.0%	0
Saundersfoot	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
St Davids	0.2%	4	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swansea City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tenby	3.4%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	39.5%	53	0.8%	1	0.0%	0
Tregaron	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Meadow Retail Park, Haverfordwest	0.5%	7	0.9%	1	1.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.8%	1
Havens Head Retail Park, Milford Haven	1.3%	21	0.0%	0	2.0%	1	0.0%	0	13.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Pensarn Retail Park, Myrtle Hill, Carmarthen	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Y Llyn Retail Park, Aberystwyth	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Quay, Haverfordwest	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Haverfordwest	0.1%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Withybush Retail Park, Haverfordwest	4.2%	67	14.1%	15	9.8%	4	5.1%	4	9.7%	15	7.4%	11	4.3%	6	4.4%	3	6.7%	6
Ystwyth Retail Park, Aberystwyth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.5%	8	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	6	0.0%	0	0.0%	0
Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hakin	0.2%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanybydder	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Morrisons, Meadow View, Haverfordwest	0.4%	7	0.0%	0	3.0%	1	1.7%	1	0.0%	0	0.0%	0	1.9%	3	1.2%	1	0.0%	0
Morrisons, Parcydolau, Llanbadarn Fawr, Aberystwyth	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Emlyn	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pont-rhyd-y-groes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rheidol Retail Park, Aberystwyth	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
Sainsbury's, The Derwen, Bridgend	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Shrewsbury	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
Tesco Extra, Fenton Trading Estate, Haverfordwest	1.2%	19	3.6%	4	9.8%	4	8.0%	7	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.9%	1
Tesco Extra, Morfa Lane, Carmarthen	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco, Aberystwyth Road, Cardigan	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Pembroke Dock	1.3%	21	0.0%	0	0.0%	0	0.0%	0	3.9%	6	5.9%	9	3.9%	5	0.8%	1	0.0%	0
Internet / catalogue	7.3%	118	3.2%	3	11.3%	5	9.1%	8	3.7%	6	11.6%	18	10.4%	14	9.5%	7	3.3%	3
(Don't know)	0.7%	11	1.8%	2	0.0%	0	0.7%	1	0.0%	0	3.1%	5	0.0%	0	0.6%	0	0.8%	1
(Varies)	1.8%	30	3.4%	4	0.0%	0	4.1%	4	0.0%	0	4.1%	6	1.7%	2	5.5%	4	0.6%	1
(Don't do this type of shopping)	6.8%	109	4.4%	5	1.7%	1	7.2%	6	3.5%	5	8.9%	14	4.6%	6	6.3%	5	8.6%	8
Weighted base:		1607		104		42		86		151		154		135		76		94
Sample:		1607		100		101		101		100		100		100		100		100

Q20A Which internet / home delivery retailer do you use for your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.

Those who shop online at Q20

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Amazon	16.2%	19	27.1%	1	0.0%	0	0.0%	0	0.0%	0	26.6%	5	27.4%	4	6.3%	0	0.0%	0
Asda	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0
Debenhams	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	0.8%	1	0.0%	0	6.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	19.5%	23	0.0%	0	67.2%	3	18.4%	1	16.7%	1	34.6%	6	6.4%	1	39.6%	3	25.9%	1
All Beauty	1.7%	2	0.0%	0	0.0%	0	10.4%	1	0.0%	0	0.0%	0	8.8%	1	0.0%	0	0.0%	0
Avon	10.8%	13	19.9%	1	26.5%	1	39.9%	3	0.0%	0	0.0%	0	25.0%	4	0.0%	0	0.0%	0
Beauty Naturals	0.7%	1	25.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clinique	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fifty Plus	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fragrance Direct	4.5%	5	0.0%	0	0.0%	0	0.0%	0	83.3%	5	0.0%	0	0.0%	0	8.2%	1	0.0%	0
Hayloft Plants	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ideal World	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancome	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liz Earle	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	32.6%	38	27.1%	1	0.0%	0	31.3%	2	0.0%	0	38.8%	7	25.9%	4	45.8%	3	74.0%	2
Weighted base:		118		3		5		8		6		18		14		7		3
Sample:		111		4		6		7		2		8		10		12		3

Column %ges.

by Zone (Weighted, Part 1)

Weighted:

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

Q21 Where do you normally do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aberaeron	2.8%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberyswyth out of centre (where retail park is not named)	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
Aberyswyth Town Centre	17.2%	277	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Borth	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardigan out of centre (where retail park is not named)	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
Cardigan Town Centre	6.6%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.6%	1
Carmarthen out of centre (where retail park is not named)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carmarthen Town Centre	2.8%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	10.3%	8	0.0%	0
Crymych	1.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Fishguard	2.3%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	37.5%	35
Goodwick	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	7
Haverfordwest out of centre (where retail park is not named)	1.6%	26	12.8%	13	2.6%	1	0.7%	1	5.7%	9	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Haverfordwest Town Centre	11.2%	180	40.5%	42	53.6%	23	48.4%	42	9.0%	14	3.9%	6	6.5%	9	14.0%	11	33.8%	32
Johnston	0.1%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilgetty	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	11	4.7%	4	0.0%	0
Lampeter	3.9%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandysul	2.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanelli Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Machynlleth Out of Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Machynlleth Town Centre	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven out of centre (where retail park is not named)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven Town Centre	3.7%	60	0.0%	0	4.2%	2	4.7%	4	35.6%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narberth	1.7%	27	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.4%	26	0.0%	0
Newport (Pembrokeshire)	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown (Powys)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Neyland	1.1%	17	0.0%	0	0.0%	0	0.0%	0	11.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock Central	6.8%	109	0.0%	0	0.0%	0	0.0%	0	3.7%	6	58.9%	91	8.7%	12	0.6%	0	0.0%	0
Pembroke Dock out of centre (where retail park is not named)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0
Pembroke Town Centre	1.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	22	0.0%	0	0.0%	0	0.0%	0
Saundersfoot	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	11	0.8%	1	0.0%	0
St Davids	1.0%	17	0.0%	0	0.0%	0	19.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenby	4.8%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	54.9%	74	0.0%	0	0.0%	0
Tregaron	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Meadow Retail Park, Haverfordwest	0.1%	1	0.0%	0	0.7%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havens Head Retail Park, Milford Haven	1.2%	19	0.0%	0	2.0%	1	0.0%	0	11.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Pensarn Retail Park, Myrtle Hill, Carmarthen	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
Parc Y Llyn Retail Park, Aberystwyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Haverfordwest	0.1%	2	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Withybush Retail Park, Haverfordwest	3.1%	50	18.5%	19	13.4%	6	11.4%	10	4.4%	7	0.8%	1	0.9%	1	1.2%	1	2.8%	3
Aberporth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ceredigion	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
Hakin	0.4%	7	0.0%	0	0.0%	0	0.0%	0	4.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandudno	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
Llangwm	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanilar	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanybydder	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Meadow View, Haverfordwest	0.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Parcydolau, Llanbadarn Fawr, Aberystwyth	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

by Zone (Weighted, Part 1)
Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Newcastle Emlyn	1.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Derwen, Bridgend	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Talybont-on-Usk	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Fenton Trading Estate, Haverfordwest	1.8%	29	17.9%	19	4.5%	2	5.6%	5	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.9%	1
Tesco Extra, Morfa Lane, Carmarthen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco, Aberystwyth Road, Cardigan	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Pembroke Dock	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	7	0.7%	1	0.0%	0	0.0%	0
Whitland	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0
Internet / catalogue	1.8%	28	0.6%	1	5.6%	2	1.9%	2	0.0%	0	4.7%	7	0.7%	1	2.3%	2	2.4%	2
(Don't know)	0.6%	10	0.0%	0	1.7%	1	0.0%	0	3.1%	5	0.0%	0	0.0%	0	3.0%	2	0.0%	0
(Varies)	1.2%	20	0.9%	1	1.9%	1	0.7%	1	0.0%	0	0.8%	1	2.4%	3	2.2%	2	1.8%	2
(Don't do this type of shopping)	6.5%	104	7.9%	8	6.6%	3	3.6%	3	8.6%	13	9.8%	15	3.8%	5	8.9%	7	9.5%	9
Weighted base:		1607		104		42		86		151		154		135		76		94
Sample:		1607		100		101		101		100		100		100		100		100

Q21A Which internet / home delivery retailer do you use for your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).

Those who shop online at Q21

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Amazon	6.0%	2	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	38.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	82.8%	6	0.0%	0	0.0%	0	25.8%	1
Ebay	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	27.4%	8	0.0%	0	100.0%	2	50.0%	1	0.0%	0	17.1%	1	0.0%	0	33.4%	1	0.0%	0
Care co	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.4%	1	0.0%	0	0.0%	0
Higher Nature	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medilink	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pharmacy Direct	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zip Fit	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	16.7%	5	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	33.4%	1	74.3%	2
Weighted base:		28		1		2		2		0		7		1		2		2
Sample:		28		1		2		2		0		3		1		3		2

Column %ges.

Q22 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aberaeron	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberyswyth Town Centre	9.1%	146	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Borth	0.1%	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
Cardiff Town Centre	2.1%	33	4.9%	5	2.8%	1	3.6%	3	3.7%	6	2.6%	4	0.0%	0	4.6%	3	0.9%	1
Cardigan out of centre (where retail park is not named)	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
Cardigan Town Centre	2.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carmarthen out of centre (where retail park is not named)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Carmarthen Town Centre	7.5%	121	2.7%	3	4.5%	2	2.1%	2	2.9%	4	3.2%	5	13.9%	19	9.6%	7	0.0%	0
Crymych	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishguard	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	6
Haverfordwest out of centre (where retail park is not named)	0.6%	10	1.7%	2	6.8%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.4%	3
Haverfordwest Town Centre	7.2%	115	27.7%	29	21.4%	9	19.8%	17	14.8%	22	0.8%	1	1.3%	2	12.0%	9	25.9%	24
Lampeter	1.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandysul	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Machynlleth Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven Town Centre	0.8%	14	0.0%	0	0.7%	0	0.9%	1	8.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narberth	0.6%	9	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.9%	1	5.6%	4	0.0%	0
Newport (Pembrokeshire)	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
Pembroke Dock Central	2.6%	42	0.0%	0	0.0%	0	0.0%	0	0.8%	1	24.3%	37	2.5%	3	0.0%	0	0.0%	0
Pembroke Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
St Davids	0.1%	1	0.0%	0	0.9%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swansea City Centre	1.0%	16	1.8%	2	1.1%	0	0.9%	1	3.9%	6	3.3%	5	0.0%	0	0.0%	0	0.0%	0
Tenby	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	17	1.7%	1	0.0%	0
Tregaron	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
Havens Head Retail Park, Milford Haven	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Y Llyn Retail Park, Aberystwyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembrokeshire Retail Park, London Road, Pembroke Dock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Springfield Retail Park, Haverfordwest	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trostre Retail Park, Llanelli	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Withybush Retail Park, Haverfordwest	0.8%	13	4.2%	4	2.8%	1	3.2%	3	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.9%	1
Abroad	0.6%	10	0.9%	1	2.3%	1	0.7%	1	1.4%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Birmingham	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
Bridgend	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Central London	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Cross Hands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doncaster	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Ferry Road, Cardiff	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Emlyn	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	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
Shrewsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Fenton Trading Estate, Haverfordwest	0.2%	3	1.7%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Pembroke Dock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Whitland	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
Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	13.9%	224	15.3%	16	11.1%	5	23.1%	20	17.8%	27	14.9%	23	15.4%	21	13.7%	10	21.6%	20
(Don't know)	1.6%	26	0.9%	1	0.0%	0	5.8%	5	0.8%	1	1.8%	3	2.5%	3	3.4%	3	2.9%	3
(Varies)	6.7%	108	2.4%	2	1.7%	1	4.3%	4	14.0%	21	7.8%	12	2.5%	3	5.3%	4	10.0%	9
(Don't do this type of shopping)	36.3%	584	33.4%	35	41.0%	17	32.0%	28	26.8%	41	39.2%	60	43.6%	59	40.7%	31	27.4%	26
Weighted base:		1607		104		42		86		151		154		135		76		94
Sample:		1607		100		101		101		100		100		100		100		100

Column %ges.

by Zone (Weighted, Part 1)

Weighted:

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

Q22A Which internet / home delivery retailer do you use for your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);
Those who shop online at Q22

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Amazon	19.8%	44	5.5%	1	18.4%	1	7.2%	1	22.1%	6	11.3%	3	16.6%	3	55.1%	6	15.2%	3
Argos	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	3	0.0%	0	2.9%	1
ASOS	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams	2.1%	5	12.1%	2	0.0%	0	0.0%	0	0.0%	0	11.9%	3	0.0%	0	0.0%	0	0.0%	0
Ebay	3.7%	8	0.0%	0	0.0%	0	4.3%	1	0.0%	0	5.4%	1	11.6%	2	5.7%	1	0.0%	0
John Lewis	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0
Next	0.2%	0	0.0%	0	8.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gems TV	0.6%	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
H Samuel	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
James Gaskets	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Links of London	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pandora	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	2
QVC	2.3%	5	4.2%	1	6.4%	0	0.0%	0	0.0%	0	9.8%	2	0.0%	0	0.0%	0	0.0%	0
TJ Hughes	0.4%	1	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Jewellery Channel	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watch Shop	2.9%	6	0.0%	0	8.3%	0	0.0%	0	0.0%	0	0.0%	0	21.8%	5	0.0%	0	4.0%	1
(Don't know / varies)	60.4%	135	78.3%	12	58.6%	3	84.4%	17	77.9%	21	56.0%	13	33.0%	7	39.2%	4	70.0%	14
Weighted base:		224		16		5		20		27		23		21		10		20
Sample:		179		12		11		18		11		15		13		9		18

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q23 **How often do you or your household visit Haverfordwest?**
Zones 1-10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	3.0%	31	13.0%	14	6.5%	3	4.1%	4	1.6%	2	2.6%	4	0.0%	0	1.6%	1	3.5%	3
4-6 days a week	2.6%	26	3.4%	4	14.0%	6	3.4%	3	4.5%	7	0.8%	1	0.0%	0	2.4%	2	3.9%	4
2-3 days a week	6.2%	64	12.0%	13	13.7%	6	21.8%	19	5.4%	8	3.5%	5	0.0%	0	7.9%	6	6.8%	6
One day a week	21.0%	216	29.7%	31	25.3%	11	36.0%	31	34.5%	52	6.8%	11	10.4%	14	28.6%	22	43.4%	41
Every two weeks	13.3%	137	13.3%	14	18.4%	8	7.5%	6	12.9%	20	23.2%	36	5.7%	8	16.7%	13	19.5%	18
Monthly	14.6%	150	15.8%	16	7.5%	3	11.7%	10	18.6%	28	21.1%	32	23.0%	31	14.0%	11	9.0%	8
Once every two months	6.8%	70	1.5%	2	3.8%	2	3.2%	3	8.5%	13	9.8%	15	10.1%	14	4.1%	3	1.4%	1
Three-four times a year	6.8%	70	4.9%	5	5.4%	2	2.1%	2	5.2%	8	12.7%	20	9.3%	13	2.9%	2	2.9%	3
Once a year	2.5%	26	0.0%	0	0.7%	0	0.0%	0	0.6%	1	0.6%	1	1.6%	2	2.2%	2	1.4%	1
Less often	1.2%	12	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	3.1%	2	0.0%	0
Never	20.5%	211	5.9%	6	3.9%	2	8.5%	7	6.6%	10	18.0%	28	38.6%	52	15.2%	12	6.9%	6
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	1.5%	15	0.6%	1	0.0%	0	1.7%	1	1.5%	2	0.8%	1	0.0%	0	1.2%	1	1.3%	1
Mean:	*53.40*		*98.22*		*97.02*		*81.91*		*51.83*		*35.33*		*17.07*		*50.91*		*64.55*	
Weighted base:		1028		104		42		86		151		154		135		76		94
Sample:		1002		100		101		101		100		100		100		100		100

South Wales Retail Study
for Carter Jonas

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

Q24A In order of importance, what are your two main reasons for visiting Haverfordwest Town Centre? Main reason:

Zones 1-10 and those who visit Haverfordwest town centre at Q23

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	31.4%	256	26.7%	26	35.9%	15	45.9%	36	25.1%	35	12.8%	16	20.8%	17	62.2%	40	54.8%	48
Non-food shopping	38.9%	318	36.4%	36	26.3%	11	19.6%	15	41.9%	59	66.6%	84	56.3%	47	18.6%	12	24.2%	21
To visit bars / pubs	0.7%	6	0.9%	1	1.0%	0	0.0%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	2.0%	17	1.8%	2	1.0%	0	0.8%	1	4.2%	6	4.8%	6	0.0%	0	0.0%	0	0.9%	1
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.5%	4	0.0%	0	2.4%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
To visit financial services such as banks and other financial institutions	5.3%	43	19.8%	19	12.6%	5	8.3%	7	4.2%	6	0.0%	0	1.1%	1	2.6%	2	4.1%	4
To visit other service providers (e.g. travel agent, estate agent etc.)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	6.5%	53	2.4%	2	2.5%	1	8.7%	7	5.9%	8	2.8%	4	9.0%	7	0.7%	0	2.5%	2
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.0%	8	0.0%	0	2.0%	1	1.8%	1	0.7%	1	2.0%	3	1.1%	1	0.7%	0	0.0%	0
To shop at the market(s)	0.6%	5	3.9%	4	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	1.1%	9	0.7%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0	1.5%	1	2.0%	1	1.5%	1
To meet friends	1.1%	9	2.2%	2	1.0%	0	1.0%	1	1.6%	2	0.0%	0	0.0%	0	2.0%	1	0.7%	1
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	5.0%	41	2.7%	3	11.4%	5	10.5%	8	3.6%	5	8.1%	10	1.5%	1	4.5%	3	4.6%	4
For business (e.g. attend a business appointment)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Browsing / window shopping	1.2%	10	0.7%	1	2.5%	1	0.0%	0	1.5%	2	1.0%	1	1.1%	1	0.9%	1	3.5%	3
(Don't know / varies)	1.5%	13	0.0%	0	0.0%	0	0.8%	1	5.1%	7	0.0%	0	1.4%	1	1.8%	1	1.6%	1
(Nothing / nothing further)	0.9%	7	1.8%	2	0.0%	0	0.0%	0	0.7%	1	1.0%	1	2.5%	2	1.0%	1	0.0%	0
Weighted base:		817		98		41		79		141		126		83		65		88
Sample:		822		97		98		93		94		80		65		83		94

Column %ges.

NEMS market research

South Wales Retail Study
for Carter Jonas

Q24B In order of importance, what are your two main reasons for visiting Haverfordwest Town Centre? Secondary reason:
Those who gave a reason at Q24A

	Total %	Total	Zone 1 %	Zone 1	Zone 2 %	Zone 2	Zone 3 %	Zone 3	Zone 4 %	Zone 4	Zone 5 %	Zone 5	Zone 6 %	Zone 6	Zone 7 %	Zone 7	Zone 8 %	Zone 8
Food shopping	12.8%	102	10.7%	10	7.1%	3	17.7%	14	8.5%	11	18.5%	23	20.2%	16	13.6%	9	15.2%	13
Non-food shopping	24.4%	195	21.3%	21	28.8%	12	39.7%	31	28.7%	38	18.6%	23	20.4%	16	29.1%	18	24.3%	21
To visit bars / pubs	0.7%	6	3.9%	4	0.7%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	6.2%	49	8.1%	8	7.4%	3	4.1%	3	9.8%	13	4.3%	5	3.4%	3	0.9%	1	5.2%	5
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.6%	5	1.6%	2	1.7%	1	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	2.4%	19	4.2%	4	11.3%	5	2.2%	2	2.0%	3	0.8%	1	1.5%	1	4.3%	3	0.9%	1
To visit other service providers (e.g. travel agent, estate agent etc.)	0.6%	5	0.0%	0	1.5%	1	4.1%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	3.3%	26	0.9%	1	4.6%	2	4.7%	4	3.0%	4	5.7%	7	3.8%	3	2.4%	2	1.4%	1
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.5%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.6%	13	4.1%	4	1.0%	0	4.3%	3	1.0%	1	0.0%	0	1.5%	1	1.0%	1	0.0%	0
To shop at the market(s)	0.4%	3	0.0%	0	0.7%	0	0.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	0.5%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	2	1.6%	1
To meet friends	0.8%	7	0.9%	1	1.1%	0	1.0%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0	3.6%	3
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	1.6%	12	0.0%	0	2.0%	1	0.8%	1	0.9%	1	1.0%	1	0.0%	0	1.7%	1	7.1%	6
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.1%	1	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
As part of a day out / for a day out / something different	0.4%	3	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	0.8%	7	0.7%	1	1.7%	1	1.0%	1	0.9%	1	1.0%	1	0.0%	0	0.9%	1	0.0%	0
(Don't know / varies)	0.6%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
(Nothing / nothing further)	41.4%	330	41.6%	40	29.5%	12	16.8%	13	40.0%	53	49.3%	62	48.1%	38	40.2%	25	36.4%	31
Weighted base:		798		97		41		78		133		125		80		63		86
Sample:		803		95		98		92		90		79		62		80		92

Column %ges.

South Wales Retail Study
for Carter Jonas

Q24X In order of importance, what are your two main reasons for visiting Haverfordwest Town Centre? Any mention: [MR]
Zones 1-10 and those who visit Haverfordwest town centre at Q23

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	43.8%	358	37.2%	37	43.0%	17	63.4%	50	33.1%	47	31.1%	39	40.2%	33	75.4%	49	69.8%	61
Non-food shopping	62.8%	513	57.4%	56	55.2%	22	59.0%	47	69.0%	98	85.0%	107	75.9%	63	46.8%	30	48.1%	42
To visit bars / pubs	1.4%	12	4.7%	5	1.7%	1	0.8%	1	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	8.1%	66	9.7%	10	8.4%	3	4.9%	4	13.4%	19	9.1%	11	3.3%	3	0.9%	1	6.0%	5
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	1.1%	9	1.6%	2	4.1%	2	2.6%	2	1.9%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1
To visit financial services such as banks and other financial institutions	7.6%	62	23.9%	24	24.0%	10	10.4%	8	6.0%	9	0.8%	1	2.5%	2	6.8%	4	5.0%	4
To visit other service providers (e.g. travel agent, estate agent etc.)	0.9%	8	0.0%	0	1.5%	1	4.1%	3	0.7%	1	0.0%	0	1.1%	1	1.0%	1	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	9.7%	80	3.4%	3	7.0%	3	13.3%	11	8.8%	12	8.5%	11	12.6%	10	3.0%	2	3.8%	3
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.5%	4	0.9%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	2.5%	21	4.1%	4	2.9%	1	6.1%	5	1.6%	2	2.0%	3	2.6%	2	1.7%	1	0.0%	0
To shop at the market(s)	0.9%	8	3.9%	4	1.5%	1	0.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	1.6%	13	0.7%	1	0.0%	0	0.8%	1	1.7%	2	0.0%	0	1.5%	1	5.6%	4	3.1%	3
To meet friends	1.9%	15	3.2%	3	2.1%	1	1.0%	1	2.5%	3	0.0%	0	1.1%	1	2.0%	1	4.2%	4
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	6.6%	54	2.7%	3	13.4%	5	11.3%	9	4.4%	6	9.2%	12	1.5%	1	6.1%	4	11.5%	10
For business (e.g. attend a business appointment)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0	4.1%	3	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
As part of a day out / for a day out / something different	1.8%	15	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Browsing / window shopping	2.0%	16	1.4%	1	4.2%	2	1.0%	1	2.4%	3	2.1%	3	1.1%	1	1.8%	1	3.5%	3
Weighted base:		817		98		41		79		141		126		83		65		88
Sample:		822		97		98		93		94		80		65		83		94

Column %ges.

by Zone (Weighted, Part 1)

Weighted:

South Wales Retail Study
for Carter Jonas

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August 2016

Q25 What do you like about Haverfordwest Town Centre? [MR]
Zones 1-10 and those who visit Haverfordwest town centre at Q23

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Attractive environment / nice place	7.4%	60	11.3%	11	11.0%	4	5.3%	4	5.7%	8	3.8%	5	10.6%	9	6.1%	4	6.2%	5
Close to friends or relatives	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.7%	1
Close to home	18.8%	153	20.6%	20	10.1%	4	37.6%	30	17.2%	24	11.6%	15	5.9%	5	24.4%	16	39.5%	35
Close to work	1.2%	9	0.0%	0	0.0%	0	3.3%	3	3.7%	5	0.8%	1	0.0%	0	1.0%	1	0.0%	0
Compact	5.6%	46	3.9%	4	7.1%	3	4.2%	3	4.8%	7	2.5%	3	13.7%	11	12.1%	8	3.1%	3
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	2.1%	17	2.0%	2	0.0%	0	0.8%	1	2.6%	4	0.8%	1	0.0%	0	1.8%	1	0.9%	1
Easy to park	3.0%	25	0.0%	0	2.9%	1	1.9%	1	5.1%	7	2.0%	3	10.0%	8	3.3%	2	0.0%	0
Good facilities	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	2.3%	18	0.0%	0	2.7%	1	0.8%	1	6.1%	9	0.0%	0	4.2%	4	3.5%	2	0.9%	1
Good pubs, cafés or restaurants	2.2%	18	0.0%	0	0.0%	0	4.1%	3	1.6%	2	2.5%	3	2.2%	2	3.5%	2	0.0%	0
Good range of non-food shops	17.4%	142	0.9%	1	5.7%	2	7.7%	6	28.8%	41	37.7%	48	20.4%	17	14.3%	9	9.3%	8
Makes a change from other places	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	1.0%	8	2.5%	2	1.0%	0	0.0%	0	0.0%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0
Safe and secure	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	1.1%	9	2.0%	2	4.4%	2	2.9%	2	0.0%	0	0.0%	0	1.1%	1	0.9%	1	0.0%	0
Traditional	0.9%	7	0.9%	1	0.0%	0	3.7%	3	0.9%	1	0.8%	1	0.0%	0	0.7%	0	0.9%	1
Traffic free shopping centre	0.4%	3	0.0%	0	1.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheap / free parking	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Familiarity / habit	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	1.4%	1	0.7%	0	1.3%	1
Friendly people / nice atmosphere	1.1%	9	2.5%	2	1.0%	0	3.9%	3	0.0%	0	0.8%	1	0.0%	0	0.9%	1	1.8%	2
Good leisure facilities / things to do	0.9%	7	0.0%	0	0.7%	0	0.0%	0	0.0%	0	3.8%	5	1.5%	1	0.0%	0	0.0%	0
Good opening hours	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Good range of independent shops	1.3%	11	0.9%	1	6.4%	3	1.6%	1	0.0%	0	3.8%	5	1.5%	1	0.0%	0	0.0%	0
Good range of services	0.6%	5	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	39.5%	323	57.8%	57	54.9%	22	32.7%	26	36.5%	52	31.8%	40	36.3%	30	35.6%	23	37.4%	33
(Don't know)	3.6%	29	1.6%	2	4.6%	2	3.3%	3	2.5%	3	4.3%	5	8.0%	7	2.0%	1	0.9%	1
Weighted base:		817		98		41		79		141		126		83		65		88
Sample:		822		97		98		93		94		80		65		83		94

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q26 What could be improved about Haverfordwest that would make you visit more often? [MR]
Zones 1-10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Better access by road	1.3%	13	0.0%	0	2.3%	1	2.7%	2	3.1%	5	0.0%	0	0.9%	1	2.8%	2	0.0%	0
Better public transport	1.1%	12	0.0%	0	0.7%	0	0.9%	1	0.0%	0	2.9%	4	1.3%	2	1.6%	1	1.8%	2
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	1.7%	18	3.9%	4	1.9%	1	4.3%	4	0.6%	1	0.0%	0	1.6%	2	2.0%	2	2.6%	2
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheaper car parking	3.1%	31	1.5%	2	3.3%	1	3.7%	3	3.7%	6	7.0%	11	3.7%	5	0.6%	0	1.5%	1
Jewellery / food markets / other events	0.2%	2	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
More / better comparison retailers (i.e. non-food shops)	19.7%	203	37.4%	39	30.5%	13	26.8%	23	18.1%	27	18.7%	29	14.4%	19	16.1%	12	20.5%	19
More / better entertainment	1.8%	18	6.9%	7	1.7%	1	0.0%	0	0.8%	1	3.1%	5	1.9%	3	0.0%	0	0.9%	1
More / better places for eating out (e.g. cafés and restaurants)	1.9%	19	6.1%	6	6.1%	3	1.9%	2	5.1%	8	0.0%	0	0.0%	0	0.0%	0	0.8%	1
More / better food shops	4.0%	41	3.1%	3	4.6%	2	4.8%	4	2.9%	4	2.5%	4	3.1%	4	5.3%	4	6.6%	6
More / better parking	8.5%	87	10.2%	11	8.1%	3	16.2%	14	8.7%	13	11.9%	18	5.7%	8	7.7%	6	2.3%	2
More / better pedestrianised streets	0.3%	3	1.7%	2	0.7%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.7%	7	0.0%	0	7.0%	3	1.7%	1	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
More / better services	0.2%	2	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
More advertising	0.1%	2	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	20.7%	212	22.5%	24	41.2%	17	30.9%	27	22.4%	34	22.6%	35	19.1%	26	29.2%	22	10.7%	10
Protection from the weather (i.e. covered shopping malls)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.0%	2	0.6%	1
Shops / services open on Sundays / better opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	8.3%	86	17.7%	18	17.7%	7	17.7%	15	12.5%	19	3.5%	5	3.4%	5	5.8%	4	3.0%	3
Better maintained buildings	2.3%	24	7.1%	7	14.5%	6	3.1%	3	0.6%	1	1.6%	3	2.3%	3	0.9%	1	0.0%	0
Better disabled access	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.5%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Better quality shops	0.5%	5	1.8%	2	2.9%	1	1.7%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Fewer charity shops	4.1%	42	7.6%	8	8.9%	4	2.1%	2	4.4%	7	0.6%	1	2.7%	4	9.1%	7	2.9%	3
Improve the environment / refurbish	4.8%	50	9.2%	10	4.7%	2	4.8%	4	9.4%	14	0.8%	1	2.5%	3	7.1%	5	1.8%	2
Less congestion / too busy	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	3.0%	2	0.0%	0
More independent shops	3.7%	38	10.0%	10	13.5%	6	5.0%	4	2.2%	3	0.6%	1	3.4%	5	5.5%	4	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
(Nothing)	30.1%	310	6.5%	7	10.9%	5	22.6%	20	22.3%	34	33.7%	52	41.5%	56	22.3%	17	40.5%	38
(Don't know)	10.1%	104	4.9%	5	8.5%	4	2.7%	2	10.6%	16	3.4%	5	13.3%	18	11.8%	9	13.0%	12
Weighted base:		1028		104		42		86		151		154		135		76		94
Sample:		1002		100		101		101		100		100		100		100		100

South Wales Retail Study
for Carter Jonas

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

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q27 How often do you or your household visit Milford Haven Town Centre for shopping and other town centre services?
Zones 1-5 & 7-9

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	2.4%	18	0.0%	0	2.0%	1	1.1%	1	10.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	1.0%	7	0.0%	0	0.0%	0	0.0%	0	4.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	3.5%	26	0.0%	0	1.8%	1	0.7%	1	16.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One day a week	5.4%	40	2.4%	2	2.4%	1	7.9%	7	16.6%	25	2.9%	4	0.0%	0	0.0%	0	0.0%	0
Every two weeks	3.5%	26	0.8%	1	3.7%	2	1.7%	1	7.2%	11	3.9%	6	0.0%	0	3.0%	2	3.1%	3
Monthly	5.6%	42	8.7%	9	7.0%	3	7.3%	6	5.1%	8	7.8%	12	0.0%	0	0.8%	1	2.3%	2
Once every two months	2.7%	20	4.4%	5	2.1%	1	2.0%	2	5.0%	8	1.2%	2	0.0%	0	0.6%	0	2.7%	3
Three-four times a year	3.6%	26	6.3%	7	12.4%	5	3.8%	3	1.6%	2	4.1%	6	0.0%	0	2.2%	2	0.8%	1
Once a year	3.4%	25	4.9%	5	3.8%	2	3.1%	3	3.7%	6	2.3%	3	0.0%	0	2.2%	2	5.1%	5
Less often	0.7%	5	1.5%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.2%	1	0.6%	1
Never	66.2%	491	70.2%	73	64.8%	27	63.8%	55	29.1%	44	73.5%	113	0.0%	0	87.7%	67	85.3%	80
(Don't know)	0.6%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.4%	2	0.0%	0	1.7%	1	0.0%	0
(Varies)	1.4%	10	0.9%	1	0.0%	0	7.5%	6	0.0%	0	1.5%	2	0.0%	0	0.6%	0	0.0%	0
Mean:	*63.45*		*10.44*		*38.09*		*38.32*		*115.70*		*15.31*		*0.00*		*9.56*		*8.67*	
Weighted base:	742		104		42		86		151		154		0		76		94	
Sample:	802		100		101		101		100		100		0		100		100	

South Wales Retail Study
for Carter Jonas

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

Q28AIn order of importance, what are your two main reasons for visiting Milford Haven Town Centre? Main reason:

Zones 1-5 & 7-9 and those who visit Milford Haven town centre at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	20.4%	51	7.9%	2	4.8%	1	23.5%	7	36.5%	39	2.3%	1	0.0%	0	6.4%	1	0.0%	0
Non-food shopping	31.7%	79	48.0%	15	26.3%	4	29.8%	9	21.4%	23	54.6%	22	0.0%	0	4.9%	0	33.8%	5
To visit bars / pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	8.4%	21	16.4%	5	2.0%	0	0.0%	0	8.7%	9	10.9%	4	0.0%	0	4.9%	0	10.1%	1
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	2.4%	6	0.0%	0	7.4%	1	4.7%	1	2.9%	3	0.0%	0	0.0%	0	4.9%	0	0.0%	0
To visit financial services such as banks and other financial institutions	5.1%	13	2.8%	1	5.2%	1	8.4%	3	8.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	1.3%	3	0.0%	0	7.5%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	5.0%	13	2.9%	1	7.4%	1	2.6%	1	4.0%	4	5.4%	2	0.0%	0	25.7%	2	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	1.9%	5	0.0%	0	2.6%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0	0.0%	0	12.3%	2
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	2.5%	6	5.7%	2	5.0%	1	0.0%	0	0.0%	0	6.2%	3	0.0%	0	12.7%	1	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.9%	5	0.0%	0	14.7%	2	4.0%	1	0.9%	1	0.0%	0	0.0%	0	4.9%	0	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	3.1%	8	0.0%	0	4.6%	1	2.6%	1	0.0%	0	5.4%	2	0.0%	0	24.4%	2	12.3%	2
To meet friends	5.0%	12	2.9%	1	2.0%	0	0.0%	0	6.5%	7	0.0%	0	0.0%	0	4.9%	0	27.1%	4
To visit the theatre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0
For work (i.e. place of work)	4.6%	12	0.0%	0	5.8%	1	7.4%	2	6.7%	7	3.0%	1	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	1.6%	4	6.2%	2	2.0%	0	2.0%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	1.9%	5	4.3%	1	0.0%	0	5.0%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1
(Don't know / varies)	0.7%	2	0.0%	0	2.7%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	1.6%	4	2.9%	1	0.0%	0	6.0%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		251		31		15		31		107		41		0		9		14
Sample:		234		28		37		36		71		31		0		13		12

Column %ges.

NEMS market research

by Zone (Weighted, Part 1)

Weighted:

South Wales Retail Study
for Carter Jonas

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

Q28B In order of importance, what are your two main reasons for visiting Milford Haven Town Centre? Secondary reason:
Those who gave a reason at Q28A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	11.6%	29	0.0%	0	13.4%	2	14.0%	4	14.2%	15	17.4%	7	0.0%	0	4.9%	0	0.0%	0
Non-food shopping	17.8%	44	13.4%	4	9.5%	1	26.4%	7	22.0%	24	11.7%	5	0.0%	0	0.0%	0	18.2%	3
To visit bars / pubs	0.6%	2	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	4.9%	12	2.9%	1	8.2%	1	9.3%	3	2.2%	2	4.8%	2	0.0%	0	0.0%	0	22.4%	3
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	2.7%	7	0.0%	0	0.0%	0	0.0%	0	6.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.2%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	1.1%	3	0.0%	0	0.0%	0	2.2%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.2%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	1.0%	2	6.4%	2	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.4%	3	2.2%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	1
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	0.8%	2	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	0.9%	2	0.0%	0	0.0%	0	3.4%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	1.4%	4	2.9%	1	0.0%	0	0.0%	0	0.9%	1	2.4%	1	0.0%	0	0.0%	0	5.6%	1
Browsing / window shopping	1.0%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	52.7%	129	60.6%	18	60.4%	9	41.7%	12	47.3%	51	54.8%	22	0.0%	0	95.1%	9	49.6%	7
Weighted base:		245		30		14		28		107		40		0		9		14
Sample:		225		27		36		31		71		30		0		13		12

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

Q28X In order of importance, what are your two main reasons for visiting Milford Haven Town Centre? Any mention: [MR]

Zones 1-5 & 7-9 and those who visit Milford Haven town centre at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	31.8%	80	7.9%	2	17.8%	3	36.1%	11	50.6%	54	19.4%	8	0.0%	0	11.3%	1	0.0%	0
Non-food shopping	49.1%	123	61.1%	19	35.5%	5	53.5%	17	43.4%	47	66.0%	27	0.0%	0	4.9%	0	52.0%	7
To visit bars / pubs	0.6%	2	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	13.2%	33	19.2%	6	10.0%	1	8.4%	3	10.9%	12	15.6%	6	0.0%	0	4.9%	0	32.5%	4
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	2.8%	7	0.0%	0	7.4%	1	4.7%	1	3.8%	4	0.0%	0	0.0%	0	4.9%	0	0.0%	0
To visit financial services such as banks and other financial institutions	7.8%	20	2.8%	1	5.2%	1	8.4%	3	14.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	1.5%	4	0.0%	0	10.2%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	6.1%	15	2.9%	1	7.4%	1	4.6%	1	6.0%	6	5.4%	2	0.0%	0	25.7%	2	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	2.4%	6	0.0%	0	2.6%	0	0.0%	0	1.2%	1	6.7%	3	0.0%	0	0.0%	0	12.3%	2
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.2%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	3.4%	9	11.9%	4	7.8%	1	0.0%	0	0.0%	0	6.2%	3	0.0%	0	12.7%	1	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	3.3%	8	2.1%	1	14.7%	2	4.0%	1	2.9%	3	0.0%	0	0.0%	0	4.9%	0	4.3%	1
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	3.1%	8	0.0%	0	4.6%	1	2.6%	1	0.0%	0	5.4%	2	0.0%	0	24.4%	2	12.3%	2
To meet friends	5.7%	14	9.1%	3	2.0%	0	0.0%	0	6.5%	7	0.0%	0	0.0%	0	4.9%	0	27.1%	4
To visit the theatre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	6.4%	1	0.0%	0
For work (i.e. place of work)	5.5%	14	0.0%	0	5.8%	1	10.4%	3	6.7%	7	6.2%	3	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	3.0%	8	9.0%	3	2.0%	0	2.0%	1	0.9%	1	5.4%	2	0.0%	0	0.0%	0	5.6%	1
Browsing / window shopping	2.9%	7	4.3%	1	0.0%	0	5.0%	2	2.4%	3	3.2%	1	0.0%	0	0.0%	0	4.3%	1
Weighted base:		251		31		15		31		107		41		0		9		14
Sample:		234		28		37		36		71		31		0		13		12

South Wales Retail Study
for Carter Jonas

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

Q29 What do you like about Milford HavenTown Centre? [MR]
Zones 1-5 & 7-9 and those who visit Milford Haven town centre at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Attractive environment / nice place	15.2%	38	21.3%	7	21.8%	3	15.9%	5	14.3%	15	8.6%	3	0.0%	0	32.6%	3	10.1%	1
Close to friends or relatives	1.7%	4	0.0%	0	0.0%	0	2.0%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	12.3%	2
Close to home	22.0%	55	0.0%	0	0.0%	0	23.7%	7	40.8%	44	9.9%	4	0.0%	0	0.0%	0	0.0%	0
Close to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	3.0%	8	4.3%	1	0.0%	0	2.0%	1	5.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	2.0%	5	0.0%	0	2.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	24.4%	2	0.0%	0
Easy to park	3.6%	9	0.0%	0	5.4%	1	16.2%	5	1.1%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Good facilities	2.1%	5	0.0%	0	14.8%	2	0.0%	0	0.0%	0	5.5%	2	0.0%	0	6.4%	1	0.0%	0
Good food stores	2.2%	5	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.0%	0	5.8%	1
Good pubs, cafés or restaurants	5.7%	14	19.5%	6	5.2%	1	2.7%	1	4.4%	5	4.7%	2	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	7.8%	20	15.5%	5	13.0%	2	5.3%	2	2.9%	3	11.5%	5	0.0%	0	0.0%	0	17.5%	2
The marina	13.9%	35	20.7%	6	19.4%	3	15.4%	5	12.3%	13	13.8%	6	0.0%	0	4.9%	0	11.4%	2
Makes a change from other places	2.3%	6	2.1%	1	2.0%	0	2.0%	1	0.9%	1	7.9%	3	0.0%	0	0.0%	0	0.0%	0
Quiet	1.9%	5	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	1.6%	4	2.9%	1	4.6%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free shopping centre	0.0%	0	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
Cheap / free parking	0.3%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	1.7%	4	0.0%	0	0.0%	0	2.0%	1	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	1.0%	2	2.8%	1	2.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	0	0.0%	0
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	29.3%	74	32.5%	10	23.2%	3	23.6%	7	26.8%	29	31.3%	13	0.0%	0	36.6%	3	54.5%	8
(Don't know)	2.4%	6	2.9%	1	2.7%	0	2.0%	1	1.2%	1	6.1%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:		251		31		15		31		107		41		0		9		14
Sample:		234		28		37		36		71		31		0		13		12

Column %ges.

by Zone (Weighted, Part 1)

Weighted:

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

Q30 What could be improved about Milford Haven that would make you visit more often? [MR]
Zones 1-5 & 7-9

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Better access by road	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.4%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.6%	0	0.8%	1
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	1.5%	11	3.2%	3	0.0%	0	1.7%	1	2.5%	4	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.1%	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
Free / cheaper car parking	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Jewellery / food markets / other events	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	16.8%	124	7.4%	8	11.1%	5	17.5%	15	44.2%	67	15.0%	23	0.0%	0	5.5%	4	2.5%	2
More / better entertainment	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafés and restaurants)	0.8%	6	0.9%	1	1.4%	1	0.7%	1	0.6%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0
More / better food shops	3.3%	24	0.8%	1	0.0%	0	0.9%	1	12.5%	19	2.5%	4	0.0%	0	0.0%	0	0.0%	0
More / better parking	1.0%	7	0.0%	0	0.0%	0	2.1%	2	2.7%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0
More / better pedestrianised streets	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.2%	2	0.0%	0	1.8%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	16.1%	120	15.3%	16	12.4%	5	18.3%	16	38.8%	59	10.5%	16	0.0%	0	5.5%	4	3.1%	3
Protection from the weather (i.e. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	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
Fewer charity shops	0.5%	3	0.0%	0	0.9%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	1.7%	13	1.8%	2	2.0%	1	1.9%	2	4.7%	7	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Improve the environment / refurbish	1.3%	10	0.0%	0	1.0%	0	0.9%	1	4.8%	7	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Less congestion / too busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	1.6%	12	1.7%	2	4.0%	2	1.7%	1	3.5%	5	0.8%	1	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
(Nothing)	52.3%	388	58.9%	62	61.2%	26	53.9%	47	16.3%	25	57.2%	88	0.0%	0	54.1%	41	76.5%	72
(Don't know)	16.2%	120	14.7%	15	13.9%	6	12.6%	11	13.4%	20	14.6%	23	0.0%	0	33.8%	26	16.4%	15
Weighted base:	742		104		42		86		151		154		0		76		94	
Sample:	802		100		101		101		100		100		0		100		100	

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q31 How often do you or your household visit Pembroke Town Centre for shopping and other town centre services?
Zones 1-6

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	9	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	6	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	3.1%	21	0.0%	0	0.0%	0	0.0%	0	3.1%	5	10.6%	16	0.0%	0	0.0%	0	0.0%	0
One day a week	6.5%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.7%	37	5.3%	7	0.0%	0	0.0%	0
Every two weeks	1.3%	9	0.0%	0	1.0%	0	0.0%	0	1.7%	3	3.1%	5	0.7%	1	0.0%	0	0.0%	0
Monthly	7.1%	48	1.7%	2	2.6%	1	2.2%	2	9.3%	14	12.0%	18	7.7%	10	0.0%	0	0.0%	0
Once every two months	2.4%	16	0.9%	1	5.2%	2	2.1%	2	6.7%	10	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Three-four times a year	4.4%	30	3.2%	3	2.7%	1	3.5%	3	5.7%	9	3.1%	5	6.5%	9	0.0%	0	0.0%	0
Once a year	2.7%	18	3.8%	4	3.6%	2	0.7%	1	7.5%	11	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Daily	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	9	0.0%	0	0.0%	0	0.0%	0
Less often	0.7%	5	0.0%	0	1.0%	0	0.7%	1	0.8%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Never	68.6%	462	89.8%	94	84.0%	35	89.1%	77	65.1%	99	35.5%	55	76.0%	103	0.0%	0	0.0%	0
(Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.9%	6	0.6%	1	0.0%	0	1.7%	1	0.0%	0	1.9%	3	0.7%	1	0.0%	0	0.0%	0
Mean:		49.46		4.02		6.58		5.08		18.24		83.76		18.58		0.00		0.00
Weighted base:		674		104		42		86		151		154		135		0		0
Sample:		602		100		101		101		100		100		100		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q32AIn order of importance, what are your two main reasons for visiting Pembroke Town Centre? Main reason:
Zones 1-6 and those who visit Pembroke town centre at Q31

Food shopping	21.7%	46	35.2%	4	11.8%	1	0.0%	0	22.4%	12	25.5%	25	13.0%	4	0.0%	0	0.0%	0
Non-food shopping	38.5%	81	31.2%	3	22.3%	2	35.9%	3	38.9%	21	41.6%	41	35.3%	11	0.0%	0	0.0%	0
To visit bars / pubs	0.1%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	4.5%	9	12.6%	1	10.5%	1	0.0%	0	2.3%	1	6.2%	6	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	2.4%	5	0.0%	0	0.0%	0	0.0%	0	4.1%	2	1.9%	2	2.8%	1	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	12.6%	27	0.0%	0	0.0%	0	0.0%	0	1.8%	1	15.7%	16	31.4%	10	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	1.0%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.2%	0	0.0%	0	6.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.2%	3	0.0%	0	6.0%	0	13.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	1.5%	3	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	1.3%	3	0.0%	0	22.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
To meet friends	3.7%	8	0.0%	0	4.4%	0	0.0%	0	2.3%	1	2.8%	3	10.9%	4	0.0%	0	0.0%	0
To visit the theatre	0.4%	1	0.0%	0	0.0%	0	8.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	2.5%	5	0.0%	0	0.0%	0	15.4%	1	5.1%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	1.7%	4	6.3%	1	5.8%	0	13.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	4.6%	10	14.8%	2	6.0%	0	6.7%	1	6.5%	3	3.8%	4	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.3%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	1.6%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	6.6%	2	0.0%	0	0.0%	0
Weighted base:		211		11		7		9		53		99		32		0		0
Sample:		166		12		15		12		35		69		23		0		0

South Wales Retail Study
for Carter Jonas

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

Q32B In order of importance, what are your two main reasons for visiting Pembroke Town Centre? Secondary reason:
Those who gave a reason at Q32A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	10.9%	23	0.0%	0	0.0%	0	0.0%	0	8.5%	4	17.2%	17	4.1%	1	0.0%	0	0.0%	0
Non-food shopping	13.8%	29	41.5%	4	6.0%	0	0.0%	0	14.8%	8	14.5%	14	6.0%	2	0.0%	0	0.0%	0
To visit bars / pubs	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	9.3%	19	8.2%	1	5.8%	0	7.1%	1	13.1%	7	7.2%	7	11.6%	4	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	4.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	8	3.9%	1	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	1.5%	3	0.0%	0	4.4%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	4.1%	1	0.0%	0	0.0%	0
To meet friends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	0.3%	1	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	0.2%	0	0.0%	0	6.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	1.8%	4	0.0%	0	4.4%	0	14.3%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	51.2%	106	50.4%	5	73.3%	5	71.4%	6	61.8%	32	36.7%	36	70.3%	21	0.0%	0	0.0%	0
Weighted base:		207		11		7		9		51		99		30		0		0
Sample:		162		12		15		11		34		69		21		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q32X In order of importance, what are your two main reasons for visiting Pembroke Town Centre? Any mention: [MR]

Zones 1-6 and those who visit Pembroke town centre at Q31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	32.4%	69	35.2%	4	11.8%	1	0.0%	0	30.6%	16	42.7%	42	16.8%	5	0.0%	0	0.0%	0
Non-food shopping	52.1%	110	72.6%	8	28.3%	2	35.9%	3	53.3%	28	56.1%	56	40.9%	13	0.0%	0	0.0%	0
To visit bars / pubs	1.4%	3	0.0%	0	4.4%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	13.6%	29	20.7%	2	16.2%	1	6.7%	1	15.1%	8	13.5%	13	10.9%	4	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	3.7%	8	0.0%	0	0.0%	0	0.0%	0	4.1%	2	4.7%	5	2.8%	1	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	16.8%	35	0.0%	0	0.0%	0	0.0%	0	1.8%	1	23.3%	23	35.0%	11	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	2.5%	5	0.0%	0	4.4%	0	0.0%	0	4.2%	2	2.9%	3	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.2%	0	0.0%	0	6.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.7%	4	0.0%	0	6.0%	0	13.3%	1	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	1.5%	3	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	2.5%	5	0.0%	0	22.1%	1	0.0%	0	0.0%	0	2.6%	3	3.8%	1	0.0%	0	0.0%	0
To meet friends	3.7%	8	0.0%	0	4.4%	0	0.0%	0	2.3%	1	2.8%	3	10.9%	4	0.0%	0	0.0%	0
To visit the theatre	0.4%	1	0.0%	0	0.0%	0	8.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	2.8%	6	0.0%	0	0.0%	0	22.0%	2	5.1%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	1.9%	4	6.3%	1	11.8%	1	13.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	6.4%	14	14.8%	2	10.5%	1	20.0%	2	6.5%	3	6.1%	6	0.0%	0	0.0%	0	0.0%	0
Weighted base:		211		11		7		9		53		99		32		0		0
Sample:		166		12		15		12		35		69		23		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q33 What do you like about Pembroke Town Centre? [MR]
Zones 1-6 and those who visit Pembroke town centre at Q31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Attractive environment / nice place	24.7%	52	49.6%	5	32.7%	2	28.7%	3	20.6%	11	27.1%	27	13.2%	4	0.0%	0	0.0%	0
Close to friends or relatives	1.3%	3	0.0%	0	22.1%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Close to home	12.3%	26	0.0%	0	0.0%	0	6.7%	1	8.9%	5	17.3%	17	10.9%	4	0.0%	0	0.0%	0
Close to work	4.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	9	2.8%	1	0.0%	0	0.0%	0
Compact	2.2%	5	0.0%	0	0.0%	0	0.0%	0	4.1%	2	2.6%	3	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Easy to park	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	7.4%	2	0.0%	0	0.0%	0
Good facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	2.0%	4	0.0%	0	6.0%	0	0.0%	0	4.8%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	6.5%	14	0.0%	0	6.0%	0	8.7%	1	8.9%	5	5.3%	5	8.1%	3	0.0%	0	0.0%	0
Good range of non-food shops	13.5%	29	14.5%	2	23.2%	2	15.4%	1	22.9%	12	8.1%	8	11.9%	4	0.0%	0	0.0%	0
Makes a change from other places	1.0%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	1.2%	2	0.0%	0	22.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	1.5%	3	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	8.6%	18	6.3%	1	44.4%	3	6.7%	1	17.4%	9	4.8%	5	0.0%	0	0.0%	0	0.0%	0
Traffic free shopping centre	0.0%	0	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
Cheap / free parking	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Familiarity / habit	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	0.6%	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
Good leisure facilities / things to do	4.1%	9	18.1%	2	6.0%	0	8.7%	1	4.1%	2	2.2%	2	3.8%	1	0.0%	0	0.0%	0
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	5.9%	12	0.0%	0	6.0%	0	0.0%	0	4.1%	2	7.3%	7	8.1%	3	0.0%	0	0.0%	0
Good range of services	2.7%	6	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	13.9%	5	0.0%	0	0.0%	0
(Nothing / very little)	24.2%	51	37.8%	4	16.2%	1	55.9%	5	20.1%	11	22.2%	22	25.2%	8	0.0%	0	0.0%	0
(Don't know)	2.7%	6	0.0%	0	0.0%	0	0.0%	0	4.7%	2	2.3%	2	2.8%	1	0.0%	0	0.0%	0
Weighted base:		211		11		7		9		53		99		32		0		0
Sample:		166		12		15		12		35		69		23		0		0

Column %ges.

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

Q34 What could be improved about Pembroke Town Centre that would make you visit more often? [MR]
Zones 1-6

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Better access by road	0.7%	5	0.9%	1	0.7%	0	0.0%	0	0.0%	0	0.8%	1	1.6%	2	0.0%	0	0.0%	0
Better public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheaper car parking	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	11	0.9%	1	0.0%	0	0.0%	0
Jewellery / food markets / other events	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	10.9%	73	0.8%	1	1.9%	1	0.9%	1	10.2%	15	21.8%	34	16.0%	22	0.0%	0	0.0%	0
More / better entertainment	0.2%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafés and restaurants)	0.2%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
More / better food shops	1.8%	12	0.8%	1	0.0%	0	0.0%	0	1.4%	2	6.0%	9	0.0%	0	0.0%	0	0.0%	0
More / better parking	5.1%	35	1.7%	2	1.7%	1	3.1%	3	5.7%	9	9.5%	15	4.4%	6	0.0%	0	0.0%	0
More / better pedestrianised streets	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.9%	1	0.0%	0	0.0%	0
More / better public conveniences	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.2%	2	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	9.4%	63	6.3%	7	0.0%	0	4.1%	4	4.7%	7	17.2%	26	14.6%	20	0.0%	0	0.0%	0
Protection from the weather (i.e. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	1.8%	12	2.6%	3	0.7%	0	0.9%	1	0.6%	1	3.4%	5	1.6%	2	0.0%	0	0.0%	0
Better maintained buildings	0.6%	4	1.7%	2	0.7%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Improve the environment / refurbish	1.0%	6	1.8%	2	0.7%	0	0.9%	1	1.6%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Less congestion / too busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	1.1%	7	0.9%	1	0.7%	0	2.4%	2	0.0%	0	1.7%	3	0.9%	1	0.0%	0	0.0%	0
(Nothing)	52.1%	351	69.8%	73	83.0%	35	75.5%	65	43.7%	66	31.7%	49	46.2%	63	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	18.8%	127	13.6%	14	9.6%	4	13.0%	11	34.1%	52	6.3%	10	26.3%	36	0.0%	0	0.0%	0
Weighted base:		674		104		42		86		151		154		135		0		0
Sample:		602		100		101		101		100		100		100		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q35 How often do you or your household visit Pembroke Dock for shopping and other town centre services?
Zones 1-6

Daily	1.4%	9	0.9%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	7	0.9%	1	0.0%	0	0.0%	0
4-6 days a week	2.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	16	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	4.6%	31	0.9%	1	0.0%	0	0.0%	0	0.6%	1	11.8%	18	7.9%	11	0.0%	0	0.0%	0
One day a week	12.5%	84	0.6%	1	1.0%	0	0.7%	1	3.9%	6	33.3%	51	18.9%	26	0.0%	0	0.0%	0
Every two weeks	5.2%	35	0.0%	0	0.0%	0	0.0%	0	7.4%	11	6.3%	10	10.5%	14	0.0%	0	0.0%	0
Monthly	5.3%	36	1.7%	2	4.2%	2	0.9%	1	10.3%	16	7.4%	11	3.2%	4	0.0%	0	0.0%	0
Once every two months	2.2%	15	0.0%	0	1.0%	0	1.9%	2	5.1%	8	1.5%	2	2.2%	3	0.0%	0	0.0%	0
Three-four times a year	4.0%	27	0.8%	1	4.8%	2	1.8%	2	3.3%	5	2.6%	4	9.9%	13	0.0%	0	0.0%	0
Once a year	3.1%	21	4.0%	4	2.6%	1	0.0%	0	9.5%	14	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Less often	1.0%	7	1.7%	2	0.7%	0	0.7%	1	0.8%	1	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Never	56.6%	381	89.4%	93	85.7%	36	93.2%	81	54.6%	83	21.4%	33	41.1%	56	0.0%	0	0.0%	0
(Don't know)	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	1.6%	11	0.0%	0	0.0%	0	0.0%	0	4.3%	7	0.6%	1	2.6%	3	0.0%	0	0.0%	0
Mean:		*60.72*		*46.36*		*8.83*		*10.98*		*15.56*		*98.53*		*47.56*		*0.00*		*0.00*
Weighted base:		674		104		42		86		151		154		135		0		0
Sample:		602		100		101		101		100		100		100		0		0

South Wales Retail Study
for Carter Jonas

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

Q36AIn order of importance, what are your two main reasons for visiting Pembroke Dock? Main reason:

Zones 1-6 and those who visit Pembroke Dock at Q35

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	62.3%	182	6.0%	1	6.5%	0	26.6%	2	52.6%	36	73.8%	89	67.8%	54	0.0%	0	0.0%	0
Non-food shopping	24.7%	72	71.9%	8	50.7%	3	35.1%	2	27.8%	19	20.3%	25	19.3%	15	0.0%	0	0.0%	0
To visit bars / pubs	0.1%	0	0.0%	0	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	0.7%	2	0.0%	0	19.7%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	2.4%	7	0.0%	0	0.0%	0	0.0%	0	3.1%	2	3.3%	4	1.1%	1	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	2.7%	8	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.8%	2	4.8%	4	0.0%	0	0.0%	0
To get petrol	0.3%	1	8.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.3%	1	0.0%	0	0.0%	0	13.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	0.6%	2	0.0%	0	6.8%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
To meet friends	0.7%	2	7.8%	1	5.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	1.6%	5	0.0%	0	0.0%	0	13.8%	1	3.7%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
As part of a day out / for a day out / something different	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	1.4%	4	6.0%	1	0.0%	0	0.0%	0	3.6%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	0.7%	2	0.0%	0	6.5%	0	10.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Weighted base:		292		11		6		6		69		121		80		0		0
Sample:		217		12		15		8		43		81		58		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q36B In order of importance, what are your two main reasons for visiting Pembroke Dock? Secondary reason:
Those who gave a reason at Q36A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	3.8%	11	8.2%	1	0.0%	0	15.5%	1	5.4%	4	4.0%	5	1.2%	1	0.0%	0	0.0%	0
Non-food shopping	21.2%	61	0.0%	0	0.0%	0	27.4%	1	20.7%	14	19.8%	24	27.7%	22	0.0%	0	0.0%	0
To visit bars / pubs	0.1%	0	0.0%	0	7.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	3.3%	9	24.2%	3	0.0%	0	0.0%	0	1.4%	1	2.1%	3	4.2%	3	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	2.8%	8	0.0%	0	6.9%	0	0.0%	0	0.0%	0	1.6%	2	7.3%	6	0.0%	0	0.0%	0
To get petrol	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.0%	3	0.0%	0	5.3%	0	11.9%	1	1.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	1.6%	1	0.0%	0	0.0%	0
To meet friends	1.7%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	4.5%	4	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	59.7%	173	67.5%	7	80.6%	5	45.2%	2	69.3%	48	57.9%	70	52.4%	41	0.0%	0	0.0%	0
Weighted base:		291		11		6		5		69		121		79		0		0
Sample:		214		12		14		7		43		81		57		0		0

Column %ges.

by Zone (Weighted, Part 1)

Weighted:

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

Q36X In order of importance, what are your two main reasons for visiting Pembroke Dock? Any mention: [MR]
Zones 1-6 and those who visit Pembroke Dock at Q35

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	66.1%	193	14.2%	2	6.5%	0	40.4%	2	58.0%	40	77.7%	94	69.0%	55	0.0%	0	0.0%	0
Non-food shopping	45.7%	134	71.9%	8	50.7%	3	59.6%	4	48.5%	33	40.1%	49	46.7%	37	0.0%	0	0.0%	0
To visit bars / pubs	0.2%	1	0.0%	0	11.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	4.0%	12	24.2%	3	19.7%	1	0.0%	0	1.4%	1	2.9%	3	4.2%	3	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	4.6%	13	0.0%	0	0.0%	0	0.0%	0	3.1%	2	8.5%	10	1.1%	1	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.5%	1	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	5.5%	16	0.0%	0	6.5%	0	0.0%	0	2.7%	2	3.4%	4	12.1%	10	0.0%	0	0.0%	0
To get petrol	0.7%	2	8.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.3%	1	0.0%	0	0.0%	0	13.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.5%	4	0.0%	0	11.7%	1	10.6%	1	3.1%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0
To shop at the market(s)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	3.1%	2	0.0%	0	0.0%	0
To meet friends	2.4%	7	7.8%	1	5.0%	0	0.0%	0	3.2%	2	0.0%	0	4.4%	4	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	2.4%	7	0.0%	0	0.0%	0	13.8%	1	3.7%	3	2.0%	2	1.5%	1	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
As part of a day out / for a day out / something different	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	1.4%	4	6.0%	1	0.0%	0	0.0%	0	3.6%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Weighted base:		292		11		6		6		69		121		80		0		0
Sample:		217		12		15		8		43		81		58		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

Q37 What do you like about Pembroke Dock? [MR]
Zones 1-6 and those who visit Pembroke Dock at Q35

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Attractive environment / nice place	3.7%	11	12.1%	1	5.0%	0	0.0%	0	2.7%	2	5.3%	6	1.1%	1	0.0%	0	0.0%	0
Close to friends or relatives	0.6%	2	0.0%	0	6.8%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	26.6%	78	0.0%	0	0.0%	0	21.3%	1	16.8%	12	42.1%	51	17.5%	14	0.0%	0	0.0%	0
Close to work	0.3%	1	8.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	0.8%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Easy to park	2.3%	7	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	4.2%	3	0.0%	0	0.0%	0
Good facilities	1.3%	4	0.0%	0	6.8%	0	13.8%	1	1.9%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Good food stores	8.3%	24	0.0%	0	5.0%	0	0.0%	0	4.6%	3	3.4%	4	20.8%	17	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	1.3%	4	16.1%	2	20.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	9.7%	28	7.8%	1	25.9%	2	21.3%	1	16.6%	11	4.4%	5	10.1%	8	0.0%	0	0.0%	0
Makes a change from other places	0.4%	1	0.0%	0	5.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	1.5%	1	0.0%	0	0.0%	0
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.6%	2	0.0%	0	0.0%	0	13.8%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	0.5%	1	0.0%	0	6.5%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free shopping centre	0.0%	0	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
Cheap / free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	6	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities / things to do	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Good range of independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	44.7%	131	55.9%	6	32.5%	2	40.4%	2	47.0%	32	42.5%	51	45.6%	36	0.0%	0	0.0%	0
(Don't know)	2.7%	8	0.0%	0	13.2%	1	0.0%	0	6.8%	5	2.1%	3	0.0%	0	0.0%	0	0.0%	0
Weighted base:		292		11		6		6		69		121		80		0		0
Sample:		217		12		15		8		43		81		58		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q38 What could be improved about Pembroke Dock that would make you visit more often? [MR]
Zones 1-6

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Better access by road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.9%	1	0.0%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	2.6%	17	2.7%	3	0.9%	0	0.0%	0	3.7%	6	2.5%	4	3.5%	5	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	6	0.0%	0	0.0%	0	0.0%	0
Free / cheaper car parking	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.3%	4	1.8%	2	0.0%	0	0.0%	0
Jewellery / food markets / other events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	14.5%	98	3.9%	4	3.6%	2	0.9%	1	14.7%	22	34.3%	53	12.1%	16	0.0%	0	0.0%	0
More / better entertainment	1.1%	7	0.9%	1	0.0%	0	0.7%	1	0.0%	0	3.2%	5	0.7%	1	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafés and restaurants)	2.4%	16	0.9%	1	0.0%	0	0.0%	0	0.0%	0	8.9%	14	0.9%	1	0.0%	0	0.0%	0
More / better food shops	1.8%	12	0.8%	1	0.7%	0	0.7%	1	2.9%	4	3.3%	5	0.7%	1	0.0%	0	0.0%	0
More / better parking	1.1%	8	0.0%	0	0.0%	0	1.5%	1	0.6%	1	2.7%	4	0.9%	1	0.0%	0	0.0%	0
More / better pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.7%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	3.3%	5	0.0%	0	0.0%	0
More national multiple shops / High Street shops	12.8%	86	6.2%	6	5.8%	2	8.6%	7	8.2%	12	24.7%	38	14.2%	19	0.0%	0	0.0%	0
Protection from the weather (i.e. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Address traffic congestion from car ferry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	1.9%	13	0.0%	0	0.7%	0	0.9%	1	2.6%	4	3.1%	5	2.3%	3	0.0%	0	0.0%	0
Better maintained buildings	1.3%	9	0.9%	1	1.7%	1	0.0%	0	0.0%	0	4.0%	6	0.7%	1	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.4%	3	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.4%	3	0.0%	0	0.9%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment / refurbish	1.7%	11	0.0%	0	1.7%	1	0.9%	1	1.5%	2	2.9%	4	2.5%	3	0.0%	0	0.0%	0
Less congestion / too busy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	2.0%	13	0.0%	0	0.0%	0	3.4%	3	3.7%	6	1.5%	2	1.9%	3	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
(Nothing)	49.9%	336	76.7%	80	75.3%	32	70.6%	61	43.6%	66	18.4%	28	50.9%	69	0.0%	0	0.0%	0
(Don't know)	14.8%	100	11.2%	12	10.1%	4	14.3%	12	25.2%	38	9.5%	15	13.6%	18	0.0%	0	0.0%	0
Weighted base:		674		104		42		86		151		154		135		0		0
Sample:		602		100		101		101		100		100		100		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q39 How often do you or your household visit Fishguard Town Centre for shopping and other town centre services?
Zones 3 & 7-10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	6.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	28.8%	27
4-6 days a week	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6
2-3 days a week	4.0%	18	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	15
One day a week	4.9%	22	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	13
Every two weeks	2.3%	10	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	2	3.6%	3
Monthly	4.2%	19	0.0%	0	0.0%	0	6.4%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.5%	1
Once every two months	2.0%	9	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.4%	2
Three-four times a year	3.0%	13	0.0%	0	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.0%	0	4.5%	3	1.3%	1
Once a year	1.5%	7	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Less often	1.0%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.1%	3
Never	67.9%	300	0.0%	0	0.0%	0	74.0%	64	0.0%	0	0.0%	0	0.0%	0	88.6%	68	18.5%	17
(Don't know)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
(Varies)	1.3%	6	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4
Mean:	*115.49*		*0.00*		*0.00*		*20.65*		*0.00*		*0.00*		*0.00*		*34.15*		*194.56*	
Weighted base:	441		0		0		86		0		0		0		76		94	
Sample:	501		0		0		101		0		0		0		100		100	

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q40A In order of importance, what are your two main reasons for visiting Fishguard Town Centre? Main reason:
Zones 3 & 7-10 and those who visit Fishguard town centre at Q39

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	31.1%	44	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.8%	34
Non-food shopping	21.9%	31	0.0%	0	0.0%	0	15.7%	4	0.0%	0	0.0%	0	0.0%	0	46.4%	4	16.6%	13
To visit bars / pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	5.1%	7	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	7.2%	1	4.5%	3
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	3.1%	4	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
To visit financial services such as banks and other financial institutions	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4
To visit other service providers (e.g. travel agent, estate agent etc.)	1.2%	2	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	7.9%	11	0.0%	0	0.0%	0	10.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	5.9%	4
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	1.8%	3	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	5.9%	8	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	12.1%	1	4.3%	3
To shop at the market(s)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	4.9%	7	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4
To meet friends	1.4%	2	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	4.7%	7	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	6.9%	1	5.4%	4
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	1.8%	3	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	1.5%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	13.7%	1	0.0%	0
Browsing / window shopping	1.0%	1	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	2	0.0%	0	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	1.8%	3	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Weighted base:		141		0		0		22		0		0		0		9		77
Sample:		185		0		0		30		0		0		0		12		78

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q40B In order of importance, what are your two main reasons for visiting Fishguard Town Centre? Secondary reason:
Those who gave a reason at Q40A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	12.0%	17	0.0%	0	0.0%	0	21.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	11
Non-food shopping	14.6%	20	0.0%	0	0.0%	0	10.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	16
To visit bars / pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	5.7%	8	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	21.7%	2	5.6%	4
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4
To visit financial services such as banks and other financial institutions	2.6%	4	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
To visit other service providers (e.g. travel agent, estate agent etc.)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	3.5%	5	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
To visit the library	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.8%	1
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.6%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5
To shop at the market(s)	1.5%	2	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
To meet family	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
To meet friends	1.0%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
To visit the theatre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0
For work (i.e. place of work)	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
(Nothing / nothing further)	41.0%	56	0.0%	0	0.0%	0	46.4%	9	0.0%	0	0.0%	0	0.0%	0	64.6%	6	28.3%	22
Weighted base:		137		0		0		19		0		0		0		9		76
Sample:		177		0		0		25		0		0		0		12		77

South Wales Retail Study
for Carter Jonas

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

Q40X In order of importance, what are your two main reasons for visiting Fishguard Town Centre? Any mention: [MR]

Zones 3 & 7-10 and those who visit Fishguard town centre at Q39

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	42.7%	60	0.0%	0	0.0%	0	21.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.8%	45
Non-food shopping	36.0%	51	0.0%	0	0.0%	0	25.0%	6	0.0%	0	0.0%	0	0.0%	0	46.4%	4	37.6%	29
To visit bars / pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	10.7%	15	0.0%	0	0.0%	0	10.2%	2	0.0%	0	0.0%	0	0.0%	0	28.8%	3	10.1%	8
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	5.9%	8	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	5
To visit financial services such as banks and other financial institutions	5.5%	8	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	6
To visit other service providers (e.g. travel agent, estate agent etc.)	1.6%	2	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	11.3%	16	0.0%	0	0.0%	0	13.6%	3	0.0%	0	0.0%	0	0.0%	0	6.9%	1	9.0%	7
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.9%	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
To visit the swimming pool	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	2.3%	3	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
To visit the library	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.8%	1
To visit museums / art gallery	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0
To visit the theatre or musical venues	0.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	9.5%	13	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	12.1%	1	10.5%	8
To shop at the market(s)	1.9%	3	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
To meet family	6.7%	9	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	6
To meet friends	2.4%	3	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
To visit the theatre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0
For work (i.e. place of work)	9.0%	13	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	6.9%	1	9.2%	7
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	1.8%	3	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	1.5%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	13.7%	1	0.0%	0
Browsing / window shopping	1.0%	1	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		141		0		0		22		0		0		0		9		77
Sample:		185		0		0		30		0		0		0		12		78

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q41 What do you like about Fishguard Town Centre? [MR]
Zones 3 & 7-10 and those who visit Fishguard town centre at Q39

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Attractive environment / nice place	22.8%	32	0.0%	0	0.0%	0	25.0%	6	0.0%	0	0.0%	0	0.0%	0	47.9%	4	15.4%	12
Close to friends or relatives	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	1	0.0%	0
Close to home	22.3%	32	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.8%	26
Close to work	0.6%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	5.8%	8	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0	6.9%	1	5.6%	4
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Easy to park	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities	1.1%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Good pubs, cafés or restaurants	6.7%	9	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Good range of non-food shops	4.1%	6	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Makes a change from other places	1.2%	2	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0
Quiet	6.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	8
Safe and secure	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
The market	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0
Traffic free shopping centre	0.0%	0	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
Cheap / free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	3.7%	5	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4
Friendly people / nice atmosphere	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Good leisure facilities / things to do	1.2%	2	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	3.6%	5	0.0%	0	0.0%	0	8.1%	2	0.0%	0	0.0%	0	0.0%	0	6.9%	1	3.3%	2
Good range of services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	26.6%	38	0.0%	0	0.0%	0	29.8%	7	0.0%	0	0.0%	0	0.0%	0	19.0%	2	29.8%	23
(Don't know)	1.8%	3	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	0	1.0%	1
Weighted base:		141		0		0		22		0		0		0		9		77
Sample:		185		0		0		30		0		0		0		12		78

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q42 What could be improved about Fishguard Town Centre that would make you visit more often? [MR]
Zones 3 & 7-10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Better access by road	1.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.7%	3
Better public transport	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	1.0%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheaper car parking	1.1%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Jewellery / food markets / other events	0.3%	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
More / better comparison retailers (i.e. non-food shops)	12.4%	55	0.0%	0	0.0%	0	11.3%	10	0.0%	0	0.0%	0	0.0%	0	6.3%	5	33.9%	32
More / better entertainment	1.3%	6	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	3	1.7%	2
More / better places for eating out (e.g. cafés and restaurants)	0.6%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
More / better food shops	3.3%	15	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	10
More / better parking	2.5%	11	0.0%	0	0.0%	0	6.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
More / better pedestrianised streets	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
More / better public conveniences	0.7%	3	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
More / better seats / flower displays	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
More national multiple shops / High Street shops	8.8%	39	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	6.9%	5	13.5%	13
Protection from the weather (i.e. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Fewer vacant shops	4.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	10.4%	10
Better maintained buildings	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Better disabled access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Better prices	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Better quality shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Improve the environment / refurbish	1.3%	6	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Less congestion / too busy	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.8%	2
More independent shops	1.4%	6	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pubs	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	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
(Nothing)	49.1%	216	0.0%	0	0.0%	0	60.8%	53	0.0%	0	0.0%	0	0.0%	0	56.0%	43	22.9%	22
(Don't know)	17.8%	79	0.0%	0	0.0%	0	14.2%	12	0.0%	0	0.0%	0	0.0%	0	26.5%	20	6.1%	6
Weighted base:		441		0		0		86		0		0		0		76		94
Sample:		501		0		0		101		0		0		0		100		100

Column %ges.

NEMS market research

South Wales Retail Study
for Carter Jonas

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

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q43 How often do you or your household visit Narberth for shopping and other town centre services?
Zones 1, 2, 5-7 & 9

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	1.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	12.2%	9	0.0%	0
4-6 days a week	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	7	0.0%	0
2-3 days a week	3.3%	18	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	21.5%	16	0.0%	0
One day a week	3.1%	17	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	6	13.1%	10	0.0%	0
Every two weeks	5.2%	29	6.8%	7	7.7%	3	0.0%	0	0.0%	0	0.0%	0	8.7%	12	8.5%	6	0.0%	0
Monthly	10.2%	56	11.0%	11	15.9%	7	0.0%	0	0.0%	0	4.5%	7	14.2%	19	11.5%	9	0.0%	0
Once every two months	7.9%	43	9.9%	10	16.5%	7	0.0%	0	0.0%	0	7.6%	12	8.4%	11	0.6%	0	0.0%	0
Three-four times a year	12.1%	66	18.4%	19	27.2%	11	0.0%	0	0.0%	0	12.0%	18	8.2%	11	0.6%	0	0.0%	0
Once a year	6.0%	33	8.9%	9	8.1%	3	0.0%	0	0.0%	0	4.6%	7	7.0%	9	0.0%	0	0.0%	0
Less often	1.4%	8	2.3%	2	2.3%	1	0.0%	0	0.0%	0	0.6%	1	1.6%	2	0.8%	1	0.0%	0
Never	45.1%	246	41.2%	43	18.8%	8	0.0%	0	0.0%	0	70.0%	108	44.9%	61	12.6%	10	0.0%	0
(Don't know)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
(Varies)	1.9%	10	1.5%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	9.1%	7	0.0%	0
Mean:	*37.16*		*7.47*		*9.83*		*0.00*		*0.00*		*4.99*		*21.19*		*134.12*		*0.00*	
Weighted base:	545		104		42		0		0		154		135		76		0	
Sample:	601		100		101		0		0		100		100		100		0	

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q44AIn order of importance, what are your two main reasons for visiting Narberth Town Centre? Main reason:
Zones 1, 2, 5-7 & 9 and those who visit Narberth town centre at Q43

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	16.8%	50	10.5%	6	2.9%	1	0.0%	0	0.0%	0	2.1%	1	14.6%	11	45.4%	30	0.0%	0
Non-food shopping	49.8%	149	60.6%	37	58.9%	20	0.0%	0	0.0%	0	74.0%	34	50.8%	38	15.1%	10	0.0%	0
To visit bars / pubs	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	6.8%	20	10.5%	6	10.1%	3	0.0%	0	0.0%	0	10.2%	5	5.1%	4	1.6%	1	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	5	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	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
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	4.8%	14	1.4%	1	14.2%	5	0.0%	0	0.0%	0	0.0%	0	5.1%	4	7.1%	5	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
To visit museums / art gallery	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.4%	1	1.4%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	0.6%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
To shop at the market(s)	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	2.1%	6	0.0%	0	4.0%	1	0.0%	0	0.0%	0	2.1%	1	4.0%	3	0.9%	1	0.0%	0
To meet friends	2.3%	7	2.2%	1	1.1%	0	0.0%	0	0.0%	0	2.7%	1	4.0%	3	0.9%	1	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	4.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	15.1%	10	0.0%	0
For business (e.g. attend a business appointment)	0.3%	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
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.2%	1	0.0%	0	0.0%	0
Browsing / window shopping	5.0%	15	10.2%	6	3.2%	1	0.0%	0	0.0%	0	2.8%	1	6.5%	5	1.6%	1	0.0%	0
(Don't know / varies)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
(Nothing / nothing further)	1.6%	5	1.1%	1	1.2%	0	0.0%	0	0.0%	0	4.1%	2	1.7%	1	0.7%	0	0.0%	0
Weighted base:		299		61		34		0		0		46		74		67		0
Sample:		375		65		81		0		0		34		56		88		0

Column %ges.

NEMS market research

South Wales Retail Study
for Carter Jonas

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

Q44B In order of importance, what are your two main reasons for visiting Narberth Town Centre? Secondary reason:
Those who gave a reason at Q44A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	9.2%	27	2.6%	2	4.1%	1	0.0%	0	0.0%	0	9.1%	4	10.6%	8	14.0%	9	0.0%	0
Non-food shopping	16.6%	49	14.6%	9	8.9%	3	0.0%	0	0.0%	0	2.1%	1	23.7%	17	26.2%	17	0.0%	0
To visit bars / pubs	2.0%	6	0.0%	0	3.5%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	5.4%	4	0.0%	0
To visit cafés / restaurants	16.3%	48	27.3%	17	34.5%	12	0.0%	0	0.0%	0	17.3%	8	6.3%	5	5.5%	4	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.3%	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
To visit financial services such as banks and other financial institutions	1.1%	3	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.6%	2	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	1.0%	1	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	1.6%	5	1.1%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	4.1%	3	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.5%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
For other leisure activities	1.9%	5	3.1%	2	1.1%	0	0.0%	0	0.0%	0	2.1%	1	1.2%	1	1.7%	1	0.0%	0
To shop at the market(s)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
To meet family	1.3%	4	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.5%	2	0.0%	0
To meet friends	2.4%	7	0.0%	0	0.9%	0	0.0%	0	0.0%	0	2.8%	1	7.1%	5	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	0.7%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
For business (e.g. attend a business appointment)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	1.4%	4	0.0%	0	0.9%	0	0.0%	0	0.0%	0	7.9%	3	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	0.8%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0
(Don't know / varies)	1.4%	4	2.2%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.9%	1	0.0%	0
(Nothing / nothing further)	41.0%	120	45.2%	27	39.6%	13	0.0%	0	0.0%	0	52.8%	23	42.2%	31	28.0%	18	0.0%	0
Weighted base:		293		61		34		0		0		44		73		65		0
Sample:		365		64		80		0		0		32		55		85		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q44X In order of importance, what are your two main reasons for visiting Narberth Town Centre? Any mention: [MR]

Zones 1, 2, 5-7 & 9 and those who visit Narberth town centre at Q43

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	25.8%	77	13.1%	8	6.9%	2	0.0%	0	0.0%	0	10.8%	5	25.1%	19	59.1%	39	0.0%	0
Non-food shopping	66.0%	197	75.0%	46	67.7%	23	0.0%	0	0.0%	0	76.1%	35	74.1%	55	40.8%	27	0.0%	0
To visit bars / pubs	2.4%	7	0.0%	0	3.5%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	5.3%	4	0.0%	0
To visit cafés / restaurants	22.8%	68	37.5%	23	44.1%	15	0.0%	0	0.0%	0	26.8%	12	11.3%	8	6.9%	5	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	2.9%	9	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	9.7%	6	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.9%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.9%	1	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	6.3%	19	2.5%	2	15.1%	5	0.0%	0	0.0%	0	0.0%	0	6.3%	5	11.2%	7	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
To visit museums / art gallery	0.7%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.4%	1	1.4%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
For other leisure activities	2.4%	7	3.0%	2	2.3%	1	0.0%	0	0.0%	0	2.1%	1	1.2%	1	2.5%	2	0.0%	0
To shop at the market(s)	0.5%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
To meet family	3.4%	10	0.0%	0	5.1%	2	0.0%	0	0.0%	0	2.1%	1	5.7%	4	4.3%	3	0.0%	0
To meet friends	4.6%	14	2.2%	1	2.0%	1	0.0%	0	0.0%	0	5.4%	2	11.0%	8	0.9%	1	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	4.9%	15	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	17.8%	12	0.0%	0
For business (e.g. attend a business appointment)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.7%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	2.2%	7	0.0%	0	0.9%	0	0.0%	0	0.0%	0	9.6%	4	1.2%	1	0.0%	0	0.0%	0
Browsing / window shopping	5.8%	17	11.7%	7	3.2%	1	0.0%	0	0.0%	0	2.8%	1	7.7%	6	2.5%	2	0.0%	0
Weighted base:		299		61		34		0		0		46		74		67		0
Sample:		375		65		81		0		0		34		56		88		0

South Wales Retail Study
for Carter Jonas

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

Q45 What do you like about Narberth Town Centre? [MR]
Zones 1, 2, 5-7 & 9 and those who visit Narberth town centre at Q43

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Attractive environment / nice place	38.9%	116	37.9%	23	39.2%	13	0.0%	0	0.0%	0	55.2%	26	29.4%	22	37.8%	25	0.0%	0
Close to friends or relatives	0.3%	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
Close to home	5.3%	16	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	22.0%	15	0.0%	0
Close to work	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Compact	7.5%	22	7.5%	5	17.7%	6	0.0%	0	0.0%	0	0.0%	0	6.9%	5	8.8%	6	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.6%	2	0.0%	0	1.1%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Easy to park	2.9%	9	3.9%	2	3.2%	1	0.0%	0	0.0%	0	2.7%	1	2.8%	2	2.1%	1	0.0%	0
Good facilities	1.0%	3	1.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Good food stores	5.0%	15	3.9%	2	3.8%	1	0.0%	0	0.0%	0	0.0%	0	8.9%	7	5.7%	4	0.0%	0
Good pubs, cafés or restaurants	6.8%	20	8.9%	5	13.3%	5	0.0%	0	0.0%	0	10.2%	5	1.2%	1	5.2%	3	0.0%	0
Good range of non-food shops	33.3%	99	32.0%	20	37.5%	13	0.0%	0	0.0%	0	26.2%	12	42.1%	31	28.8%	19	0.0%	0
Makes a change from other places	4.9%	15	3.7%	2	2.1%	1	0.0%	0	0.0%	0	15.9%	7	2.8%	2	2.3%	2	0.0%	0
Quiet	1.2%	4	2.5%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Safe and secure	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
The market	1.6%	5	4.6%	3	1.2%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.7%	0	0.0%	0
Traditional	9.1%	27	9.1%	6	13.1%	4	0.0%	0	0.0%	0	5.6%	3	6.1%	5	13.4%	9	0.0%	0
Traffic free shopping centre	0.1%	0	0.0%	0	1.2%	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
Cheap / free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	5.3%	16	1.4%	1	13.0%	4	0.0%	0	0.0%	0	5.4%	2	2.4%	2	9.1%	6	0.0%	0
Good leisure facilities / things to do	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	25.0%	75	38.0%	23	21.0%	7	0.0%	0	0.0%	0	34.1%	16	20.0%	15	14.2%	9	0.0%	0
Good range of services	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	6.1%	18	7.6%	5	2.9%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	5	8.2%	5	0.0%	0
(Don't know)	1.2%	3	1.4%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.7%	0	0.0%	0
Weighted base:		299		61		34		0		0		46		74		67		0
Sample:		375		65		81		0		0		34		56		88		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q46 What could be improved about Narberth that would make you visit more often? [MR]
Zones 1, 2, 5-7 & 9

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Better access by road	0.8%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0
Better public transport	0.6%	3	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheaper car parking	4.7%	26	3.5%	4	3.1%	1	0.0%	0	0.0%	0	4.8%	7	5.2%	7	5.5%	4	0.0%	0
Jewellery / food markets / other events	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
More / better entertainment	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafés and restaurants)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
More / better food shops	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.9%	1	0.0%	0	0.0%	0
More / better parking	10.4%	57	7.2%	7	11.0%	5	0.0%	0	0.0%	0	6.6%	10	11.0%	15	25.2%	19	0.0%	0
More / better pedestrianised streets	0.2%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
More / better public conveniences	0.3%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
More / better seats / flower displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.3%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	3.7%	20	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	19.6%	15	0.0%	0
Protection from the weather (i.e. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Better maintained buildings	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Better disabled access	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.8%	1	0.0%	0
Better prices	0.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.6%	0	0.0%	0
Better quality shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment / refurbish	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0
Less congestion / too busy	0.2%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
More independent shops	0.2%	1	0.9%	1	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
(Nothing)	64.5%	352	73.3%	77	75.8%	32	0.0%	0	0.0%	0	63.5%	98	69.2%	94	35.2%	27	0.0%	0
(Don't know)	13.6%	74	11.2%	12	2.4%	1	0.0%	0	0.0%	0	24.0%	37	12.4%	17	6.3%	5	0.0%	0
Weighted base:		545		104		42		0		0		154		135		76		0
Sample:		601		100		101		0		0		100		100		100		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q47 How often do you or your household visit Tenby for shopping and other town centre services?
Zones 4-7

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	4.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	16.0%	22	0.0%	0	0.0%	0
4-6 days a week	2.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	8.9%	12	0.0%	0	0.0%	0
2-3 days a week	3.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	10.3%	14	0.6%	0	0.0%	0
One day a week	10.3%	53	0.0%	0	0.0%	0	0.0%	0	7.0%	11	5.1%	8	22.6%	31	5.3%	4	0.0%	0
Every two weeks	3.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	9	4.1%	6	6.2%	5	0.0%	0
Monthly	5.1%	26	0.0%	0	0.0%	0	0.0%	0	1.6%	2	6.4%	10	7.6%	10	4.7%	4	0.0%	0
Once every two months	3.2%	17	0.0%	0	0.0%	0	0.0%	0	6.4%	10	2.9%	4	0.7%	1	2.0%	2	0.0%	0
Three-four times a year	7.2%	37	0.0%	0	0.0%	0	0.0%	0	12.6%	19	7.5%	12	1.7%	2	5.6%	4	0.0%	0
Once a year	7.2%	37	0.0%	0	0.0%	0	0.0%	0	18.4%	28	2.3%	3	1.3%	2	5.0%	4	0.0%	0
Less often	1.5%	8	0.0%	0	0.0%	0	0.0%	0	1.8%	3	2.6%	4	0.0%	0	1.6%	1	0.0%	0
Never	50.2%	259	0.0%	0	0.0%	0	0.0%	0	51.5%	78	64.6%	100	22.5%	30	67.5%	51	0.0%	0
(Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
(Varies)	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	4.4%	6	0.6%	0	0.0%	0
Mean:	69.36		0.00		0.00		0.00		10.11		31.73		145.15		19.28		0.00	
Weighted base:	517		0		0		0		151		154		135		76		0	
Sample:	400		0		0		0		100		100		100		100		0	

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q48A In order of importance, what are your two main reasons for visiting Tenby Town Centre? Main reason:
Zones 4-7 and those who visit Tenby town centre at Q47

	Total		Z1		Z2		Z3		Z4		Z5		Z6		Z7		Z8	
Food shopping	12.3%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.7%	31	2.4%	1	0.0%	0
Non-food shopping	28.7%	74	0.0%	0	0.0%	0	0.0%	0	8.1%	6	45.2%	25	37.3%	39	16.9%	4	0.0%	0
To visit bars / pubs	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.2%	1	2.4%	1	0.0%	0
To visit cafés / restaurants	7.3%	19	0.0%	0	0.0%	0	0.0%	0	12.1%	9	8.6%	5	4.5%	5	1.8%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	3.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	7	2.5%	1	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.7%	2	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.8%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	15.9%	41	0.0%	0	0.0%	0	0.0%	0	39.2%	29	5.8%	3	1.7%	2	29.0%	7	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	0.7%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0
To meet friends	1.1%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	6.7%	2	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	2.9%	8	0.0%	0	0.0%	0	0.0%	0	1.7%	1	4.7%	3	3.6%	4	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	16.0%	41	0.0%	0	0.0%	0	0.0%	0	34.3%	25	18.5%	10	0.0%	0	23.7%	6	0.0%	0
Browsing / window shopping	4.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	8.5%	9	6.2%	2	0.0%	0
(Don't know / varies)	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	1.7%	2	2.8%	1	0.0%	0
(Nothing / nothing further)	1.7%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	1	4.1%	2	0.9%	1	0.0%	0	0.0%	0
Weighted base:		258		0		0		0		73		55		105		25		0
Sample:		196		0		0		0		47		39		76		34		0

South Wales Retail Study
for Carter Jonas

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

Q48BIn order of importance, what are your two main reasons for visiting Tenby Town Centre? Secondary reason:

Those who gave a reason at Q48A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	6.0%	15	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.9%	1	11.6%	12	4.5%	1	0.0%	0
Non-food shopping	11.8%	29	0.0%	0	0.0%	0	0.0%	0	11.7%	8	3.8%	2	17.2%	18	5.5%	1	0.0%	0
To visit bars / pubs	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	14.3%	35	0.0%	0	0.0%	0	0.0%	0	27.5%	20	11.0%	5	5.3%	5	19.4%	5	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	3.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	8	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.5%	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
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	4.2%	10	0.0%	0	0.0%	0	0.0%	0	6.9%	5	0.0%	0	3.3%	3	8.9%	2	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	2.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	4.4%	5	0.0%	0	0.0%	0
To meet friends	3.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	5	0.9%	1	9.5%	2	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.9%	0	0.0%	0
For business (e.g. attend a business appointment)	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	3.1%	8	0.0%	0	0.0%	0	0.0%	0	1.7%	1	10.8%	5	0.0%	0	5.1%	1	0.0%	0
Browsing / window shopping	2.8%	7	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.5%	1	3.8%	4	2.5%	1	0.0%	0
(Don't know / varies)	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0
(Nothing / nothing further)	43.1%	107	0.0%	0	0.0%	0	0.0%	0	49.2%	36	49.9%	25	35.4%	36	42.9%	10	0.0%	0
Weighted base:		248		0		0		0		72		50		102		24		0
Sample:		188		0		0		0		46		36		73		33		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q48X In order of importance, what are your two main reasons for visiting Tenby Town Centre? Any mention: [MR]
Zones 4-7 and those who visit Tenby town centre at Q47

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	18.1%	47	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.7%	1	41.0%	43	6.8%	2	0.0%	0
Non-food shopping	40.0%	103	0.0%	0	0.0%	0	0.0%	0	19.6%	14	48.7%	27	54.0%	57	22.2%	6	0.0%	0
To visit bars / pubs	2.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	4	1.2%	1	2.4%	1	0.0%	0
To visit cafés / restaurants	21.0%	54	0.0%	0	0.0%	0	0.0%	0	39.1%	29	18.6%	10	9.7%	10	20.7%	5	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	6.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	15	2.5%	1	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.7%	2	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.8%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	20.0%	51	0.0%	0	0.0%	0	0.0%	0	46.0%	34	5.8%	3	5.0%	5	37.6%	9	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	3.3%	9	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.1%	2	4.3%	5	3.7%	1	0.0%	0
To meet friends	4.3%	11	0.0%	0	0.0%	0	0.0%	0	1.7%	1	9.1%	5	0.9%	1	15.9%	4	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	4.0%	10	0.0%	0	0.0%	0	0.0%	0	1.7%	1	4.7%	3	5.9%	6	1.8%	0	0.0%	0
For business (e.g. attend a business appointment)	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	19.0%	49	0.0%	0	0.0%	0	0.0%	0	36.0%	26	28.2%	15	0.0%	0	28.6%	7	0.0%	0
Browsing / window shopping	7.1%	18	0.0%	0	0.0%	0	0.0%	0	1.7%	1	4.0%	2	12.1%	13	8.6%	2	0.0%	0
Weighted base:		258		0		0		0		73		55		105		25		0
Sample:		196		0		0		0		47		39		76		34		0

Column %ges.

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

Q49 What do you like about Tenby Town Centre? [MR]
Zones 4-7 and those who visit Tenby town centre at Q47

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Attractive environment / nice place	39.2%	101	0.0%	0	0.0%	0	0.0%	0	48.5%	36	43.7%	24	27.8%	29	50.2%	12	0.0%	0
The harbour / beaches	27.0%	70	0.0%	0	0.0%	0	0.0%	0	49.0%	36	31.2%	17	8.1%	8	32.7%	8	0.0%	0
Close to friends or relatives	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Close to home	15.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.8%	39	0.0%	0	0.0%	0
Close to work	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Compact	2.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	7	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Good facilities	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	5	0.0%	0	0.0%	0
Good food stores	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	2.5%	1	0.0%	0
Good pubs, cafés or restaurants	9.0%	23	0.0%	0	0.0%	0	0.0%	0	8.4%	6	5.8%	3	9.5%	10	16.5%	4	0.0%	0
Good range of non-food shops	9.6%	25	0.0%	0	0.0%	0	0.0%	0	7.1%	5	12.3%	7	9.8%	10	10.4%	3	0.0%	0
Makes a change from other places	2.1%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	2	5.9%	3	0.0%	0	0.0%	0	0.0%	0
Quiet	1.1%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Safe and secure	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0
The market	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Traditional	4.8%	12	0.0%	0	0.0%	0	0.0%	0	10.8%	8	1.7%	1	1.2%	1	8.5%	2	0.0%	0
Traffic free shopping centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheap / free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0
Friendly people / nice atmosphere	1.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	2.8%	7	0.0%	0	0.0%	0	0.0%	0	6.3%	5	4.8%	3	0.0%	0	0.0%	0	0.0%	0
Good range of services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	12.8%	33	0.0%	0	0.0%	0	0.0%	0	11.8%	9	11.5%	6	12.6%	13	19.7%	5	0.0%	0
(Don't know)	2.1%	6	0.0%	0	0.0%	0	0.0%	0	1.7%	1	4.1%	2	0.9%	1	4.6%	1	0.0%	0
Weighted base:		258		0		0		0		73		55		105		25		0
Sample:		196		0		0		0		47		39		76		34		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q50 What could be improved about Tenby that would make you visit more often? [MR]
Zones 4-7

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Better access by road	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	1.0%	1	0.6%	0	0.0%	0
Better public transport	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0
Better signposting	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Cleaner streets	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	2.3%	3	0.8%	1	0.0%	0
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheaper car parking	2.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	7	2.8%	4	3.8%	3	0.0%	0
Jewellery / food markets / other events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	5.0%	26	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.7%	3	15.5%	21	1.6%	1	0.0%	0
More / better entertainment	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.7%	1	0.8%	1	0.0%	0
More / better places for eating out (e.g. cafés and restaurants)	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6	0.8%	1	0.0%	0
More / better food shops	2.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	8.2%	11	0.0%	0	0.0%	0
More / better parking	12.0%	62	0.0%	0	0.0%	0	0.0%	0	7.3%	11	13.1%	20	17.8%	24	8.9%	7	0.0%	0
More / better pedestrianised streets	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.8%	1	0.0%	0
More / better public conveniences	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	7.1%	37	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.3%	4	21.1%	28	4.7%	4	0.0%	0
Protection from the weather (i.e. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	3.0%	2	0.0%	0
Better maintained buildings	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Better disabled access	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Better prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0
Fewer charity shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Improve the environment / refurbish	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Less congestion / too busy	1.5%	8	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.8%	1	0.7%	1	4.9%	4	0.0%	0
More independent shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	49.9%	258	0.0%	0	0.0%	0	0.0%	0	60.1%	91	55.9%	86	34.9%	47	43.9%	33	0.0%	0
(Don't know)	19.9%	103	0.0%	0	0.0%	0	0.0%	0	28.3%	43	17.8%	27	9.7%	13	25.5%	19	0.0%	0
Weighted base:		517		0		0		0		151		154		135		76		0
Sample:		400		0		0		0		100		100		100		100		0

Column %ges.

NEMS market research

South Wales Retail Study
for Carter Jonas

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

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q51 How often do you or your household visit Newport for shopping and other town centre services?
Zones 8-10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	2.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
4-6 days a week	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	3.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
One day a week	2.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Every two weeks	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Monthly	3.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Once every two months	3.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Three-four times a year	6.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	7
Once a year	3.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	68.9%	192	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	76.5%	72
(Don't know)	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
(Varies)	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Mean:		*63.78*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*31.42*
Weighted base:		279		0		0		0		0		0		0		0		94
Sample:		300		0		0		0		0		0		0		0		100

South Wales Retail Study
for Carter Jonas

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

Q52A In order of importance, what are your two main reasons for visiting Newport Town Centre? Main reason:

Zones 8-10 and those who visit Tenby town centre at Q51

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	17.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	2
Non-food shopping	20.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	5
To visit bars / pubs	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
To visit cafés / restaurants	22.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.0%	8
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	0.9%	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
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	8.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	7.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	6.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2
(Don't know / varies)	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		87		0		0		0		0		0		0		0		22
Sample:		122		0		0		0		0		0		0		0		23

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q52B In order of importance, what are your two main reasons for visiting Newport Town Centre? Secondary reason:
   Those who gave a reason at Q52A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	9.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	8.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2
To visit bars / pubs	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	13.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	5.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	3
To visit financial services such as banks and other financial institutions	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
To shop at the market(s)	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
To meet friends	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Browsing / window shopping	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	42.3%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.1%	11
Weighted base:		85		0		0		0		0		0		0		0		22
Sample:		120		0		0		0		0		0		0		0		23

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q52X In order of importance, what are your two main reasons for visiting Newport Town Centre? Any mention: [MR]
Zones 8-10 and those who visit Tenby town centre at Q51

Food shopping	26.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	2
Non-food shopping	28.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.7%	7
To visit bars / pubs	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
To visit cafés / restaurants	35.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.1%	10
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	6.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	3
To visit financial services such as banks and other financial institutions	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	12.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	8.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
To shop at the market(s)	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
To meet friends	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	2
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	8.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	9.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Browsing / window shopping	5.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2
Weighted base:		87		0		0		0		0		0		0		0		22
Sample:		122		0		0		0		0		0		0		0		23

Column %ges.

NEMS market research

by Zone (Weighted, Part 1)

Weighted:

South Wales Retail Study
for Carter Jonas

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

Q53 What do you like about Newport Town Centre? [MR]
Zones 8-10 and those who visit Tenby town centre at Q51

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Attractive environment / nice place	41.4%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.4%	13
Close to friends or relatives	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	6.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	7.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	12.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	3
Good range of non-food shops	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	0.9%	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
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	13.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Traffic free shopping centre	0.0%	0	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
Cheap / free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	8.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	2
Good leisure facilities / things to do	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	3
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	9.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
(Don't know)	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Weighted base:		87		0		0		0		0		0		0		0		22
Sample:		122		0		0		0		0		0		0		0		23

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q54 What could be improved about Newport that would make you visit more often? [MR]
Zones 8-10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Better access by road	4.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Better public transport	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheaper car parking	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Jewellery / food markets / other events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
More / better entertainment	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafés and restaurants)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
More / better parking	2.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
More / better pedestrianised streets	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Protection from the weather (i.e. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better maintained buildings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Better quality shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Improve the environment / refurbish	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion / too busy	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
More independent shops	0.0%	0	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
(Nothing)	72.8%	203	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	84.3%	79
(Don't know)	14.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6
Weighted base:		279		0		0		0		0		0		0		0		94
Sample:		300		0		0		0		0		0		0		0		100

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q55 How often do you or your household visit Saundersfoot for shopping and other town centre services?
Zones 5-7

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	3.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	5.5%	7	2.5%	2	0.0%	0
4-6 days a week	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0
2-3 days a week	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	2.3%	2	0.0%	0
One day a week	2.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.0%	5	3.8%	3	0.0%	0
Every two weeks	3.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.0%	5	6.3%	5	0.0%	0
Monthly	2.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	5.3%	7	2.2%	2	0.0%	0
Once every two months	2.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	2.3%	3	2.8%	2	0.0%	0
Three-four times a year	7.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	6	8.2%	11	14.7%	11	0.0%	0
Once a year	3.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	2.7%	4	5.2%	4	0.0%	0
Less often	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.5%	2	0.0%	0
Never	69.7%	255	0.0%	0	0.0%	0	0.0%	0	0.0%	0	84.8%	131	62.3%	84	52.3%	40	0.0%	0
(Don't know)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1	0.0%	0
(Varies)	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	3.7%	3	0.0%	0
Mean:		*60.73*		*0.00*		*0.00*		*0.00*		*0.00*		*48.07*		*79.71*		*42.50*		*0.00*
Weighted base:		365		0		0		0		0		154		135		76		0
Sample:		300		0		0		0		0		100		100		100		0

by Zone (Weighted, Part 1)

Weighted:

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

Q56AIn order of importance, what are your two main reasons for visiting Saundersfoot Town Centre? Main reason:
Zones 5-7 and those who visit Saunderfoot town centre at Q55

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	12.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	12	6.6%	2	0.0%	0
Non-food shopping	15.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	19.6%	10	15.1%	5	0.0%	0
To visit bars / pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	14.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	8	6.9%	4	10.8%	4	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	1.8%	1	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	4.5%	2	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	16.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	6	32.1%	12	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	2.9%	1	0.0%	0
To meet friends	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	6.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	4	4.8%	2	1.7%	1	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	15.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.5%	8	4.1%	2	21.0%	8	0.0%	0
Browsing / window shopping	8.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	13.1%	7	3.4%	1	0.0%	0
(Don't know / varies)	0.6%	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
(Nothing / nothing further)	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Weighted base:		111		0		0		0		0		23		51		36		0
Sample:		101		0		0		0		0		17		39		45		0

Column %ges.

South Wales Retail Study
for Carter Jonas

Q56B In order of importance, what are your two main reasons for visiting Saundersfoot Town Centre? Secondary reason:

Those who gave a reason at Q56A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0
Non-food shopping	11.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	17.5%	9	8.0%	3	0.0%	0
To visit bars / pubs	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	3	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	13.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	14.6%	7	17.9%	6	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.7%	1	0.0%	0
To visit financial services such as banks and other financial institutions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.7%	1	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	7.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	9.7%	5	4.7%	2	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	0.8%	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
To meet friends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	6.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	4	0.0%	0	7.9%	3	0.0%	0
Browsing / window shopping	0.8%	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
(Don't know / varies)	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	2	2.5%	1	0.0%	0	0.0%	0
(Nothing / nothing further)	47.6%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.3%	11	46.0%	23	50.6%	18	0.0%	0
Weighted base:		109		0		0		0		0		23		50		36		0
Sample:		99		0		0		0		0		17		38		44		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q56X In order of importance, what are your two main reasons for visiting Saundersfoot Town Centre? Any mention: [MR]
Zones 5-7 and those who visit Saunderfoot town centre at Q55

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	14.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	12	12.0%	4	0.0%	0
Non-food shopping	26.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	3	36.6%	19	23.0%	8	0.0%	0
To visit bars / pubs	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	3	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	27.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.4%	9	21.1%	11	28.4%	10	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	3.6%	2	1.6%	1	0.0%	0
To visit financial services such as banks and other financial institutions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	8.2%	3	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	23.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	22.1%	11	36.7%	13	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	4	2.9%	1	0.0%	0
To meet friends	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	7.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	4	7.2%	4	1.7%	1	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	22.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.8%	12	4.1%	2	28.8%	10	0.0%	0
Browsing / window shopping	8.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	14.8%	8	3.4%	1	0.0%	0
Weighted base:		111		0		0		0		0		23		51		36		0
Sample:		101		0		0		0		0		17		39		45		0

Column %ges.

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

Q57 What do you like about Saundersfoot Town Centre? [MR]
Zones 5-7 and those who visit Saundersfood town centre at Q55

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Attractive environment / nice place	45.5%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.1%	12	32.6%	17	60.1%	22	0.0%	0
Close to friends or relatives	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	5.3%	2	0.0%	0
Close to home	11.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.6%	11	5.0%	2	0.0%	0
Close to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	7.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	2	9.8%	5	3.0%	1	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	4.2%	2	0.0%	0	0.0%	0
Easy to park	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
Good facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	5	1.3%	0	0.0%	0
Good pubs, cafés or restaurants	5.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	3	1.8%	1	8.3%	3	0.0%	0
Good range of non-food shops	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	1.3%	0	0.0%	0
The harbour / beach	23.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.4%	7	16.7%	9	31.2%	11	0.0%	0
Makes a change from other places	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	1.8%	1	0.0%	0	0.0%	0
Quiet	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	4.5%	2	0.0%	0
Safe and secure	0.8%	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
The market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	3	1.8%	1	0.0%	0	0.0%	0
Traffic free shopping centre	0.0%	0	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
Cheap / free parking	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Familiarity / habit	0.8%	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
Friendly people / nice atmosphere	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	3	3.6%	2	0.0%	0	0.0%	0
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services	1.2%	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
(Nothing / very little)	6.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	4	6.7%	2	0.0%	0
(Don't know)	0.6%	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
Weighted base:		111		0		0		0		0		23		51		36		0
Sample:		101		0		0		0		0		17		39		45		0

South Wales Retail Study
for Carter Jonas

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

Q58 What could be improved about Saundersfoot that would make you visit more often? [MR]
Zones 5-7

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Better access by road	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	1.2%	1	0.0%	0
Better public transport	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheaper car parking	4.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	7	1.9%	3	6.9%	5	0.0%	0
Jewellery / food markets / other events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.3%	3	0.0%	0	0.0%	0
More / better entertainment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafés and restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
More / better parking	6.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	13.3%	18	3.0%	2	0.0%	0
More / better pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	2.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	1.3%	2	5.4%	4	0.0%	0
Protection from the weather (i.e. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better maintained buildings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment / refurbish	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0
Less congestion / too busy	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
More independent shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	62.0%	227	0.0%	0	0.0%	0	0.0%	0	0.0%	0	64.3%	99	58.0%	78	64.3%	49	0.0%	0
(Don't know)	23.8%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%	41	24.0%	32	17.6%	13	0.0%	0
Weighted base:		365		0		0		0		0		154		135		76		0
Sample:		300		0		0		0		0		100		100		100		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q59 How often do you or your household visit Aberystwyth shopping and other town centre services?
Zones 10-16

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	5.4%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	3.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	12.2%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One day a week	18.1%	132	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every two weeks	7.8%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monthly	9.5%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	5.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three-four times a year	6.1%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	5.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	23.0%	168	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*76.20*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*
Weighted base:		730		0		0		0		0		0		0		0		0
Sample:		705		0		0		0		0		0		0		0		0

South Wales Retail Study
for Carter Jonas

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

Q60AIn order of importance, what are your two main reasons for visiting Aberystwth Town Centre? Main reason:
Zones 10-16 and those who visit Aberystwth town centre at Q59

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	36.8%	207	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	21.7%	122	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	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
To visit cafés / restaurants	3.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	4.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	7.8%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	2.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	2.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	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
For work (i.e. place of work)	9.7%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	2.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
As part of a day out / for a day out / something different	1.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		562		0		0		0		0		0		0		0		0
Sample:		552		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q60BIn order of importance, what are your two main reasons for visiting Aberystwth Town Centre? Secondary reason:

Those who gave a reason at Q60A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	8.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	26.4%	145	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	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
To visit cafés / restaurants	11.4%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	3.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	2.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	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
To visit other gyms / health and fitness facilities	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	3.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
As part of a day out / for a day out / something different	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	2.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	33.0%	181	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		550		0		0		0		0		0		0		0		0
Sample:		539		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q60X In order of importance, what are your two main reasons for visiting Aberystwth Town Centre?   Any mention: [MR]

Zones 10-16 and those who visit Aberystwth town centre at Q59

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	45.5%	256	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	47.4%	267	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	14.5%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	8.2%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	10.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	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
To visit other gyms / health and fitness facilities	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	3.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	2.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	5.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	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
For work (i.e. place of work)	11.2%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	2.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
As part of a day out / for a day out / something different	2.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	3.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		562		0		0		0		0		0		0		0		0
Sample:		552		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q61 What do you like about Aberystwyth Town Centre? [MR]
Zones 10-16 and those who visit Aberystwth town centre at Q59

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Attractive environment / nice place	22.8%	128	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends or relatives	2.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	22.1%	124	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	8.9%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	2.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	2.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	11.4%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The harbour / beach	9.1%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	2.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe and secure	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	4.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free shopping centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Cheap / free parking	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	2.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	2.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	2.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	23.4%	132	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		562		0		0		0		0		0		0		0		0
Sample:		552		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q62 What could be improved about Aberystwyth that would make you visit more often? [MR]
Zones 10-16

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Better access by road	3.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	2.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	2.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheaper car parking	2.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery / food markets / other events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	12.9%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better entertainment	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafés and restaurants)	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	3.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking	15.4%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pedestrianised streets	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	16.4%	120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (i.e. covered shopping malls)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment / refurbish	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion / too busy	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	2.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Nothing)	38.7%	283	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	8.4%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		730		0		0		0		0		0		0		0		0
Sample:		705		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q63 How often do you or your household visit Aberaeron for your shopping and other town centre services?
Zones 10-16

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	4.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One day a week	6.7%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every two weeks	5.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monthly	9.9%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	7.4%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three-four times a year	13.1%	96	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	4.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	43.6%	319	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	2.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*32.82*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*
Weighted base:		730		0		0		0		0		0		0		0		0
Sample:		705		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q64AIn order of importance, what are your two main reasons for visiting Aberaeron Town Centre? Main reason:
Zones 10-16 and those who visit Aberaeron town centre at Q63

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	12.1%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	19.2%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	23.3%	96	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	2.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	3.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	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
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	10.0%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	3.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	4.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	3.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	6.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	3.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		412		0		0		0		0		0		0		0		0
Sample:		440		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q64BIn order of importance, what are your two main reasons for visiting Aberaeron Town Centre? Secondary reason:
Those who gave a reason at Q64A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	6.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	13.5%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	15.9%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	6.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	2.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	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
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
As part of a day out / for a day out / something different	2.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	40.8%	163	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		399		0		0		0		0		0		0		0		0
Sample:		426		0		0		0		0		0		0		0		0

Column %ges.

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

Q64X In order of importance, what are your two main reasons for visiting Aberaeron Town Centre? Any mention: [MR]

Zones 10-16 and those who visit Aberaeron town centre at Q63

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	18.1%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	32.3%	133	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	3.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	38.7%	159	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	3.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	5.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	16.7%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	5.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	6.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	4.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	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
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
As part of a day out / for a day out / something different	8.9%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	5.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		412		0		0		0		0		0		0		0		0
Sample:		440		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q65 What do you like about Aberaeron Town Centre? [MR]
Zones 10-16 and those who visit Aberaeron town centre at Q63

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Attractive environment / nice place	57.7%	238	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends or relatives	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	7.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	4.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	7.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	8.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The harbour / beach	19.1%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	5.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	4.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe and secure	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	11.5%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free shopping centre	0.0%	0	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
Cheap / free parking	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	3.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	6.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		412		0		0		0		0		0		0		0		0
Sample:		440		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q66 What could be improved about Aberaeron that would make you visit more often? [MR]
Zones 10-16

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Better access by road	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
Better public transport	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheaper car parking	2.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery / food markets / other events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	2.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better entertainment	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafés and restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking	8.9%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	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
More national multiple shops / High Street shops	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (i.e. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	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
Better quality shops	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment / refurbish	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion / too busy	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Nothing)	73.7%	538	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	10.3%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		730		0		0		0		0		0		0		0		0
Sample:		705		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q67 How often do you or your household visit Cardigan for shopping and other town centre services?
Zones 8-16

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	2.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	1.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	5.0%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
One day a week	9.6%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Every two weeks	5.1%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Monthly	5.6%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	7
Once every two months	4.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	6
Three-four times a year	5.5%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	7
Once a year	4.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	10
Less often	1.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Never	54.5%	467	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	61.2%	58
(Don't know)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Mean:	*57.86*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*9.90*	
Weighted base:	857		0		0		0		0		0		0		0		94	
Sample:	905		0		0		0		0		0		0		0		100	

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q68AIn order of importance, what are your two main reasons for visiting Cardigan Town Centre? Main reason:
Zones 8-16 and those who visit Cardigan town centre at Q67

Food shopping	36.3%	142	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	5
Non-food shopping	21.5%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.0%	14
To visit bars / pubs	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	2.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	4.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	2.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	2.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	4
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
To shop at the market(s)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	2.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	3
To meet friends	2.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
To visit the theatre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	7.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	2.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	7
(Don't know / varies)	3.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2
(Nothing / nothing further)	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		390		0		0		0		0		0		0		0		37
Sample:		423		0		0		0		0		0		0		0		43

Column %ges.

by Zone (Weighted, Part 1)

Weighted:

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

Q68B In order of importance, what are your two main reasons for visiting Cardigan Town Centre? Secondary reason:
Those who gave a reason at Q68A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	12.4%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2
Non-food shopping	20.3%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	3
To visit bars / pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	7.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	5
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	5.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	4.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
To visit the theatre or musical venues	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
To shop at the market(s)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
To meet family	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Browsing / window shopping	2.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	35.2%	130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.5%	21
Weighted base:		369		0		0		0		0		0		0		0		35
Sample:		403		0		0		0		0		0		0		0		42

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q68X In order of importance, what are your two main reasons for visiting Cardigan Town Centre? Any mention: [MR]
Zones 8-16 and those who visit Cardigan town centre at Q67

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	48.1%	187	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	7
Non-food shopping	40.7%	159	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.2%	17
To visit bars / pubs	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	9.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	5
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	9.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	6.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	4.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	5
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
To visit the theatre or musical venues	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	3.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
To shop at the market(s)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
To meet family	4.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	3
To meet friends	3.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
To visit the theatre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	8.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	2.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2
Browsing / window shopping	4.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	7
Weighted base:		390		0		0		0		0		0		0		0		37
Sample:		423		0		0		0		0		0		0		0		43

Column %ges.

by Zone (Weighted, Part 1)

Weighted:

South Wales Retail Study
for Carter Jonas

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

Q69 What do you like about Cardigan Town Centre? [MR]
Zones 8-16 and those who visit Cardigan town centre at Q67

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Attractive environment / nice place	21.3%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.7%	11
Close to friends or relatives	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Close to home	17.9%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	5.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	3
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	3.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Good facilities	3.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	2.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Good pubs, cafés or restaurants	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Good range of non-food shops	16.1%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.3%	11
The harbour / beach	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	2.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	5
Quiet	2.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	5.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free shopping centre	0.0%	0	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
Cheap / free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	3.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	2.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Good range of services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	23.7%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	5
(Don't know)	8.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2
Weighted base:		390		0		0		0		0		0		0		0		37
Sample:		423		0		0		0		0		0		0		0		43

Column %ges.

by Zone (Weighted, Part 1)

Weighted:

South Wales Retail Study
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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	

Q70 What could be improved about Cardigan that would make you visit more often? [MR]
Zones 8-16

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Better access by road	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheaper car parking	6.1%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Jewellery / food markets / other events	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
More / better comparison retailers (i.e. non-food shops)	7.0%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4
More / better entertainment	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafés and restaurants)	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
More / better food shops	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking	4.6%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
More / better pedestrianised streets	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
More / better public conveniences	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	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
More / better services	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	6.3%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Protection from the weather (i.e. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	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
Better disabled access	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Fewer vacant shops	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment / refurbish	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion / too busy	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Nothing)	58.4%	500	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	83.9%	79
(Don't know)	16.6%	142	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	8
Weighted base:		857		0		0		0		0		0		0		0		94
Sample:		905		0		0		0		0		0		0		0		100

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q71 How often do you or your household visit Lampeter for shopping and other town centre services?
Zones 11-16

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	2.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	4.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One day a week	8.8%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every two weeks	4.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monthly	3.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	4.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three-four times a year	6.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	2.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	58.0%	335	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	62.49		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00	
Weighted base:	579		0		0		0		0		0		0		0		0	
Sample:	605		0		0		0		0		0		0		0		0	

South Wales Retail Study
for Carter Jonas

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

Q72A In order of importance, what are your two main reasons for visiting Lampeter Town Centre? Main reason:

Zones 11-16 and those who visit Lampeter town centre at Q71

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	40.5%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	19.6%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	4.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	5.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	3.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	4.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	7.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		243		0		0		0		0		0		0		0		0
Sample:		271		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q72B In order of importance, what are your two main reasons for visiting Lampeter Town Centre? Secondary reason:
Those who gave a reason at Q72A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	10.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	26.4%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	5.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	7.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	3.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	4.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	32.9%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		237		0		0		0		0		0		0		0		0
Sample:		264		0		0		0		0		0		0		0		0

Column %ges.

NEMS market research

by Zone (Weighted, Part 1)

Weighted:

South Wales Retail Study
for Carter Jonas

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

Q72X In order of importance, what are your two main reasons for visiting Lampeter Town Centre? Any mention: [MR]
Zones 11-16 and those who visit Lampeter town centre at Q71

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	50.5%	123	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	45.3%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	9.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	9.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	8.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	3.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	4.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	8.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	8.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	3.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		243		0		0		0		0		0		0		0		0
Sample:		271		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q73 What do you like about Lampeter Town Centre? [MR]
Zones 11-16 and those who visit Lampeter town centre at Q71

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Attractive environment / nice place	20.4%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends or relatives	5.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	19.6%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	6.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	3.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	10.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	3.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	5.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe and secure	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	5.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free shopping centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Cheap / free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	2.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	2.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities / things to do	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	3.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	22.3%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		243		0		0		0		0		0		0		0		0
Sample:		271		0		0		0		0		0		0		0		0

Column %ges.

NEMS market research

by Zone (Weighted, Part 1)

Weighted:

South Wales Retail Study
for Carter Jonas

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August 2016

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

Q74 What could be improved about Lampeter that would make you visit more often? [MR]
Zones 11-16

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Better access by road	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	2.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheaper car parking	1.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery / food markets / other events	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
More / better comparison retailers (i.e. non-food shops)	8.5%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better entertainment	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafés and restaurants)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	1.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking	3.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pedestrianised streets	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	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
More / better seats / flower displays	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
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	7.6%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (i.e. covered shopping malls)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	3.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment / refurbish	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion / too busy	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Nothing)	59.9%	347	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	14.2%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		579		0		0		0		0		0		0		0		0
Sample:		605		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q75 How often do you or your household visit Tregaron for shopping and other town centre services?
Zones 11-16

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One day a week	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every two weeks	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monthly	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	1.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three-four times a year	4.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	2.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	84.1%	486	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	39.32		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00	
Weighted base:	579		0		0		0		0		0		0		0		0	
Sample:	605		0		0		0		0		0		0		0		0	

South Wales Retail Study
for Carter Jonas

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

Q76A In order of importance, what are your two main reasons for visiting Tregaron Town Centre? Main reason:

Zones 11-16 and those who visit Tregaron town centre at Q75

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	11.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	18.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	12.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	8.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	11.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	6.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
As part of a day out / for a day out / something different	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		92		0		0		0		0		0		0		0		0
Sample:		114		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q76B In order of importance, what are your two main reasons for visiting Tregaron Town Centre? Secondary reason:
Those who gave a reason at Q76A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	6.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	7.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.9%	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
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.8%	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
(Nothing / nothing further)	60.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		88		0		0		0		0		0		0		0		0
Sample:		109		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q76X In order of importance, what are your two main reasons for visiting Tregaron Town Centre? Any mention: [MR]
Zones 11-16 and those who visit Tregaron town centre at Q75

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	16.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	24.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	6.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	20.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	5.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	13.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	11.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	6.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
As part of a day out / for a day out / something different	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		92		0		0		0		0		0		0		0		0
Sample:		114		0		0		0		0		0		0		0		0

Column %ges.

by Zone (Weighted, Part 1)

Weighted:

South Wales Retail Study
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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	

Q77 What do you like about Tregaron Town Centre? [MR]
Zones 11-16 and those who visit Tregaron town centre at Q75

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Attractive environment / nice place	27.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends or relatives	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	10.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	5.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The harbour / beach	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	8.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe and secure	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	21.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free shopping centre	0.0%	0	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
Cheap / free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	26.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	9.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		92		0		0		0		0		0		0		0		0
Sample:		114		0		0		0		0		0		0		0		0

Column %ges.

by Zone (Weighted, Part 1)

Weighted:

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for Carter Jonas

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

Q78 What could be improved about Tregaron that would make you visit more often? [MR]
Zones 11-16

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Better access by road	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheaper car parking	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery / food markets / other events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	2.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better entertainment	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafés and restaurants)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	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
More / better parking	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	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
More advertising	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
More national multiple shops / High Street shops	2.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (i.e. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better maintained buildings	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment / refurbish	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion / too busy	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Nothing)	66.3%	384	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	24.5%	142	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		579		0		0		0		0		0		0		0		0
Sample:		605		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

X75 How often do you or your household visit St Davids for shopping and other town centre services?
Zones 3, 4 & 8

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	2.1%	7	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4
4-6 days a week	1.1%	4	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	2.0%	7	0.0%	0	0.0%	0	7.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One day a week	3.0%	10	0.0%	0	0.0%	0	6.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5
Every two weeks	2.2%	7	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4
Monthly	3.7%	12	0.0%	0	0.0%	0	7.5%	6	2.9%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Once every two months	4.7%	16	0.0%	0	0.0%	0	3.5%	3	3.7%	6	0.0%	0	0.0%	0	0.0%	0	7.4%	7
Three-four times a year	6.3%	21	0.0%	0	0.0%	0	8.9%	8	4.1%	6	0.0%	0	0.0%	0	0.0%	0	7.5%	7
Once a year	7.5%	25	0.0%	0	0.0%	0	4.1%	4	12.9%	19	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Less often	2.3%	8	0.0%	0	0.0%	0	0.9%	1	2.4%	4	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Never	64.7%	215	0.0%	0	0.0%	0	47.8%	41	74.0%	112	0.0%	0	0.0%	0	0.0%	0	65.4%	62
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	*45.35*		*0.00*		*0.00*		*77.62*		*3.27*		*0.00*		*0.00*		*0.00*		*52.37*	
Weighted base:	332		0		0		86		151		0		0		0		94	
Sample:	301		0		0		101		100		0		0		0		100	

Column %ges.

South Wales Retail Study
for Carter Jonas

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

X76A In order of importance, what are your two main reasons for visiting St Davids Town Centre? Main reason:
Zones 3, 4 & 8 and those who visit St Davids town centre at X75

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	7.8%	9	0.0%	0	0.0%	0	19.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Non-food shopping	24.7%	29	0.0%	0	0.0%	0	38.2%	17	15.2%	6	0.0%	0	0.0%	0	0.0%	0	17.3%	6
To visit bars / pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	2.7%	3	0.0%	0	0.0%	0	2.8%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
To visit financial services such as banks and other financial institutions	0.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	3.4%	4	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	2
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	19.7%	23	0.0%	0	0.0%	0	11.4%	5	37.9%	15	0.0%	0	0.0%	0	0.0%	0	9.1%	3
To shop at the market(s)	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
To meet family	3.5%	4	0.0%	0	0.0%	0	1.8%	1	6.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1
To meet friends	7.2%	8	0.0%	0	0.0%	0	1.4%	1	11.9%	5	0.0%	0	0.0%	0	0.0%	0	9.5%	3
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	4.8%	6	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	4
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	3
To access public transport for onward travel (e.g. train station, bus station)	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	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
As part of a day out / for a day out / something different	13.4%	16	0.0%	0	0.0%	0	6.8%	3	20.2%	8	0.0%	0	0.0%	0	0.0%	0	14.4%	5
Browsing / window shopping	2.5%	3	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2
(Don't know / varies)	2.1%	2	0.0%	0	0.0%	0	3.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	2.7%	3	0.0%	0	0.0%	0	1.4%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Weighted base:		117		0		0		45		39		0		0		0		33
Sample:		123		0		0		58		31		0		0		0		34

Column %ges.

South Wales Retail Study
for Carter Jonas

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

X76B In order of importance, what are your two main reasons for visiting St Davids Town Centre? Secondary reason:
Those who gave a reason at X76A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	4.5%	5	0.0%	0	0.0%	0	9.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Non-food shopping	12.8%	14	0.0%	0	0.0%	0	9.7%	4	7.5%	3	0.0%	0	0.0%	0	0.0%	0	23.1%	7
To visit bars / pubs	1.7%	2	0.0%	0	0.0%	0	1.5%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	16.4%	18	0.0%	0	0.0%	0	16.3%	7	11.7%	4	0.0%	0	0.0%	0	0.0%	0	22.0%	7
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.6%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	1.8%	2	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	2.3%	3	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.7%	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
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	2.1%	2	0.0%	0	0.0%	0	1.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1
To visit the theatre or musical venues	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
For other leisure activities	1.9%	2	0.0%	0	0.0%	0	1.9%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	3.8%	4	0.0%	0	0.0%	0	4.2%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1
To meet friends	2.5%	3	0.0%	0	0.0%	0	1.5%	1	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.6%	1	0.0%	0	0.0%	0	1.5%	1	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
As part of a day out / for a day out / something different	3.3%	4	0.0%	0	0.0%	0	0.0%	0	10.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	2.2%	2	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	38.6%	43	0.0%	0	0.0%	0	34.4%	15	41.3%	15	0.0%	0	0.0%	0	0.0%	0	41.0%	13
Weighted base:		111		0		0		43		37		0		0		0		31
Sample:		116		0		0		55		29		0		0		0		32

Column %ges.

South Wales Retail Study
for Carter Jonas

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

X76X In order of importance, what are your two main reasons for visiting St Davids Town Centre? Any mention: [MR]
Zones 3, 4 & 8 and those who visit St Davids town centre at X75

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	12.1%	14	0.0%	0	0.0%	0	28.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Non-food shopping	36.8%	43	0.0%	0	0.0%	0	47.5%	21	22.3%	9	0.0%	0	0.0%	0	0.0%	0	39.5%	13
To visit bars / pubs	1.6%	2	0.0%	0	0.0%	0	1.4%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	18.2%	21	0.0%	0	0.0%	0	18.3%	8	14.3%	6	0.0%	0	0.0%	0	0.0%	0	22.9%	7
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
To visit financial services such as banks and other financial institutions	2.5%	3	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	5.5%	6	0.0%	0	0.0%	0	8.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	2
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.7%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	2.6%	3	0.0%	0	0.0%	0	2.8%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1
To visit the theatre or musical venues	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
For other leisure activities	21.5%	25	0.0%	0	0.0%	0	13.2%	6	41.1%	16	0.0%	0	0.0%	0	0.0%	0	9.1%	3
To shop at the market(s)	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
To meet family	7.1%	8	0.0%	0	0.0%	0	5.8%	3	10.9%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	1
To meet friends	9.5%	11	0.0%	0	0.0%	0	2.8%	1	17.3%	7	0.0%	0	0.0%	0	0.0%	0	9.5%	3
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	4.8%	6	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	4
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	3.2%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	3
To access public transport for onward travel (e.g. train station, bus station)	1.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	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
As part of a day out / for a day out / something different	16.6%	19	0.0%	0	0.0%	0	6.8%	3	29.6%	12	0.0%	0	0.0%	0	0.0%	0	14.4%	5
Browsing / window shopping	4.7%	5	0.0%	0	0.0%	0	2.8%	1	6.3%	2	0.0%	0	0.0%	0	0.0%	0	5.2%	2
Weighted base:		117		0		0		45		39		0		0		0		33
Sample:		123		0		0		58		31		0		0		0		34

Column %ges.

South Wales Retail Study
for Carter Jonas

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

X77 What do you like about St Davids Town Centre? [MR]
Zones 11-16 and those who visit St Davids town centre at X75

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Attractive environment / nice place	56.8%	67	0.0%	0	0.0%	0	54.8%	25	60.9%	24	0.0%	0	0.0%	0	0.0%	0	54.8%	18
Close to friends or relatives	2.6%	3	0.0%	0	0.0%	0	4.0%	2	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	9.7%	11	0.0%	0	0.0%	0	21.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Close to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	6.9%	8	0.0%	0	0.0%	0	5.1%	2	3.1%	1	0.0%	0	0.0%	0	0.0%	0	13.9%	5
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	1.6%	2	0.0%	0	0.0%	0	1.4%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities	0.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	0.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	5.6%	7	0.0%	0	0.0%	0	9.1%	4	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	6.4%	7	0.0%	0	0.0%	0	9.0%	4	3.1%	1	0.0%	0	0.0%	0	0.0%	0	6.6%	2
The harbour / beach	3.5%	4	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2
Makes a change from other places	5.1%	6	0.0%	0	0.0%	0	1.4%	1	13.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	4.8%	6	0.0%	0	0.0%	0	2.8%	1	8.0%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	16.0%	19	0.0%	0	0.0%	0	5.8%	3	33.1%	13	0.0%	0	0.0%	0	0.0%	0	9.2%	3
Traffic free shopping centre	0.0%	0	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
Cheap / free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	0.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	3.1%	4	0.0%	0	0.0%	0	3.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	4.1%	5	0.0%	0	0.0%	0	6.9%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Good range of services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	13.0%	15	0.0%	0	0.0%	0	5.2%	2	21.8%	9	0.0%	0	0.0%	0	0.0%	0	13.2%	4
(Don't know)	1.5%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Weighted base:		117		0		0		45		39		0		0		0		33
Sample:		123		0		0		58		31		0		0		0		34

Column %ges.

South Wales Retail Study
for Carter Jonas

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

X78 What could be improved about St Davids that would make you visit more often? [MR]
Zones 3, 4 & 8

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Better access by road	0.8%	3	0.0%	0	0.0%	0	1.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheaper car parking	0.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Jewellery / food markets / other events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	1.8%	6	0.0%	0	0.0%	0	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
More / better entertainment	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafés and restaurants)	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	0.5%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking	7.0%	23	0.0%	0	0.0%	0	12.6%	11	4.7%	7	0.0%	0	0.0%	0	0.0%	0	5.5%	5
More / better pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (i.e. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better maintained buildings	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	1.5%	5	0.0%	0	0.0%	0	4.6%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment / refurbish	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion / too busy	0.6%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	1.1%	4	0.0%	0	0.0%	0	4.3%	4	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
(Nothing)	68.6%	228	0.0%	0	0.0%	0	63.5%	55	61.2%	93	0.0%	0	0.0%	0	0.0%	0	85.1%	80
(Don't know)	19.6%	65	0.0%	0	0.0%	0	10.1%	9	31.9%	48	0.0%	0	0.0%	0	0.0%	0	8.8%	8
Weighted base:		332		0		0		86		151		0		0		0		94
Sample:		301		0		0		101		100		0		0		0		100

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q79 How often do you or your household visit Carmarthen for shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	1.6%	25	0.9%	1	0.0%	0	2.1%	2	7.0%	11	0.8%	1	0.9%	1	2.2%	2	0.0%	0
One day a week	4.2%	67	3.8%	4	0.0%	0	0.0%	0	0.8%	1	1.7%	3	1.9%	3	14.4%	11	0.0%	0
Every two weeks	8.7%	140	2.5%	3	2.9%	1	1.7%	1	10.1%	15	8.8%	14	10.7%	14	15.7%	12	2.4%	2
Monthly	18.1%	291	21.1%	22	13.8%	6	13.1%	11	11.9%	18	30.0%	46	24.5%	33	17.7%	14	8.1%	8
Once every two months	14.2%	228	18.7%	19	16.7%	7	17.1%	15	11.2%	17	19.2%	30	15.6%	21	7.5%	6	11.8%	11
Three-four times a year	16.8%	270	18.0%	19	19.3%	8	21.5%	19	15.5%	23	12.2%	19	18.8%	25	15.1%	11	19.9%	19
Once a year	6.8%	109	3.6%	4	8.2%	3	9.1%	8	11.4%	17	8.1%	13	3.8%	5	6.7%	5	10.7%	10
Less often	2.0%	32	2.7%	3	6.1%	3	0.0%	0	1.7%	3	1.2%	2	1.3%	2	0.8%	1	2.3%	2
Never	25.4%	408	27.3%	29	31.0%	13	33.5%	29	30.4%	46	17.0%	26	19.8%	27	15.2%	12	41.0%	39
(Don't know)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
(Varies)	1.8%	29	1.5%	2	2.0%	1	1.9%	2	0.0%	0	0.8%	1	2.6%	4	3.7%	3	3.7%	4
Mean:	*14.35*		*11.29*		*6.14*		*10.17*		*21.17*		*11.38*		*11.97*		*21.55*		*5.57*	
Weighted base:	1607		104		42		86		151		154		135		76		94	
Sample:	1607		100		101		101		100		100		100		100		100	

South Wales Retail Study
for Carter Jonas

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

Q80A In order of importance, what are your two main reasons for visiting Carmarthen Town Centre instead of shopping facilities in Pembrokeshire or Ceredigion? Main reason:

Those who visit Carmarthen town centre at Q79

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	10.3%	124	3.3%	2	0.0%	0	0.0%	0	0.9%	1	4.2%	5	9.7%	11	18.5%	12	2.5%	1
Non-food shopping	66.8%	800	70.6%	54	71.4%	21	73.9%	42	64.9%	68	82.3%	105	68.8%	75	51.2%	33	73.7%	41
To visit bars / pubs	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
To visit cafés / restaurants	1.9%	23	1.8%	1	1.0%	0	5.7%	3	2.4%	2	1.0%	1	0.0%	0	0.7%	0	1.1%	1
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
To visit financial services such as banks and other financial institutions	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.4%	1
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	3.7%	44	2.0%	2	3.8%	1	1.1%	1	3.0%	3	3.7%	5	0.8%	1	1.9%	1	5.8%	3
To get petrol	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
To visit the cinema	6.6%	79	18.1%	14	19.8%	6	4.6%	3	11.4%	12	6.9%	9	12.7%	14	13.2%	9	8.7%	5
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	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
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.7%	21	0.0%	0	0.0%	0	3.3%	2	8.9%	9	0.0%	0	2.0%	2	1.0%	1	1.1%	1
To shop at the market(s)	0.3%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	2.4%	29	1.1%	1	2.1%	1	1.5%	1	1.8%	2	0.0%	0	2.0%	2	0.7%	0	2.1%	1
To meet friends	0.6%	7	0.0%	0	0.0%	0	2.2%	1	1.2%	1	0.0%	0	0.0%	0	1.0%	1	1.4%	1
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	1.1%	14	1.1%	1	0.0%	0	3.1%	2	0.0%	0	0.0%	0	1.1%	1	0.7%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.4%	5	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.5%	6	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	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
As part of a day out / for a day out / something different	0.3%	3	0.0%	0	2.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Browsing / window shopping	0.3%	3	0.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	1	1.6%	1	0.0%	0
(Don't know / varies)	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1
(Nothing / nothing further)	1.1%	13	1.1%	1	0.0%	0	1.1%	1	0.0%	0	1.0%	1	1.1%	1	5.2%	3	0.0%	0
Weighted base:		1199		76		29		57		105		128		108		65		56
Sample:		1138		65		69		60		65		77		79		84		61

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

Q80B In order of importance, what are your two main reasons for visiting Carmarthen Town Centre instead of shopping facilities in Pembrokeshire or Ceredigion? Secondary reason:
Those who gave a reason at Q80A

	Total %	Total	Z1 %	Z1	Z2 %	Z2	Z3 %	Z3	Z4 %	Z4	Z5 %	Z5	Z6 %	Z6	Z7 %	Z7	Z8 %	Z8
Food shopping	7.3%	86	2.5%	2	5.1%	1	0.0%	0	3.3%	3	5.0%	6	5.8%	6	11.1%	7	1.1%	1
Non-food shopping	15.2%	178	16.2%	12	11.3%	3	14.7%	8	13.3%	14	7.0%	9	12.9%	14	23.5%	14	14.8%	8
To visit bars / pubs	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
To visit cafés / restaurants	11.1%	131	22.3%	17	18.1%	5	2.6%	1	27.1%	29	4.2%	5	12.9%	14	5.5%	3	6.9%	4
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.2%	2	1.2%	1	1.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	2.7%	31	0.0%	0	0.0%	0	1.1%	1	0.0%	0	4.8%	6	1.1%	1	0.0%	0	5.6%	3
To get petrol	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
To visit the cinema	11.8%	138	25.6%	19	13.8%	4	17.6%	10	11.8%	12	30.2%	38	16.0%	17	4.8%	3	8.3%	5
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
To visit the library	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	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
To visit the theatre or musical venues	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.1%	2
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.6%	19	1.2%	1	0.0%	0	0.0%	0	1.2%	1	1.0%	1	2.3%	2	2.8%	2	0.0%	0
To shop at the market(s)	0.8%	9	1.2%	1	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.8%	1	1.0%	1	1.1%	1
To meet family	1.3%	15	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.8%	0	1.1%	1
To meet friends	1.3%	15	0.0%	0	1.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.8%	0	1.1%	1
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	0.5%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.7%	1	1.4%	1
For business (e.g. attend a business appointment)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
As part of a day out / for a day out / something different	0.9%	11	2.6%	2	0.0%	0	1.4%	1	0.0%	0	2.8%	3	0.0%	0	0.0%	0	1.5%	1
Browsing / window shopping	0.8%	10	0.0%	0	0.0%	0	2.9%	2	1.2%	1	1.0%	1	0.0%	0	0.8%	0	0.0%	0
(Don't know / varies)	0.9%	11	2.6%	2	0.0%	0	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	41.7%	490	23.8%	18	48.6%	14	52.7%	30	36.2%	38	38.2%	48	47.3%	51	42.4%	26	54.3%	30
Weighted base:		1175		75		29		57		105		127		107		61		55
Sample:		1113		64		69		59		65		76		78		80		60

Column %ges.

by Zone (Weighted, Part 1)

Weighted:

South Wales Retail Study
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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	

Q80X In order of importance, what are your two main reasons for visiting Carmarthen Town Centre instead of shopping facilities in Pembrokeshire or Ceredigion? Any mention:
Those who visit Carmarthen town centre at Q79

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	17.5%	210	5.7%	4	5.1%	1	0.0%	0	4.1%	4	9.1%	12	15.5%	17	29.0%	19	3.6%	2
Non-food shopping	81.6%	978	86.6%	66	82.7%	24	88.4%	51	78.2%	82	89.2%	114	81.6%	88	73.3%	47	88.3%	49
To visit bars / pubs	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
To visit cafés / restaurants	12.8%	153	23.8%	18	19.1%	6	8.2%	5	29.5%	31	5.2%	7	12.7%	14	5.9%	4	7.8%	4
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.3%	4	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
To visit financial services such as banks and other financial institutions	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.4%	5	1.2%	1	1.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	0	1.4%	1
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	6.3%	76	2.0%	2	3.8%	1	2.2%	1	3.0%	3	8.4%	11	1.9%	2	1.9%	1	11.3%	6
To get petrol	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
To visit the cinema	18.1%	217	43.4%	33	33.6%	10	22.0%	13	23.2%	24	36.8%	47	28.5%	31	17.7%	11	16.9%	9
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
To visit the library	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.1%	2
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	3.3%	39	1.2%	1	0.0%	0	3.3%	2	10.1%	11	1.0%	1	4.3%	5	3.6%	2	1.1%	1
To shop at the market(s)	1.1%	13	1.1%	1	0.0%	0	1.4%	1	1.8%	2	0.0%	0	0.8%	1	1.0%	1	1.1%	1
To meet family	3.7%	44	2.0%	2	2.1%	1	1.5%	1	1.8%	2	2.1%	3	2.0%	2	1.4%	1	3.2%	2
To meet friends	1.9%	22	0.0%	0	1.0%	0	2.2%	1	2.0%	2	0.0%	0	0.8%	1	1.7%	1	2.5%	1
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	1.6%	19	1.1%	1	0.0%	0	3.1%	2	1.2%	1	0.0%	0	1.1%	1	2.3%	2	1.4%	1
For business (e.g. attend a business appointment)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.4%	5	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.9%	11	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
As part of a day out / for a day out / something different	1.2%	14	2.5%	2	2.1%	1	1.4%	1	1.2%	1	2.7%	3	0.0%	0	1.1%	1	1.4%	1
Browsing / window shopping	1.1%	13	0.9%	1	0.0%	0	3.9%	2	1.2%	1	1.0%	1	0.8%	1	2.3%	2	0.0%	0
Weighted base:		1199		76		29		57		105		128		108		65		56
Sample:		1138		65		69		60		65		77		79		84		61

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q81 How often do you or your household visit Swansea City Centre for shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	0.2%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
One day a week	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.8%	1
Every two weeks	1.0%	16	5.9%	6	0.0%	0	0.9%	1	3.1%	5	0.8%	1	0.9%	1	0.0%	0	0.0%	0
Monthly	2.3%	37	0.9%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	14	0.0%	0	3.0%	2	5.8%	5
Once every two months	3.1%	49	10.6%	11	1.9%	1	1.0%	1	3.3%	5	6.7%	10	2.5%	3	0.8%	1	0.0%	0
Three-four times a year	9.4%	151	7.7%	8	12.0%	5	7.0%	6	9.5%	14	11.8%	18	17.5%	24	11.9%	9	8.9%	8
Once a year	8.5%	136	11.8%	12	8.3%	4	4.6%	4	9.9%	15	6.1%	9	5.3%	7	6.7%	5	5.6%	5
Less often	2.1%	33	1.8%	2	7.2%	3	1.7%	1	1.5%	2	0.0%	0	0.0%	0	2.4%	2	3.3%	3
Never	72.8%	1169	61.3%	64	70.5%	30	82.4%	71	71.9%	109	64.7%	100	72.8%	98	73.8%	56	75.7%	71
(Don't know)	0.2%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
(Varies)	0.2%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Mean:		*5.74*		*6.59*		*2.17*		*11.23*		*6.45*		*7.36*		*8.18*		*3.62*		*6.14*
Weighted base:		1607		104		42		86		151		154		135		76		94
Sample:		1607		100		101		101		100		100		100		100		100

South Wales Retail Study
for Carter Jonas

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

Q82AIn order of importance, what are your two main reasons for visiting Swansea City Centre instead of shopping facilities in Pembrokeshire or Ceredigion? Main reason:

Those who visit Swansea city centre at Q79

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	2.5%	11	0.0%	0	0.0%	0	5.4%	1	2.2%	1	5.1%	3	2.5%	1	2.3%	0	0.0%	0
Non-food shopping	71.5%	313	87.3%	35	74.3%	9	78.1%	12	72.9%	31	71.5%	39	67.9%	25	66.9%	13	88.0%	20
To visit bars / pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	1.1%	5	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	3.4%	1
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.1%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	4.0%	17	0.0%	0	2.4%	0	8.3%	1	2.9%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	1.1%	5	4.8%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	3.5%	1
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	1.5%	6	0.0%	0	7.2%	1	0.0%	0	2.2%	1	2.3%	1	0.0%	0	6.6%	1	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	3.7%	16	0.0%	0	0.0%	0	0.0%	0	11.0%	5	2.4%	1	6.7%	2	14.5%	3	2.6%	1
To shop at the market(s)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	4.0%	17	1.7%	1	3.1%	0	0.0%	0	0.0%	0	7.3%	4	6.7%	2	0.0%	0	0.0%	0
To meet friends	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	2.6%	1
To visit the theatre	0.6%	2	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
As part of a day out / for a day out / something different	3.1%	14	0.0%	0	2.4%	0	4.1%	1	3.0%	1	9.1%	5	3.2%	1	3.1%	1	0.0%	0
Browsing / window shopping	0.5%	2	2.5%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
(Nothing / nothing further)	1.8%	8	2.2%	1	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	438		40		12		15		43		54		37		20		23	
Sample:	374		28		30		19		25		30		22		20		22	

Column %ges.

South Wales Retail Study
for Carter Jonas

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

Q82BIn order of importance, what are your two main reasons for visiting Swansea City Centre instead of shopping facilities in Pembrokeshire or Ceredigion? Secondary reason: [MR]
Those who gave a reason at Q82A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	2.9%	12	4.5%	2	0.0%	0	4.3%	1	0.0%	0	5.1%	3	3.2%	1	0.0%	0	0.0%	0
Non-food shopping	12.2%	52	6.6%	3	3.1%	0	5.6%	1	18.4%	8	16.7%	9	15.8%	6	20.7%	4	9.4%	2
To visit bars / pubs	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	10.2%	43	14.7%	6	31.4%	4	5.6%	1	16.8%	7	12.1%	7	10.5%	4	11.8%	2	10.0%	2
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	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
To visit financial services such as banks and other financial institutions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.9%	4	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	0.9%	4	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	1.7%	7	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	4	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
To visit other gyms / health and fitness facilities	0.5%	2	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	1.5%	6	0.0%	0	5.7%	1	0.0%	0	2.9%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	6.1%	26	15.6%	6	3.3%	0	10.2%	1	5.1%	2	5.1%	3	0.0%	0	0.0%	0	3.5%	1
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	4.0%	17	8.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.5%	1	0.0%	0	7.4%	2
To meet friends	1.4%	6	8.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.2%	1	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	54.1%	230	30.1%	12	49.6%	6	74.3%	11	56.9%	24	58.8%	32	54.2%	20	64.4%	12	62.8%	14
Weighted base:		424		40		12		15		43		54		37		19		23
Sample:		359		27		30		18		25		30		22		19		22

Column %ges.

by Zone (Weighted, Part 1)

Weighted:

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

Q82X In order of importance, what are your two main reasons for visiting Swansea City Centre instead of shopping facilities in Pembrokeshire or Ceredigion? Any mention:
Those who visit Swansea city centre at Q79

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Food shopping	5.3%	23	4.4%	2	0.0%	0	9.5%	1	2.2%	1	10.1%	5	5.7%	2	2.3%	0	0.0%	0
Non-food shopping	83.3%	365	93.7%	38	77.5%	10	83.5%	13	91.3%	39	88.1%	48	83.7%	31	86.8%	17	97.4%	22
To visit bars / pubs	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	11.0%	48	16.0%	6	31.4%	4	5.4%	1	16.8%	7	12.1%	7	17.6%	6	11.4%	2	13.4%	3
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.2%	1	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.9%	4	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	4.8%	21	2.3%	1	2.4%	0	8.3%	1	2.9%	1	0.0%	0	0.0%	0	6.1%	1	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	2.7%	12	7.0%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	1	10.5%	4	0.0%	0	3.5%	1
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
To visit other gyms / health and fitness facilities	0.4%	2	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	2.9%	13	0.0%	0	12.9%	2	0.0%	0	5.1%	2	2.3%	1	3.4%	1	6.6%	1	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	9.6%	42	15.3%	6	3.3%	0	9.8%	1	16.0%	7	7.4%	4	6.7%	2	14.5%	3	6.1%	1
To shop at the market(s)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	7.8%	34	9.9%	4	3.1%	0	0.0%	0	0.0%	0	9.6%	5	9.2%	3	0.0%	0	7.4%	2
To meet friends	2.3%	10	8.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	2.6%	1
To visit the theatre	0.8%	3	0.0%	0	13.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
For business (e.g. attend a business appointment)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
As part of a day out / for a day out / something different	4.5%	20	0.0%	0	2.4%	0	4.1%	1	3.0%	1	9.1%	5	3.2%	1	3.1%	1	0.0%	0
Browsing / window shopping	0.8%	3	2.5%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		438		40		12		15		43		54		37		20		23
Sample:		374		28		30		19		25		30		22		20		22

GEN Gender of respondent:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Male	28.8%	463	30.0%	31	31.1%	13	28.7%	25	32.3%	49	28.6%	44	22.0%	30	33.1%	25	36.2%	34
Female	71.2%	1144	70.0%	73	68.9%	29	71.3%	62	67.7%	102	71.4%	110	78.0%	105	66.9%	51	63.8%	60
Weighted base:		1607		104		42		86		151		154		135		76		94
Sample:		1607		100		101		101		100		100		100		100		100

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

AGE Can I ask how old you are please?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
18-24	6.7%	108	0.0%	0	3.5%	1	10.9%	9	6.2%	9	0.0%	0	6.7%	9	18.0%	14	12.5%	12
25-34	10.7%	172	19.1%	20	7.1%	3	0.0%	0	21.6%	33	15.4%	24	10.0%	14	9.0%	7	3.1%	3
35-44	14.3%	230	14.7%	15	12.3%	5	12.6%	11	8.9%	14	23.2%	36	15.5%	21	13.9%	11	21.7%	20
45-54	18.3%	294	24.4%	25	24.1%	10	14.8%	13	20.2%	31	25.3%	39	18.3%	25	11.4%	9	23.0%	22
55-64	18.8%	303	17.5%	18	21.2%	9	20.8%	18	17.7%	27	14.5%	22	14.0%	19	23.4%	18	15.5%	15
65+	28.1%	451	22.4%	23	29.7%	13	37.7%	33	23.5%	36	19.8%	31	31.5%	43	21.6%	16	21.3%	20
(Refused)	3.1%	49	1.9%	2	2.1%	1	3.3%	3	1.9%	3	1.9%	3	4.0%	5	2.7%	2	2.8%	3
Weighted base:		1607		104		42		86		151		154		135		76		94
Sample:		1607		100		101		101		100		100		100		100		100

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Working full time	50.1%	805	53.0%	55	52.8%	22	39.8%	34	56.3%	85	61.8%	95	45.1%	61	57.2%	44	62.3%	59
Working part time	7.5%	121	12.4%	13	5.2%	2	10.2%	9	7.9%	12	5.5%	8	8.5%	12	4.0%	3	1.7%	2
Unemployed	1.8%	29	2.6%	3	1.9%	1	0.0%	0	1.6%	2	6.5%	10	1.8%	2	0.8%	1	0.8%	1
Retired	32.5%	523	25.1%	26	35.3%	15	47.0%	41	29.2%	44	22.2%	34	36.6%	49	26.2%	20	23.8%	22
A housewife	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A student	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Self employed	3.3%	53	0.8%	1	1.9%	1	0.9%	1	0.6%	1	1.5%	2	4.4%	6	7.7%	6	5.6%	5
Sick / disabled	0.9%	15	2.5%	3	1.0%	0	1.0%	1	1.6%	2	0.8%	1	0.9%	1	2.3%	2	0.8%	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
(Refused)	3.2%	51	3.5%	4	2.0%	1	1.1%	1	2.7%	1	1.8%	4	2.7%	3	1.8%	4	4.9%	5
Weighted base:		1607		104		42		86		151		154		135		76		94
Sample:		1607		100		101		101		100		100		100		100		100

ADU How many adults aged 16 years and over, including yourself, live in your household?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
One	18.0%	289	22.3%	23	11.8%	5	18.5%	16	13.6%	21	19.4%	30	17.4%	24	10.6%	8	16.6%	16
Two	54.1%	869	52.4%	55	56.5%	24	57.3%	50	58.3%	88	51.4%	79	48.8%	66	63.2%	48	45.7%	43
Three	14.9%	239	13.7%	14	15.6%	7	16.6%	14	16.9%	26	23.9%	37	14.3%	19	12.9%	10	22.2%	21
Four or more	10.4%	168	9.7%	10	14.2%	6	5.7%	5	7.9%	12	3.4%	5	15.8%	21	10.1%	8	12.2%	11
(Refused)	2.6%	42	1.8%	2	2.0%	1	1.8%	2	3.3%	5	1.9%	3	3.7%	5	3.2%	2	3.3%	3
Weighted base:		1607		104		42		86		151		154		135		76		94
Sample:		1607		100		101		101		100		100		100		100		100

CHI   How many children aged 15 years and under, live in your household?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
None	70.3%	1130	58.0%	61	72.5%	31	76.8%	66	73.0%	111	64.1%	99	73.1%	99	61.8%	47	69.5%	66
One	9.7%	155	13.4%	14	6.7%	3	9.7%	8	2.5%	4	8.5%	13	5.4%	7	18.3%	14	10.5%	10
Two	11.8%	190	19.9%	21	10.6%	4	4.5%	4	17.2%	26	16.7%	26	13.9%	19	14.1%	11	9.9%	9
Three	4.2%	68	6.9%	7	3.9%	2	7.1%	6	3.9%	6	5.7%	9	3.9%	5	2.5%	2	6.7%	6
Four or more	1.4%	22	0.0%	0	3.5%	1	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.6%	42	1.8%	2	2.7%	1	1.8%	2	3.3%	5	1.9%	3	3.7%	5	3.2%	2	3.3%	3
Weighted base:		1607		104		42		86		151		154		135		76		94
Sample:		1607		100		101		101		100		100		100		100		100

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
None	8.0%	128	5.7%	6	5.0%	2	2.9%	3	5.0%	7	11.8%	18	13.6%	18	3.2%	2	9.7%	9
One	37.9%	608	43.0%	45	23.6%	10	40.7%	35	43.8%	66	36.6%	56	28.2%	38	29.1%	22	33.1%	31
Two	36.3%	583	40.1%	42	46.8%	20	30.8%	27	35.1%	53	38.9%	60	36.0%	49	37.5%	29	42.4%	40
Three or more	14.9%	240	8.7%	9	22.7%	10	22.8%	20	12.8%	19	10.9%	17	18.5%	25	27.7%	21	11.5%	11
(Refused)	3.0%	47	2.5%	3	2.0%	1	2.8%	2	3.3%	5	1.9%	3	3.7%	5	2.6%	2	3.3%	3
Weighted base:		1607		104		42		86		151		154		135		76		94
Sample:		1607		100		101		101		100		100		100		100		100

Column %ges.

South Wales Retail Study
for Carter Jonas

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

INC Approximately what is your total household income?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
£0 - £15,000	8.4%	135	7.1%	7	8.2%	3	4.6%	4	7.2%	11	10.3%	16	7.5%	10	5.3%	4	2.5%	2
£15,001 - £20,000	4.6%	74	4.8%	5	1.7%	1	5.0%	4	7.5%	11	4.3%	7	5.3%	7	5.5%	4	0.0%	0
£20,001 - £30,000	8.1%	129	13.2%	14	6.9%	3	9.6%	8	6.5%	10	8.4%	13	10.8%	15	13.9%	11	3.8%	4
£30,001 - £40,000	5.4%	87	8.7%	9	3.3%	1	3.4%	3	3.1%	5	8.2%	13	6.6%	9	6.9%	5	4.1%	4
£40,001 - £50,000	5.0%	80	3.0%	3	6.3%	3	7.2%	6	8.2%	12	2.5%	4	2.8%	4	3.3%	3	5.0%	5
£50,001 - £60,000	3.2%	51	2.7%	3	5.9%	3	3.0%	3	1.6%	2	2.3%	4	4.0%	5	6.0%	5	3.2%	3
£60,001 - £70,000	1.5%	24	1.7%	2	1.9%	1	2.4%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	3.6%	3
£70,001 - £80,000	0.9%	14	0.0%	0	3.0%	1	1.9%	2	0.0%	0	1.8%	3	1.8%	2	0.0%	0	1.7%	2
£80,001 - £90,000	0.8%	13	3.2%	3	0.0%	0	0.9%	1	1.8%	3	0.8%	1	0.0%	0	3.3%	3	0.0%	0
£90,001 - £100,000	0.4%	6	3.2%	3	0.0%	0	2.0%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
£100,001 - £150,000	0.8%	13	1.7%	2	0.0%	0	0.0%	0	3.3%	5	0.8%	1	0.0%	0	1.6%	1	1.7%	2
£150,001+	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
(Don't know / refused)	61.0%	981	50.7%	53	62.8%	27	58.8%	51	60.8%	92	59.8%	92	60.3%	82	54.1%	41	74.5%	70
Weighted base:		1607		104		42		86		151		154		135		76		94
Sample:		1607		100		101		101		100		100		100		100		100

FUT Would you be willing to be recontacted for future quality control purposes?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Yes	63.3%	1017	70.4%	74	61.4%	26	64.5%	56	55.8%	84	68.2%	105	54.5%	74	63.7%	49	71.6%	68
No	36.7%	590	29.6%	31	38.6%	16	35.5%	31	44.2%	67	31.8%	49	45.5%	61	36.4%	28	28.4%	27
Weighted base:		1607		104		42		86		151		154		135		76		94
Sample:		1607		100		101		101		100		100		100		100		100

QUOTA Zone:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1	6.5%	104	100.0%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	2.6%	42	0.0%	0	100.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	5.4%	86	0.0%	0	0.0%	0	100.0%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	9.4%	151	0.0%	0	0.0%	0	0.0%	0	100.0%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	9.6%	154	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	154	0.0%	0	0.0%	0	0.0%	0
Zone 6	8.4%	135	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	135	0.0%	0	0.0%	0
Zone 7	4.7%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	76	0.0%	0
Zone 8	5.9%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	94
Zone 9	2.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	9.4%	152	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	5.5%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	5.9%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13	4.1%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14	4.6%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15	5.9%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 16	10.0%	160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1607		104		42		86		151		154		135		76		94
Sample:		1607		100		101		101		100		100		100		100		100

Column %ges.

by Zone (Weighted, Part 1)

Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
PC Postcode sector:																			
SA35 0	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA36 0	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA37 0	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA38 9	1.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA40 9	1.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA41 3	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA42 0	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA43 1	2.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA43 2	3.6%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA43 3	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA44 4	2.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA44 5	2.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA44 6	1.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA45 9	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA46 0	1.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA47 0	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA48 7	2.3%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA48 8	2.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA61 1	3.2%	51	49.1%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA61 2	3.3%	53	50.9%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA62 3	2.4%	39	0.0%	0	0.0%	0	44.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA62 4	1.9%	30	0.0%	0	70.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA62 5	1.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.1%	31
SA62 6	3.0%	48	0.0%	0	0.0%	0	55.1%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA63 4	0.8%	12	0.0%	0	29.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA64 0	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	16
SA65 9	2.9%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.2%	47
SA66 7	1.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.2%	27	0.0%	0
SA67 7	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	14	0.0%	0
SA67 8	2.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.7%	36	0.0%	0
SA68 0	2.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.3%	36	0.0%	0	0.0%	0
SA69 9	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	13	0.0%	0	0.0%	0
SA70 7	1.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	27	0.0%	0	0.0%	0
SA70 8	3.7%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.8%	59	0.0%	0	0.0%	0
SA71 4	2.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.3%	36	0.0%	0	0.0%	0	0.0%	0
SA71 5	2.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	35	0.0%	0	0.0%	0	0.0%	0
SA72 4	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6	0.0%	0	0.0%	0	0.0%	0
SA72 6	4.8%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.2%	77	0.0%	0	0.0%	0	0.0%	0
SA73 1	3.9%	63	0.0%	0	0.0%	0	0.0%	0	41.8%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA73 2	3.5%	56	0.0%	0	0.0%	0	0.0%	0	37.0%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA73 3	2.0%	32	0.0%	0	0.0%	0	0.0%	0	21.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SY20 8	2.6%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SY23 1	4.2%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SY23 2	1.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SY23 3	4.5%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SY23 4	3.0%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SY23 5	1.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SY24 5	2.9%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SY25 6	1.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1607		104		42		86		151		154		135		76		94
Sample:		1607		100		101		101		100		100		100		100		100

Column %ges.

APPENDIX 15B: HOUSEHOLD TELEPHONE INTERVIEW SURVEY (WEIGHTED) RESULTS – PART 2: ZONES 9 TO 16

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q01 In which store or shopping centre do you NORMALLY shop at for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?

Store	Total %	Total	Z9 %	Z9	Z10 %	Z10	Z11 %	Z11	Z12 %	Z12	Z13 %	Z13	Z14 %	Z14	Z15 %	Z15	Z16 %	Z16
Aldi, Aberystwyth Road, Cardigan	6.4%	103	20.7%	7	48.0%	73	21.4%	19	0.9%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Salutation Square, Haverfordwest	7.7%	124	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stephens Way, Carmarthen	1.9%	30	0.9%	0	0.9%	1	16.6%	15	11.5%	11	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Gordon St, Pembroke Dock	2.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.K's Supermarket, New Street, St Davids	0.2%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.K's Supermarket, Waun Fawr, Aberyswyth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
C.K's Supermarket, West Street, Fishguard	0.1%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bridge Street, Lampeter	1.1%	17	0.0%	0	0.0%	0	0.0%	0	16.5%	16	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Co-op, Carmarthen Road, Kilgetty	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Carmarthen Road, Kilgetty	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Fishguard	1.1%	18	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Machynlleth	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	12
Co-op, High Street, Neyland	0.2%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lower Mwldan, Cardigan	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Pembroke	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, Park Ave, Aberystwyth	1.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.2%	3	12.5%	12	6.3%	10
Costcutter, High Street, Narberth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Picton Place, Haverfordwest	0.9%	14	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Lidl, Great N Road, Milford Haven	1.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Perrots Rd, Haverfordwest	1.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Pier Road, Pembroke Dock	4.2%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Priory Street, Carmarthen	0.3%	5	0.0%	0	1.0%	1	2.9%	3	0.9%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Rheidol Retail Park, Aberyswyth	3.7%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	9.4%	7	20.2%	19	19.1%	31
Morrisons, Meadow View, Haverfordwest	7.0%	112	3.4%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Parc Pensarn, Carmarthen	0.8%	14	0.0%	0	1.0%	1	7.3%	6	4.2%	4	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Parcydolau, Llanbadarn Fawr, Aberyswyth	13.4%	215	0.0%	0	0.0%	0	0.0%	0	5.3%	5	46.3%	31	60.7%	45	51.8%	49	53.2%	85
Morrisons, Pool Road, Newton (Powys)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Sainsbury's, Market Street, Lampeter	3.3%	52	0.0%	0	0.0%	0	1.3%	1	40.9%	39	5.8%	4	11.2%	8	0.0%	0	0.0%	0
Sainsbury's, Upper Park Road, Tenby	2.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Long Mains, Pembroke	0.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, North Road, Cardigan	0.1%	1	0.7%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Parrog, Goodwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Express, The Parrog, Goodwick	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
Tesco Extra, Fenton Trading Estate, Haverfordwest	7.7%	123	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Morfa Lane, Carmarthen	1.1%	18	0.9%	0	2.3%	3	6.7%	6	3.5%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Aberystwyth Rd, Cardigan	6.1%	99	39.8%	13	35.2%	53	18.9%	17	1.7%	2	10.9%	7	0.7%	0	5.0%	5	0.0%	0
Tesco Superstore, London	6.3%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

South Wales Retail Study
for Carter Jonas

Weighted:

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Rd, Pembroke Dock																		
Tesco Superstore, Pool Road, Newtown (Powys)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco, Havens Head Park, Milford Haven	3.1%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wisebuys Stores, Main St, Pembroke	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
Aberyswyth	0.9%	15	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.6%	2	4.3%	4	4.8%	8
Cardigan	0.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crymych	0.3%	5	2.7%	1	2.3%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Fishguard	0.1%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilgetty	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lampeter	0.3%	5	0.0%	0	0.0%	0	2.8%	2	1.6%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Llandysul	0.2%	3	0.0%	0	0.0%	0	2.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narberth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport (Pembrokeshire)	0.1%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown (Powys)	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neyland	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Tregaron	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
Asda, Upper Forest Way, Swansea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
C.K's Supermarket, Pencader Road, Llandysul	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.K's Supermarket, Spring Gardens, Narberth	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
C.K's Supermarket, Station Road, Newcastle Emlyn	0.1%	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
Co-op, Sycamore Street, Newcastle Emlyn	0.2%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Market Street, Aberaeron	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	1	7.9%	5	0.0%	0	0.0%	0	0.0%	0
Iceland, Rheidol Retail Park, Station Road, Aberystwyth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.3%	1	0.0%	0
Llanelli	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Llanfair Clydogau	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanrhystud	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Llanybydder	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
Marks & Spencer, Red Street, Carmarthen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.7%	1	0.0%	0
Marks & Spencer, Withybush Retail Park, Haverfordwest	0.2%	4	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Emlyn	0.1%	2	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Siop Y Ffrydiau, Cenarth, Newcastle Emlyn	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
Pontrhydfendigaid	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Sainsburys, The Derwen, Bridgend	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
Spar, High Street, Narberth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Lincoln Street, Llandysul	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Auctioneers Walk, The Old Market, Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Waitrose, Merthyr Road, Llanfoist, Abergavenny	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wholefoods of Newport, Hen Bopty / East Street, Newport	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	6.2%	100	6.8%	2	3.5%	5	10.9%	10	7.3%	7	11.8%	8	4.5%	3	2.9%	3	3.2%	5
(Don't know / varies)	0.3%	4	1.0%	0	0.0%	0	1.3%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	1
Weighted base:		1607		33		152		89		95		66		74		94		160
Sample:		1607		100		100		100		100		101		100		102		102

Column %ges.

by Zone (Weighted, Part 2)
Weighted:

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q01A Which retailer do you purchase your main food internet / home delivery shopping from?
Those who shop online at Q01

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Asda	15.6%	16	0.0%	0	52.5%	3	0.0%	0	72.5%	5	14.7%	1	100.0%	3	0.0%	0	54.1%	3
Iceland	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	1	0.0%	0
Tesco	78.3%	78	100.0%	2	47.4%	3	100.0%	10	27.5%	2	70.3%	6	0.0%	0	54.2%	2	22.9%	1
Co-op	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	1	22.9%	1
Troed y Rhiw Farm	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		100		2		5		10		7		8		3		3		5
Sample:		102		4		3		11		7		11		4		4		4

Q02 What do you like about this store / town centre? [MR]
Those who gave a destination at Q01

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Attractive environment / nice place	1.1%	17	0.7%	0	0.0%	0	0.0%	0	1.5%	1	1.9%	1	0.0%	0	0.0%	0	3.2%	5
Close to friends or relatives	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
Close to home	31.9%	479	26.2%	8	23.0%	34	23.2%	18	44.3%	39	41.9%	24	42.6%	30	48.8%	45	30.0%	46
Close to work	1.2%	19	0.0%	0	0.9%	1	0.0%	0	2.0%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Compact	2.2%	33	5.1%	2	0.0%	0	1.5%	1	1.8%	2	1.0%	1	0.7%	0	2.7%	2	4.3%	7
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.2%	3	0.7%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Easy to get to by car	1.5%	23	0.0%	0	0.0%	0	6.3%	5	0.0%	0	2.6%	1	0.9%	1	1.4%	1	3.1%	5
Easy to park	4.5%	68	0.7%	0	5.3%	8	4.8%	4	5.3%	5	0.8%	0	7.2%	5	3.9%	4	9.4%	15
Free parking	0.9%	13	0.7%	0	0.7%	1	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient for linked trips	0.2%	3	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Size of store	2.0%	30	1.0%	0	2.5%	4	3.3%	3	2.0%	2	4.0%	2	1.6%	1	1.9%	2	0.8%	1
Range of goods	20.8%	312	36.2%	11	12.9%	19	14.5%	11	20.5%	18	23.0%	13	25.6%	18	17.9%	16	30.3%	47
Value for money / good prices	30.5%	459	28.4%	9	48.2%	70	44.2%	34	25.2%	22	30.3%	18	14.1%	10	19.9%	18	19.1%	29
Good facilities	0.6%	9	0.0%	0	0.0%	0	1.5%	1	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Good food stores	1.3%	19	4.4%	1	1.6%	2	2.8%	2	1.8%	2	0.8%	2	0.0%	0	0.0%	0	1.8%	3
Good pubs, cafés or restaurants	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
Good range of non-food shops	1.9%	28	2.0%	1	0.0%	0	3.8%	3	0.8%	1	2.9%	2	0.0%	0	2.3%	2	3.2%	5
Makes a change from other places	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Quiet	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market (food / farmers market, other markets)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Traffic free shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean / nice environment	0.8%	11	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.9%	1	0.0%	0
Good / friendly staff / service	3.4%	51	6.2%	2	4.0%	6	0.8%	1	8.1%	7	2.7%	2	2.7%	2	4.0%	4	3.6%	5
Good layout	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.4%	1	3.5%	3	0.8%	1
Good loyalty scheme	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good quality	6.7%	100	3.9%	1	10.3%	15	6.1%	5	4.5%	4	1.5%	1	2.1%	1	3.9%	4	15.6%	24
Habit / familiarity	2.2%	34	0.0%	0	2.6%	4	2.6%	2	1.8%	2	2.5%	1	0.7%	0	0.8%	0	0.8%	1
Supporting local shops	0.3%	4	1.5%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Work there / staff discount	1.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1	1.9%	2	1.0%	2
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
(Nothing / very little)	7.9%	119	5.9%	2	8.8%	13	13.5%	11	2.1%	2	10.3%	6	14.0%	10	6.4%	6	6.4%	10
(Don't know)	1.8%	27	0.7%	0	5.5%	8	1.0%	1	0.8%	1	1.5%	1	3.0%	2	0.7%	1	1.5%	2
Weighted base:		1503		30		146		78		88		58		70		91		154
Sample:		1499		95		97		87		93		89		96		98		97

Column %ges.

by Zone (Weighted, Part 2)

Weighted:

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q03 How do you normally travel to (STORE MENTIONED AT Q01)?
Those who gave a destination at Q01

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Car / van (as driver in own / household's car)	79.0%	1188	82.2%	25	92.2%	135	89.8%	70	71.5%	63	70.6%	41	88.6%	62	49.5%	45	73.6%	113
Car / van (lift with friend / family)	8.7%	131	9.6%	3	5.4%	8	8.5%	7	9.1%	8	20.6%	12	6.1%	4	9.2%	8	10.6%	16
Bus, minibus or coach	2.1%	31	0.7%	0	0.0%	0	1.0%	1	3.0%	3	2.0%	1	0.7%	0	5.1%	5	4.1%	6
Using park & ride facility	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	8.0%	121	5.9%	2	2.4%	4	0.8%	1	10.1%	9	4.6%	3	3.9%	3	28.6%	26	10.0%	15
Taxi	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.0%	2
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Mobility scooter / wheelchair	0.3%	5	0.7%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.3%	4	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.7%	1	0.0%	0	0.0%	0
(Varies)	0.8%	12	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.8%	0	0.0%	0	1.4%	1	0.8%	1
Weighted base:		1503		30		146		78		88		58		70		91		154
Sample:		1499		95		97		87		93		89		96		98		97

Q04 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]
Those who gave a destination at Q01

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Yes - non-food shopping	12.4%	187	16.1%	5	11.5%	17	22.8%	18	28.3%	25	20.5%	12	10.9%	8	7.4%	7	9.4%	15
Yes - other food shopping	12.5%	188	19.9%	6	11.5%	17	25.4%	20	13.9%	12	12.7%	7	7.1%	5	16.7%	15	8.8%	14
Yes - bars / pubs	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - cafés	1.8%	28	2.2%	1	2.6%	4	3.8%	3	4.5%	4	1.8%	1	2.9%	2	0.0%	0	3.3%	5
Yes - cinemas	0.1%	2	2.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - get petrol	1.4%	21	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.5%	2
Yes - go to park	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Yes - gyms / health and fitness	0.6%	8	0.7%	0	0.0%	0	0.0%	0	0.8%	1	1.5%	1	2.0%	1	0.0%	0	1.0%	2
Yes - library	0.6%	9	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Yes - markets	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - meeting family	1.1%	16	0.0%	0	0.7%	1	4.0%	3	1.8%	2	0.8%	0	1.4%	1	0.0%	0	2.5%	4
Yes - meeting friends	1.1%	17	0.7%	0	0.7%	1	1.8%	1	0.0%	0	2.5%	1	3.2%	2	0.0%	0	3.5%	5
Yes - museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.4%	5	1.5%	0	0.0%	0	0.8%	0	1.1%	1	0.0%	1	0.7%	0	0.0%	0	1.0%	2
Yes - personal service (e.g. hairdressers, beauty salon etc.)	1.1%	16	0.7%	0	0.7%	1	1.8%	1	2.0%	1	2.5%	2	0.7%	1	1.4%	0	0.8%	1
Yes - restaurants	0.3%	4	0.7%	0	0.0%	0	0.0%	0	1.0%	1	1.5%	1	0.0%	0	0.7%	1	0.0%	0
Yes - swimming	0.5%	7	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting services such as banks and other financial institutions	4.0%	59	2.5%	1	4.1%	6	5.1%	4	4.7%	4	11.5%	7	8.8%	6	0.0%	0	5.8%	9
Yes - work	8.3%	125	2.7%	1	8.6%	13	11.3%	9	9.2%	8	17.6%	10	9.9%	7	4.6%	4	13.9%	21
Yes - for education (e.g. student at college, university, or other third level education)	1.0%	15	0.0%	0	3.3%	5	0.0%	0	0.8%	1	0.8%	0	3.4%	2	0.9%	1	0.0%	0
Yes - 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
Yes - other leisure activity	0.9%	13	3.1%	1	0.0%	0	1.5%	1	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.8%	1
Yes - school run	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Yes - walk the dog	0.3%	4	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0	1.6%	1	1.0%	1	0.0%	0
Yes - window shopping / browsing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No)	57.2%	860	42.7%	13	62.9%	92	30.7%	24	45.5%	40	35.3%	21	51.3%	36	71.1%	65	56.4%	87
(Don't know)	3.4%	50	5.1%	2	1.7%	2	0.8%	1	1.5%	1	5.5%	3	3.4%	2	0.0%	0	1.8%	3
Weighted base:		1503		30		146		78		88		58		70		91		154
Sample:		1499		95		97		87		93		89		96		98		97

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q05 When you combine your trip with other activities, where do you normally go?
Those who link their trip at Q04

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Aberyswyth Town Centre	18.5%	110	0.0%	0	0.0%	0	1.1%	1	3.7%	2	60.1%	21	63.3%	20	75.1%	20	72.8%	47
Aberyswyth out of centre (e.g. retail parks, standalone foodstores)	2.7%	16	0.0%	0	0.0%	0	0.0%	0	3.3%	2	2.6%	1	15.2%	5	21.7%	6	4.3%	3
Cardigan Town Centre	11.1%	66	37.5%	6	71.2%	37	32.6%	17	0.0%	0	11.6%	4	0.0%	0	0.0%	0	0.0%	0
Cardigan out of centre (e.g. Tesco Superstore, Aldi, etc.)	2.8%	16	32.0%	5	3.7%	2	11.0%	6	1.9%	1	1.3%	0	1.5%	0	0.0%	0	0.0%	0
Lampeter	5.4%	32	0.0%	0	0.0%	0	3.7%	2	48.3%	23	9.5%	3	12.9%	4	0.0%	0	0.0%	0
Llandysul	0.6%	4	1.4%	0	0.0%	0	4.8%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberaeron	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	10.4%	4	0.0%	0	0.0%	0	0.0%	0
Tregaron	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Haverfordwest Town Centre	17.5%	104	11.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest out of centre (e.g. retail parks, standalone foodstores)	6.2%	37	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock Town Centre	6.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock out of centre (e.g. Bierspool Retail Park, Tesco London Road, Wilko Pier Road, Lidl Pier Road, etc)	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Town Centre	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke out of centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven Town Centre	5.1%	30	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven out of centre (e.g. Havenshead Retail Park, Tesco Superstore, etc.)	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishguard Town Centre	0.8%	5	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishguard out of centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narberth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neyland	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crymych	0.5%	3	2.8%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilgetty	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenby	2.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	0.1%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Davids	0.5%	3	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carmarthen Town Centre	6.3%	37	0.0%	0	9.8%	5	27.7%	15	23.3%	11	2.6%	1	0.0%	0	3.1%	1	0.0%	0
Cenarth Village	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Knighton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llangwnadl Village	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Llanybydder Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Machynlleth Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Merlin's Bridge Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Emlyn Town Centre	0.5%	3	0.0%	0	4.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Pontrhydfendigaid Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
(Don't know / varies)	4.8%	28	1.4%	0	2.4%	1	12.5%	7	12.6%	6	1.9%	1	2.1%	1	0.0%	0	14.4%	9
Weighted base:		593		16		52		53		47		34		32		26		64
Sample:		628		45		38		55		52		49		48		23		41

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q06 In addition to (STORE MENTIONED AT Q01), is there any other store that you regularly use for your main-food shopping?

Store	Total %	Total	Z9 %	Z9	Z10 %	Z10	Z11 %	Z11	Z12 %	Z12	Z13 %	Z13	Z14 %	Z14	Z15 %	Z15	Z16 %	Z16
Aldi, Aberystwyth Road, Cardigan	3.7%	60	16.7%	5	26.1%	40	7.8%	7	1.9%	2	5.7%	4	0.7%	0	0.0%	0	0.0%	0
Aldi, Salutation Square, Haverfordwest	4.5%	72	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stephens Way, Carmarthen	1.1%	18	2.0%	1	2.8%	4	4.6%	4	6.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Gordon St, Pembroke Dock	2.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.K's Supermarket, New Street, St Davids	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.K's Supermarket, Waun Fawr, Aberyswyth	0.2%	3	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
C.K's Supermarket, West Street, Fishguard	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bridge Street, Lampeter	1.1%	18	0.0%	0	0.0%	0	0.0%	0	12.0%	11	4.2%	3	5.4%	4	0.0%	0	0.0%	0
Co-op, Carmarthen Road, Kilgetty	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Carmarthen Road, Kilgetty	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, High Street, Fishguard	0.6%	9	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Machynlleth	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5
Co-op, High Street, Neyland	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, Lower Mwldan, Cardigan	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Pembroke	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, North Road, Whitland	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Park Ave, Aberystwyth	1.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	9.9%	9	5.8%	9
Costcutter, High Street, Narberth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Picton Place, Haverfordwest	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Great N Road, Milford Haven	1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Perrots Rd, Haverfordwest	2.8%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Pier Road, Pembroke Dock	2.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Priory Street, Carmarthen	0.5%	8	0.0%	0	0.8%	1	3.1%	3	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Rheidol Retail Park, Aberyswyth	4.6%	75	0.0%	0	0.0%	0	0.0%	0	1.8%	2	13.3%	9	25.5%	19	16.1%	15	18.7%	30
Londis Stores, St Thomas Green, Haverfordwest	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Meadow View, Haverfordwest	5.9%	95	6.3%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Morrisons, Parc Pensarn, Carmarthen	0.6%	10	1.6%	1	2.7%	4	3.8%	3	1.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Parcydolau, Llanbadarn Fawr, Aberyswyth	3.5%	56	0.0%	0	0.0%	0	0.9%	1	2.5%	2	8.2%	5	7.3%	5	17.4%	16	15.1%	24
Sainsbury's, Market Street, Lampeter	1.3%	21	0.0%	0	0.6%	1	2.6%	2	14.1%	13	3.3%	2	1.5%	1	0.0%	0	0.0%	0
Sainsbury's, Upper Park Road, Tenby	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, North Road, Cardigan	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, The Strand, Saundersfoot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Tenby	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Parrog, Goodwick	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Parrog, Goodwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Fenton Trading Estate, Haverfordwest	3.8%	61	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Morfa Lane,	1.3%	20	0.0%	0	0.0%	0	10.1%	9	4.2%	4	5.0%	3	0.9%	1	0.0%	0	1.0%	2

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Carmarthen																		
Tesco Superstore, Aberystwyth Rd, Cardigan	3.8%	61	14.5%	5	25.6%	39	13.6%	12	0.9%	1	4.9%	3	0.0%	0	0.9%	1	0.0%	0
Tesco Superstore, London Rd, Pembroke Dock	3.6%	58	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Havens Head Park, Milford Haven	1.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wisebuys Stores, Main St, Pembroke	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberaeron	0.3%	4	0.0%	0	0.0%	0	3.3%	3	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Aberyswyth	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	6.0%	6	1.1%	2
Borth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Cardigan	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardigan	0.1%	2	0.0%	0	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crymych	0.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest	0.3%	5	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lampeter	0.1%	2	0.0%	0	0.0%	0	0.9%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandysul	0.3%	4	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Narberth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport (Pembrokeshire)	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke	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
Pembroke Dock	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
Asda, Capital Retail Park, Leckwith Road, Cardiff	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Brynhoffnant	0.1%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.K's Supermarket, Pencader Road, Llandysul	0.2%	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
C.K's Supermarket, Spring Gardens, Narberth	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
C.K's Supermarket, Station Road, Newcastle Emlyn	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carmarthen	0.3%	4	0.0%	0	0.0%	0	1.0%	1	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Stoke	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Heywood Lane, Tenby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, Sycamore Street, Newcastle Emlyn	0.1%	2	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Market Street, Aberaeron	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Cwmcerrig Farm, Gorslas, Llanelli	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Iceland, Rheidol Retail Park, Station Road, Aberystwyth	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	3.3%	2	4.9%	5	1.7%	3
Lidl, Bridgend Retail Park, Bridgend	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
Llanarth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Red Street, Carmarthen	0.2%	3	0.0%	0	0.0%	0	0.7%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Withybush Retail Park, Haverfordwest	0.6%	9	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Ty-Glas Road, Cardiff	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
Newcastle Emlyn	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Spar, High Street, Narberth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Brewery Terrace, Saundersfoot	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
Tesco Express, North Parade, Aberystwyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Tesco Extra, Pontardulais Road, Cadle, Swansea	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
Waitrose, Morningside Road, Edinburgh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Wholefoods of Newport, Hen Bopty / East Street, Newport	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	1.6%	26	0.7%	0	0.0%	0	0.0%	0	5.6%	5	5.9%	4	3.3%	2	0.9%	1	0.0%	0
(Don't know / varies)	0.9%	14	0.7%	0	0.6%	1	0.9%	1	1.6%	2	0.7%	0	0.7%	0	1.3%	1	2.4%	4
(Nowhere else)	37.4%	601	39.9%	13	36.3%	55	30.7%	27	35.1%	33	37.2%	25	41.6%	31	40.6%	38	46.3%	74
Weighted base:		1607		33		152		89		95		66		74		94		160

Column %ges.

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16
Sample:	1607	100	100	100	100	101	100	102	102

Q06A Which internet / home delivery retailer do you also use for your main food shopping?
Those who shop online at Q06

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Asda	34.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	85.4%	3	0.0%	0	0.0%	0	0.0%	0
Tesco	53.9%	14	0.0%	0	0.0%	0	0.0%	0	100.0%	5	14.6%	1	100.0%	2	100.0%	1	0.0%	0
Suma	0.9%	0	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	10.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	26		0		0		0		5		4		2		1		0	
Sample:	18		1		0		0		2		4		1		1		0	

Column %ges.

South Wales Retail Study
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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q07   In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week to buy bread, milk, etc., on a day-to-day basis)?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Aldi, Aberystwyth Road, Cardigan	1.0%	16	3.4%	1	9.3%	14	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Salutation Square, Haverfordwest	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stephens Way, Carmarthen	0.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Gordon St, Pembroke Dock	2.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.K's Supermarket, New Street, St Davids	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.K's Supermarket, Waun Fawr, Aberyswyth	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.5%	1	0.0%	0	7.4%	12
C.K's Supermarket, West Street, Fishguard	0.2%	4	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bridge Street, Lampeter	1.1%	17	0.0%	0	0.0%	0	0.0%	0	14.0%	13	3.3%	2	2.4%	2	0.0%	0	0.0%	0
Co-op, Carmarthen Road, Kilgetty	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Carmarthen Road, Kilgetty	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Fishguard	1.3%	20	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Machynlleth	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	7.8%	12
Co-op, High Street, Neyland	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Pembroke	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Co-op, North Road, Whitland	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Park Ave, Aberystwyth	1.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	8	12.6%	12	5.1%	8
Costcutter, High Street, Narberth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Picton Place, Haverfordwest	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Lidl, Great N Road, Milford Haven	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Perrots Rd, Haverfordwest	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Pier Road, Pembroke Dock	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Priory Street, Carmarthen	0.1%	2	0.0%	0	0.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Rheidol Retail Park, Aberyswyth	2.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	5	0.9%	1	18.0%	17	6.1%	10
Londis Stores, St Thomas Green, Haverfordwest	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Meadow View, Haverfordwest	2.1%	34	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Parcydolau, Llanbadarn Fawr, Aberyswyth	1.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	7.9%	6	12.7%	12	5.6%	9
Sainsbury's, Market Street, Lampeter	1.4%	22	0.0%	0	0.0%	0	0.7%	1	21.2%	20	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Sainsbury's, Upper Park Road, Tenby	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Long Mains, Pembroke	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, North Road, Cardigan	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, The Strand, Saundersfoot	0.6%	10	0.0%	0	1.8%	3	1.8%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0
Tesco Express, High Street, Tenby	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Parrog, Goodwick	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Parrog, Goodwick	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Fenton Trading Estate, Haverfordwest	2.9%	47	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Morfa Lane, Carmarthen	0.3%	4	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore,	1.4%	23	6.1%	2	11.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0

Column %ges.

NEMS market research

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Aberystwyth Rd, Cardigan																		
Tesco Superstore, London Rd, Pembroke Dock	2.3%	38	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 Superstore, Pool Road, Newtown (Powys)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco, Havens Head Park, Milford Haven	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberaeron	0.8%	13	0.0%	0	0.0%	0	3.3%	3	2.5%	2	11.1%	7	0.0%	0	0.0%	0	0.0%	0
Aberyswyth	1.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	10.4%	8	6.7%	6	8.8%	14
Borth	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5
Cardigan	0.6%	10	2.5%	1	4.9%	7	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardigan	0.4%	7	0.0%	0	1.3%	2	5.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crymych	1.2%	19	7.3%	2	10.6%	16	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Fishguard	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goodwick	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
Haverfordwest	0.8%	13	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Johnston	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
Kilgetty	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lampeter	0.7%	11	0.0%	0	0.0%	0	0.0%	0	8.1%	8	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Letterson	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandysul	0.7%	11	0.0%	0	0.0%	0	11.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Machynlleth	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Milford Haven	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narberth	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport (Pembrokeshire)	0.3%	4	13.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown (Powys)	0.1%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neyland	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke	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
St Davids	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
Tregaron	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	5.6%	4	0.0%	0	0.0%	0
Blaenffos	0.2%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bronant	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0
Brynhoffnant	0.2%	3	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.K's Supermarket, New Street, St Davids	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
C.K's Supermarket, Pencader Road, Llandysul	0.3%	4	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.K's Supermarket, Spring Gardens, Narberth	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.K's Supermarket, Station Road, Newcastle Emlyn	0.6%	9	0.0%	0	3.7%	6	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carmarthen	0.1%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cenarth	0.3%	4	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ceredigion	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Heywood Lane, Tenby	0.9%	14	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, Penparcau Road, Penparcau	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.6%	1	0.0%	0
Co-op, Sycamore Street, Newcastle Emlyn	0.1%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Market Street, Aberaeron	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	8	0.0%	0	0.0%	0	0.0%	0
Costcutter, Uplands Square, New Quay	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4	0.0%	0	0.0%	0	0.0%	0
Cross Inn	0.2%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Crosswell	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cwmcerrig Farm, Gorslas, Llanelli	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dinas Cross	0.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felinfach	0.3%	4	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ffostrasol	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook	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
Iceland, Rheidol Retail Park, Station Road, Aberystwyth	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.9%	1	2.3%	2	0.0%	0
Lamphey	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
Llanarth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanddewi Brefi	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Llanfair Clydogau	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanfarian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Llangeitho	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
Llangrannog	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llangwm	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llangwyryfon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Llanilar	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0

Column %ges.

NEMS market research

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Llanon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Llanrhystud	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Llanteg	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanybydder	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llwyncelyn	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Londis, Bridge Street, Llanybydder	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Parc Y Delyn, Parcllyn, Cardigan	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Machynlleth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Maenclochog	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manorbier	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Red Street, Carmarthen	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Withybush Retail Park, Haverfordwest	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marloes	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
McColls, Upper Lamphey Road, Pembroke	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merlin's Bridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Hedges	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Quay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Emlyn	0.5%	8	0.0%	0	4.6%	7	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Siop Y Ffrydiau, Cenarth, Newcastle Emlyn	0.1%	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
Nisa, Ystrad Garage, Felinfach	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Penffordd	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrhyn-coch	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Pontarddulais	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Pontsian	0.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prendergast	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rhydyfelin	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Solva	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bow Street Stores, Bow Street	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Spar, Chapel Street, Rhyd-yr-onnen	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
Spar, Charles Street, Milford Haven	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Dew Street, Haverfordwest	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Harford Square, Lampeter	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Narberth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Lincoln Street, Llandysul	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Market Street, Newport	0.3%	4	13.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Northgate Street, Aberystwyth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Spar, Penparcau Road, Penparcau, Aberystwyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Spar, Rhydyronen, Tregaron	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0
Spar, Talybont, Aberystwyth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Spar, Terrace Road, Aberystwyth	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
St Florence	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
Talybont-on-Usk	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5
Tan-y-groes	0.2%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenby	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Brewery Terrace, Saundersfoot	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Larkhill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Express, North Parade, Aberystwyth	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5	1.9%	3
Tre'r-ddol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Waitrose, Merthyr Road, Llanfoist, Abergavenny	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Wholefoods of Newport, Hen Bopty / East Street, Newport	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

NEMS market research

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Internet / delivered	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0
(Don't know / varies)	2.3%	37	1.7%	1	0.9%	1	2.5%	2	5.3%	5	3.5%	2	2.3%	2	0.7%	1	1.7%	3
(Don't do this)	37.4%	602	37.3%	12	41.2%	62	44.6%	40	33.7%	32	27.5%	18	31.0%	23	25.2%	24	36.7%	59
Weighted base:		1607		33		152		89		95		66		74		94		160
Sample:		1607		100		100		100		100		101		100		102		102

Q07A Which retailer do you purchase your top-up food internet / home delivery shopping from?
Those who shop online at Q07

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Asda	14.8%	1	0.0%	0	0.0%	0	0.0%	0	43.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	36.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0
Amazon	19.2%	1	0.0%	0	0.0%	0	0.0%	0	56.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	29.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		5		0		0		0		2		0		0		1		0
Sample:		6		0		0		0		2		0		0		1		0

Mean score [%]:

Q08 Of all the money you spend on your main and top-up food shopping, what share goes to your main food shopping?
Those who do top-up shopping at Q07

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
0 - 10%	1.8%	18	1.1%	0	0.0%	0	3.1%	2	1.5%	1	10.9%	5	0.0%	0	0.0%	0	3.3%	3
11 - 20%	0.9%	9	0.0%	0	0.0%	0	1.6%	1	1.4%	1	5.4%	3	0.0%	0	0.0%	0	0.0%	0
21 - 30%	1.9%	19	2.6%	1	2.6%	2	2.9%	1	0.0%	0	6.7%	3	0.0%	0	0.0%	0	1.6%	2
31 - 40%	2.1%	21	2.6%	1	1.1%	1	1.2%	1	1.4%	1	2.1%	1	2.2%	1	5.7%	4	4.9%	5
41 - 50%	9.6%	97	10.0%	2	14.4%	13	12.7%	6	19.2%	12	9.1%	4	5.4%	3	15.6%	11	4.6%	5
51 - 60%	8.4%	85	6.7%	1	3.9%	3	13.9%	7	12.2%	8	2.1%	1	5.6%	3	4.4%	3	8.9%	9
61 - 70%	11.0%	111	10.7%	2	17.8%	16	22.4%	11	10.7%	7	9.0%	4	10.6%	5	4.2%	3	11.3%	11
71 - 80%	28.3%	285	28.3%	6	17.3%	15	17.7%	9	17.6%	11	26.4%	13	37.6%	19	32.3%	23	33.5%	34
81 - 90%	16.1%	162	23.0%	5	4.7%	4	14.6%	7	9.9%	6	16.1%	8	17.0%	9	16.8%	12	23.1%	23
91 - 100%	4.9%	49	1.5%	0	7.3%	7	5.9%	3	9.6%	6	2.1%	1	4.8%	2	0.9%	1	3.8%	4
(Don't know / varies)	14.7%	147	12.4%	3	31.0%	28	4.0%	2	14.1%	9	9.0%	4	16.9%	9	19.1%	13	4.9%	5
(Refused)	0.3%	3	1.1%	0	0.0%	0	0.0%	0	2.5%	2	0.9%	0	0.0%	0	0.9%	1	0.0%	0
Mean:	*71.05*		*71.77*		*69.03*		*67.30*		*67.90*		*59.99*		*76.46*		*70.76*		*72.13*	
Weighted base:		1005		21		89		49		63		48		51		70		101
Sample:		990		63		57		56		64		68		64		69		63

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q09 In addition to (STORE MENTIONED AT Q07), is there any other store that you regularly use for your household's small scale top-up food shopping?
Those who do top-up shopping at Q07

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Aldi, Aberystwyth Road, Cardigan	0.4%	4	2.8%	1	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Salutation Square, Haverfordwest	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Gordon St, Pembroke Dock	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.K's Supermarket, New Street, St Davids	0.5%	5	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C.K's Supermarket, Waun Fawr, Aberyswyth	0.4%	4	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
C.K's Supermarket, West Street, Fishguard	0.3%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bridge Street, Lampeter	1.3%	13	0.0%	0	0.0%	0	3.5%	2	18.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Carmarthen Road, Kilgetty	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, Carmarthen Road, Kilgetty	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, High Street, Fishguard	0.8%	8	11.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Machynlleth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Co-op, High Street, Neyland	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, Lower Mwldan, Cardigan	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Pembroke	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, North Road, Whitland	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, Park Ave, Aberystwyth	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	4.5%	3	5.8%	6
Costcutter, High Street, Narberth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Picton Place, Haverfordwest	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Lidl, Great N Road, Milford Haven	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Perrots Rd, Haverfordwest	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Pier Road, Pembroke Dock	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Priory Street, Carmarthen	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
Lidl, Rheidol Retail Park, Aberyswyth	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	9.6%	5	2.1%	1	1.6%	2
Londis Stores, St Thomas Green, Haverfordwest	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
Londis Stores, Trafalgar Rd, Tenby	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Meadow View, Haverfordwest	1.5%	15	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Parcydolau, Llanbadarn Fawr, Aberyswyth	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.2%	1	2.2%	1	1.2%	1	2.7%	3
Sainsbury's, Market Street, Lampeter	0.7%	7	0.0%	0	0.0%	0	1.6%	1	9.1%	6	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Upper Park Road, Tenby	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Long Mains, Pembroke	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, North Road, Cardigan	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
Spar, The Strand, Saundersfoot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Tenby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Parrog, Goodwick	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
Tesco Express, The Parrog, Goodwick	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Fenton Trading Estate, Haverfordwest	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Tesco Superstore, Aberystwyth Rd, Cardigan	0.7%	7	0.0%	0	5.8%	5	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Rd, Pembroke Dock	1.4%	14	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, Havens Head Park, Milford Haven	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wisebuys Stores, Main St, Pembroke	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
Aberaeron	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0
Aberyswyth	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3	14.4%	10	6.2%	6
Cardigan	0.3%	3	0.0%	0	2.5%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crymych	0.1%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishguard	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goodwick	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
Haverfordwest	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Johnston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilgetty	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lampeter	0.5%	5	0.0%	0	0.0%	0	0.0%	0	7.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandysul	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Machynlleth	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4
Milford Haven	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narberth	0.6%	6	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport (Pembrokeshire)	0.5%	5	3.6%	1	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown (Powys)	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neyland	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke	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
Pembroke Dock	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
St Davids	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tregaron	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Bayview Stores, Maes Ewan, Solva, Haverfordwest	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
C.K's Supermarket, Gelliswick Road, Hakin	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
C.K's Supermarket, Spring Gardens, Narberth	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
C.K's Supermarket, Station Road, Newcastle Emlyn	0.3%	3	0.0%	0	3.1%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Capel Bangor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Carmarthen	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
Ceredigion	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Penparcau Road, Penparcau	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Costcutter, Market Street, Aberaeron	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	4	0.0%	0	0.0%	0	0.0%	0
Costcutter, Uplands Square, New Quay	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Cross Inn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Crundale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook	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
Iceland, Rheidol Retail Park, Station Road, Aberystwyth	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	6.6%	5	0.0%	0
Llanarth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Llangwm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanrhystud	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Llwyncelyn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Red Street, Carmarthen	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Withybush Retail Park, Haverfordwest	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merlin's Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Quay	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
Newcastle Emlyn	0.2%	2	0.0%	0	1.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penally	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
Solva	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
Spar, Chapel Street, Rhyd-yr-onnen	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0
Spar, Charles Street, Milford Haven	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
Spar, High Street, Narberth	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
Spar, Market Street, Newport	0.1%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Terrace Road, Aberystwyth	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	5	4.2%	4
Tenby	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

Column %ges.

by Zone (Weighted, Part 2)

Weighted:

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Tesco Express, North Parade, Aberystwyth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Internet / delivered	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0
(Don't know / varies)	3.5%	35	2.5%	1	4.0%	4	6.0%	3	1.1%	1	9.7%	5	6.0%	3	5.6%	4	4.9%	5
(Nowhere else)	60.3%	606	68.4%	14	75.1%	67	66.9%	33	62.0%	39	57.5%	28	63.2%	32	56.6%	40	64.3%	65
Weighted base:		1005		21		89		49		63		48		51		70		101
Sample:		990		63		57		56		64		68		64		69		63

Q09A Which internet / home delivery retailer do you also use for your top-up food shopping?
Those who shop online at Q09

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Asda	20.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	99.9%	1	0.0%	0	0.0%	0
Tesco	18.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	60.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		3		0		0		0		0		1		1		0		0
Sample:		4		0		0		0		0		1		1		0		0

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q10 In which ONE town centre, freestanding store or retail park do you do most of your household's shopping for mens, womens, childrens and baby clothing and footwear (fashion items - not sports clothing and footwear)?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Aberaeron	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.3%	3	0.0%	0	0.0%	0	0.0%	0
Aberyswyth out of centre (where retail park is not named)	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	4.0%	4	1.0%	2
Aberyswyth Town Centre	10.2%	163	0.9%	0	0.0%	0	0.7%	1	5.6%	5	34.0%	23	43.5%	32	38.3%	36	41.3%	66
Borth	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
Cardiff Town Centre	2.9%	46	3.5%	1	0.0%	0	1.8%	2	0.7%	1	2.2%	1	3.1%	2	7.4%	7	5.5%	9
Cardigan out of centre (where retail park is not named)	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardigan Town Centre	1.5%	23	2.9%	1	8.7%	13	3.1%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Carmarthen out of centre (where retail park is not named)	0.5%	8	0.7%	0	3.8%	6	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carmarthen Town Centre	22.3%	358	20.6%	7	42.4%	64	70.6%	63	48.2%	46	23.8%	16	7.7%	6	8.3%	8	9.9%	16
Crymych	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishguard	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
Haverfordwest out of centre (where retail park is not named)	1.4%	22	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest Town Centre	13.0%	209	17.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Kilgetty	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lampeter	0.9%	15	0.0%	0	0.0%	0	0.9%	1	10.5%	10	0.0%	0	2.0%	1	0.7%	1	0.0%	0
Llandysul	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven out of centre (where retail park is not named)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narberth	0.3%	5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown (Powys)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Pembroke Dock Central	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Davids	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
Swansea City Centre	1.9%	30	0.0%	0	1.8%	3	0.0%	0	0.9%	1	0.0%	0	1.8%	1	1.6%	1	1.0%	2
Tenby	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Meadow Retail Park, Haverfordwest	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
Parc Fforest-fach, Swansea	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Parc Pensarn Retail Park, Myrtle Hill, Carmarthen	0.3%	5	0.0%	0	2.5%	4	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Parc Pensarn, Carmarthen	0.1%	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
Parc Y Llyn Retail Park, Aberystwyth	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	3.3%	3	2.1%	3
Pembrokeshire Retail Park, London Road, Pembroke Dock	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Quay, Haverfordwest	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Haverfordwest	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
St Stephens Way, Carmarthen	0.1%	2	0.0%	0	0.9%	1	0.0%	0	1.0%	1	34.0%	23	0.0%	0	0.0%	0	0.0%	0
Trostre Retail Park, Llanelli	0.2%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Western Avenue Retail Park, Cardiff	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Withybush Retail Park, Haverfordwest	8.4%	135	13.6%	4	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ystwyth Retail Park, Aberystwyth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1	0.0%	0	1.3%	1	0.0%	0
Abroad	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
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.7%	1	0.0%	0
Bournemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Bridgend	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Bridgend Designer Outlet, Bridgend	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.3%	5	0.0%	0	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Cheltenham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Clynderwen	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
Croydon	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

NEMS market research

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Edinburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Leicester	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
Lincoln	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Llandudno	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Newcastle Emlyn	0.2%	4	0.0%	0	1.5%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rheidol Retail Park, Aberystwyth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sainsbury's, The Derwen, Bridgend	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
Sheffield	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
Shrewsbury	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.9%	1	1.0%	1	5.7%	9
Tesco Extra, Fenton Trading Estate, Haverfordwest	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	22.3%	359	15.9%	5	21.7%	33	12.8%	11	22.7%	22	24.8%	16	31.6%	23	14.9%	14	20.5%	33
(Don't know)	1.0%	16	0.7%	0	1.3%	2	0.0%	0	0.7%	1	1.7%	1	1.5%	1	1.8%	2	1.0%	2
(Varies)	1.7%	27	4.8%	2	3.1%	5	1.3%	1	2.3%	2	0.0%	0	0.7%	0	1.3%	1	2.4%	4
(Don't do this type of shopping)	4.1%	66	8.6%	3	3.1%	5	5.9%	5	1.4%	1	2.2%	1	5.4%	4	9.0%	8	5.9%	9
Weighted base:		1607		33		152		89		95		66		74		94		160
Sample:		1607		100		100		100		100		101		100		102		102

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q10A Which internet / home delivery retailer do you use for your household's shopping for mens, womens, childrens and baby clothing and footwear (fashion items - not sports clothing and footwear)?
Those who shop online at Q10

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Amazon	6.2%	22	11.5%	1	4.4%	1	7.1%	1	7.2%	2	7.0%	1	13.0%	3	0.0%	0	9.8%	3
ASOS	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debenhams	1.5%	5	4.3%	0	4.0%	1	0.0%	0	0.0%	0	6.4%	1	0.0%	0	6.2%	1	0.0%	0
Ebay	2.6%	9	0.0%	0	0.0%	0	7.1%	1	10.3%	2	3.5%	1	2.7%	1	0.0%	0	0.0%	0
Ebuyer	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis	2.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	28.5%	4	4.9%	2
Littlewoods	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	3.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	12.9%	46	21.5%	1	7.8%	3	26.1%	3	19.6%	4	26.9%	4	22.3%	5	0.0%	0	15.2%	5
Tesco	0.2%	1	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adini	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ambrose Wilson	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bon Marche	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0
Ce Ce	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chums	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks	0.8%	3	0.0%	0	3.8%	1	0.0%	0	4.0%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Cotton Traders	0.5%	2	4.3%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	5.9%	1	0.0%	0
Cotwolds Camping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Damart	0.9%	3	4.3%	0	2.9%	1	0.0%	0	0.0%	0	5.4%	1	0.0%	0	4.5%	1	0.0%	0
Daxon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Dorothy Perkins	0.8%	3	0.0%	0	8.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dr. Martens	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fifty Plus	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Grattan	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
H&M	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0
Hotter Shoes	1.2%	4	4.3%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	4.1%	1	4.5%	1	3.6%	1
JD Williams	1.2%	4	4.3%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	7.2%	2
Julipa	0.3%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kays	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L. K. Bennet	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lands' End	0.9%	3	5.6%	0	2.9%	1	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Littlewoods	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Tall Sally	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MandM Direct	0.1%	0	5.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marisota	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orvis UK	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxendales	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Poetry Fashion	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Man	0.6%	2	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
River Island	1.2%	4	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Be	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0
Superdry	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	2	0.0%	0	0.0%	0
TK Maxx	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WALL London	0.1%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Stuff	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wider Fit shoes	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	51.0%	183	25.4%	1	58.8%	19	49.2%	6	44.5%	10	36.5%	6	29.4%	7	33.5%	5	52.3%	17
Weighted base:		359		5		33		11		22		16		23		14		33
Sample:		316		17		21		13		23		24		26		14		20

Column %ges.

by Zone (Weighted, Part 2)

Weighted:

South Wales Retail Study
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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q11 How do you normally travel to (STORE OR CENTRE MENTIONED AT Q10)?
Those who gave a location at Q10

	Total %	Total	Zone 9 %	Z9	Zone 10 %	Z10	Zone 11 %	Z11	Zone 12 %	Z12	Zone 13 %	Z13	Zone 14 %	Z14	Zone 15 %	Z15	Zone 16 %	Z16
Car / van (as driver)	76.6%	872	86.5%	20	96.6%	104	89.5%	63	70.8%	49	72.6%	34	83.8%	37	31.3%	22	60.7%	68
Car / van (as passenger)	8.9%	102	8.6%	2	1.4%	1	8.6%	6	11.4%	8	16.7%	8	12.2%	5	11.0%	8	19.7%	22
Bus, minibus or coach	5.0%	56	2.0%	0	0.9%	1	1.9%	1	11.0%	8	5.5%	3	1.1%	0	9.1%	6	8.5%	10
Using park & ride facility	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.1%	59	0.0%	0	1.2%	1	0.0%	0	1.3%	1	2.3%	1	0.0%	0	38.6%	27	2.7%	3
Taxi	0.2%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Train	2.7%	31	2.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.5%	1	3.1%	2	8.4%	9
Bicycle	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Mobility scooter / wheelchair	0.0%	0	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
Aeroplane	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
(Don't know)	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
(Varies)	0.8%	9	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.9%	0	1.5%	1	6.0%	4	0.0%	0
Weighted base:		1139		23		107		71		70		47		45		69		113
Sample:		1152		67		70		78		71		72		63		75		71

Q12 What do you like about this store / town centre? (STORE OR CENTRE MENTIONED AT Q10) [MR]
Those who gave a location at Q10

	Total %	Total	Zone 9 %	Z9	Zone 10 %	Z10	Zone 11 %	Z11	Zone 12 %	Z12	Zone 13 %	Z13	Zone 14 %	Z14	Zone 15 %	Z15	Zone 16 %	Z16
Attractive environment / nice place	6.6%	75	5.5%	1	5.1%	5	5.7%	4	11.0%	8	8.5%	4	8.3%	4	13.1%	9	5.9%	7
Close to friends or relatives	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.4%	1	0.9%	1	2.4%	3
Close to home	22.3%	254	28.5%	7	16.7%	18	22.6%	16	16.4%	11	21.7%	10	28.0%	13	36.6%	25	18.7%	21
Close to work	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	1.4%	2
Compact	8.8%	100	5.1%	1	9.1%	10	9.4%	7	8.6%	6	7.1%	3	5.7%	3	13.4%	9	9.8%	11
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Easy to get to by car	1.8%	21	0.0%	0	2.1%	2	2.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Easy to park	3.8%	43	3.6%	1	2.5%	3	6.9%	5	1.3%	1	2.2%	1	0.0%	0	0.0%	0	1.4%	2
Free parking	0.7%	8	1.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Size of store	0.4%	5	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.3%	1	0.0%	0
Range of goods	14.0%	160	21.9%	5	18.9%	20	13.1%	9	26.1%	18	5.0%	2	6.6%	3	5.4%	4	8.5%	10
Value for money	2.0%	23	0.0%	0	4.5%	5	0.8%	1	2.6%	2	5.6%	3	0.0%	0	0.9%	1	0.0%	0
Good facilities	1.0%	11	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	0.7%	8	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.5%	3
Good pubs, cafés or restaurants	1.0%	12	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	0	1.5%	1	3.1%	2	2.1%	2
Good range of non-food shops	32.7%	372	26.6%	6	35.3%	38	46.8%	33	39.5%	27	37.5%	18	28.8%	13	27.7%	19	25.0%	28
Makes a change from other places	0.4%	4	2.0%	0	0.0%	0	0.8%	1	2.2%	2	0.0%	0	1.1%	0	0.0%	0	1.0%	1
Quiet	1.1%	12	3.5%	1	0.9%	1	0.0%	0	0.0%	0	1.9%	1	2.5%	1	4.6%	3	3.0%	3
Safe and secure	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
The market (food / farmers market, other markets)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Traditional	0.5%	6	1.0%	0	0.0%	0	0.0%	0	1.5%	1	1.9%	1	0.0%	0	1.3%	1	1.0%	1
Traffic free shopping centre	0.4%	5	1.3%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good / friendly staff / service / people	0.9%	11	0.0%	0	1.2%	1	0.8%	1	1.0%	1	0.0%	0	2.2%	1	0.9%	1	3.5%	4
Good opening hours	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
Good quality	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	1.5%	17	1.0%	0	0.0%	0	3.5%	2	6.5%	4	0.0%	0	4.3%	2	2.2%	2	4.9%	5
Good range of services	0.2%	2	2.8%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habit / familiarity	1.1%	13	1.0%	0	1.2%	1	0.0%	0	0.0%	0	9.3%	4	4.6%	2	0.9%	1	1.0%	1
Presence of a Marks & Spencer store	1.0%	12	0.0%	0	0.9%	1	0.0%	0	1.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	14.0%	160	8.5%	2	21.6%	23	17.2%	12	3.2%	2	8.1%	4	16.4%	7	14.2%	10	25.3%	28
(Don't know)	2.5%	29	3.7%	1	3.3%	4	4.9%	4	1.3%	1	1.3%	1	1.1%	0	1.2%	1	3.5%	4
Weighted base:		1139		23		107		71		70		47		45		69		113
Sample:		1152		67		70		78		71		72		63		75		71

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q13 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, photo processing etc.) (Excluding video games)?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Aberaeron	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Aberyswyth out of centre (where retail park is not named)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	3.4%	3	0.0%	0
Aberyswyth Town Centre	3.2%	52	0.0%	0	0.0%	0	1.0%	1	0.9%	1	6.4%	4	10.2%	8	9.8%	9	18.1%	29
Cardiff Town Centre	0.3%	5	2.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardigan out of centre (where retail park is not named)	0.1%	1	0.9%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardigan Town Centre	0.6%	9	2.3%	1	4.2%	6	0.9%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Carmarthen out of centre (where retail park is not named)	0.3%	6	0.0%	0	3.2%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carmarthen Town Centre	1.7%	27	4.1%	1	3.2%	5	9.1%	8	2.8%	3	1.9%	1	0.0%	0	4.2%	4	0.0%	0
Crymych	0.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishguard	0.2%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest out of centre (where retail park is not named)	0.2%	4	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest Town Centre	2.4%	39	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilgetty	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lampeter	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Milford Haven out of centre (where retail park is not named)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narberth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport (Pembrokeshire)	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock Central	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Swansea City Centre	0.3%	5	0.9%	0	0.0%	0	0.7%	1	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Tenby	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Meadow Retail Park, Haverfordwest	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havens Head Retail Park, Milford Haven	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Y Llyn Retail Park, Aberystwyth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Withybush Retail Park, Haverfordwest	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandudno	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Morrisons, Meadow View, Haverfordwest	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Parcydolau, Llanbadarn Fawr, Aberystwyth	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.5%	2	2.0%	3
Tesco Extra, Fenton Trading Estate, Haverfordwest	1.2%	19	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Morfa Lane, Carmarthen	0.1%	2	0.0%	0	0.0%	0	1.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Aberystwyth Road, Cardigan	0.2%	3	1.6%	1	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Pembroke Dock	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	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
Internet / catalogue	35.2%	565	24.4%	8	40.6%	62	38.7%	34	20.5%	20	44.5%	29	40.6%	30	25.2%	24	34.8%	56
(Don't know)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0
(Varies)	0.6%	10	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.9%	1	0.7%	0	0.7%	1	1.5%	2
(Don't do this type of shopping)	48.7%	782	56.6%	19	46.5%	71	43.4%	38	69.5%	66	37.9%	25	45.1%	33	52.7%	50	43.6%	70
Weighted base:		1607		33		152		89		95		66		74		94		160
Sample:		1607		100		100		100		100		101		100		102		102

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q13A Which internet / home delivery retailer do you use for your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?

Those who shop online at Q13

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Amazon	71.9%	406	86.1%	7	69.1%	42	86.8%	30	65.9%	13	65.8%	19	77.0%	23	66.2%	16	76.6%	43
Argos	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	4.0%	23	3.6%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	4	9.6%	3	0.0%	0	0.0%	0
HMV	0.9%	5	0.0%	0	4.3%	3	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	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
Tesco	0.3%	2	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0
Apple	3.2%	18	0.0%	0	7.8%	5	0.0%	0	9.0%	2	9.5%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Play	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
(Don't know / varies)	19.0%	107	7.5%	1	18.8%	12	13.2%	5	20.6%	4	9.8%	3	6.5%	2	30.3%	7	23.4%	13
Weighted base:		565		8		62		34		20		29		30		24		56
Sample:		469		19		34		31		23		37		32		22		28

Column %ges.

NEMS market research

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q14 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, Kindles, ipads, tablets, telephones, etc.)?

	Total %		Zone 9 %		Zone 10 %		Zone 11 %		Zone 12 %		Zone 13 %		Zone 14 %		Zone 15 %		Zone 16 %	
Aberyswyth out of centre (where retail park is not named)	1.4%	22	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.2%	1	0.0%	0	3.1%	3	10.3%	17
Aberyswyth Town Centre	7.7%	123	0.0%	0	0.0%	0	1.0%	1	1.6%	2	25.5%	17	17.1%	13	35.1%	33	35.8%	57
Cardiff out of centre (where retail park is not named)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff Town Centre	0.3%	4	0.9%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Cardigan out of centre (where retail park is not named)	0.2%	2	0.7%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardigan Town Centre	1.1%	18	3.8%	1	8.2%	12	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carmarthen out of centre (where retail park is not named)	3.0%	49	9.1%	3	5.5%	8	19.7%	17	8.6%	8	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Carmarthen Town Centre	3.8%	60	0.0%	0	13.3%	20	7.6%	7	8.5%	8	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Crymych	0.8%	13	17.5%	6	3.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishguard	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest out of centre (where retail park is not named)	1.6%	25	2.4%	1	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest Town Centre	12.8%	206	8.9%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilgetty	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lampeter	2.5%	41	0.0%	0	0.0%	0	7.3%	6	24.9%	24	6.2%	4	7.6%	6	0.7%	1	0.0%	0
Llandysul	0.2%	4	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narberth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport (Pembrokeshire)	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown (Powys)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Pembroke Dock Central	1.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock out of centre (where retail park is not named)	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
Pembroke out of centre (where retail park is not named)	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
Pembroke Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Swansea out of centre (where retail park is not named)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenby	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Meadow Retail Park, Haverfordwest	2.1%	34	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Pensarn Retail Park, Myrtle Hill, Carmarthen	0.6%	9	0.0%	0	3.2%	5	0.0%	0	1.4%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Parc Pensarn, Carmarthen	1.0%	16	0.0%	0	2.1%	3	11.6%	10	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Y Llyn Retail Park, Aberystwyth	4.1%	67	0.0%	0	1.0%	1	1.6%	1	1.6%	2	22.7%	15	21.8%	16	16.9%	16	9.4%	15
Pembrokeshire Retail Park, London Road, Pembroke Dock	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Quay, Haverfordwest	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Haverfordwest	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Stephens Way, Carmarthen	0.2%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Towy Ford Retail Park, Carmarthen	0.3%	5	0.0%	0	2.5%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Withybush Retail Park, Haverfordwest	3.9%	62	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ystwyth Retail Park, Aberystwyth	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	6.4%	5	7.1%	7	3.9%	6
Abroad	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
Basingstoke	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
Central London	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Coventry	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
Crymych	0.1%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enterprise Park, Swansea	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Meadow View, Haverfordwest	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Morrisons, Parcydolau, Llanbadarn Fawr, Aberystwyth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Newcastle Emlyn	0.7%	12	0.7%	0	3.6%	5	6.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rheidol Retail Park, Aberystwyth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
St Clears	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
Tesco Extra, Fenton Trading Estate, Haverfordwest	0.7%	11	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Morfa Lane, Carmarthen	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Aberystwyth Road, Cardigan	0.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Pembroke Dock	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	27.3%	439	14.1%	5	33.6%	51	19.2%	17	30.0%	29	27.2%	18	24.2%	18	7.7%	7	27.0%	43
(Don't know)	2.2%	35	3.4%	1	1.5%	2	2.5%	2	1.9%	2	0.9%	1	3.4%	3	1.9%	2	1.7%	3
(Varies)	1.3%	21	2.0%	1	0.6%	1	0.0%	0	5.8%	6	0.9%	1	2.5%	2	2.2%	2	1.0%	2
(Don't do this type of shopping)	14.5%	234	24.8%	8	12.5%	19	12.0%	11	10.2%	10	5.7%	4	13.6%	10	24.6%	23	7.9%	13
Weighted base:		1607		33		152		89		95		66		74		94		160
Sample:		1607		100		100		100		100		101		100		102		102

Q14A Which internet / home delivery retailer do you use for your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, Kindles, iPads, telephones, etc.)?

Those who shop online at Q14

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Amazon	34.8%	153	41.9%	2	49.2%	25	25.4%	4	20.2%	6	21.1%	4	27.9%	5	44.3%	3	27.2%	12
AO.com	4.5%	20	0.0%	0	1.9%	1	12.8%	2	2.4%	1	15.4%	3	0.0%	0	0.0%	0	0.0%	0
Argos	4.0%	18	0.0%	0	4.4%	2	0.0%	0	0.0%	0	2.5%	0	6.2%	1	0.0%	0	10.6%	5
B&Q	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys	6.8%	30	0.0%	0	1.9%	1	8.0%	1	10.3%	3	25.3%	5	14.2%	3	0.0%	0	3.7%	2
Ebay	3.3%	14	6.3%	0	4.4%	2	0.0%	0	9.3%	3	0.0%	0	13.5%	2	0.0%	0	0.0%	0
Ebuyer	1.3%	6	0.0%	0	2.6%	1	0.0%	0	0.0%	0	7.1%	1	7.8%	1	0.0%	0	0.0%	0
John Lewis	1.5%	7	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	3.5%	1	22.9%	2	3.7%	2
Littlewoods	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
PC World	0.9%	4	0.0%	0	0.0%	0	4.7%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apple	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
BT	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Co-op	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Dell	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EE	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
Ocado	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0
QVC	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sony	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	39.1%	172	51.7%	2	35.7%	18	49.1%	8	49.2%	14	26.2%	5	23.3%	4	32.8%	2	43.8%	19
Weighted base:		439		5		51		17		29		18		18		7		43
Sample:		358		14		27		19		26		20		21		9		26

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q15 Where do you normally do most of your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Aberaeron	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Aberyswyth out of centre (where retail park is not named)	1.9%	30	0.0%	0	0.0%	0	0.9%	1	0.0%	0	7.0%	5	3.9%	3	3.8%	4	11.3%	18
Aberyswyth Town Centre	10.3%	166	0.0%	0	0.0%	0	1.0%	1	3.5%	3	31.7%	21	29.7%	22	51.2%	48	43.7%	70
Cardiff Town Centre	0.3%	4	0.9%	0	0.0%	0	0.7%	1	0.0%	0	0.9%	1	0.9%	1	0.9%	1	0.0%	0
Cardigan out of centre (where retail park is not named)	0.2%	3	0.7%	0	1.3%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardigan Town Centre	1.4%	22	1.8%	1	12.1%	18	1.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Carmarthen out of centre (where retail park is not named)	2.6%	42	2.5%	1	5.1%	8	19.6%	17	10.5%	10	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Carmarthen Town Centre	2.7%	43	0.0%	0	9.2%	14	9.4%	8	5.2%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Crymych	1.7%	28	21.5%	7	10.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishguard	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest out of centre (where retail park is not named)	2.9%	47	8.4%	3	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest Town Centre	14.3%	230	7.7%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilgetty	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lampeter	3.2%	51	0.0%	0	0.0%	0	3.6%	3	38.4%	37	6.3%	4	10.0%	7	0.0%	0	0.0%	0
Letterson	0.2%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandysul	0.5%	8	0.0%	0	0.0%	0	8.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Machynlleth Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Milford Haven out of centre (where retail park is not named)	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
Milford Haven Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport (Pembrokeshire)	0.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown (Powys)	0.3%	4	0.7%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Neyland	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
Pembroke Dock Central	3.0%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock out of centre (where retail park is not named)	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Davids	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
Swansea out of centre (where retail park is not named)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swansea City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenby	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Meadow Retail Park, Haverfordwest	3.9%	62	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Capital Shopping Centre, Cardiff	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havens Head Retail Park, Milford Haven	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
Parc Pensarn Retail Park, Myrtle Hill, Carmarthen	0.5%	8	0.0%	0	1.7%	3	0.0%	0	2.1%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Parc Pensarn, Carmarthen	1.1%	17	0.0%	0	2.4%	4	9.6%	8	0.9%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Parc Y Llyn Retail Park, Aberystwyth	3.3%	53	0.0%	0	0.0%	0	0.9%	1	0.9%	1	20.8%	14	18.2%	13	11.5%	11	8.4%	14
Pembrokeshire Retail Park, London Road, Pembroke Dock	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Quay, Haverfordwest	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Haverfordwest	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Stephens Way, Carmarthen	0.2%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Withybush Retail Park, Haverfordwest	4.1%	65	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ystwyth Retail Park, Aberystwyth	1.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.2%	2	5.1%	5	9.7%	16
Chester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Crymych	0.1%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Emlyn	1.2%	20	0.0%	0	6.2%	9	11.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rheidol Retail Park,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1

Column %ges.

NEMS market research

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Aberystwyth																		
Tesco Extra, Fenton Trading Estate, Haverfordwest	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Pembroke Dock	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
Internet / catalogue	21.9%	352	18.6%	6	31.3%	48	21.2%	19	28.5%	27	21.2%	14	20.3%	15	7.9%	7	14.1%	23
(Don't know)	1.4%	23	0.0%	0	1.8%	3	1.6%	1	4.4%	4	2.4%	2	0.0%	0	1.0%	1	1.0%	2
(Varies)	2.2%	35	0.0%	0	1.9%	3	0.7%	1	4.2%	4	0.0%	0	3.0%	2	0.9%	1	0.7%	1
(Don't do this type of shopping)	8.9%	143	22.8%	7	10.2%	16	5.3%	5	1.4%	1	2.7%	2	7.6%	6	17.7%	17	5.0%	8
Weighted base:		1607		33		152		89		95		66		74		94		160
Sample:		1607		100		100		100		100		101		100		102		102

Q15A Which internet / home delivery retailer do you use for your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?
Those who shop online at Q15

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Amazon	17.2%	61	12.1%	1	8.9%	4	15.7%	3	18.1%	5	20.5%	3	0.0%	0	54.4%	4	0.0%	0
AO.com	18.4%	65	7.4%	0	10.3%	5	22.0%	4	22.3%	6	28.2%	4	20.3%	3	11.2%	1	19.0%	4
Argos	4.0%	14	0.0%	0	4.7%	2	4.3%	1	0.0%	0	0.0%	0	9.3%	1	11.7%	1	7.1%	2
Asda	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys	10.4%	37	0.0%	0	10.2%	5	4.1%	1	10.5%	3	7.5%	1	7.4%	1	0.0%	0	14.1%	3
Ebay	1.3%	4	23.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	2.3%	8	0.0%	0	2.6%	1	3.2%	1	3.4%	1	4.3%	1	0.0%	0	11.2%	1	7.1%	2
Littlewoods	2.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Next	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2
Tesco	0.6%	2	22.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Appliance City	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bosch	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	2	0.0%	0	0.0%	0
Co-op	1.8%	6	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	9.3%	1	0.0%	0	13.5%	3
Grattan	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Smeg Uk	0.6%	2	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	39.1%	138	35.4%	2	60.6%	29	50.7%	10	32.9%	9	39.6%	6	29.1%	4	11.7%	1	32.1%	7
Weighted base:		352		6		48		19		27		14		15		7		23
Sample:		296		14		28		20		23		18		17		6		14

South Wales Retail Study
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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q16 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Aberaeron	0.4%	7	0.0%	0	0.0%	0	1.0%	1	1.6%	2	6.6%	4	0.0%	0	0.0%	0	0.0%	0
Aberyswyth out of centre (where retail park is not named)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Aberyswyth Town Centre	11.7%	187	0.9%	0	0.0%	0	0.0%	0	1.4%	1	29.3%	19	40.0%	29	55.3%	52	52.8%	85
Cardiff Town Centre	0.3%	5	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Cardigan Town Centre	4.1%	66	22.3%	7	34.0%	52	7.1%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carmarthen out of centre (where retail park is not named)	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carmarthen Town Centre	3.7%	60	3.2%	1	4.4%	7	25.1%	22	10.6%	10	1.6%	1	0.0%	0	0.0%	0	1.0%	2
Crymych	0.4%	6	6.9%	2	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishguard	0.7%	12	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goodwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest out of centre (where retail park is not named)	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest Town Centre	11.3%	181	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Johnston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilgetty	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lampeter	1.4%	22	0.0%	0	0.0%	0	2.5%	2	18.5%	18	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Letterson	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
Llandysul	0.7%	11	0.0%	0	0.0%	0	12.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanelli Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Machynlleth Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4
Milford Haven out of centre (where retail park is not named)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven Town Centre	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narberth	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport (Pembrokeshire)	0.2%	4	11.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock Central	2.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock out of centre (where retail park is not named)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Town Centre	0.5%	8	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Davids	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swansea City Centre	0.1%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenby	2.5%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tregaron	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Bridge Meadow Retail Park, Haverfordwest	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havens Head Retail Park, Milford Haven	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Pensarn Retail Park, Myrtle Hill, Carmarthen	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Y Llyn Retail Park, Aberystwyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.0%	2
Riverside Quay, Haverfordwest	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
Withybush Retail Park, Haverfordwest	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ystwyth Retail Park, Aberystwyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.7%	1
Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Clynderwen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hakin	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
Hungerford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Llandudno	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Llangwyryfon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Morrisons, Meadow View, Haverfordwest	0.1%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Parcydolau, Llanbadarn Fawr, Aberystwyth	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.9%	2	0.0%	0
Newcastle Emlyn	0.7%	11	0.0%	0	4.8%	7	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Y Dolau	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Pontsian	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Derwen, Bridgend	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Fenton Trading	1.3%	21	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

NEMS market research

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Estate, Haverfordwest																		
Tesco Extra, Morfa Lane, Carmarthen	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Aberystwyth Road, Cardigan	0.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Pembroke Dock	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	28.6%	460	18.1%	6	27.5%	42	27.9%	25	33.3%	32	36.1%	24	30.5%	22	22.4%	21	31.5%	51
(Don't know)	0.5%	8	0.7%	0	0.0%	0	0.7%	1	0.0%	0	3.3%	2	1.9%	1	0.0%	0	0.0%	0
(Varies)	2.5%	40	0.7%	0	4.6%	7	3.5%	3	3.9%	4	1.7%	1	0.7%	0	0.0%	0	1.0%	2
(Don't do this type of shopping)	19.7%	317	22.9%	8	18.6%	28	15.4%	14	23.6%	22	17.5%	12	18.3%	13	17.9%	17	9.5%	15
Weighted base:		1607		33		152		89		95		66		74		94		160
Sample:		1607		100		100		100		100		101		100		102		102

Q16A Which internet / home delivery retailer do you use for your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?

Those who shop online at Q16

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Amazon	82.9%	381	73.0%	4	72.6%	30	83.2%	21	87.5%	28	77.5%	19	79.7%	18	87.9%	19	92.2%	47
Ebay	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Staples	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Tesco	0.6%	3	5.2%	0	3.0%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
WHSmith	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kobo	0.5%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0
People's Friend	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
The Book People	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
The Works	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Viking Direct	0.7%	3	10.9%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	1	4.9%	1	0.0%	0	0.0%	0
(Don't know / varies)	13.4%	62	10.9%	1	22.1%	9	16.8%	4	12.5%	4	15.0%	4	4.9%	1	8.2%	2	5.5%	3
Weighted base:		460		6		42		25		32		24		22		21		51
Sample:		403		17		24		24		30		34		29		15		28

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q17 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Aberaeron	0.2%	4	0.0%	0	0.0%	0	1.0%	1	1.4%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Aberyswyth out of centre (where retail park is not named)	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	7.9%	6	0.9%	1	2.0%	3
Aberyswyth Town Centre	7.7%	124	0.0%	0	0.0%	0	1.5%	1	6.5%	6	23.0%	15	25.8%	19	23.2%	22	37.9%	61
Cardiff Town Centre	0.5%	8	4.1%	1	0.9%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1	0.0%	0
Cardigan out of centre (where retail park is not named)	0.2%	3	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardigan Town Centre	1.9%	30	6.6%	2	14.3%	22	5.1%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carmarthen out of centre (where retail park is not named)	0.4%	6	0.9%	0	0.6%	1	1.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carmarthen Town Centre	4.7%	76	5.3%	2	16.2%	25	16.1%	14	14.8%	14	6.2%	4	0.7%	0	0.7%	1	0.0%	0
Crymych	0.2%	4	2.7%	1	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishguard	0.3%	5	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goodwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest out of centre (where retail park is not named)	2.1%	34	11.2%	4	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest Town Centre	8.4%	135	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Johnston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilgetty	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lampeter	1.0%	15	0.0%	0	0.0%	0	1.6%	1	13.5%	13	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Llandysul	0.5%	9	0.0%	0	0.0%	0	9.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven Town Centre	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narberth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport (Pembrokeshire)	0.1%	2	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neyland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock Central	2.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock out of centre (where retail park is not named)	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
Pembroke Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saundersfoot	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
St Davids	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
Swansea City Centre	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Tenby	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tregaron	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Meadow Retail Park, Haverfordwest	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
Havens Head Retail Park, Milford Haven	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Fforest-fach, Swansea	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
Parc Pensarn Retail Park, Myrtle Hill, Carmarthen	0.2%	3	0.0%	0	1.8%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Pensarn, Carmarthen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Tawe, Swansea	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Y Llyn Retail Park, Aberystwyth	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	2.4%	2	2.8%	3	1.0%	2
Springfield Retail Park, Haverfordwest	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Stephens Way, Carmarthen	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Withybush Retail Park, Haverfordwest	2.4%	39	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ystwyth Retail Park, Aberystwyth	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	4.3%	4	3.6%	6
Central Retail Park, Aberystwyth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.0%	2
Cilgerran	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clynderwen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Morrisons, Meadow View, Haverfordwest	0.2%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Parcydolau, Llanbadarn Fawr, Aberystwyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.7%	0	0.7%	1	0.0%	0
Newcastle Emlyn	0.2%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Rheidol Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Aberystwyth

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Sainsbury's, The Derwen, Bridgend	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
Tesco Extra, Fenton Trading Estate, Haverfordwest	0.4%	7	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Aberystwyth Road, Cardigan	0.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Pembroke Dock	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	21.0%	337	15.6%	5	28.5%	43	23.1%	20	15.7%	15	12.4%	8	25.7%	19	15.7%	15	19.1%	31
(Don't know)	0.9%	15	0.0%	0	1.5%	2	0.9%	1	2.6%	2	1.5%	1	0.7%	0	0.7%	1	0.0%	0
(Varies)	2.8%	45	0.9%	0	2.1%	3	1.3%	1	4.4%	4	0.9%	1	0.0%	0	2.6%	2	2.5%	4
(Don't do this type of shopping)	32.8%	527	31.0%	10	24.8%	38	36.8%	33	38.4%	37	45.3%	30	29.4%	22	46.9%	44	32.3%	52
Weighted base:		1607		33		152		89		95		66		74		94		160
Sample:		1607		100		100		100		100		101		100		102		102

Q17A Which internet / home delivery retailer do you use for your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?
Those who shop online at Q17

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Amazon	41.9%	141	49.3%	3	24.6%	11	50.9%	10	44.5%	7	40.8%	3	48.9%	9	48.4%	7	35.5%	11
Argos	3.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	6
Boots	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	4.8%	16	0.0%	0	5.3%	2	2.9%	1	6.1%	1	0.0%	0	6.6%	1	0.0%	0	0.0%	0
Next	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	1.2%	4	0.0%	0	0.0%	0	0.0%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us	1.5%	5	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Big Orange Watersports	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	0	0.0%	0	0.0%	0	0.0%	0
Cotwolds Camping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Create and Craft	0.1%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricket Direct	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dog Food Dave	0.5%	2	0.0%	0	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Game	0.4%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hobbyking	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MandM Direct	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%	0	0.0%	0
Natures Menu	0.3%	1	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet at Home	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet-Supermarket	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pullingers	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rollersnakes	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3
Simply Scuba	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths	0.9%	3	0.0%	0	0.0%	0	14.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Special Need Toys	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct	3.3%	11	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	2
Swindon Airsoft	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
The Toy Shop	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.9%	2	0.0%	0	0.0%	0	0.0%	0
Viovet	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%	0	0.0%	0
Wiggle	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%	0	0.0%	0	0.0%	0
Zooplus	0.4%	1	5.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	34.5%	116	36.3%	2	58.5%	25	23.4%	5	32.3%	5	19.8%	2	23.1%	4	51.6%	8	24.4%	7
Weighted base:		337		5		43		20		15		8		19		15		31
Sample:		252		13		22		15		14		11		19		10		17

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q18 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Aberaeron	0.8%	14	0.0%	0	0.0%	0	4.2%	4	4.3%	4	5.7%	4	0.9%	1	0.0%	0	0.7%	1
Aberyswyth out of centre (where retail park is not named)	0.6%	10	0.0%	0	0.6%	1	0.0%	0	0.9%	1	1.6%	1	2.4%	2	0.7%	1	2.6%	4
Aberyswyth Town Centre	6.9%	111	0.0%	0	0.0%	0	1.7%	1	1.6%	2	10.1%	7	31.7%	23	28.3%	27	31.9%	51
Cardiff out of centre (where retail park is not named)	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff Town Centre	1.2%	19	1.0%	0	0.8%	1	0.0%	0	0.0%	0	0.9%	1	1.5%	1	3.5%	3	0.7%	1
Cardigan out of centre (where retail park is not named)	0.2%	2	1.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardigan Town Centre	2.5%	40	3.6%	1	18.9%	29	9.2%	8	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Carmarthen out of centre (where retail park is not named)	1.8%	29	3.8%	1	3.1%	5	5.6%	5	4.9%	5	1.5%	1	2.4%	2	0.0%	0	0.0%	0
Carmarthen Town Centre	3.8%	62	0.9%	0	12.0%	18	7.3%	6	7.4%	7	9.7%	6	1.5%	1	0.0%	0	2.9%	5
Crymych	0.1%	2	1.9%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishguard	0.6%	10	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goodwick	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest out of centre (where retail park is not named)	3.5%	56	11.5%	4	3.2%	5	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest Town Centre	8.3%	133	6.1%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.7%	1
Johnston	1.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilgetty	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lampeter	3.2%	51	0.0%	0	0.0%	0	10.0%	9	37.8%	36	2.9%	2	3.9%	3	0.0%	0	1.0%	2
Llandysul	0.6%	9	0.0%	0	0.0%	0	10.1%	9	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Llanelli out of centre (where retail park is not named)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Llanelli Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Machynlleth Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6
Milford Haven Town Centre	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narberth	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport (Pembrokeshire)	0.1%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown (Powys)	0.3%	4	1.4%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.9%	1	0.0%	0	1.0%	2
Neyland	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock Central	2.8%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock out of centre (where retail park is not named)	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Davids	0.9%	15	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Swansea out of centre (where retail park is not named)	1.1%	18	0.0%	0	0.0%	0	0.9%	1	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Swansea City Centre	0.5%	8	2.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tenby	3.0%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Meadow Retail Park, Haverfordwest	0.2%	3	0.7%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Capital Shopping Park, Cardiff	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havens Head Retail Park, Milford Haven	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Parc Fforest-fach, Swansea	0.2%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Pemberton Retail Park, Llanelli	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
Parc Pensarn Retail Park, Myrtle Hill, Carmarthen	0.5%	7	0.0%	0	0.8%	1	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Parc Pensarn, Carmarthen	0.2%	4	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Tawe, Swansea	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Y Llyn Retail Park, Aberystwyth	1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.9%	1	8.0%	5	2.8%	2	2.9%	3	6.1%	10
Pembrokeshire Retail Park, London Road, Pembroke Dock	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
Pontarddulais Road Retail Park, Swansea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Quay, Haverfordwest	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Stephens Way, Carmarthen	0.2%	4	0.0%	0	1.7%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Quadrant Shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Centre, Swansea																		
Towy Ford Retail Park, Carmarthen	0.1%	2	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trostre Retail Park, Llanelli	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	2
Withybush Retail Park, Haverfordwest	2.9%	46	5.5%	2	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ystwyth Retail Park, Aberystwyth	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	4.8%	4	4.4%	4	0.7%	1
Chester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Chester Retail Park, Chester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Cross Hands	0.9%	14	2.9%	1	0.6%	1	1.5%	1	1.6%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Cross Hands Retail Park, Cross Hands	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.7%	1	0.0%	0
Dre-fach Felindre	0.1%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Felindre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hafren Furnishers, Llangurig Road, Llanidloes	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.3%	1	0.0%	0
Havering	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Ikea, Ferry Road, Cardiff	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Llanidloes	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.3%	1	3.2%	5
Merry Hill, Brierley Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Newcastle Emlyn	0.2%	3	0.0%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port Talbot	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Derwen, Bridgend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Treharris	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
Internet / catalogue	10.6%	170	7.3%	2	12.9%	20	3.5%	3	4.6%	4	18.3%	12	10.7%	8	2.5%	2	12.4%	20
(Don't know)	4.2%	68	1.6%	1	2.4%	4	5.6%	5	6.1%	6	7.4%	5	10.4%	8	3.4%	3	5.8%	9
(Varies)	5.3%	86	2.0%	1	8.1%	12	6.8%	6	4.2%	4	4.4%	3	1.7%	1	3.4%	3	2.6%	4
(Don't do this type of shopping)	21.4%	343	39.5%	13	23.4%	35	27.0%	24	20.1%	19	10.9%	7	19.5%	14	45.9%	43	15.0%	24
Weighted base:		1607		33		152		89		95		66		74		94		160
Sample:		1607		100		100		100		100		101		100		102		102

Q18A Which internet / home delivery retailer do you use for your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?
Those who shop online at Q18

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Amazon	7.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	1	0.0%	0	0.0%	0	0.0%	0
Argos	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	7.6%	13	0.0%	0	0.0%	0	0.0%	0	19.8%	1	3.6%	0	8.3%	1	0.0%	0	25.2%	5
Ikea	0.7%	1	26.9%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	1	37.2%	1	8.1%	2
Littlewoods	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.4%	2	0.0%	0	0.0%	0
Next	9.8%	17	0.0%	0	14.2%	3	0.0%	0	20.7%	1	0.0%	0	17.6%	1	0.0%	0	23.1%	5
Tesco	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bed World	0.8%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
DFS	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	1	0.0%	0	0.0%	0
Flooring Direct	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	2	0.0%	0	0.0%	0	0.0%	0
Furnituredirectory	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grattan	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	1	0.0%	0	0.0%	0
Mattressman	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
QVC	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Secret Sales	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	2	0.0%	0	0.0%	0	0.0%	0
SofaSofa	0.8%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studio	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tonys Textiles	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Very	3.6%	6	0.0%	0	24.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zara	0.9%	1	0.0%	0	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	53.9%	92	73.1%	2	40.4%	8	100.0%	3	59.5%	3	31.3%	4	6.1%	0	62.9%	1	43.6%	9
Weighted base:		170		2		20		3		4		12		8		2		20
Sample:		136		6		10		3		5		12		8		3		11

Column %ges.

by Zone (Weighted, Part 2)

Weighted:

South Wales Retail Study
for Carter Jonas

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q19 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Aberaeron	0.6%	9	0.0%	0	0.0%	0	4.0%	4	3.1%	3	4.3%	3	0.0%	0	0.0%	0	0.0%	0
Aberyswyth out of centre (where retail park is not named)	1.2%	19	0.0%	0	0.0%	0	0.0%	0	2.0%	2	8.0%	5	2.4%	2	1.6%	2	5.0%	8
Aberyswyth Town Centre	9.1%	146	0.0%	0	0.0%	0	1.7%	1	0.7%	1	11.8%	8	35.7%	26	46.8%	44	39.9%	64
Cardigan out of centre (where retail park is not named)	1.8%	29	3.2%	1	17.6%	27	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardigan Town Centre	3.9%	63	7.9%	3	30.9%	47	6.9%	6	0.7%	1	4.2%	3	0.9%	1	0.0%	0	1.0%	2
Carmarthen out of centre (where retail park is not named)	3.0%	48	3.5%	1	2.7%	4	21.2%	19	8.6%	8	5.8%	4	0.7%	0	0.0%	0	0.0%	0
Carmarthen Town Centre	3.7%	59	2.9%	1	6.5%	10	13.0%	12	7.4%	7	4.3%	3	0.0%	0	0.7%	1	0.0%	0
Crymych	0.4%	7	7.7%	3	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishguard	0.5%	8	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goodwick	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
Haverfordwest out of centre (where retail park is not named)	4.5%	73	13.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Haverfordwest Town Centre	9.4%	151	10.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilgetty	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lampeter	2.9%	46	0.0%	0	0.0%	0	1.6%	1	40.5%	39	2.2%	1	4.8%	4	0.0%	0	0.7%	1
Llandysul	0.4%	6	0.0%	0	0.0%	0	7.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanelli Town Centre	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Machynlleth Out of Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Machynlleth Town Centre	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	8
Milford Haven out of centre (where retail park is not named)	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven Town Centre	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narberth	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport (Pembrokeshire)	0.1%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown (Powys)	0.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neyland	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock Central	2.8%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock out of centre (where retail park is not named)	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke out of centre (where retail park is not named)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Saundersfoot	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Davids	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swansea out of centre (where retail park is not named)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Tenby	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tregaron	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Bridge Meadow Retail Park, Haverfordwest	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havens Head Retail Park, Milford Haven	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Pensarn Retail Park, Myrtle Hill, Carmarthen	1.5%	24	1.8%	1	3.3%	5	0.0%	0	3.0%	3	1.8%	1	0.0%	0	0.9%	1	1.9%	3
Parc Pensarn, Carmarthen	1.3%	20	0.0%	0	4.2%	6	6.1%	5	1.1%	1	0.0%	0	5.0%	4	0.0%	0	0.0%	0
Parc Y Llyn Retail Park, Aberystwyth	2.9%	46	0.9%	0	0.0%	0	0.7%	1	0.9%	1	16.3%	11	6.7%	5	4.8%	5	15.1%	24
Pembrokeshire Retail Park, London Road, Pembroke Dock	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Haverfordwest	1.0%	16	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Stephens Way, Carmarthen	0.3%	5	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towy Ford Retail Park, Carmarthen	0.5%	7	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Withybush Retail Park, Haverfordwest	11.9%	191	7.7%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Ystwyth Retail Park, Aberystwyth	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	5.7%	4	0.0%	0	0.0%	0
Aberporth	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

Column %ges.

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
B&Q, Cowbridge Road West, Culverhouse Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Cyfarthfa Retail Park, Swansea Road, Merthyr Tydfil	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
B&Q, Old Towy Sawmills, Glanyrafon Road, Carmarthen	0.9%	15	0.0%	0	2.5%	4	0.7%	1	4.3%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Ceredigion	0.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cross Hands	0.1%	2	0.0%	0	0.0%	0	0.9%	1	0.7%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Glan-y-Mor Leisure Park, Aberystwyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Honeyboough Garden Centre, Honeyborough Road, Neyland, Milford Haven	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
Ivydene Garden Centre, Abbey Home Farm, Whitland	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanybydder	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moylgrove	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Emlyn	0.7%	12	0.0%	0	4.6%	7	5.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Derwen, Bridgend	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Solva	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
Tavernspite Garden Centre, Tavernspite, Lampeter Velfrey, Whitland	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templeton	0.0%	0	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 Extra, Morfa Lane, Carmarthen	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trefhedyn Garden Centre, Bridge Street, Newcastle Emlyn	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	4.6%	74	5.0%	2	2.6%	4	4.6%	4	3.2%	3	11.2%	7	5.0%	4	2.8%	3	9.4%	15
(Don't know)	5.6%	89	1.6%	1	3.9%	6	6.7%	6	2.8%	3	10.6%	7	13.7%	10	8.3%	8	0.7%	1
(Varies)	2.2%	36	2.0%	1	1.5%	2	0.9%	1	3.2%	3	3.3%	2	0.0%	0	0.0%	0	2.7%	4
(Don't do this type of shopping)	13.7%	220	22.2%	7	13.4%	20	11.8%	10	11.5%	11	12.7%	8	15.7%	12	34.1%	32	11.0%	18
Weighted base:		1607		33		152		89		95		66		74		94		160
Sample:		1607		100		100		100		100		101		100		102		102

Q19A Which internet / home delivery retailer do you use for your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?

Those who shop online at Q19

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Amazon	15.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	1	0.0%	0	0.0%	0	15.6%	2
B&Q	7.9%	6	0.0%	0	33.8%	1	0.0%	0	0.0%	0	0.0%	0	17.9%	1	0.0%	0	10.6%	2
Ebay	16.0%	12	0.0%	0	32.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.5%	3
Homebase	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marshalls	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0	0.0%	0
Oka	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	2
Screw Direct	0.9%	1	0.0%	0	0.0%	0	0.0%	0	21.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix	9.7%	7	68.4%	1	0.0%	0	14.5%	1	28.3%	1	7.8%	1	13.1%	0	0.0%	0	0.0%	0
Toolstation	3.5%	3	0.0%	0	0.0%	0	18.8%	1	0.0%	0	7.8%	1	0.0%	0	0.0%	0	0.0%	0
Wickes	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	37.7%	28	31.6%	1	33.8%	1	66.7%	3	50.0%	2	59.6%	4	68.9%	3	100.0%	3	40.5%	6
Weighted base:		74		2		4		4		3		7		4		3		15
Sample:		63		3		3		6		4		9		5		3		8

Column %ges.

by Zone (Weighted, Part 2)

Weighted:

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q20 Where do you normally do most of your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.

Location	Total %	Total	Z9 %	Z9	Z10 %	Z10	Z11 %	Z11	Z12 %	Z12	Z13 %	Z13	Z14 %	Z14	Z15 %	Z15	Z16 %	Z16
Aberaeron	1.5%	23	0.0%	0	0.0%	0	1.7%	1	7.5%	7	22.3%	15	0.0%	0	0.0%	0	0.0%	0
Aberyswyth out of centre (where retail park is not named)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Aberyswyth Town Centre	15.5%	250	0.9%	0	0.0%	0	2.3%	2	3.0%	3	38.8%	26	57.5%	42	73.0%	69	67.2%	108
Cardiff out of centre (where retail park is not named)	0.0%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff Town Centre	0.9%	15	4.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	3.2%	5
Cardigan out of centre (where retail park is not named)	0.1%	1	0.7%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardigan Town Centre	7.4%	120	18.8%	6	64.8%	98	11.6%	10	0.7%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Carmarthen out of centre (where retail park is not named)	0.1%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carmarthen Town Centre	5.5%	88	5.8%	2	9.3%	14	39.3%	35	12.4%	12	1.6%	1	2.5%	2	0.7%	1	1.0%	2
Crymych	0.2%	3	2.7%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishguard	1.8%	29	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goodwick	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
Haverfordwest out of centre (where retail park is not named)	2.3%	37	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest Town Centre	14.2%	228	8.5%	3	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilgetty	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lampeter	3.9%	62	0.0%	0	0.0%	0	2.7%	2	54.9%	52	0.7%	0	9.1%	7	0.0%	0	0.0%	0
Llandysul	0.7%	11	0.0%	0	0.0%	0	12.2%	11	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Machynlleth Out of Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Machynlleth Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6
Milford Haven out of centre (where retail park is not named)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven Town Centre	3.4%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narberth	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport (Pembrokeshire)	0.2%	3	10.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown (Powys)	0.2%	3	3.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neyland	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
Pembroke Dock Central	5.2%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock out of centre (where retail park is not named)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke out of centre (where retail park is not named)	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
Pembroke Town Centre	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saundersfoot	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Davids	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swansea City Centre	0.1%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Tenby	3.4%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tregaron	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	4.4%	3	0.0%	0	0.0%	0
Bridge Meadow Retail Park, Haverfordwest	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Havens Head Retail Park, Milford Haven	1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Pensarn Retail Park, Myrtle Hill, Carmarthen	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Parc Y Llyn Retail Park, Aberystwyth	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.9%	1	1.3%	1	2.2%	4
Riverside Quay, Haverfordwest	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
Springfield Retail Park, Haverfordwest	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Withybush Retail Park, Haverfordwest	4.2%	67	5.5%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ystwyth Retail Park, Aberystwyth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0
Abroad	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	2
Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1
Chester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Hakin	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanybydder	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

by Zone (Weighted, Part 2)

Weighted:

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Morrisons, Meadow View, Haverfordwest	0.4%	7	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Parcydolau, Llanbadarn Fawr, Aberystwyth	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	8.1%	6	3.6%	3	0.7%	1
Newcastle Emlyn	1.0%	16	0.0%	0	8.3%	13	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pont-rhyd-y-groes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Rheidol Retail Park, Aberystwyth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's, The Derwen, Bridgend	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Extra, Fenton Trading Estate, Haverfordwest	1.2%	19	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Morfa Lane, Carmarthen	0.1%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Aberystwyth Road, Cardigan	0.3%	5	4.3%	1	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Tesco, London Road, Pembroke Dock	1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	7.3%	118	7.3%	2	5.5%	8	10.1%	9	4.7%	4	12.7%	8	8.8%	6	5.9%	6	5.7%	9
(Don't know)	0.7%	11	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	1.8%	30	0.0%	0	0.0%	0	1.3%	1	2.3%	2	3.0%	2	0.0%	0	0.9%	1	1.7%	3
(Don't do this type of shopping)	6.8%	109	14.2%	5	5.5%	8	6.6%	6	8.8%	8	7.7%	5	5.6%	4	8.1%	8	9.3%	15
Weighted base:	1607		33		152		89		95		66		74		94		160	
Sample:	1607		100		100		100		100		101		100		102		102	

Q20A **Which internet / home delivery retailer do you use for your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.**
Those who shop online at Q20

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Amazon	16.2%	19	0.0%	0	0.0%	0	13.3%	1	30.3%	1	15.2%	1	7.4%	0	57.3%	3	17.4%	2
Asda	1.8%	2	0.0%	0	0.0%	0	0.0%	0	34.9%	2	7.2%	1	0.0%	0	0.0%	0	0.0%	0
Boots	4.4%	5	9.4%	0	27.1%	2	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	1
Debenhams	1.0%	1	12.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	1	0.0%	0
John Lewis	0.8%	1	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	19.5%	23	9.4%	0	0.0%	0	27.7%	2	0.0%	0	38.3%	3	0.0%	0	11.5%	1	0.0%	0
All Beauty	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avon	10.8%	13	9.4%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	0	28.9%	2	0.0%	0	17.4%	2
Beauty Naturals	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clinique	0.2%	0	12.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fifty Plus	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	0	0.0%	0	0.0%	0	0.0%	0
Fragrance Direct	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayloft Plants	0.2%	0	9.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ideal World	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	1	0.0%	0
Lancome	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	1	0.0%	0	0.0%	0
Liz Earle	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0	17.4%	2
Superdrug	1.4%	2	0.0%	0	0.0%	0	8.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	2
Wilko	0.7%	1	0.0%	0	0.0%	0	8.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	32.6%	38	37.9%	1	72.9%	6	37.1%	3	34.9%	2	21.9%	2	54.0%	3	0.0%	0	17.4%	2
Weighted base:	118		2		8		9		4		8		6		6		9	
Sample:	111		9		4		10		6		11		9		4		6	

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q21 Where do you normally do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Aberaeron	2.8%	44	0.0%	0	0.0%	0	4.7%	4	8.4%	8	48.4%	32	0.0%	0	0.0%	0	0.0%	0
Aberyswyth out of centre (where retail park is not named)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Aberyswyth Town Centre	17.2%	277	0.9%	0	0.0%	0	0.7%	1	3.0%	3	31.0%	21	56.7%	42	90.4%	85	77.9%	125
Borth	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	7
Cardigan out of centre (where retail park is not named)	0.1%	1	0.9%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardigan Town Centre	6.6%	106	15.2%	5	58.9%	89	7.7%	7	1.7%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Carmarthen out of centre (where retail park is not named)	0.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carmarthen Town Centre	2.8%	44	1.9%	1	3.3%	5	21.9%	19	7.1%	7	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Crymych	1.4%	22	19.5%	6	9.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishguard	2.3%	36	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goodwick	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest out of centre (where retail park is not named)	1.6%	26	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest Town Centre	11.2%	180	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Johnston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilgetty	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lampeter	3.9%	62	0.0%	0	0.0%	0	2.7%	2	55.1%	53	0.7%	0	9.1%	7	0.0%	0	0.0%	0
Llandysul	2.0%	32	0.0%	0	0.0%	0	34.4%	30	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanelli Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Machynlleth Out of Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Machynlleth Town Centre	0.6%	10	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	9
Milford Haven out of centre (where retail park is not named)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford Haven Town Centre	3.7%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narberth	1.7%	27	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport (Pembrokeshire)	0.7%	11	28.9%	9	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown (Powys)	0.1%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neyland	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock Central	6.8%	109	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock out of centre (where retail park is not named)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Town Centre	1.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saundersfoot	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Davids	1.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenby	4.8%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Tregaron	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	16.0%	12	0.0%	0	0.0%	0
Bridge Meadow Retail Park, Haverfordwest	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
Havens Head Retail Park, Milford Haven	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Pensarn Retail Park, Myrtle Hill, Carmarthen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Parc Y Llyn Retail Park, Aberystwyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.7%	1	0.7%	1
Springfield Retail Park, Haverfordwest	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Withybush Retail Park, Haverfordwest	3.1%	50	4.8%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberporth	0.2%	3	0.0%	0	1.7%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ceredigion	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hakin	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llandudno	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llangwm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanilar	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Llanybydder	0.6%	10	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Meadow View, Haverfordwest	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Parcydolau, Llanbadarn Fawr, Aberystwyth	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	7.7%	6	1.0%	1	1.0%	2

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Newcastle Emlyn	1.9%	30	0.0%	0	14.9%	23	8.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Derwen, Bridgend	0.5%	7	0.0%	0	0.0%	0	1.0%	1	0.9%	1	6.6%	4	0.0%	0	0.0%	0	0.0%	0
Talybont-on-Usk	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Tesco Extra, Fenton Trading Estate, Haverfordwest	1.8%	29	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 Extra, Morfa Lane, Carmarthen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Aberystwyth Road, Cardigan	0.3%	5	0.0%	0	0.0%	0	3.5%	3	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Pembroke Dock	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitland	0.3%	4	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue	1.8%	28	0.7%	0	0.0%	0	6.2%	6	2.6%	2	2.9%	2	0.0%	0	0.0%	0	0.7%	1
(Don't know)	0.6%	10	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0
(Varies)	1.2%	20	0.0%	0	1.5%	2	0.7%	1	1.6%	2	0.7%	1	0.9%	1	0.7%	1	2.1%	3
(Don't do this type of shopping)	6.5%	104	15.1%	5	8.9%	13	1.5%	1	4.1%	4	0.7%	0	8.1%	6	5.8%	6	3.4%	5
Weighted base:		1607		33		152		89		95		66		74		94		160
Sample:		1607		100		100		100		100		101		100		102		102

Q21A Which internet / home delivery retailer do you use for your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).

Those who shop online at Q21

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Amazon	6.0%	2	0.0%	0	0.0%	0	0.0%	0	35.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	38.1%	11	0.0%	0	0.0%	0	53.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Ebay	2.1%	1	0.0%	0	0.0%	0	10.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	27.4%	8	0.0%	0	0.0%	0	14.0%	1	37.2%	1	53.5%	1	0.0%	0	0.0%	0	0.0%	0
Care co	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Higher Nature	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	0	0.0%	0	0.0%	0	0.0%	0
Medilink	2.1%	1	0.0%	0	0.0%	0	10.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pharmacy Direct	2.4%	1	0.0%	0	0.0%	0	0.0%	0	27.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zip Fit	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	16.7%	5	100.0%	0	0.0%	0	10.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		28		0		0		6		2		2		0		0		1
Sample:		28		1		0		5		3		4		0		0		1

Column %ges.

South Wales Retail Study
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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q22 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Aberaeron	0.3%	5	0.0%	0	0.0%	0	2.4%	2	1.6%	2	1.8%	1	0.9%	1	0.0%	0	0.0%	0
Aberyswyth Town Centre	9.1%	146	0.0%	0	0.0%	0	1.0%	1	1.9%	2	24.9%	16	42.6%	31	35.8%	34	38.3%	61
Borth	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
Cardiff Town Centre	2.1%	33	2.0%	1	1.0%	1	1.6%	1	1.0%	1	0.7%	0	0.0%	0	0.9%	1	2.6%	4
Cardigan out of centre (where retail park is not named)	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardigan Town Centre	2.2%	35	12.3%	4	17.8%	27	2.8%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Carmarthen out of centre (where retail park is not named)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carmarthen Town Centre	7.5%	121	0.0%	0	19.7%	30	15.0%	13	28.7%	27	5.8%	4	0.7%	0	0.9%	1	1.7%	3
Crymych	0.2%	3	1.6%	1	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishguard	0.4%	6	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest out of centre (where retail park is not named)	0.6%	10	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverfordwest Town Centre	7.2%	115	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Lampeter	1.4%	23	0.0%	0	0.0%	0	0.9%	1	18.6%	18	0.7%	0	5.4%	4	0.0%	0	0.0%	0
Llandysul	0.2%	3	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Machynlleth Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Milford Haven Town Centre	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narberth	0.6%	9	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport (Pembrokeshire)	0.1%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Dock Central	2.6%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembroke Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Davids	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swansea City Centre	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Tenby	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tregaron	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Havens Head Retail Park, Milford Haven	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parc Y Llyn Retail Park, Aberystwyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Pembrokeshire Retail Park, London Road, Pembroke Dock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Retail Park, Haverfordwest	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
Trostre Retail Park, Llanelli	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Withybush Retail Park, Haverfordwest	0.8%	13	3.4%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.7%	1	0.0%	0
Bridgend	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Central London	0.1%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cross Hands	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
Doncaster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Ferry Road, Cardiff	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Newcastle Emlyn	0.4%	7	0.0%	0	1.5%	2	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	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
Shrewsbury	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
Tesco Extra, Fenton Trading Estate, Haverfordwest	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Pembroke Dock	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
Whitland	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	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
Internet / catalogue	13.9%	224	9.2%	3	9.4%	14	14.8%	13	9.6%	9	17.8%	12	12.9%	9	7.0%	7	9.1%	15
(Don't know)	1.6%	26	0.0%	0	2.5%	4	0.7%	1	1.8%	2	1.6%	1	0.7%	0	0.0%	0	0.0%	0
(Varies)	6.7%	108	2.5%	1	9.8%	15	4.9%	4	3.0%	3	2.7%	2	3.2%	2	2.4%	2	13.8%	22
(Don't do this type of shopping)	36.3%	584	59.4%	19	36.1%	55	43.4%	38	32.8%	31	37.7%	25	30.2%	22	48.1%	45	31.5%	50
Weighted base:		1607		33		152		89		95		66		74		94		160
Sample:		1607		100		100		100		100		101		100		102		102

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q22A Which internet / home delivery retailer do you use for your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);
Those who shop online at Q22

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Amazon	19.8%	44	28.8%	1	53.3%	8	10.4%	1	22.1%	2	15.7%	2	0.0%	0	61.6%	4	18.6%	3
Argos	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASOS	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%	2	0.0%	0	0.0%	0	0.0%	0
Debenhams	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ebay	3.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	0	0.0%	0	19.1%	3
John Lewis	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	1	0.0%	0
Avon	0.1%	0	7.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gems TV	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H Samuel	1.6%	4	0.0%	0	0.0%	0	22.5%	3	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0
James Gaskets	0.3%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Links of London	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	2
Pandora	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	2
QVC	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	1	8.1%	1
TJ Hughes	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Jewellery Channel	0.3%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watch Shop	2.9%	6	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	60.4%	135	63.7%	2	46.7%	7	52.1%	7	77.9%	7	65.6%	8	88.0%	8	12.6%	1	32.6%	5
Weighted base:		224		3		14		13		9		12		9		7		15
Sample:		179		7		6		11		10		11		12		5		10

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q23 How often do you or your household visit Haverfordwest?
Zones 1-10

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Daily	3.0%	31	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	2.6%	26	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	6.2%	64	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One day a week	21.0%	216	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every two weeks	13.3%	137	19.5%	6	5.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monthly	14.6%	150	10.4%	3	3.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	6.8%	70	14.3%	5	8.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three-four times a year	6.8%	70	4.2%	1	9.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	2.5%	26	5.8%	2	11.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	1.2%	12	0.9%	0	4.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	20.5%	211	28.8%	9	51.8%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	1.5%	15	0.7%	0	4.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		53.40		28.77		6.25		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base:		1028		33		152		0		0		0		0		0		0
Sample:		1002		100		100		0		0		0		0		0		0

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q24AIn order of importance, what are your two main reasons for visiting Haverfordwest Town Centre? Main reason:
Zones 1-10 and those who visit Haverfordwest town centre at Q23

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	31.4%	256	33.3%	8	19.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	38.9%	318	44.6%	10	30.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	2.0%	17	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	5.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.3%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	6.5%	53	5.0%	1	27.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	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
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.0%	8	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.6%	5	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	1.1%	9	1.9%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	1.1%	9	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	5.0%	41	3.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.1%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	1.5%	12	1.0%	0	13.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.5%	13	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	0.9%	7	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		817		23		73		0		0		0		0		0		0
Sample:		822		71		47		0		0		0		0		0		0

Column %ges.

by Zone (Weighted, Part 2)

Weighted:

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q24B In order of importance, what are your two main reasons for visiting Haverfordwest Town Centre? Secondary reason:
Those who gave a reason at Q24A

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	12.8%	102	5.9%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	24.4%	195	19.6%	4	13.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	0.7%	6	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	6.2%	49	10.9%	2	9.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	2.4%	19	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	3.3%	26	3.9%	1	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.6%	13	3.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.4%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	1.6%	12	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	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
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
As part of a day out / for a day out / something different	0.4%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	0.8%	7	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.6%	4	6.8%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	41.4%	330	41.4%	9	62.4%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		798		23		72		0		0		0		0		0		0
Sample:		803		69		46		0		0		0		0		0		0

Column %ges.

by Zone (Weighted, Part 2)

Weighted:

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q24X In order of importance, what are your two main reasons for visiting Haverfordwest Town Centre? Any mention: [MR]
Zones 1-10 and those who visit Haverfordwest town centre at Q23

	Total %	Total	Zone 9 %	Zone 9	Zone 10 %	Zone 10	Zone 11 %	Z11	Zone 12 %	Z12	Zone 13 %	Z13	Zone 14 %	Z14	Zone 15 %	Z15	Zone 16 %	Z16
Food shopping	43.8%	358	39.1%	9	21.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	62.8%	513	63.9%	15	44.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	1.4%	12	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	8.1%	66	10.6%	2	10.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	7.6%	62	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.9%	8	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	9.7%	80	8.8%	2	30.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	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
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	2.5%	21	7.3%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.9%	8	1.9%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	1.6%	13	1.9%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	1.9%	15	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	6.6%	54	3.5%	1	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.1%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	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
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
As part of a day out / for a day out / something different	1.8%	15	1.0%	0	14.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	2.0%	16	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		817		23		73		0		0		0		0		0		0
Sample:		822		71		47		0		0		0		0		0		0

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q25 What do you like about Haverfordwest Town Centre? [MR]
Zones 1-10 and those who visit Haverfordwest town centre at Q23

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Attractive environment / nice place	7.4%	60	8.6%	2	10.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends or relatives	0.3%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	18.8%	153	17.8%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	5.6%	46	4.8%	1	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.1%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	2.1%	17	4.1%	1	9.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	3.0%	25	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities	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
Good food stores	2.3%	18	2.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	2.2%	18	8.5%	2	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	17.4%	142	18.9%	4	7.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	0.7%	6	1.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	1.0%	8	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe and secure	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
The market	1.1%	9	1.9%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	0.9%	7	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free shopping centre	0.4%	3	1.3%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheap / free parking	0.3%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	0.6%	5	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities / things to do	0.9%	7	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services	0.6%	5	0.0%	0	6.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	39.5%	323	43.2%	10	41.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.6%	29	1.0%	0	7.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		817		23		73		0		0		0		0		0		0
Sample:		822		71		47		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q26 What could be improved about Haverfordwest that would make you visit more often? [MR]
Zones 1-10

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Better access by road	1.3%	13	1.4%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	1.1%	12	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	1.7%	18	3.4%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheaper car parking	3.1%	31	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery / food markets / other events	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	19.7%	203	20.1%	7	9.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better entertainment	1.8%	18	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafés and restaurants)	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	4.0%	41	2.0%	1	5.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking	8.5%	87	8.8%	3	6.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pedestrianised streets	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	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
More / better seats / flower displays	0.7%	7	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	20.7%	212	16.6%	5	8.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (i.e. covered shopping malls)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	8.3%	86	15.9%	5	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better maintained buildings	2.3%	24	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	4.1%	42	5.5%	2	3.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment / refurbish	4.8%	50	4.3%	1	4.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion / too busy	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	3.7%	38	0.0%	0	1.8%	3	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
(Nothing)	30.1%	310	41.2%	13	45.2%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	10.1%	104	7.9%	3	19.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1028		33		152		0		0		0		0		0		0
Sample:		1002		100		100		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q27 How often do you or your household visit Milford Haven Town Centre for shopping and other town centre services?
Zones 1-5 & 7-9

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Daily	2.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	3.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One day a week	5.4%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every two weeks	3.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monthly	5.6%	42	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	2.7%	20	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three-four times a year	3.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	3.4%	25	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	66.2%	491	93.1%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	1.4%	10	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*63.45*		*6.36*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*
Weighted base:		742		33		0		0		0		0		0		0		0
Sample:		802		100		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q28A In order of importance, what are your two main reasons for visiting Milford Haven Town Centre? Main reason:
Zones 1-5 & 7-9 and those who visit Milford Haven town centre at Q27

Food shopping	20.4%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	31.7%	79	41.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	8.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	5.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	5.0%	13	38.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	3.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	5.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.3%	1	9.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	4.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	1.6%	4	9.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		251		2		0		0		0		0		0		0		0
Sample:		234		6		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q28BIn order of importance, what are your two main reasons for visiting Milford Haven Town Centre? Secondary reason:
Those who gave a reason at Q28A

Food shopping	11.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	17.8%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	4.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	2.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	52.7%	129	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		245		2		0		0		0		0		0		0		0
Sample:		225		5		0		0		0		0		0		0		0

Column %ges.

by Zone (Weighted, Part 2)

Weighted:

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q28X In order of importance, what are your two main reasons for visiting Milford Haven Town Centre? Any mention: [MR]
Zones 1-5 & 7-9 and those who visit Milford Haven town centre at Q27

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	31.8%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	49.1%	123	41.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	13.2%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	2.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	7.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	6.1%	15	38.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	3.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	3.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	3.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	5.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.7%	2	9.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	5.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	3.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	2.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		251		2		0		0		0		0		0		0		0
Sample:		234		6		0		0		0		0		0		0		0

Column %ges.

by Zone (Weighted, Part 2)

Weighted:

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q29 What do you like about Milford HavenTown Centre? [MR]
Zones 1-5 & 7-9 and those who visit Milford Haven town centre at Q27

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Attractive environment / nice place	15.2%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends or relatives	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	22.0%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	3.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	3.6%	9	28.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities	2.1%	5	9.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	5.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	7.8%	20	41.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The marina	13.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	2.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free shopping centre	0.0%	0	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
Cheap / free parking	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	29.3%	74	9.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.4%	6	9.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		251		2		0		0		0		0		0		0		0
Sample:		234		6		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q30 What could be improved about Milford Haven that would make you visit more often? [MR]
Zones 1-5 & 7-9

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Better access by road	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	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
Free / cheaper car parking	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery / food markets / other events	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
More / better comparison retailers (i.e. non-food shops)	16.8%	124	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better entertainment	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
More / better places for eating out (e.g. cafés and restaurants)	0.8%	6	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	3.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pedestrianised streets	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
More / better public conveniences	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	16.1%	120	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (i.e. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	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
Fewer charity shops	0.5%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment / refurbish	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion / too busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Nothing)	52.3%	388	85.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	16.2%	120	12.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		742		33		0		0		0		0		0		0		0
Sample:		802		100		0		0		0		0		0		0		0

Column %ges.

NEMS market research

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q31 How often do you or your household visit Pembroke Town Centre for shopping and other town centre services?
Zones 1-6

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Daily	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	3.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One day a week	6.5%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every two weeks	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monthly	7.1%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	2.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three-four times a year	4.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	2.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daily	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	68.6%	462	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.1%	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
(Varies)	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		49.46		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base:		674		0		0		0		0		0		0		0		0
Sample:		602		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q32A In order of importance, what are your two main reasons for visiting Pembroke Town Centre? Main reason:
Zones 1-6 and those who visit Pembroke town centre at Q31

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	21.7%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	38.5%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	4.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	12.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	3.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	4.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		211		0		0		0		0		0		0		0		0
Sample:		166		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q32BIn order of importance, what are your two main reasons for visiting Pembroke Town Centre? Secondary reason:

Those who gave a reason at Q32A

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	10.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	13.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	9.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	4.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	51.2%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		207		0		0		0		0		0		0		0		0
Sample:		162		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q32X In order of importance, what are your two main reasons for visiting Pembroke Town Centre? Any mention: [MR]
Zones 1-6 and those who visit Pembroke town centre at Q31

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	32.4%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	52.1%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	13.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	3.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	16.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	3.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	6.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		211		0		0		0		0		0		0		0		0
Sample:		166		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q33 What do you like about Pembroke Town Centre? [MR]
Zones 1-6 and those who visit Pembroke town centre at Q31

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Attractive environment / nice place	24.7%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends or relatives	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	12.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	4.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	6.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	13.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	8.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free shopping centre	0.0%	0	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
Cheap / free parking	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities / things to do	4.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	5.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	24.2%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		211		0		0		0		0		0		0		0		0
Sample:		166		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q34 What could be improved about Pembroke Town Centre that would make you visit more often? [MR]
Zones 1-6

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Better access by road	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	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
Free / cheaper car parking	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery / food markets / other events	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	10.9%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better entertainment	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafés and restaurants)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking	5.1%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pedestrianised streets	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	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
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	9.4%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (i.e. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better maintained buildings	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	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
Improve the environment / refurbish	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion / too busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	52.1%	351	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
(Don't know)	18.8%	127	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		674		0		0		0		0		0		0		0		0
Sample:		602		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q35 How often do you or your household visit Pembroke Dock for shopping and other town centre services?
Zones 1-6

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Daily	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	2.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	4.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One day a week	12.5%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every two weeks	5.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monthly	5.3%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	2.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three-four times a year	4.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	3.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	56.6%	381	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.1%	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
(Varies)	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*60.72*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*
Weighted base:		674		0		0		0		0		0		0		0		0
Sample:		602		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q36AIn order of importance, what are your two main reasons for visiting Pembroke Dock? Main reason:

Zones 1-6 and those who visit Pembroke Dock at Q35

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	62.3%	182	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	24.7%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	2.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	2.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
As part of a day out / for a day out / something different	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		292		0		0		0		0		0		0		0		0
Sample:		217		0		0		0		0		0		0		0		0

Column %ges.

NEMS market research

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q36BIn order of importance, what are your two main reasons for visiting Pembroke Dock? Secondary reason:
Those who gave a reason at Q36A

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	3.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	21.2%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	3.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	2.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	59.7%	173	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		291		0		0		0		0		0		0		0		0
Sample:		214		0		0		0		0		0		0		0		0

Column %ges.

NEMS market research

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q36X In order of importance, what are your two main reasons for visiting Pembroke Dock? Any mention: [MR]
Zones 1-6 and those who visit Pembroke Dock at Q35

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	66.1%	193	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	45.7%	134	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	4.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	4.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	5.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	2.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	2.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
As part of a day out / for a day out / something different	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		292		0		0		0		0		0		0		0		0
Sample:		217		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q37 What do you like about Pembroke Dock? [MR]
Zones 1-6 and those who visit Pembroke Dock at Q35

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Attractive environment / nice place	3.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends or relatives	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	26.6%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	2.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	8.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	9.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free shopping centre	0.0%	0	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
Cheap / free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities / things to do	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	44.7%	131	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		292		0		0		0		0		0		0		0		0
Sample:		217		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q38 What could be improved about Pembroke Dock that would make you visit more often? [MR]
Zones 1-6

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Better access by road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	2.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheaper car parking	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery / food markets / other events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	14.5%	98	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better entertainment	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafés and restaurants)	2.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	12.8%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (i.e. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Address traffic congestion from car ferry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	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
Fewer vacant shops	1.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better maintained buildings	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment / refurbish	1.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion / too busy	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
More independent shops	2.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Nothing)	49.9%	336	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	14.8%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		674		0		0		0		0		0		0		0		0
Sample:		602		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q39 How often do you or your household visit Fishguard Town Centre for shopping and other town centre services?
Zones 3 & 7-10

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Daily	6.4%	28	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	4.0%	18	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One day a week	4.9%	22	22.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every two weeks	2.3%	10	5.6%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monthly	4.2%	19	5.9%	2	6.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	2.0%	9	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three-four times a year	3.0%	13	5.7%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	1.5%	7	2.3%	1	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	1.0%	4	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	67.9%	300	45.7%	15	89.6%	136	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	1.3%	6	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*115.49*		*40.62*		*9.50*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*
Weighted base:		441		33		152		0		0		0		0		0		0
Sample:		501		100		100		0		0		0		0		0		0

Column %ges.

by Zone (Weighted, Part 2)

Weighted:

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q40AIn order of importance, what are your two main reasons for visiting Fishguard Town Centre? Main reason:
Zones 3 & 7-10 and those who visit Fishguard town centre at Q39

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	31.1%	44	34.5%	6	17.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	21.9%	31	19.2%	3	45.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	5.1%	7	3.6%	1	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	3.1%	4	8.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	2.9%	4	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	7.9%	11	7.4%	1	14.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	5.9%	8	7.1%	1	7.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.4%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	4.9%	7	2.5%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	1.4%	2	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	4.7%	7	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	1.5%	2	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	1.8%	3	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		141		18		16		0		0		0		0		0		0
Sample:		185		56		9		0		0		0		0		0		0

Column %ges.

by Zone (Weighted, Part 2)

Weighted:

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q40B In order of importance, what are your two main reasons for visiting Fishguard Town Centre? Secondary reason:
Those who gave a reason at Q40A

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	12.0%	17	9.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	14.6%	20	10.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	5.7%	8	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	2.9%	4	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	2.6%	4	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	3.5%	5	10.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	1.0%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.2%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.9%	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
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	3.7%	5	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	1.5%	2	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	4.4%	6	1.7%	0	17.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	41.0%	56	48.3%	8	74.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		137		17		16		0		0		0		0		0		0
Sample:		177		54		9		0		0		0		0		0		0

Column %ges.

by Zone (Weighted, Part 2)

Weighted:

South Wales Retail Study
for Carter Jonas

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August 2016

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q40X In order of importance, what are your two main reasons for visiting Fishguard Town Centre? Any mention: [MR]
Zones 3 & 7-10 and those who visit Fishguard town centre at Q39

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	42.7%	60	44.2%	8	17.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	36.0%	51	29.4%	5	45.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	10.7%	15	8.7%	2	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	5.9%	8	10.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	5.5%	8	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	11.3%	16	17.9%	3	14.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.9%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.2%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	9.5%	13	8.8%	2	7.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	1.9%	3	7.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	6.7%	9	2.5%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	2.4%	3	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	9.0%	13	3.3%	1	17.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	1.5%	2	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		141		18		16		0		0		0		0		0		0
Sample:		185		56		9		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

Q41 What do you like about Fishguard Town Centre? [MR]
Zones 3 & 7-10 and those who visit Fishguard town centre at Q39

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Attractive environment / nice place	22.8%	32	19.4%	3	46.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends or relatives	0.9%	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
Close to home	22.3%	32	18.9%	3	9.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	5.8%	8	9.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.2%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	0.2%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities	1.1%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	0.8%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	6.7%	9	5.3%	1	30.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	4.1%	6	6.8%	1	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	1.2%	2	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	6.2%	9	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe and secure	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.6%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	3.1%	4	7.1%	1	16.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free shopping centre	0.0%	0	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
Cheap / free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	3.7%	5	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	2.0%	3	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities / things to do	1.2%	2	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	3.6%	5	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	26.6%	38	28.2%	5	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.8%	3	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		141		18		16		0		0		0		0		0		0
Sample:		185		56		9		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q42 What could be improved about Fishguard Town Centre that would make you visit more often? [MR]
Zones 3 & 7-10

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Better access by road	1.9%	9	1.8%	1	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.4%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	1.0%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheaper car parking	1.1%	5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery / food markets / other events	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	12.4%	55	13.5%	4	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better entertainment	1.3%	6	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafés and restaurants)	0.6%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	3.3%	15	3.6%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking	2.5%	11	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pedestrianised streets	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.7%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.2%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	8.8%	39	18.2%	6	7.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (i.e. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	4.4%	19	16.5%	5	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better maintained buildings	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	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
Better prices	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.3%	1	0.7%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment / refurbish	1.3%	6	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion / too busy	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	1.4%	6	4.3%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pubs	0.5%	2	4.6%	1	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
(Nothing)	49.1%	216	43.7%	14	56.3%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	17.8%	79	5.8%	2	25.5%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		441		33		152		0		0		0		0		0		0
Sample:		501		100		100		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q43 How often do you or your household visit Narberth for shopping and other town centre services?
Zones 1, 2, 5-7 & 9

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Daily	1.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	3.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One day a week	3.1%	17	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every two weeks	5.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monthly	10.2%	56	8.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	7.9%	43	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three-four times a year	12.1%	66	15.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	6.0%	33	10.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	1.4%	8	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	45.1%	246	51.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.3%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	1.9%	10	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		37.16		5.73		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base:		545		33		0		0		0		0		0		0		0
Sample:		601		100		0		0		0		0		0		0		0

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q44A In order of importance, what are your two main reasons for visiting Narberth Town Centre? Main reason:

Zones 1, 2, 5-7 & 9 and those who visit Narberth town centre at Q43

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	16.8%	50	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	49.8%	149	59.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	0.4%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	6.8%	20	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	1.8%	5	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.3%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	4.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	0.6%	2	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	2.1%	6	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	2.3%	7	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	4.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	0.9%	3	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	5.0%	15	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.4%	1	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	1.6%	5	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		299		16		0		0		0		0		0		0		0
Sample:		375		51		0		0		0		0		0		0		0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q44B In order of importance, what are your two main reasons for visiting Narberth Town Centre? Secondary reason:
Those who gave a reason at Q44A

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	9.2%	27	19.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	16.6%	49	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	16.3%	48	23.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.9%	5	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.3%	1	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	2.4%	7	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	1.4%	4	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	41.0%	120	42.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		293		15		0		0		0		0		0		0		0
Sample:		365		49		0		0		0		0		0		0		0

Column %ges.

by Zone (Weighted, Part 2)

Weighted:

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q44X In order of importance, what are your two main reasons for visiting Narberth Town Centre? Any mention: [MR]
Zones 1, 2, 5-7 & 9 and those who visit Narberth town centre at Q43

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	25.8%	77	22.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	66.0%	197	67.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	2.4%	7	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	22.8%	68	28.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	2.9%	9	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.9%	3	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	6.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	2.4%	7	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.5%	1	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	3.4%	10	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	4.6%	14	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	4.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	2.2%	7	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	5.8%	17	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		299		16		0		0		0		0		0		0		0
Sample:		375		51		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q45 What do you like about Narberth Town Centre? [MR]
Zones 1, 2, 5-7 & 9 and those who visit Narberth town centre at Q43

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Attractive environment / nice place	38.9%	116	42.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends or relatives	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	5.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	7.5%	22	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.6%	2	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	2.9%	9	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	5.0%	15	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	6.8%	20	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	33.3%	99	26.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	4.9%	15	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	1.2%	4	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe and secure	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	9.1%	27	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free shopping centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Cheap / free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	5.3%	16	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities / things to do	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	25.0%	75	25.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	6.1%	18	14.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.2%	3	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		299		16		0		0		0		0		0		0		0
Sample:		375		51		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q46 What could be improved about Narberth that would make you visit more often? [MR]
Zones 1, 2, 5-7 & 9

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Better access by road	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheaper car parking	4.7%	26	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery / food markets / other events	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	0.3%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better entertainment	0.3%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafés and restaurants)	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
More / better food shops	0.5%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking	10.4%	57	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pedestrianised streets	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	3.7%	20	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (i.e. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better maintained buildings	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment / refurbish	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion / too busy	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.2%	1	0.9%	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
(Nothing)	64.5%	352	75.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	13.6%	74	9.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		545		33		0		0		0		0		0		0		0
Sample:		601		100		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study

for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q47 How often do you or your household visit Tenby for shopping and other town centre services?
Zones 4-7

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Daily	4.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	2.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	3.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One day a week	10.3%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every two weeks	3.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monthly	5.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	3.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three-four times a year	7.2%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	7.2%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	50.2%	259	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.1%	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
(Varies)	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*69.36*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*
Weighted base:		517		0		0		0		0		0		0		0		0
Sample:		400		0		0		0		0		0		0		0		0

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q48AIn order of importance, what are your two main reasons for visiting Tenby Town Centre? Main reason:
Zones 4-7 and those who visit Tenby town centre at Q47

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	12.3%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	28.7%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	7.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	3.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	15.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	2.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	16.0%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	4.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		258		0		0		0		0		0		0		0		0
Sample:		196		0		0		0		0		0		0		0		0

Column %ges.

by Zone (Weighted, Part 2)

Weighted:

South Wales Retail Study
for Carter Jonas

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August 2016

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q48BIn order of importance, what are your two main reasons for visiting Tenby Town Centre? Secondary reason:
Those who gave a reason at Q48A

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	6.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	11.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	14.3%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	3.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	4.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	2.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	3.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	3.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	2.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	43.1%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		248		0		0		0		0		0		0		0		0
Sample:		188		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q48X In order of importance, what are your two main reasons for visiting Tenby Town Centre? Any mention: [MR]
Zones 4-7 and those who visit Tenby town centre at Q47

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	18.1%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	40.0%	103	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	2.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	21.0%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	6.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	20.0%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	3.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	4.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	4.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	19.0%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	7.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		258		0		0		0		0		0		0		0		0
Sample:		196		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study

for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q49 What do you like about Tenby Town Centre? [MR]
Zones 4-7 and those who visit Tenby town centre at Q47

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Attractive environment / nice place	39.2%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The harbour / beaches	27.0%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends or relatives	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	15.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	2.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	9.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	9.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe and secure	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	4.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free shopping centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheap / free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	2.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	12.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		258		0		0		0		0		0		0		0		0
Sample:		196		0		0		0		0		0		0		0		0

Column %ges.

NEMS market research

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q50 What could be improved about Tenby that would make you visit more often? [MR]
Zones 4-7

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Better access by road	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheaper car parking	2.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery / food markets / other events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	5.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better entertainment	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafés and restaurants)	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	2.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking	12.0%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pedestrianised streets	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	7.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (i.e. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better maintained buildings	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	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
Improve the environment / refurbish	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
Less congestion / too busy	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Nothing)	49.9%	258	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	19.9%	103	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		517		0		0		0		0		0		0		0		0
Sample:		400		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q51 How often do you or your household visit Newport for shopping and other town centre services?
Zones 8-10

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Daily	2.5%	7	19.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	1.0%	3	8.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	3.1%	9	9.4%	3	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One day a week	2.3%	6	8.1%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every two weeks	1.9%	5	7.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monthly	3.9%	11	8.0%	3	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	3.4%	10	5.2%	2	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three-four times a year	6.7%	19	1.4%	0	7.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	3.6%	10	0.0%	0	6.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	68.9%	192	31.4%	10	72.3%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.2%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	1.6%	4	0.7%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		63.78		161.68		23.73		0.00		0.00		0.00		0.00		0.00		0.00	
Weighted base:		279		33		152		0		0		0		0		0		0	
Sample:		300		100		100		0		0		0		0		0		0	

by Zone (Weighted, Part 2)

Weighted:

South Wales Retail Study

for Carter Jonas

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August 2016

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q52A In order of importance, what are your two main reasons for visiting Newport Town Centre? Main reason:
Zones 8-10 and those who visit Tenby town centre at Q51

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	17.5%	15	36.2%	8	11.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	20.5%	18	25.0%	6	16.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	22.8%	20	6.7%	2	24.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	1.0%	1	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	0.9%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	8.3%	7	13.6%	3	9.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	5.5%	5	0.0%	0	10.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	0.8%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	1.8%	2	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	7.8%	7	1.4%	0	11.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	6.6%	6	1.3%	0	12.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.4%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	1.7%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		87		22		42		0		0		0		0		0		0
Sample:		122		72		27		0		0		0		0		0		0

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q52B In order of importance, what are your two main reasons for visiting Newport Town Centre? Secondary reason:

Those who gave a reason at Q52A

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	9.0%	8	12.7%	3	11.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	8.6%	7	12.6%	3	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	0.6%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	13.1%	11	1.0%	0	23.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	5.7%	5	8.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	1.2%	1	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.3%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	4.1%	3	15.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	3.2%	3	2.6%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.5%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	2.2%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	0.3%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	3.1%	3	3.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	3.5%	3	1.0%	0	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.8%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	42.3%	36	26.9%	6	45.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		85		22		41		0		0		0		0		0		0
Sample:		120		71		26		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q52X In order of importance, what are your two main reasons for visiting Newport Town Centre? Any mention: [MR]
Zones 8-10 and those who visit Tenby town centre at Q51

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	26.3%	23	48.7%	11	22.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	28.9%	25	37.5%	8	23.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	1.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	35.6%	31	7.7%	2	46.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	6.6%	6	12.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	2.0%	2	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.3%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	12.3%	11	29.1%	7	9.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	8.7%	7	2.6%	1	13.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.5%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	2.4%	2	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	3.9%	3	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	8.0%	7	2.4%	1	11.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	9.6%	8	5.2%	1	15.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	5.4%	5	1.0%	0	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		87		22		42		0		0		0		0		0		0
Sample:		122		72		27		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q53 What do you like about Newport Town Centre? [MR]
Zones 8-10 and those who visit Tenby town centre at Q51

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Attractive environment / nice place	41.4%	36	43.7%	10	30.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends or relatives	0.7%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	6.5%	6	25.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	7.3%	6	3.4%	1	11.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.3%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities	1.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	1.9%	2	7.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	12.6%	11	13.2%	3	11.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	5.1%	4	14.1%	3	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	0.3%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	0.9%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.6%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	13.6%	12	3.3%	1	25.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free shopping centre	0.0%	0	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
Cheap / free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	2.8%	2	10.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	8.0%	7	12.7%	3	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities / things to do	7.0%	6	2.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	4.7%	4	5.9%	1	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services	0.6%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	9.0%	8	10.6%	2	11.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.0%	5	2.5%	1	8.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		87		22		42		0		0		0		0		0		0
Sample:		122		72		27		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q54 What could be improved about Newport that would make you visit more often? [MR]
Zones 8-10

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Better access by road	4.3%	12	5.9%	2	5.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheaper car parking	1.6%	4	11.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery / food markets / other events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	1.3%	4	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better entertainment	0.3%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafés and restaurants)	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking	2.9%	8	13.8%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pedestrianised streets	0.2%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	0.7%	2	0.9%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (i.e. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better maintained buildings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.7%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment / refurbish	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion / too busy	1.2%	3	3.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	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
(Nothing)	72.8%	203	57.3%	19	68.9%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	14.7%	41	4.9%	2	22.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		279		33		152		0		0		0		0		0		0
Sample:		300		100		100		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q55 How often do you or your household visit Saundersfoot for shopping and other town centre services?
Zones 5-7

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Daily	3.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One day a week	2.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every two weeks	3.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monthly	2.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	2.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three-four times a year	7.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	3.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	69.7%	255	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		60.73		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Weighted base:		365		0		0		0		0		0		0		0		0
Sample:		300		0		0		0		0		0		0		0		0

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q56A In order of importance, what are your two main reasons for visiting Saundersfoot Town Centre? Main reason:

Zones 5-7 and those who visit Saunderfoot town centre at Q55

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	12.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	15.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	14.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	16.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	6.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	15.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	8.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		111		0		0		0		0		0		0		0		0
Sample:		101		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q56BIn order of importance, what are your two main reasons for visiting Saundersfoot Town Centre? Secondary reason:
Those who gave a reason at Q56A

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	11.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	13.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	7.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	6.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	47.6%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		109		0		0		0		0		0		0		0		0
Sample:		99		0		0		0		0		0		0		0		0

Column %ges.

NEMS market research

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q56X In order of importance, what are your two main reasons for visiting Saundersfoot Town Centre? Any mention: [MR]
Zones 5-7 and those who visit Saunderfoot town centre at Q55

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	14.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	26.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	27.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	23.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	7.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	22.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	8.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		111		0		0		0		0		0		0		0		0
Sample:		101		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q57 What do you like about Saundersfoot Town Centre? [MR]
Zones 5-7 and those who visit Saundersfood town centre at Q55

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Attractive environment / nice place	45.5%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends or relatives	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	11.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	7.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	5.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The harbour / beach	23.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe and secure	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free shopping centre	0.0%	0	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
Cheap / free parking	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	6.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		111		0		0		0		0		0		0		0		0
Sample:		101		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q58 What could be improved about Saundersfoot that would make you visit more often? [MR]
Zones 5-7

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Better access by road	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheaper car parking	4.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery / food markets / other events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better entertainment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafés and restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking	6.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	2.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (i.e. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better maintained buildings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment / refurbish	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion / too busy	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Nothing)	62.0%	227	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	23.8%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		365		0		0		0		0		0		0		0		0
Sample:		300		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q59 How often do you or your household visit Aberystwyth shopping and other town centre services?
Zones 10-16

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Daily	5.4%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	6.7%	5	19.1%	18	9.4%	15
4-6 days a week	3.7%	27	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.9%	1	5.1%	4	16.3%	15	2.7%	4
2-3 days a week	12.2%	89	0.0%	0	0.0%	0	0.0%	0	1.6%	2	7.2%	5	24.8%	18	29.2%	28	23.0%	37
One day a week	18.1%	132	0.0%	0	4.2%	6	1.0%	1	2.5%	2	22.3%	15	34.2%	25	22.4%	21	38.5%	62
Every two weeks	7.8%	57	0.0%	0	0.9%	1	2.3%	2	8.5%	8	23.8%	16	13.6%	10	2.2%	2	10.9%	18
Monthly	9.5%	69	0.0%	0	7.2%	11	9.9%	9	14.4%	14	14.6%	10	9.3%	7	5.4%	5	9.0%	14
Once every two months	5.3%	38	0.0%	0	6.1%	9	6.3%	6	12.4%	12	9.6%	6	0.7%	0	0.0%	0	3.1%	5
Three-four times a year	6.1%	45	0.0%	0	10.0%	15	9.9%	9	13.8%	13	8.1%	5	2.2%	2	0.7%	1	0.0%	0
Once a year	5.7%	41	0.0%	0	18.4%	28	5.5%	5	8.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	1.4%	10	0.0%	0	3.2%	5	1.3%	1	3.7%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Never	23.0%	168	0.0%	0	48.4%	73	62.2%	55	25.8%	25	9.2%	6	2.9%	2	4.0%	4	1.7%	3
(Don't know)	0.3%	2	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	1.6%	12	0.0%	0	1.7%	3	0.9%	1	4.0%	4	1.7%	1	0.0%	0	0.7%	1	1.7%	3
Mean:	*76.20*		*0.00*		*8.32*		*8.38*		*24.13*		*43.47*		*93.45*		*166.43*		*97.72*	
Weighted base:	730		0		152		89		95		66		74		94		160	
Sample:	705		0		100		100		100		101		100		102		102	

Column %ges.

by Zone (Weighted, Part 2)

Weighted:

South Wales Retail Study
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August 2016

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q60A In order of importance, what are your two main reasons for visiting Aberystwth Town Centre? Main reason:
Zones 10-16 and those who visit Aberystwth town centre at Q59

	Total %	Total	Zone 9 %	Zone 9	Zone 10 %	Zone 10	Zone 11 %	Zone 11	Zone 12 %	Zone 12	Zone 13 %	Zone 13	Zone 14 %	Zone 14	Zone 15 %	Zone 15	Zone 16 %	Zone 16
Food shopping	36.8%	207	0.0%	0	3.1%	2	12.5%	4	26.3%	19	43.8%	26	40.5%	29	53.2%	48	49.7%	78
Non-food shopping	21.7%	122	0.0%	0	18.8%	15	23.3%	8	20.3%	14	24.4%	15	20.5%	15	28.4%	26	18.9%	30
To visit bars / pubs	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	3.4%	19	0.0%	0	5.8%	4	1.8%	1	1.2%	1	1.7%	1	6.1%	4	4.1%	4	2.5%	4
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	0	0.7%	1	0.7%	1
To visit financial services such as banks and other financial institutions	4.9%	27	0.0%	0	0.0%	0	1.8%	1	1.0%	1	4.2%	3	3.9%	3	6.9%	6	9.4%	15
To visit other service providers (e.g. travel agent, estate agent etc.)	0.3%	2	0.0%	0	0.0%	0	1.8%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	7.8%	44	0.0%	0	20.0%	16	17.3%	6	17.6%	12	9.9%	6	3.1%	2	0.7%	1	0.7%	1
To get petrol	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
To visit the cinema	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.5%	2
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	2.2%	12	0.0%	0	1.6%	1	4.6%	2	4.6%	3	0.7%	0	7.0%	5	0.9%	1	0.0%	0
To shop at the market(s)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	1.7%	10	0.0%	0	5.1%	4	4.1%	1	2.9%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	2
To meet friends	2.2%	12	0.0%	0	5.2%	4	6.9%	2	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.5%	4
To visit the theatre	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	9.7%	55	0.0%	0	15.9%	12	16.0%	5	7.3%	5	6.0%	4	14.6%	10	3.4%	3	9.3%	15
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.9%	5	0.0%	0	6.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	2.0%	11	0.0%	0	10.5%	8	0.0%	0	3.4%	2	0.7%	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
As part of a day out / for a day out / something different	1.8%	10	0.0%	0	1.7%	1	3.5%	1	6.0%	4	0.0%	0	0.0%	0	1.0%	1	1.5%	2
Browsing / window shopping	0.5%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.7%	1
(Don't know / varies)	1.6%	9	0.0%	0	4.5%	4	4.1%	1	3.1%	2	0.0%	0	0.0%	0	0.7%	1	0.7%	1
(Nothing / nothing further)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.7%	1
Weighted base:		562		0		78		33		71		60		72		91		158
Sample:		552		0		51		40		78		89		96		98		100

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q60BIn order of importance, what are your two main reasons for visiting Aberystwth Town Centre? Secondary reason:
Those who gave a reason at Q60A

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	8.8%	48	0.0%	0	0.0%	0	6.9%	2	12.6%	9	5.1%	3	12.8%	9	5.4%	5	13.3%	21
Non-food shopping	26.4%	145	0.0%	0	17.6%	13	21.3%	7	18.6%	13	25.9%	15	24.4%	17	31.9%	29	33.0%	51
To visit bars / pubs	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
To visit cafés / restaurants	11.4%	63	0.0%	0	4.3%	3	20.1%	6	4.6%	3	8.6%	5	12.7%	9	13.3%	12	15.3%	24
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.9%	1	0.7%	1	0.0%	0
To visit financial services such as banks and other financial institutions	3.4%	19	0.0%	0	0.0%	0	0.0%	0	1.0%	1	9.8%	6	5.0%	4	2.4%	2	4.3%	7
To visit other service providers (e.g. travel agent, estate agent etc.)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	2
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	2.6%	14	0.0%	0	1.3%	1	0.0%	0	2.5%	2	4.6%	3	2.4%	2	2.3%	2	3.2%	5
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.8%	1
To visit a park	0.5%	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
To visit the swimming pool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	1.0%	6	0.0%	0	3.7%	3	4.3%	1	1.0%	1	0.8%	1	0.7%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.7%	9	0.0%	0	1.8%	1	1.8%	1	5.4%	4	0.8%	0	3.2%	2	0.0%	0	0.8%	1
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	0.7%	4	0.0%	0	0.0%	0	2.4%	1	1.3%	1	1.9%	1	0.0%	0	1.1%	1	0.0%	0
To meet friends	3.8%	21	0.0%	0	0.0%	0	2.8%	1	3.2%	2	5.2%	3	3.3%	2	3.5%	3	5.8%	9
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.7%	1	2.0%	3
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.3%	2	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
As part of a day out / for a day out / something different	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Browsing / window shopping	2.5%	14	0.0%	0	1.8%	1	2.4%	1	1.0%	1	0.0%	0	0.0%	0	4.2%	4	4.6%	7
(Don't know / varies)	0.4%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0	0.0%	0
(Nothing / nothing further)	33.0%	181	0.0%	0	67.0%	50	38.1%	12	46.3%	32	33.9%	19	23.5%	17	29.1%	26	15.9%	25
Weighted base:		550		0		75		32		69		57		72		90		155
Sample:		539		0		48		38		75		87		96		97		98

Column % ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q60X In order of importance, what are your two main reasons for visiting Aberystwth Town Centre?   Any mention: [MR]

Zones 10-16 and those who visit Aberystwth town centre at Q59

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	45.5%	256	0.0%	0	3.1%	2	19.1%	6	38.5%	27	48.7%	29	53.3%	38	58.6%	53	62.9%	99
Non-food shopping	47.4%	267	0.0%	0	35.6%	28	43.7%	15	38.4%	27	49.1%	30	44.9%	32	60.1%	54	51.4%	81
To visit bars / pubs	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
To visit cafés / restaurants	14.5%	82	0.0%	0	9.9%	8	21.1%	7	5.7%	4	9.9%	6	18.8%	13	17.2%	16	17.6%	28
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	1.0%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.1%	1	1.6%	1	1.4%	1	0.7%	1
To visit financial services such as banks and other financial institutions	8.2%	46	0.0%	0	0.0%	0	1.8%	1	1.9%	1	13.5%	8	8.8%	6	9.2%	8	13.5%	21
To visit other service providers (e.g. travel agent, estate agent etc.)	0.7%	4	0.0%	0	0.0%	0	1.8%	1	1.3%	1	0.0%	0	0.0%	0	0.9%	1	1.0%	2
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	10.3%	58	0.0%	0	21.2%	17	17.3%	6	20.0%	14	14.3%	9	5.6%	4	3.0%	3	3.9%	6
To get petrol	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
To visit the cinema	0.8%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.1%	1	1.9%	1	0.0%	0	0.7%	1
To visit a park	0.5%	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
To visit the swimming pool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.6%	1	0.0%	0	0.0%	0
To visit the library	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.5%	2
To visit museums / art gallery	1.0%	6	0.0%	0	3.6%	3	4.1%	1	1.0%	1	0.7%	0	0.7%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	3.9%	22	0.0%	0	3.3%	3	6.4%	2	9.8%	7	1.5%	1	10.2%	7	0.9%	1	0.7%	1
To shop at the market(s)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	2.4%	13	0.0%	0	5.1%	4	6.4%	2	4.1%	3	2.8%	2	2.0%	0	1.1%	1	1.0%	2
To meet friends	5.8%	33	0.0%	0	5.2%	4	9.5%	3	4.1%	3	4.9%	3	4.9%	4	3.5%	3	8.2%	13
To visit the theatre	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	11.2%	63	0.0%	0	15.9%	12	16.0%	5	7.3%	5	6.0%	4	20.5%	15	4.1%	4	11.3%	18
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.9%	5	0.0%	0	6.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	2.3%	13	0.0%	0	11.8%	9	0.0%	0	4.7%	3	0.7%	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
As part of a day out / for a day out / something different	2.0%	11	0.0%	0	1.7%	1	3.5%	1	7.2%	5	0.0%	0	0.0%	0	1.7%	2	1.5%	2
Browsing / window shopping	3.0%	17	0.0%	0	3.3%	3	2.3%	1	1.0%	1	0.0%	0	0.7%	0	4.2%	4	5.3%	8
Weighted base:		562		0		78		33		71		60		72		91		158
Sample:		552		0		51		40		78		89		96		98		100

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q61 What do you like about Aberystwyth Town Centre? [MR]
Zones 10-16 and those who visit Aberystwth town centre at Q59

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Attractive environment / nice place	22.8%	128	0.0%	0	16.0%	12	31.2%	10	37.3%	26	15.0%	9	24.6%	18	19.0%	17	22.2%	35
Close to friends or relatives	2.3%	13	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	0	1.1%	1	6.9%	11
Close to home	22.1%	124	0.0%	0	0.0%	0	1.8%	1	3.1%	2	28.3%	17	33.9%	24	48.5%	44	23.1%	36
Close to work	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0	2.2%	3
Compact	8.9%	50	0.0%	0	6.4%	5	12.4%	4	5.0%	4	4.1%	2	8.8%	6	9.4%	8	12.9%	20
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.4%	2	0.0%	0	1.2%	1	0.0%	0	1.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	2.3%	13	0.0%	0	12.3%	10	2.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.7%	1
Easy to park	2.5%	14	0.0%	0	7.1%	6	4.7%	2	1.2%	1	2.4%	1	1.6%	1	0.7%	1	1.7%	3
Good facilities	0.6%	3	0.0%	0	0.0%	0	2.4%	1	1.2%	1	0.7%	0	0.9%	1	0.7%	1	0.0%	0
Good food stores	1.4%	8	0.0%	0	0.0%	0	7.1%	2	1.3%	1	1.5%	1	0.7%	0	0.0%	0	2.2%	3
Good pubs, cafés or restaurants	1.7%	10	0.0%	0	0.0%	0	1.8%	1	1.2%	1	0.0%	0	6.7%	5	2.6%	2	0.7%	1
Good range of non-food shops	11.4%	64	0.0%	0	19.5%	15	12.8%	4	16.6%	12	12.7%	8	13.6%	10	2.8%	3	8.4%	13
The harbour / beach	9.1%	51	0.0%	0	1.6%	1	10.5%	4	25.6%	18	1.5%	1	15.5%	11	7.5%	7	6.1%	10
Makes a change from other places	1.0%	6	0.0%	0	2.9%	2	8.7%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	2.3%	13	0.0%	0	0.0%	0	2.3%	1	1.2%	1	0.0%	0	1.6%	1	11.4%	10	0.0%	0
Safe and secure	1.4%	8	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	6.4%	6	0.0%	0
The market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	4.4%	25	0.0%	0	4.6%	4	6.4%	2	1.9%	1	1.7%	1	3.3%	2	12.5%	11	2.0%	3
Traffic free shopping centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
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
Cheap / free parking	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Familiarity / habit	2.2%	12	0.0%	0	1.2%	1	0.0%	0	2.2%	2	1.7%	1	1.3%	1	4.4%	4	2.2%	4
Friendly people / nice atmosphere	2.6%	14	0.0%	0	1.7%	1	1.8%	1	2.2%	2	2.2%	1	2.7%	2	1.6%	1	4.0%	6
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	2.9%	16	0.0%	0	3.6%	3	5.1%	2	2.2%	2	1.0%	1	2.5%	2	3.8%	3	2.7%	4
Good range of services	0.5%	3	0.0%	0	0.0%	0	4.1%	1	1.0%	1	0.7%	0	0.7%	0	0.0%	0	0.0%	0
(Nothing / very little)	23.4%	132	0.0%	0	23.5%	18	29.1%	10	20.2%	14	37.2%	22	13.6%	10	14.3%	13	28.1%	44
(Don't know)	3.7%	21	0.0%	0	11.4%	9	1.8%	1	2.5%	2	1.7%	1	2.6%	2	0.7%	1	3.8%	6
Weighted base:		562		0		78		33		71		60		72		91		158
Sample:		552		0		51		40		78		89		96		98		100

Column %ges.

020716   **NEMS** market research

by Zone (Weighted, Part 2)

Weighted:

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for Carter Jonas

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August 2016

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q62 What could be improved about Aberystwyth that would make you visit more often? [MR]
Zones 10-16

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Better access by road	3.4%	25	0.0%	0	1.7%	3	1.8%	2	5.8%	6	0.0%	0	2.4%	2	8.7%	8	3.2%	5
Better public transport	2.7%	19	0.0%	0	0.0%	0	2.3%	2	9.3%	9	1.3%	1	2.8%	2	4.3%	4	1.0%	2
Better signposting	0.9%	7	0.0%	0	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1
Cleaner streets	2.4%	17	0.0%	0	0.0%	0	0.0%	0	4.2%	4	3.9%	3	1.6%	1	5.8%	5	2.4%	4
Facilities which would assist you if shopping with children	1.7%	12	0.0%	0	3.2%	5	0.0%	0	0.0%	0	0.0%	0	3.3%	2	5.3%	5	0.0%	0
Free / cheaper car parking	2.7%	20	0.0%	0	2.5%	4	0.9%	1	3.7%	4	5.1%	3	2.2%	2	6.9%	7	0.0%	0
Jewellery / food markets / other events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	12.9%	94	0.0%	0	4.2%	6	4.0%	4	11.5%	11	20.0%	13	22.2%	16	19.6%	18	15.8%	25
More / better entertainment	1.4%	10	0.0%	0	3.2%	5	0.0%	0	1.1%	1	0.0%	0	4.2%	3	0.0%	0	1.0%	2
More / better places for eating out (e.g. cafés and restaurants)	1.2%	9	0.0%	0	1.5%	2	0.0%	0	0.9%	1	1.5%	1	1.9%	1	0.0%	0	2.0%	3
More / better food shops	3.1%	23	0.0%	0	0.0%	0	3.3%	3	0.9%	1	7.3%	5	0.9%	1	2.2%	2	7.1%	11
More / better parking	15.4%	112	0.0%	0	3.7%	6	13.6%	12	15.9%	15	19.6%	13	33.0%	24	15.5%	15	17.2%	28
More / better pedestrianised streets	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.8%	2	0.7%	1
More / better public conveniences	0.5%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
More / better seats / flower displays	0.9%	7	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.9%	1	0.0%	0	4.0%	4	1.0%	2
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.9%	1	1.0%	2
More national multiple shops / High Street shops	16.4%	120	0.0%	0	2.4%	4	9.3%	8	12.6%	12	12.3%	8	29.0%	21	23.3%	22	27.6%	44
Protection from the weather (i.e. covered shopping malls)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.9%	1	0.0%	0
Shops / services open on Sundays / better opening hours	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Better disabled access	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.8%	2	1.8%	1	0.7%	1	0.0%	0
Better prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.9%	3	0.0%	0	0.0%	0	1.7%	3
Fewer charity shops	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.8%	1	1.5%	1	1.6%	2	2.6%	4
Fewer vacant shops	1.7%	12	0.0%	0	0.0%	0	0.7%	1	0.7%	1	4.2%	3	3.4%	3	2.0%	2	2.5%	4
Improve the environment / refurbish	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.5%	1	0.0%	0	0.0%	0	1.0%	2
Less congestion / too busy	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.7%	1	1.0%	2
More independent shops	2.4%	18	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	3.3%	2	4.7%	4	4.8%	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
(Nothing)	38.7%	283	0.0%	0	61.4%	93	65.6%	58	33.7%	32	27.7%	18	18.5%	14	25.0%	24	27.2%	44
(Don't know)	8.4%	61	0.0%	0	17.9%	27	6.1%	5	12.9%	12	5.1%	3	2.6%	2	6.3%	6	3.2%	5
Weighted base:		730		0		152		89		95		66		74		94		160
Sample:		705		0		100		100		100		101		100		102		102

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q63 How often do you or your household visit Aberaeron for your shopping and other town centre services?
Zones 10-16

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Daily	1.0%	7	0.0%	0	0.9%	1	0.9%	1	1.6%	2	5.4%	4	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.8%	6	0.0%	0	0.0%	0	0.9%	1	1.8%	2	4.6%	3	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	4.0%	29	0.0%	0	0.9%	1	4.0%	4	3.9%	4	22.0%	15	0.9%	1	2.2%	2	2.1%	3
One day a week	6.7%	49	0.0%	0	1.8%	3	13.0%	12	9.5%	9	22.7%	15	6.2%	5	1.9%	2	2.4%	4
Every two weeks	5.0%	36	0.0%	0	1.3%	2	3.7%	3	10.9%	10	13.8%	9	7.2%	5	4.2%	4	1.5%	2
Monthly	9.9%	73	0.0%	0	8.6%	13	9.6%	9	17.6%	17	8.0%	5	17.4%	13	11.5%	11	3.4%	5
Once every two months	7.4%	54	0.0%	0	6.4%	10	13.5%	12	5.8%	6	6.6%	4	14.4%	11	7.3%	7	2.9%	5
Three-four times a year	13.1%	96	0.0%	0	16.6%	25	16.5%	15	12.1%	12	2.0%	1	9.6%	7	13.3%	13	14.6%	23
Once a year	4.6%	34	0.0%	0	3.8%	6	7.3%	6	4.9%	5	4.0%	3	4.3%	3	3.1%	3	4.9%	8
Less often	0.7%	5	0.0%	0	0.0%	0	1.5%	1	1.0%	1	0.7%	0	0.7%	0	0.7%	1	1.0%	2
Never	43.6%	319	0.0%	0	58.4%	88	28.1%	25	28.0%	27	5.1%	3	38.5%	28	52.5%	49	60.7%	97
(Don't know)	0.3%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
(Varies)	2.9%	21	0.0%	0	1.5%	2	0.0%	0	2.8%	3	5.1%	3	0.9%	1	3.4%	3	5.6%	9
Mean:	*32.82*		*0.00*		*18.88*		*29.47*		*37.25*		*84.32*		*15.52*		*16.29*		*16.81*	
Weighted base:	730		0		152		89		95		66		74		94		160	
Sample:	705		0		100		100		100		101		100		102		102	

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q64AIn order of importance, what are your two main reasons for visiting Aberaeron Town Centre? Main reason:
Zones 10-16 and those who visit Aberaeron town centre at Q63

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	12.1%	50	0.0%	0	3.6%	2	16.5%	11	9.0%	6	36.8%	23	2.5%	1	0.0%	0	10.4%	7
Non-food shopping	19.2%	79	0.0%	0	14.5%	9	21.9%	14	16.3%	11	22.3%	14	6.8%	3	20.8%	9	29.0%	18
To visit bars / pubs	1.4%	6	0.0%	0	5.1%	3	2.1%	1	1.0%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	23.3%	96	0.0%	0	27.2%	17	14.3%	9	25.3%	17	7.5%	5	32.0%	15	43.3%	19	21.7%	14
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	2.2%	9	0.0%	0	0.0%	0	6.0%	4	3.7%	3	2.9%	2	1.6%	1	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.9%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	3.5%	2	1.1%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	3.4%	14	0.0%	0	0.0%	0	0.9%	1	7.1%	5	12.5%	8	1.4%	1	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	1.8%	7	0.0%	0	7.6%	5	0.9%	1	1.0%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
To visit the library	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	10.0%	41	0.0%	0	11.2%	7	6.6%	4	19.5%	13	1.9%	1	17.5%	8	6.0%	3	7.5%	5
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	3.7%	15	0.0%	0	3.6%	2	1.9%	1	1.3%	1	1.0%	1	2.1%	1	5.0%	2	11.2%	7
To meet friends	4.0%	16	0.0%	0	1.5%	1	4.6%	3	3.5%	2	1.8%	1	5.6%	3	9.0%	4	3.7%	2
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	3.2%	13	0.0%	0	8.6%	5	3.5%	2	1.0%	1	3.6%	2	4.2%	2	1.8%	1	0.0%	0
For business (e.g. attend a business appointment)	0.8%	3	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	6.7%	28	0.0%	0	7.6%	5	7.5%	5	8.4%	6	0.7%	0	14.5%	7	8.5%	4	2.5%	2
Browsing / window shopping	3.1%	13	0.0%	0	2.0%	1	4.9%	3	1.0%	1	2.0%	1	4.6%	2	1.4%	1	6.2%	4
(Don't know / varies)	1.4%	6	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	5.4%	3
(Nothing / nothing further)	1.5%	6	0.0%	0	1.5%	1	1.2%	1	1.0%	1	2.0%	1	1.1%	0	1.4%	1	2.4%	2
Weighted base:		412		0		63		64		69		63		45		45		63
Sample:		440		0		44		71		76		94		64		50		41

Column %ges.

NEMS market research

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q64B In order of importance, what are your two main reasons for visiting Aberaeron Town Centre? Secondary reason:

Those who gave a reason at Q64A

Reason	Total %	n	Z9 %	n	Z10 %	n	Z11 %	n	Z12 %	n	Z13 %	n	Z14 %	n	Z15 %	n	Z16 %	n
Food shopping	6.2%	25	0.0%	0	0.0%	0	6.8%	4	7.1%	5	20.8%	13	2.5%	1	1.5%	1	2.0%	1
Non-food shopping	13.5%	54	0.0%	0	9.4%	6	16.9%	10	8.9%	6	24.0%	15	8.1%	4	11.1%	5	14.2%	8
To visit bars / pubs	1.7%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.9%	1	0.0%	0	11.2%	5	0.0%	0
To visit cafés / restaurants	15.9%	63	0.0%	0	8.8%	5	21.2%	13	20.6%	14	7.4%	5	19.8%	9	12.0%	5	20.9%	12
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	1.1%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	5.5%	3	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	1.7%	7	0.0%	0	2.1%	1	0.0%	0	4.3%	3	3.1%	2	1.6%	1	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.5%	2	0.0%	0	2.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	6.9%	28	0.0%	0	9.4%	6	9.0%	6	6.1%	4	2.6%	2	11.1%	5	6.3%	3	4.8%	3
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	2.0%	8	0.0%	0	0.0%	0	1.0%	1	1.3%	1	1.7%	1	1.1%	0	1.5%	1	7.3%	4
To meet friends	2.2%	9	0.0%	0	4.5%	3	1.0%	1	1.3%	1	2.4%	1	0.0%	0	3.5%	2	2.6%	2
To visit the theatre	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	4.2%	2	5.8%	3
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
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
As part of a day out / for a day out / something different	2.3%	9	0.0%	0	0.0%	0	4.2%	3	2.0%	1	0.0%	0	2.1%	1	6.8%	3	2.0%	1
Browsing / window shopping	2.0%	8	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.7%	0	0.0%	0	6.4%	3	4.1%	2
(Don't know / varies)	1.0%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.2%	1	2.6%	2
(Nothing / nothing further)	40.8%	163	0.0%	0	63.9%	40	32.0%	20	42.8%	29	27.1%	17	53.6%	24	33.4%	15	33.6%	20
Weighted base:		399		0		62		61		68		62		45		44		58
Sample:		426		0		43		67		75		92		63		48		38

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q64X In order of importance, what are your two main reasons for visiting Aberaeron Town Centre? Any mention: [MR]
Zones 10-16 and those who visit Aberaeron town centre at Q63

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	18.1%	75	0.0%	0	3.6%	2	23.0%	15	16.1%	11	57.2%	36	5.0%	2	1.4%	1	12.2%	8
Non-food shopping	32.3%	133	0.0%	0	23.7%	15	38.1%	24	25.1%	17	45.9%	29	14.8%	7	31.6%	14	42.1%	27
To visit bars / pubs	3.0%	12	0.0%	0	5.1%	3	2.1%	1	2.0%	1	1.8%	1	1.1%	0	10.9%	5	0.0%	0
To visit cafés / restaurants	38.7%	159	0.0%	0	35.9%	23	34.7%	22	45.7%	31	14.7%	9	51.6%	23	55.0%	25	41.0%	26
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	3.2%	13	0.0%	0	0.0%	0	6.0%	4	4.9%	3	8.3%	5	1.6%	1	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.9%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	3.5%	2	1.1%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	5.1%	21	0.0%	0	2.1%	1	0.9%	1	11.4%	8	15.5%	10	3.0%	1	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.6%	3	0.0%	0	2.0%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	1.8%	7	0.0%	0	7.6%	5	0.9%	1	1.0%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
To visit the library	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	16.7%	69	0.0%	0	20.4%	13	15.2%	10	25.5%	18	4.5%	3	28.5%	13	12.1%	5	11.9%	7
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	5.6%	23	0.0%	0	3.6%	2	2.8%	2	2.6%	2	2.6%	2	3.2%	1	6.4%	3	17.9%	11
To meet friends	6.1%	25	0.0%	0	5.9%	4	5.6%	4	4.8%	3	4.2%	3	5.6%	3	12.3%	6	6.2%	4
To visit the theatre	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	4.6%	19	0.0%	0	8.6%	5	3.5%	2	1.0%	1	4.6%	3	4.2%	2	5.9%	3	5.4%	3
For business (e.g. attend a business appointment)	0.8%	3	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
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
As part of a day out / for a day out / something different	8.9%	37	0.0%	0	7.6%	5	11.5%	7	10.3%	7	0.7%	0	16.7%	8	15.1%	7	4.4%	3
Browsing / window shopping	5.1%	21	0.0%	0	2.0%	1	8.9%	6	1.0%	1	2.7%	2	4.6%	2	7.6%	3	9.9%	6
Weighted base:		412		0		63		64		69		63		45		45		63
Sample:		440		0		44		71		76		94		64		50		41

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q65 What do you like about Aberaeron Town Centre? [MR]
Zones 10-16 and those who visit Aberaeron town centre at Q63

	Total %	Total	Zone 9 %	Zone 9	Zone 10 %	Zone 10	Zone 11 %	Zone 11	Zone 12 %	Zone 12	Zone 13 %	Zone 13	Zone 14 %	Zone 14	Zone 15 %	Zone 15	Zone 16 %	Zone 16
Attractive environment / nice place	57.7%	238	0.0%	0	51.7%	33	60.4%	38	58.5%	40	46.1%	29	74.9%	34	55.5%	25	61.2%	39
Close to friends or relatives	1.2%	5	0.0%	0	0.0%	0	1.3%	1	1.0%	1	1.4%	1	5.3%	2	0.0%	0	0.0%	0
Close to home	7.8%	32	0.0%	0	3.5%	2	3.9%	2	5.9%	4	24.0%	15	1.4%	1	13.8%	6	2.4%	2
Close to work	0.7%	3	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	4.9%	20	0.0%	0	0.0%	0	0.9%	1	5.5%	4	4.9%	3	4.1%	2	7.6%	3	11.7%	7
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.9%	1
Easy to park	1.7%	7	0.0%	0	1.5%	1	0.9%	1	1.0%	1	4.4%	3	2.1%	1	1.8%	1	0.0%	0
Good facilities	2.0%	8	0.0%	0	7.6%	5	0.0%	0	1.3%	1	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Good food stores	0.7%	3	0.0%	0	0.0%	0	2.3%	1	1.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	7.6%	31	0.0%	0	9.6%	6	3.1%	2	15.1%	10	7.5%	5	5.0%	2	6.4%	3	5.0%	3
Good range of non-food shops	8.2%	34	0.0%	0	12.0%	8	7.3%	5	7.4%	5	9.8%	6	8.5%	4	11.9%	5	1.9%	1
The harbour / beach	19.1%	79	0.0%	0	9.2%	6	22.4%	14	25.8%	18	13.2%	8	31.0%	14	12.6%	6	20.5%	13
Makes a change from other places	5.4%	22	0.0%	0	3.6%	2	6.4%	4	1.3%	1	0.0%	0	10.3%	5	19.3%	9	2.4%	2
Quiet	4.3%	18	0.0%	0	0.0%	0	3.6%	2	5.4%	4	4.7%	3	3.6%	2	15.9%	7	0.0%	0
Safe and secure	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	4.1%	2	0.0%	0
The market	0.6%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.9%	1
Traditional	11.5%	47	0.0%	0	12.6%	8	13.5%	9	9.6%	7	10.0%	6	14.6%	7	10.0%	4	10.5%	7
Traffic free shopping centre	0.0%	0	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
Cheap / free parking	0.5%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	1.5%	6	0.0%	0	3.5%	2	3.1%	2	1.0%	1	1.4%	1	1.1%	0	0.0%	0	0.0%	0
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	3.9%	16	0.0%	0	8.0%	5	2.7%	2	3.5%	2	0.0%	0	1.4%	1	7.6%	3	4.3%	3
Good range of services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	6.6%	27	0.0%	0	9.6%	6	7.4%	5	3.9%	3	4.4%	3	0.0%	0	7.5%	3	12.1%	8
(Don't know)	3.8%	16	0.0%	0	7.6%	5	5.0%	3	0.0%	0	4.8%	3	0.0%	0	1.4%	1	6.3%	4
Weighted base:		412		0		63		64		69		63		45		45		63
Sample:		440		0		44		71		76		94		64		50		41

Column %ges.

by Zone (Weighted, Part 2)

Weighted:

South Wales Retail Study
for Carter Jonas

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August 2016

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q66 What could be improved about Aberaeron that would make you visit more often? [MR]
Zones 10-16

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Better access by road	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
Better public transport	0.6%	5	0.0%	0	0.0%	0	0.7%	1	1.6%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.3%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheaper car parking	2.5%	18	0.0%	0	0.0%	0	5.7%	5	6.3%	6	0.0%	0	0.0%	0	6.2%	6	0.7%	1
Jewellery / food markets / other events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	2.4%	17	0.0%	0	1.6%	2	1.7%	2	2.6%	2	4.2%	3	2.4%	2	5.2%	5	1.0%	2
More / better entertainment	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.7%	1	0.0%	0
More / better places for eating out (e.g. cafés and restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	1.3%	10	0.0%	0	0.0%	0	1.6%	1	0.7%	1	4.2%	3	0.7%	0	2.9%	3	1.0%	2
More / better parking	8.9%	65	0.0%	0	6.3%	10	11.3%	10	14.9%	14	13.2%	9	8.9%	7	10.6%	10	3.5%	6
More / better pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.3%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	1.6%	12	0.0%	0	1.8%	3	0.7%	1	0.9%	1	1.5%	1	3.3%	2	4.7%	4	0.0%	0
Protection from the weather (i.e. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.9%	1	0.9%	1	0.0%	0	0.0%	0
Better prices	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.7%	0	0.0%	0	1.0%	2
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment / refurbish	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.7%	0	0.7%	0	0.0%	0	0.0%	0
Less congestion / too busy	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	0	0.0%	0	0.0%	0
More independent shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	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
(Nothing)	73.7%	538	0.0%	0	77.7%	118	74.6%	66	66.9%	64	62.2%	41	65.3%	48	71.3%	67	83.6%	134
(Don't know)	10.3%	75	0.0%	0	12.1%	18	9.5%	8	9.4%	9	4.6%	3	15.1%	11	8.4%	8	11.0%	18
Weighted base:		730		0		152		89		95		66		74		94		160
Sample:		705		0		100		100		100		101		100		102		102

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q67 How often do you or your household visit Cardigan for shopping and other town centre services?
Zones 8-16

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Daily	2.1%	18	3.4%	1	10.6%	16	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	1.8%	15	1.6%	1	8.2%	12	1.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0		
2-3 days a week	5.0%	43	10.0%	3	23.6%	36	2.5%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0		
One day a week	9.6%	82	28.4%	9	33.6%	51	17.3%	15	0.0%	0	5.7%	4	1.7%	1	0.7%	1	0.0%	0
Every two weeks	5.1%	44	25.2%	8	7.2%	11	17.4%	15	0.0%	0	8.8%	6	0.0%	0	0.0%	0	1.0%	2
Monthly	5.6%	48	11.0%	4	2.1%	3	9.5%	8	9.0%	9	9.5%	6	2.7%	2	2.2%	2	3.9%	6
Once every two months	4.0%	34	2.7%	1	2.3%	3	10.3%	9	4.7%	4	7.6%	5	3.7%	3	0.9%	1	1.0%	2
Three-four times a year	5.5%	47	2.7%	1	2.5%	4	5.6%	5	4.9%	5	12.2%	8	8.1%	6	4.6%	4	4.7%	8
Once a year	4.0%	35	0.9%	0	0.9%	1	6.6%	6	6.9%	7	3.1%	2	1.5%	1	2.9%	3	2.6%	4
Less often	1.7%	14	0.7%	0	0.0%	0	1.5%	1	7.0%	7	1.5%	1	2.7%	2	0.7%	1	0.7%	1
Never	54.5%	467	11.0%	4	6.6%	10	24.7%	22	65.8%	63	49.6%	33	79.4%	59	87.1%	82	86.1%	138
(Don't know)	0.2%	2	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.9%	8	1.4%	0	1.5%	2	2.2%	2	0.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Mean:		*57.86*		*59.49*		*118.99*		*34.72*		*8.45*		*14.76*		*8.58*		*23.34*		*6.81*
Weighted base:		857		33		152		89		95		66		74		94		160
Sample:		905		100		100		100		100		101		100		102		102

Q68A In order of importance, what are your two main reasons for visiting Cardigan Town Centre? Main reason:

Zones 8-16 and those who visit Cardigan town centre at Q67

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	36.3%	142	45.3%	13	52.5%	74	37.7%	25	16.8%	5	47.3%	16	0.0%	0	20.9%	3	0.0%	0
Non-food shopping	21.5%	84	37.1%	11	10.3%	15	28.4%	19	16.2%	5	20.6%	7	42.2%	6	17.3%	2	22.0%	5
To visit bars / pubs	0.5%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
To visit cafés / restaurants	2.6%	10	3.0%	1	1.6%	2	0.0%	0	2.1%	1	1.7%	1	17.8%	3	5.2%	1	6.9%	2
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.5%	2	1.5%	0	0.7%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	4.2%	16	3.8%	1	6.6%	9	3.5%	2	2.8%	1	7.9%	3	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	2.8%	11	0.8%	0	2.8%	4	4.7%	3	0.0%	0	2.7%	1	0.0%	0	0.0%	0	12.5%	3
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	2.9%	11	0.0%	0	0.0%	0	9.0%	6	2.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	1.1%	4	0.0%	0	0.0%	0	0.0%	0	10.3%	3	0.0%	0	0.0%	0	6.8%	1	0.0%	0
To visit the library	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.8%	3	1.5%	0	0.0%	0	0.9%	1	0.0%	0	1.3%	0	0.0%	0	5.2%	1	5.3%	1
To visit the theatre or musical venues	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
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	2.0%	8	0.0%	0	0.7%	1	2.0%	1	9.0%	3	5.5%	2	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.2%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0
To meet family	2.7%	11	0.0%	0	0.9%	1	2.7%	2	2.1%	1	0.0%	0	12.4%	2	5.2%	1	6.9%	2
To meet friends	2.4%	9	0.8%	0	3.4%	5	0.0%	0	2.7%	1	1.8%	1	3.2%	0	14.7%	2	0.0%	0
To visit the theatre	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	7.4%	29	0.0%	0	13.0%	18	2.4%	2	2.7%	1	0.0%	0	8.5%	1	0.0%	0	30.5%	7
For business (e.g. attend a business appointment)	0.8%	3	0.8%	0	0.0%	0	1.2%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1
For education as a student (e.g. student at college, university, or other third level education)	1.6%	6	0.8%	0	3.4%	5	0.0%	0	0.0%	0	0.0%	0	8.7%	1	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	1.1%	4	0.8%	0	0.0%	0	0.0%	0	2.1%	1	1.8%	1	3.2%	0	10.5%	1	5.3%	1
Browsing / window shopping	2.5%	10	0.0%	0	0.9%	1	0.9%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.7%	15	2.2%	1	2.6%	4	1.8%	1	17.7%	6	2.0%	1	0.0%	0	7.1%	1	0.0%	0
(Nothing / nothing further)	1.5%	6	0.8%	0	0.0%	0	2.6%	2	5.4%	2	3.8%	1	0.0%	0	7.1%	1	0.0%	0
Weighted base:		390		29		142		67		33		33		15		12		22
Sample:		423		85		92		73		33		47		20		17		13

Column %ges.

South Wales Retail Study
for Carter Jonas

Q68B In order of importance, what are your two main reasons for visiting Cardigan Town Centre? Secondary reason:
Those who gave a reason at Q68A

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	12.4%	46	11.7%	3	17.8%	25	10.8%	7	3.7%	1	6.9%	2	20.2%	3	6.1%	1	12.2%	3
Non-food shopping	20.3%	75	15.4%	4	31.9%	44	19.6%	12	5.4%	1	9.8%	3	10.5%	2	12.2%	1	15.3%	3
To visit bars / pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	7.6%	28	5.0%	1	4.3%	6	9.3%	6	2.7%	1	15.5%	5	0.0%	0	12.2%	1	15.3%	3
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.5%	2	4.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	5.5%	20	4.3%	1	11.3%	16	4.5%	3	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.9%	3	0.0%	0	2.0%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	4.2%	16	3.7%	1	6.9%	10	6.4%	4	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	1.3%	5	5.8%	2	0.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	7.9%	1	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.5%	2	1.1%	0	0.0%	0	1.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.5%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.6%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.8%	3	0.8%	0	0.0%	0	2.1%	1	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.3%	5	1.8%	1	0.7%	1	1.2%	1	0.0%	0	1.4%	0	4.1%	1	6.1%	1	0.0%	0
To shop at the market(s)	0.5%	2	1.6%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	1.6%	6	3.3%	1	1.7%	2	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	8.0%	2
To meet friends	0.8%	3	0.8%	0	0.0%	0	1.2%	1	3.5%	1	1.4%	0	4.3%	1	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	1.1%	4	3.9%	1	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.3%	1	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	1.1%	4	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	1	5.3%	1
Browsing / window shopping	2.4%	9	0.8%	0	1.6%	2	5.8%	4	0.0%	0	1.8%	1	0.0%	0	6.1%	1	7.2%	2
(Don't know / varies)	0.7%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	6.1%	1	6.9%	2
(Nothing / nothing further)	35.2%	130	30.4%	9	19.0%	26	29.9%	19	69.8%	18	59.9%	19	57.6%	9	34.1%	4	30.0%	7
Weighted base:		369		28		138		64		25		32		15		10		22
Sample:		403		82		89		70		27		45		20		15		13

Column %ges.

NEMS market research

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q68X In order of importance, what are your two main reasons for visiting Cardigan Town Centre? Any mention: [MR]
Zones 8-16 and those who visit Cardigan town centre at Q67

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	48.1%	187	56.7%	17	69.9%	99	48.0%	32	19.7%	6	53.8%	18	20.2%	3	26.1%	3	12.2%	3
Non-food shopping	40.7%	159	52.0%	15	41.4%	59	47.1%	31	20.3%	7	29.8%	10	52.7%	8	27.7%	3	37.3%	8
To visit bars / pubs	0.5%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
To visit cafés / restaurants	9.8%	38	7.9%	2	5.8%	8	8.9%	6	4.1%	1	16.3%	5	17.8%	3	15.7%	2	22.1%	5
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	1.0%	4	6.1%	2	0.7%	1	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	9.4%	37	8.0%	2	17.6%	25	7.8%	5	2.8%	1	9.3%	3	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.9%	3	0.0%	0	2.0%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	6.8%	26	4.4%	1	9.5%	13	10.7%	7	2.7%	1	2.7%	1	0.0%	0	0.0%	0	12.5%	3
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	4.2%	16	5.6%	2	0.7%	1	9.0%	6	4.1%	1	1.8%	1	0.0%	0	6.8%	1	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.4%	2	1.0%	0	0.0%	0	1.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	1.1%	4	0.0%	0	0.0%	0	0.0%	0	10.3%	3	0.0%	0	0.0%	0	6.8%	1	0.0%	0
To visit the library	0.7%	3	0.0%	0	0.7%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	1.4%	5	1.5%	0	0.0%	0	2.0%	1	0.0%	0	1.3%	0	3.2%	0	5.2%	1	5.3%	1
To visit the theatre or musical venues	1.0%	4	0.8%	0	0.0%	0	2.0%	1	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	3.2%	13	1.8%	1	1.4%	2	3.2%	2	9.0%	3	6.9%	2	4.1%	1	5.2%	1	0.0%	0
To shop at the market(s)	0.7%	3	2.5%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0
To meet family	4.2%	16	3.2%	1	2.5%	4	2.7%	2	4.7%	2	0.0%	0	12.4%	2	5.2%	1	14.8%	3
To meet friends	3.2%	12	1.5%	0	3.4%	5	1.2%	1	5.4%	2	3.1%	1	7.5%	1	14.7%	2	0.0%	0
To visit the theatre	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	8.4%	33	3.8%	1	14.9%	21	2.4%	2	2.7%	1	0.0%	0	8.5%	1	0.0%	0	30.5%	7
For business (e.g. attend a business appointment)	0.8%	3	0.8%	0	0.0%	0	1.2%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1
For education as a student (e.g. student at college, university, or other third level education)	1.9%	7	4.6%	1	3.4%	5	0.0%	0	0.0%	0	0.0%	0	8.7%	1	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	2.2%	8	1.5%	0	0.0%	0	0.0%	0	2.1%	1	1.8%	1	3.2%	0	18.3%	2	10.6%	2
Browsing / window shopping	4.8%	19	0.8%	0	2.5%	3	6.5%	4	2.8%	1	1.7%	1	0.0%	0	5.2%	1	7.2%	2
Weighted base:		390		29		142		67		33		33		15		12		22
Sample:		423		85		92		73		33		47		20		17		13

Column %ges.

South Wales Retail Study
for Carter Jonas

Q69 What do you like about Cardigan Town Centre? [MR]
Zones 8-16 and those who visit Cardigan town centre at Q67

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Attractive environment / nice place	21.3%	83	28.3%	8	13.0%	18	22.7%	15	28.0%	9	26.0%	9	30.4%	5	27.3%	3	19.4%	4
Close to friends or relatives	0.3%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	17.9%	70	11.4%	3	38.3%	54	10.7%	7	0.0%	0	11.0%	4	0.0%	0	0.0%	0	5.3%	1
Close to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	5.5%	22	2.2%	1	5.4%	8	9.3%	6	0.0%	0	4.4%	1	4.1%	1	6.8%	1	5.3%	1
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.2%	1	0.8%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	1.4%	5	2.2%	1	0.7%	1	4.4%	3	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	3.8%	15	5.5%	2	2.6%	4	3.5%	2	2.1%	1	0.0%	0	15.9%	2	0.0%	0	15.3%	3
Good facilities	3.3%	13	6.1%	2	3.4%	5	4.7%	3	0.0%	0	9.3%	3	0.0%	0	0.0%	0	0.0%	0
Good food stores	2.2%	9	10.4%	3	0.9%	1	2.1%	1	0.0%	0	2.7%	1	0.0%	0	5.2%	1	0.0%	0
Good pubs, cafés or restaurants	1.9%	7	2.3%	1	0.9%	1	2.1%	1	2.1%	1	2.7%	1	3.2%	0	0.0%	0	5.3%	1
Good range of non-food shops	16.1%	63	22.2%	6	11.8%	17	17.5%	12	13.4%	4	15.8%	5	19.0%	3	6.8%	1	15.3%	3
The harbour / beach	1.3%	5	0.8%	0	0.7%	1	0.0%	0	8.0%	3	0.0%	0	4.1%	1	5.2%	1	0.0%	0
Makes a change from other places	2.6%	10	1.5%	0	0.0%	0	6.7%	4	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	2.1%	8	1.8%	1	2.6%	4	0.0%	0	2.7%	1	1.7%	1	0.0%	0	13.9%	2	0.0%	0
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.9%	4	3.8%	1	0.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Traditional	5.1%	20	8.9%	3	3.9%	6	3.2%	2	8.9%	3	4.9%	2	7.3%	1	5.2%	1	15.3%	3
Traffic free shopping centre	0.0%	0	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
Cheap / free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	1.1%	4	3.2%	1	0.9%	1	0.0%	0	2.1%	1	0.0%	0	4.3%	1	5.2%	1	0.0%	0
Friendly people / nice atmosphere	3.5%	14	1.0%	0	7.0%	10	0.0%	0	2.1%	1	1.3%	0	0.0%	0	0.0%	0	5.3%	1
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	2.5%	10	1.8%	1	1.6%	2	4.4%	3	0.0%	0	3.0%	1	13.5%	2	0.0%	0	0.0%	0
Good range of services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	23.7%	92	18.2%	5	18.9%	27	24.0%	16	30.9%	10	32.1%	11	11.8%	2	32.9%	4	54.8%	12
(Don't know)	8.8%	34	8.3%	2	7.6%	11	9.1%	6	17.7%	6	12.0%	4	17.7%	3	5.2%	1	0.0%	0
Weighted base:		390		29		142		67		33		33		15		12		22
Sample:		423		85		92		73		33		47		20		17		13

Column %ges.

by Zone (Weighted, Part 2)

Weighted:

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q70 What could be improved about Cardigan that would make you visit more often? [MR]
Zones 8-16

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Better access by road	0.2%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Better public transport	0.9%	8	0.0%	0	0.0%	0	1.7%	1	0.9%	1	1.9%	1	0.7%	0	4.2%	4	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	1.0%	9	0.0%	0	1.8%	3	0.7%	1	1.4%	1	6.2%	4	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.6%	5	0.0%	0	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheaper car parking	6.1%	52	10.9%	4	22.4%	34	8.8%	8	1.6%	2	3.3%	2	0.0%	0	1.3%	1	0.0%	0
Jewellery / food markets / other events	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	7.0%	60	17.6%	6	17.1%	26	10.4%	9	7.1%	7	5.3%	4	1.3%	1	1.3%	1	1.7%	3
More / better entertainment	0.8%	6	0.9%	0	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafés and restaurants)	0.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	1.1%	9	3.8%	1	2.3%	3	2.5%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2
More / better parking	4.6%	40	5.3%	2	12.8%	19	6.2%	5	3.6%	3	5.2%	3	3.4%	3	2.3%	2	0.0%	0
More / better pedestrianised streets	0.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
More / better public conveniences	0.7%	6	1.6%	1	0.0%	0	4.0%	4	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
More / better seats / flower displays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.4%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
More advertising	0.2%	1	2.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	6.3%	54	17.5%	6	17.6%	27	8.8%	8	3.5%	3	3.8%	3	2.5%	2	0.7%	1	1.9%	3
Protection from the weather (i.e. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.2%	2	0.7%	0	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	1.1%	9	0.7%	0	3.2%	5	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	1.6%	14	3.6%	1	6.9%	10	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Fewer vacant shops	1.2%	10	3.7%	1	4.4%	7	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment / refurbish	1.2%	10	1.9%	1	0.0%	0	4.4%	4	0.0%	0	4.9%	3	1.5%	1	0.0%	0	1.0%	2
Less congestion / too busy	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
More independent shops	0.7%	6	4.1%	1	1.5%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	58.4%	500	41.6%	14	30.3%	46	55.2%	49	47.6%	45	31.2%	21	57.1%	42	75.5%	71	83.3%	134
(Don't know)	16.6%	142	4.5%	1	6.0%	9	4.9%	4	36.1%	34	39.0%	26	32.6%	24	16.0%	15	12.1%	19
Weighted base:		857		33		152		89		95		66		74		94		160
Sample:		905		100		100		100		100		101		100		102		102

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q71 How often do you or your household visit Lampeter for shopping and other town centre services?
Zones 11-16

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Daily	2.6%	15	0.0%	0	0.0%	0	0.0%	0	14.8%	14	0.0%	0	0.9%	1	0.0%	0	0.0%	0
4-6 days a week	1.3%	8	0.0%	0	0.0%	0	0.0%	0	7.2%	7	0.0%	0	0.9%	1	0.0%	0	0.0%	0
2-3 days a week	4.9%	29	0.0%	0	0.0%	0	0.9%	1	25.5%	24	0.0%	0	4.8%	4	0.0%	0	0.0%	0
One day a week	8.8%	51	0.0%	0	0.0%	0	3.1%	3	30.9%	30	4.9%	3	12.8%	9	0.0%	0	3.7%	6
Every two weeks	4.6%	26	0.0%	0	0.0%	0	12.4%	11	9.4%	9	4.7%	3	4.5%	3	0.0%	0	0.0%	0
Monthly	3.5%	20	0.0%	0	0.0%	0	6.0%	5	0.7%	1	6.2%	4	5.7%	4	2.5%	2	2.1%	3
Once every two months	4.3%	25	0.0%	0	0.0%	0	4.8%	4	2.8%	3	8.9%	6	8.7%	6	3.5%	3	1.5%	2
Three-four times a year	6.4%	37	0.0%	0	0.0%	0	11.3%	10	0.0%	0	10.6%	7	4.8%	4	7.3%	7	5.9%	9
Once a year	2.7%	16	0.0%	0	0.0%	0	1.7%	2	1.4%	1	2.2%	1	3.5%	3	6.5%	6	1.7%	3
Less often	1.6%	9	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.2%	1	0.0%	0	3.4%	3	2.0%	3
Never	58.0%	335	0.0%	0	0.0%	0	58.4%	52	2.8%	3	59.4%	39	51.7%	38	76.2%	72	82.2%	132
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	1.4%	8	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.9%	1	1.9%	1	0.7%	1	1.0%	2
Mean:	*62.49*		*0.00*		*0.00*		*17.21*		*132.17*		*13.47*		*44.13*		*3.62*		*14.67*	
Weighted base:	579		0		0		89		95		66		74		94		160	
Sample:	605		0		0		100		100		101		100		102		102	

by Zone (Weighted, Part 2)

Weighted:

South Wales Retail Study
for Carter Jonas

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q72A In order of importance, what are your two main reasons for visiting Lampeter Town Centre? Main reason:
Zones 11-16 and those who visit Lampeter town centre at Q71

Reason	Total %	Total	Z9 %	Z9	Z10 %	Z10	Z11 %	Z11	Z12 %	Z12	Z13 %	Z13	Z14 %	Z14	Z15 %	Z15	Z16 %	Z16
Food shopping	40.5%	99	0.0%	0	0.0%	0	25.2%	9	63.3%	59	40.4%	11	24.7%	9	31.0%	7	13.6%	4
Non-food shopping	19.6%	48	0.0%	0	0.0%	0	15.6%	6	14.8%	14	32.9%	9	28.9%	10	15.0%	3	19.5%	6
To visit bars / pubs	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	3	0.0%	0
To visit cafés / restaurants	4.3%	11	0.0%	0	0.0%	0	10.1%	4	0.9%	1	1.6%	0	3.2%	1	12.3%	3	5.6%	2
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.7%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	2.5%	6	0.0%	0	0.0%	0	1.6%	1	1.7%	2	5.4%	1	6.7%	2	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	1.2%	3	0.0%	0	0.0%	0	2.1%	1	1.1%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	5.5%	13	0.0%	0	0.0%	0	21.2%	8	3.0%	3	8.7%	2	1.4%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	2.4%	6	0.0%	0	0.0%	0	3.7%	1	1.5%	1	1.6%	0	3.4%	1	7.1%	2	0.0%	0
To shop at the market(s)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
To meet family	3.9%	10	0.0%	0	0.0%	0	3.2%	1	1.7%	2	0.0%	0	4.5%	2	11.0%	2	9.5%	3
To meet friends	4.1%	10	0.0%	0	0.0%	0	8.0%	3	0.7%	1	0.0%	0	12.6%	4	2.8%	1	4.1%	1
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	7.2%	18	0.0%	0	0.0%	0	2.2%	1	6.1%	6	0.0%	0	5.4%	2	0.0%	0	32.4%	9
For business (e.g. attend a business appointment)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	1.4%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Browsing / window shopping	1.4%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	3
(Don't know / varies)	1.5%	4	0.0%	0	0.0%	0	1.6%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	2
(Nothing / nothing further)	1.1%	3	0.0%	0	0.0%	0	2.2%	1	0.0%	0	1.6%	0	3.9%	1	0.0%	0	0.0%	0
Weighted base:		243		0		0		37		93		27		36		22		29
Sample:		271		0		0		38		97		45		52		23		16

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q72B In order of importance, what are your two main reasons for visiting Lampeter Town Centre? Secondary reason:
Those who gave a reason at Q72A

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	10.3%	24	0.0%	0	0.0%	0	8.9%	3	9.4%	9	21.7%	6	20.4%	7	0.0%	0	0.0%	0
Non-food shopping	26.4%	63	0.0%	0	0.0%	0	18.8%	7	45.8%	42	18.7%	5	9.5%	3	19.7%	4	5.7%	2
To visit bars / pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	5.0%	12	0.0%	0	0.0%	0	11.4%	4	2.2%	2	1.7%	0	6.1%	2	9.3%	2	4.4%	1
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	2.0%	5	0.0%	0	0.0%	0	4.8%	2	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	7.3%	17	0.0%	0	0.0%	0	10.1%	4	6.7%	6	10.6%	3	13.9%	5	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.7%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	3.1%	7	0.0%	0	0.0%	0	1.7%	1	5.8%	5	3.3%	1	1.9%	1	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.7%	0	2.8%	1	0.0%	0	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	1.0%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2
To meet friends	4.5%	11	0.0%	0	0.0%	0	1.7%	1	1.7%	2	5.5%	1	1.8%	1	2.8%	1	21.8%	6
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	1.2%	3	0.0%	0	0.0%	0	2.2%	1	1.8%	2	0.0%	0	1.4%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	1.1%	3	0.0%	0	0.0%	0	2.2%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	7.1%	2	0.0%	0
Browsing / window shopping	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	3	4.4%	1
(Don't know / varies)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	32.9%	78	0.0%	0	0.0%	0	36.2%	13	16.1%	15	36.8%	10	42.2%	14	46.9%	11	58.2%	16
Weighted base:		237		0		0		35		91		26		34		22		27
Sample:		264		0		0		36		95		44		51		23		15

Column %ges.

by Zone (Weighted, Part 2)

Weighted:

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q72X In order of importance, what are your two main reasons for visiting Lampeter Town Centre? Any mention: [MR]

Zones 11-16 and those who visit Lampeter town centre at Q71

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	50.5%	123	0.0%	0	0.0%	0	33.7%	12	72.5%	67	61.7%	17	44.3%	16	31.0%	7	13.6%	4
Non-food shopping	45.3%	110	0.0%	0	0.0%	0	33.8%	12	59.8%	55	51.3%	14	38.0%	14	34.7%	8	24.8%	7
To visit bars / pubs	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	3	0.0%	0
To visit cafés / restaurants	9.2%	22	0.0%	0	0.0%	0	21.0%	8	3.1%	3	3.3%	1	9.0%	3	21.7%	5	9.7%	3
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	2.7%	6	0.0%	0	0.0%	0	6.2%	2	3.4%	3	3.9%	1	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	9.6%	23	0.0%	0	0.0%	0	11.3%	4	8.3%	8	15.9%	4	20.1%	7	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	1.8%	4	0.0%	0	0.0%	0	2.1%	1	2.8%	3	3.8%	1	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	8.5%	21	0.0%	0	0.0%	0	22.8%	8	8.6%	8	12.0%	3	3.2%	1	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	3.4%	8	0.0%	0	0.0%	0	3.7%	1	2.4%	2	3.3%	1	6.1%	2	7.1%	2	0.0%	0
To shop at the market(s)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
To meet family	4.9%	12	0.0%	0	0.0%	0	5.3%	2	1.7%	2	0.0%	0	4.5%	2	11.0%	2	14.8%	4
To meet friends	8.5%	21	0.0%	0	0.0%	0	9.6%	4	2.4%	2	5.4%	1	14.3%	5	5.7%	1	24.7%	7
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	8.4%	21	0.0%	0	0.0%	0	4.3%	2	7.9%	7	0.0%	0	6.7%	2	0.0%	0	32.4%	9
For business (e.g. attend a business appointment)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	2.4%	6	0.0%	0	0.0%	0	2.1%	1	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	9.9%	2	0.0%	0
Browsing / window shopping	3.2%	8	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	14.1%	3	13.8%	4
Weighted base:		243		0		0		37		93		27		36		22		29
Sample:		271		0		0		38		97		45		52		23		16

Column %ges.

NEMS market research

by Zone (Weighted, Part 2)

Weighted:

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q73 What do you like about Lampeter Town Centre? [MR]
Zones 11-16 and those who visit Lampeter town centre at Q71

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Attractive environment / nice place	20.4%	50	0.0%	0	0.0%	0	26.5%	10	19.1%	18	12.0%	3	26.7%	10	15.0%	3	21.6%	6
Close to friends or relatives	5.5%	13	0.0%	0	0.0%	0	0.0%	0	5.4%	5	0.0%	0	6.7%	2	0.0%	0	20.5%	6
Close to home	19.6%	48	0.0%	0	0.0%	0	3.7%	1	44.8%	42	9.1%	2	6.8%	2	0.0%	0	0.0%	0
Close to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	6.5%	16	0.0%	0	0.0%	0	6.7%	2	3.9%	4	3.3%	1	13.4%	5	18.4%	4	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	2.4%	6	0.0%	0	0.0%	0	3.2%	1	0.0%	0	9.8%	3	3.2%	1	3.7%	1	0.0%	0
Good facilities	0.3%	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
Good food stores	3.0%	7	0.0%	0	0.0%	0	7.5%	3	0.7%	1	2.1%	1	2.7%	1	0.0%	0	8.2%	2
Good pubs, cafés or restaurants	2.1%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	2	5.4%	1	1.8%	1	5.7%	1	0.0%	0
Good range of non-food shops	10.8%	26	0.0%	0	0.0%	0	22.8%	8	5.7%	5	12.1%	3	14.8%	5	5.7%	1	9.7%	3
Makes a change from other places	3.2%	8	0.0%	0	0.0%	0	16.0%	6	0.0%	0	0.0%	0	0.0%	0	8.5%	2	0.0%	0
Quiet	5.1%	13	0.0%	0	0.0%	0	6.8%	3	5.3%	5	6.0%	2	1.4%	0	13.2%	3	0.0%	0
Safe and secure	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.3%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	5.7%	14	0.0%	0	0.0%	0	5.8%	2	4.3%	4	3.8%	1	9.7%	3	7.1%	2	5.6%	2
Traffic free shopping centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	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
Cheap / free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	2.3%	6	0.0%	0	0.0%	0	0.0%	0	3.9%	4	1.6%	0	0.0%	0	0.0%	0	5.4%	2
Friendly people / nice atmosphere	2.7%	7	0.0%	0	0.0%	0	0.0%	0	4.8%	4	1.6%	0	1.4%	0	0.0%	0	4.1%	1
Good leisure facilities / things to do	1.3%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	3.1%	7	0.0%	0	0.0%	0	0.0%	0	3.9%	4	2.1%	1	9.2%	3	0.0%	0	0.0%	0
Good range of services	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
(Nothing / very little)	22.3%	54	0.0%	0	0.0%	0	23.4%	9	14.0%	13	35.6%	10	20.2%	7	39.3%	9	24.8%	7
(Don't know)	2.3%	6	0.0%	0	0.0%	0	1.6%	1	3.1%	3	1.6%	0	2.7%	1	2.8%	1	0.0%	0
Weighted base:		243		0		0		37		93		27		36		22		29
Sample:		271		0		0		38		97		45		52		23		16

Column %ges.

by Zone (Weighted, Part 2)
Weighted:

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q74 What could be improved about Lampeter that would make you visit more often? [MR]
Zones 11-16

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Better access by road	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Better public transport	1.6%	9	0.0%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0	3.4%	3	1.0%	2
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	2.0%	11	0.0%	0	0.0%	0	0.0%	0	0.9%	1	5.8%	4	0.7%	0	3.4%	3	2.0%	3
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheaper car parking	1.8%	11	0.0%	0	0.0%	0	2.5%	2	7.4%	7	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Jewellery / food markets / other events	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	8.5%	49	0.0%	0	0.0%	0	7.1%	6	19.5%	19	20.1%	13	7.4%	5	2.8%	3	1.7%	3
More / better entertainment	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.3%	2	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafés and restaurants)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0
More / better food shops	1.8%	11	0.0%	0	0.0%	0	2.4%	2	6.1%	6	1.7%	1	0.0%	0	0.0%	0	1.0%	2
More / better parking	3.0%	17	0.0%	0	0.0%	0	2.5%	2	5.4%	5	6.2%	4	5.5%	4	0.7%	1	0.7%	1
More / better pedestrianised streets	1.2%	7	0.0%	0	0.0%	0	0.7%	1	4.4%	4	0.7%	0	0.0%	0	1.9%	2	0.0%	0
More / better public conveniences	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
More / better seats / flower displays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.3%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
More national multiple shops / High Street shops	7.6%	44	0.0%	0	0.0%	0	6.9%	6	20.8%	20	4.0%	3	8.0%	6	2.6%	2	4.3%	7
Protection from the weather (i.e. covered shopping malls)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.9%	1	0.0%	0	0.0%	0
Better prices	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Fewer charity shops	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Fewer vacant shops	3.0%	18	0.0%	0	0.0%	0	2.4%	2	13.3%	13	2.4%	2	1.5%	1	0.0%	0	0.0%	0
Improve the environment / refurbish	1.2%	7	0.0%	0	0.0%	0	0.9%	1	0.7%	1	5.8%	4	2.2%	2	0.0%	0	0.0%	0
Less congestion / too busy	0.6%	3	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.7%	0	0.7%	0	0.0%	0	0.0%	0
More independent shops	0.8%	5	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.7%	0	0.0%	0	0.7%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	59.9%	347	0.0%	0	0.0%	0	70.5%	63	35.8%	34	26.6%	18	47.9%	35	73.5%	69	79.7%	128
(Don't know)	14.2%	82	0.0%	0	0.0%	0	10.4%	9	2.3%	2	31.7%	21	28.2%	21	15.6%	15	8.9%	14
Weighted base:		579		0		0		89		95		66		74		94		160
Sample:		605		0		0		100		100		101		100		102		102

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q75 How often do you or your household visit Tregaron for shopping and other town centre services?
Zones 11-16

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Daily	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0
4-6 days a week	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5	0.0%	0	0.0%	0
2-3 days a week	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.4%	3	0.0%	0	0.0%	0
One day a week	1.7%	10	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	8.8%	6	1.9%	2	0.0%	0
Every two weeks	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	4.1%	3	0.0%	0	0.0%	0
Monthly	1.3%	7	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.5%	1	4.4%	3	0.9%	1	0.0%	0
Once every two months	1.9%	11	0.0%	0	0.0%	0	1.8%	2	0.7%	1	0.0%	0	8.9%	7	0.7%	1	1.0%	2
Three-four times a year	4.2%	24	0.0%	0	0.0%	0	4.0%	4	4.8%	5	3.7%	2	5.6%	4	4.1%	4	3.6%	6
Once a year	2.3%	14	0.0%	0	0.0%	0	0.9%	1	5.1%	5	0.9%	1	3.7%	3	3.6%	3	0.7%	1
Less often	1.4%	8	0.0%	0	0.0%	0	0.7%	1	2.5%	2	3.3%	2	0.7%	0	0.0%	0	1.5%	2
Never	84.1%	486	0.0%	0	0.0%	0	92.7%	82	80.9%	77	87.8%	58	48.2%	36	88.9%	84	93.3%	150
(Don't know)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Mean:	*39.32*		*0.00*		*0.00*		*3.52*		*8.16*		*16.02*		*82.21*		*11.99*		*2.89*	
Weighted base:	579		0		0		89		95		66		74		94		160	
Sample:	605		0		0		100		100		101		100		102		102	

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q76AIn order of importance, what are your two main reasons for visiting Tregaron Town Centre? Main reason:
Zones 11-16 and those who visit Tregaron town centre at Q75

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	11.4%	10	0.0%	0	0.0%	0	0.0%	0	12.2%	2	7.5%	1	20.1%	8	0.0%	0	0.0%	0
Non-food shopping	18.7%	17	0.0%	0	0.0%	0	45.5%	3	12.2%	2	13.0%	1	21.0%	8	6.1%	1	21.8%	2
To visit bars / pubs	3.8%	3	0.0%	0	0.0%	0	9.1%	1	10.7%	2	5.5%	0	1.3%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	12.9%	12	0.0%	0	0.0%	0	0.0%	0	9.6%	2	32.8%	3	5.5%	2	40.4%	4	10.9%	1
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	3.3%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	6.2%	2	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.8%	1	0.0%	0	0.0%	0	11.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	1	8.0%	3	0.0%	0	0.0%	0
To get petrol	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	1.3%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	2.7%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	6.1%	1	10.9%	1
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	8.8%	8	0.0%	0	0.0%	0	9.1%	1	8.5%	2	0.0%	0	3.0%	1	13.9%	1	31.4%	3
To shop at the market(s)	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	11.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	1	8.9%	3	33.6%	4	25.1%	3
To meet friends	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	5.5%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	6.6%	6	0.0%	0	0.0%	0	12.4%	1	0.0%	0	7.5%	1	12.3%	5	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.8%	1	0.0%	0	0.0%	0	11.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	1.1%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
As part of a day out / for a day out / something different	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Browsing / window shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.5%	1	0.0%	0	0.0%	0	0.0%	0	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	2.8%	3	0.0%	0	0.0%	0	0.0%	0	14.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		92		0		0		6		18		8		38		11		11
Sample:		114		0		0		6		22		12		54		13		7

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q76B In order of importance, what are your two main reasons for visiting Tregaron Town Centre? Secondary reason:
Those who gave a reason at Q76A

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	5.8%	5	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	11.7%	4	0.0%	0	0.0%	0
Non-food shopping	6.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	4	13.9%	1	0.0%	0
To visit bars / pubs	2.7%	2	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	16.1%	2	0.0%	0
To visit cafés / restaurants	7.7%	7	0.0%	0	0.0%	0	0.0%	0	4.7%	1	20.9%	2	3.8%	1	17.5%	2	10.9%	1
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1	2.9%	1	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.9%	1	0.0%	0	0.0%	0	11.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
For other leisure activities	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0	6.2%	2	0.0%	0	10.9%	1
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1	0.0%	0	0.0%	0	0.0%	0
To meet friends	4.0%	4	0.0%	0	0.0%	0	9.1%	1	4.7%	1	0.0%	0	5.9%	2	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	60.0%	53	0.0%	0	0.0%	0	79.0%	5	76.4%	11	58.7%	5	47.7%	18	52.5%	6	78.2%	8
Weighted base:		88		0		0		6		14		8		38		11		11
Sample:		109		0		0		6		17		12		54		13		7

by Zone (Weighted, Part 2)

Weighted:

South Wales Retail Study
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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q76X In order of importance, what are your two main reasons for visiting Tregaron Town Centre? Any mention: [MR]
Zones 11-16 and those who visit Tregaron town centre at Q75

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	16.9%	16	0.0%	0	0.0%	0	0.0%	0	15.9%	3	7.5%	1	31.8%	12	0.0%	0	0.0%	0
Non-food shopping	24.5%	23	0.0%	0	0.0%	0	45.5%	3	12.2%	2	13.0%	1	31.2%	12	20.0%	2	21.8%	2
To visit bars / pubs	6.3%	6	0.0%	0	0.0%	0	9.1%	1	14.4%	3	5.5%	0	1.3%	0	16.1%	2	0.0%	0
To visit cafés / restaurants	20.3%	19	0.0%	0	0.0%	0	0.0%	0	13.3%	2	53.7%	4	9.3%	4	57.8%	6	21.8%	2
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	5.1%	5	0.0%	0	0.0%	0	0.0%	0	3.7%	1	7.5%	1	9.1%	3	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.8%	1	0.0%	0	0.0%	0	11.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	1	10.9%	4	0.0%	0	0.0%	0
To get petrol	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
To visit the cinema	0.8%	1	0.0%	0	0.0%	0	11.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	1.3%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	3.2%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	1.3%	0	6.1%	1	10.9%	1
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
For other leisure activities	13.1%	12	0.0%	0	0.0%	0	9.1%	1	8.5%	2	5.5%	0	9.2%	3	13.9%	1	42.3%	5
To shop at the market(s)	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	11.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	1	8.9%	3	33.6%	4	25.1%	3
To meet friends	5.0%	5	0.0%	0	0.0%	0	9.1%	1	7.4%	1	5.5%	0	5.9%	2	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	6.6%	6	0.0%	0	0.0%	0	12.4%	1	0.0%	0	7.5%	1	12.3%	5	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	1.9%	2	0.0%	0	0.0%	0	11.9%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	4	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	1.1%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
As part of a day out / for a day out / something different	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Browsing / window shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		92		0		0		6		18		8		38		11		11
Sample:		114		0		0		6		22		12		54		13		7

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q77 What do you like about Tregaron Town Centre? [MR]
Zones 11-16 and those who visit Tregaron town centre at Q75

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Attractive environment / nice place	27.9%	26	0.0%	0	0.0%	0	9.1%	1	26.6%	5	25.6%	2	28.2%	11	37.5%	4	32.7%	4
Close to friends or relatives	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	10.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.2%	9	0.0%	0	0.0%	0
Close to work	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Compact	3.7%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	1	5.5%	0	1.3%	0	6.1%	1	10.9%	1
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1	7.2%	3	0.0%	0	0.0%	0
Good facilities	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	5.5%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	0.6%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	5.7%	5	0.0%	0	0.0%	0	0.0%	0	13.3%	2	7.5%	1	2.5%	1	12.1%	1	0.0%	0
Good range of non-food shops	1.6%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	6.1%	1	0.0%	0
The harbour / beach	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0
Quiet	8.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	5	25.3%	3	0.0%	0
Safe and secure	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
The market	2.0%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Traditional	21.4%	20	0.0%	0	0.0%	0	0.0%	0	12.2%	2	5.5%	0	16.7%	6	35.6%	4	64.1%	7
Traffic free shopping centre	0.0%	0	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
Cheap / free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	1.8%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	3.7%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	6.6%	3	0.0%	0	0.0%	0
Good range of services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	26.2%	24	0.0%	0	0.0%	0	36.2%	2	24.1%	4	48.5%	4	17.7%	7	38.3%	4	25.1%	3
(Don't know)	9.5%	9	0.0%	0	0.0%	0	45.5%	3	10.4%	2	5.5%	0	6.0%	2	0.0%	0	10.9%	1
Weighted base:		92		0		0		6		18		8		38		11		11
Sample:		114		0		0		6		22		12		54		13		7

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q78 What could be improved about Tregaron that would make you visit more often? [MR]
Zones 11-16

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Better access by road	0.4%	2	0.0%	0	0.0%	0	0.9%	1	0.7%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Better public transport	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.9%	1	1.0%	2
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	0	0.9%	1	0.0%	0
Facilities which would assist you if shopping with children	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Free / cheaper car parking	0.7%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0
Jewellery / food markets / other events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	2.1%	12	0.0%	0	0.0%	0	0.7%	1	3.0%	3	0.7%	0	7.6%	6	2.8%	3	0.0%	0
More / better entertainment	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafés and restaurants)	0.3%	2	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0
More / better food shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
More / better parking	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	5.8%	4	0.7%	1	0.0%	0
More / better pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.2%	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
More / better services	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
More advertising	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
More national multiple shops / High Street shops	2.9%	17	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.9%	1	9.7%	7	4.8%	5	1.9%	3
Protection from the weather (i.e. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.2%	2	0.7%	1	0.0%	0
Better maintained buildings	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment / refurbish	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	3.3%	2	0.0%	0	0.0%	0
Less congestion / too busy	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
More independent shops	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	66.3%	384	0.0%	0	0.0%	0	86.8%	77	54.3%	52	40.4%	27	37.0%	27	74.9%	71	81.1%	130
(Don't know)	24.5%	142	0.0%	0	0.0%	0	10.7%	10	38.7%	37	49.5%	33	33.3%	25	14.4%	14	15.3%	25
Weighted base:		579		0		0		89		95		66		74		94		160
Sample:		605		0		0		100		100		101		100		102		102

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

X75 How often do you or your household visit St Davids for shopping and other town centre services?
Zones 3, 4 & 8

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Daily	2.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	2.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One day a week	3.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every two weeks	2.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monthly	3.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	4.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three-four times a year	6.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	7.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	2.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	64.7%	215	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*45.35*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*		*0.00*
Weighted base:		332		0		0		0		0		0		0		0		0
Sample:		301		0		0		0		0		0		0		0		0

Column %ges.

by Zone (Weighted, Part 2)

Weighted:

South Wales Retail Study
for Carter Jonas

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August 2016

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

X76A In order of importance, what are your two main reasons for visiting St Davids Town Centre? Main reason:
Zones 3, 4 & 8 and those who visit St Davids town centre at X75

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	7.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	24.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	19.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	7.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
As part of a day out / for a day out / something different	13.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		117		0		0		0		0		0		0		0		0
Sample:		123		0		0		0		0		0		0		0		0

Column %ges.

by Zone (Weighted, Part 2)

Weighted:

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

X76B In order of importance, what are your two main reasons for visiting St Davids Town Centre? Secondary reason:
Those who gave a reason at X76A

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	12.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	16.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
As part of a day out / for a day out / something different	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	38.6%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		111		0		0		0		0		0		0		0		0
Sample:		116		0		0		0		0		0		0		0		0

Column %ges.

by Zone (Weighted, Part 2)

Weighted:

South Wales Retail Study

for Carter Jonas

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

X76X In order of importance, what are your two main reasons for visiting St Davids Town Centre? Any mention: [MR]
Zones 3, 4 & 8 and those who visit St Davids town centre at X75

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	12.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	36.8%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit bars / pubs	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	18.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	5.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	21.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	7.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	9.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
As part of a day out / for a day out / something different	16.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		117		0		0		0		0		0		0		0		0
Sample:		123		0		0		0		0		0		0		0		0

Column %ges.

by Zone (Weighted, Part 2)

South Wales Retail Study

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Weighted:

for Carter Jonas

August 2016

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

X77   What do you like about St Davids Town Centre? [MR]
Zones 11-16 and those who visit St Davids town centre at X75

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Attractive environment / nice place	56.8%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends or relatives	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	9.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	6.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good food stores	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	6.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The harbour / beach	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	5.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	16.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free shopping centre	0.0%	0	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
Cheap / free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / habit	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly people / nice atmosphere	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of independent shops	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	13.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		117		0		0		0		0		0		0		0		0
Sample:		123		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

X78 What could be improved about St Davids that would make you visit more often? [MR]
Zones 3, 4 & 8

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Better access by road	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free / cheaper car parking	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery / food markets / other events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better entertainment	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafés and restaurants)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking	7.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seats / flower displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (i.e. covered shopping malls)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays / better opening hours	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better maintained buildings	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the environment / refurbish	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less congestion / too busy	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
(Nothing)	68.6%	228	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	19.6%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		332		0		0		0		0		0		0		0		0
Sample:		301		0		0		0		0		0		0		0		0

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q79 How often do you or your household visit Carmarthen for shopping?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Daily	0.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
2-3 days a week	1.6%	25	0.0%	0	1.0%	1	4.0%	4	1.8%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0
One day a week	4.2%	67	5.4%	2	4.8%	7	21.4%	19	13.4%	13	5.1%	3	0.9%	1	1.3%	1	0.0%	0
Every two weeks	8.7%	140	5.2%	2	25.2%	38	17.5%	15	17.5%	17	3.1%	2	0.0%	0	2.6%	2	0.0%	0
Monthly	18.1%	291	19.2%	6	32.9%	50	16.8%	15	19.2%	18	18.1%	12	10.7%	8	14.6%	14	6.6%	11
Once every two months	14.2%	228	8.6%	3	11.9%	18	16.6%	15	12.2%	12	20.0%	13	15.8%	12	14.9%	14	9.9%	16
Three-four times a year	16.8%	270	12.0%	4	4.5%	7	8.7%	8	14.8%	14	16.9%	11	17.7%	13	13.8%	13	35.1%	56
Once a year	6.8%	109	4.8%	2	2.1%	3	2.2%	2	5.8%	6	3.6%	2	16.5%	12	9.3%	9	4.9%	8
Less often	2.0%	32	6.6%	2	0.6%	1	0.0%	0	0.0%	0	3.0%	2	2.4%	2	6.9%	7	2.9%	5
Never	25.4%	408	35.9%	12	14.6%	22	9.8%	9	9.5%	9	24.8%	16	35.2%	26	36.5%	34	37.6%	60
(Don't know)	0.3%	5	1.7%	1	1.0%	1	0.0%	0	1.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
(Varies)	1.8%	29	0.7%	0	1.5%	2	1.3%	1	4.7%	4	1.9%	1	0.0%	0	0.0%	0	3.0%	5
Mean:		14.35		11.89		17.60		32.71		20.24		13.80		8.59		7.20		4.51
Weighted base:		1607		33		152		89		95		66		74		94		160
Sample:		1607		100		100		100		100		101		100		102		102

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q80AIn order of importance, what are your two main reasons for visiting Carmarthen Town Centre instead of shopping facilities in Pembrokeshire or Ceredigion? Main reason:
Those who visit Carmarthen town centre at Q79

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	10.3%	124	6.2%	1	17.6%	23	36.4%	29	16.3%	14	14.0%	7	0.0%	0	11.3%	7	9.7%	10
Non-food shopping	66.8%	800	63.4%	13	58.0%	75	43.6%	35	59.9%	52	62.6%	31	83.5%	40	73.3%	44	71.1%	71
To visit bars / pubs	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
To visit cafés / restaurants	1.9%	23	1.1%	0	4.6%	6	2.7%	2	2.2%	2	0.9%	0	0.0%	0	1.1%	1	1.6%	2
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.2%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.4%	1	0.0%	0
To visit financial services such as banks and other financial institutions	0.5%	6	0.0%	0	0.7%	1	3.5%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	3.7%	44	2.5%	1	8.8%	11	3.6%	3	6.5%	6	3.2%	2	7.1%	3	1.4%	1	1.6%	2
To get petrol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	6.6%	79	1.5%	0	3.2%	4	1.0%	1	2.0%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.7%	21	1.5%	0	1.0%	1	2.1%	2	1.1%	1	2.5%	1	0.0%	0	1.1%	1	0.0%	0
To shop at the market(s)	0.3%	4	0.0%	0	0.0%	0	1.0%	1	0.8%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1
To meet family	2.4%	29	16.0%	3	1.0%	1	0.7%	1	0.8%	1	6.5%	3	3.3%	2	3.8%	2	7.9%	8
To meet friends	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	1.1%	1	1.2%	1
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	1.1%	14	0.0%	0	3.0%	4	2.7%	2	1.0%	1	2.6%	1	2.4%	1	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.5%	6	1.1%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	0	0.0%	0	1.6%	2
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
As part of a day out / for a day out / something different	0.3%	3	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / window shopping	0.3%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	11	2.7%	1	1.0%	1	0.0%	0	2.7%	2	4.4%	2	2.7%	1	0.0%	0	1.8%	2
(Nothing / nothing further)	1.1%	13	1.1%	0	1.1%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1
Weighted base:		1199		21		129		80		86		50		48		60		100
Sample:		1138		55		83		91		90		71		59		70		59

Column %ges.

by Zone (Weighted, Part 2)

Weighted:

South Wales Retail Study
for Carter Jonas

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q80B In order of importance, what are your two main reasons for visiting Carmarthen Town Centre instead of shopping facilities in Pembrokeshire or Ceredigion? Secondary reason:
Those who gave a reason at Q80A

	Total %	Total	Z9 %	Z9	Z10 %	Z10	Z11 %	Z11	Z12 %	Z12	Z13 %	Z13	Z14 %	Z14	Z15 %	Z15	Z16 %	Z16
Food shopping	7.3%	86	4.1%	1	8.3%	11	12.0%	9	17.0%	14	12.5%	6	10.9%	5	9.4%	6	8.0%	8
Non-food shopping	15.2%	178	13.6%	3	22.2%	28	29.9%	23	11.3%	9	11.6%	6	7.0%	3	16.7%	10	13.3%	13
To visit bars / pubs	0.3%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	11.1%	131	25.9%	5	8.7%	11	7.5%	6	7.4%	6	13.6%	6	7.8%	4	7.5%	4	9.6%	9
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	0.4%	4	0.0%	0	2.2%	3	0.8%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	2.7%	31	6.5%	1	5.6%	7	6.6%	5	5.0%	4	0.0%	0	0.0%	0	4.7%	3	0.0%	0
To get petrol	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
To visit the cinema	11.8%	138	0.0%	0	7.0%	9	3.2%	3	10.5%	9	2.3%	1	0.0%	0	0.0%	0	8.6%	8
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	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
To visit the library	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
To visit the theatre or musical venues	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	1.6%	19	2.2%	0	0.0%	0	1.7%	1	4.0%	3	2.1%	1	5.8%	3	1.5%	1	1.2%	1
To shop at the market(s)	0.8%	9	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.4%	1	2.2%	1	0.0%	0
To meet family	1.3%	15	1.4%	1	0.0%	0	1.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	8.5%	8
To meet friends	1.3%	15	2.6%	1	0.0%	0	1.0%	1	1.0%	1	5.6%	3	1.3%	1	1.6%	1	5.7%	5
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	0.5%	6	2.9%	1	0.0%	0	1.0%	1	0.8%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.4%	5	0.0%	0	1.0%	1	1.0%	1	0.8%	1	2.7%	1	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
As part of a day out / for a day out / something different	0.9%	11	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.9%	0	2.1%	1	1.6%	1	0.0%	0
Browsing / window shopping	0.8%	10	2.2%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	3
(Don't know / varies)	0.9%	11	0.0%	0	0.8%	1	0.0%	0	3.4%	3	2.2%	1	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	41.7%	490	38.7%	8	41.6%	53	29.8%	23	34.8%	29	44.1%	21	60.5%	28	53.7%	32	42.4%	41
Weighted base:		1175		20		127		78		84		48		46		59		97
Sample:		1113		52		81		89		87		70		57		69		57

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q80X In order of importance, what are your two main reasons for visiting Carmarthen Town Centre instead of shopping facilities in Pembrokeshire or Ceredigion? Any mention:

Those who visit Carmarthen town centre at Q79

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	17.5%	210	10.1%	2	25.8%	33	48.1%	38	32.9%	28	25.9%	13	10.6%	5	20.6%	12	17.5%	18
Non-food shopping	81.6%	978	76.4%	16	79.7%	103	72.8%	58	70.8%	61	73.7%	37	90.3%	43	89.7%	54	84.0%	84
To visit bars / pubs	0.4%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	12.8%	153	26.0%	5	13.2%	17	10.1%	8	9.4%	8	13.8%	7	7.6%	4	8.5%	5	10.9%	11
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.3%	4	0.0%	0	0.0%	0	0.7%	1	0.8%	1	1.2%	1	1.0%	1	1.4%	0	0.0%	0
To visit financial services such as banks and other financial institutions	0.9%	10	0.0%	0	2.9%	4	4.2%	3	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	6.3%	76	8.8%	2	14.3%	18	10.1%	8	11.3%	10	3.2%	2	7.1%	3	6.0%	4	1.6%	2
To get petrol	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	18.1%	217	1.5%	0	10.0%	13	4.2%	3	12.3%	11	2.2%	1	0.0%	0	3.1%	2	8.3%	8
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	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
To visit the library	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
To visit the theatre or musical venues	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	3.3%	39	3.6%	1	1.0%	1	3.8%	3	4.9%	4	4.5%	2	5.7%	3	2.5%	2	1.2%	1
To shop at the market(s)	1.1%	13	0.0%	0	1.0%	1	1.9%	2	0.8%	1	0.0%	0	2.3%	1	3.2%	2	1.2%	1
To meet family	3.7%	44	17.4%	4	1.0%	1	2.5%	2	0.8%	1	7.6%	4	3.3%	2	3.8%	2	16.1%	16
To meet friends	1.9%	22	2.5%	1	0.0%	0	1.0%	1	2.9%	2	5.3%	3	1.3%	1	2.7%	2	6.7%	7
To visit the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	1.6%	19	2.8%	1	3.0%	4	3.7%	3	1.8%	2	2.6%	1	3.4%	2	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.9%	11	1.1%	0	1.0%	1	1.0%	1	2.8%	2	2.6%	1	1.0%	0	0.0%	0	1.6%	2
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
As part of a day out / for a day out / something different	1.2%	14	2.1%	0	0.7%	1	0.7%	1	0.0%	0	1.8%	1	2.0%	1	1.6%	1	0.0%	0
Browsing / window shopping	1.1%	13	3.2%	1	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Weighted base:		1199		21		129		80		86		50		48		60		100
Sample:		1138		55		83		91		90		71		59		70		59

by Zone (Weighted, Part 2)

Weighted:

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Mean score [Times a year, those who visit]: Daily = 365, 4-6 days a week = 234, 2-3 days a week = 130, One day a week = 52, Every two weeks = 24, Monthly = 12, Once every two months = 6, Three-four times a year = 3.5, Once a year = 1, Less often = 0.25

Q81 How often do you or your household visit Swansea City Centre for shopping?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
One day a week	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0
Every two weeks	1.0%	16	0.0%	0	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monthly	2.3%	37	0.9%	0	3.7%	6	1.7%	2	3.5%	3	1.5%	1	0.9%	1	0.0%	0	1.0%	2
Once every two months	3.1%	49	0.9%	0	0.9%	1	0.0%	0	3.0%	3	5.5%	4	0.9%	1	3.5%	3	3.1%	5
Three-four times a year	9.4%	151	4.8%	2	4.1%	6	12.0%	11	14.7%	14	11.4%	8	10.7%	8	3.6%	3	4.1%	7
Once a year	8.5%	136	5.3%	2	11.7%	18	17.5%	16	12.6%	12	5.0%	3	10.3%	8	9.4%	9	4.9%	8
Less often	2.1%	33	3.5%	1	1.7%	3	0.7%	1	5.4%	5	4.7%	3	1.5%	1	3.2%	3	2.0%	3
Never	72.8%	1169	81.7%	27	77.9%	118	67.2%	60	57.4%	55	71.2%	47	75.8%	56	75.6%	71	84.9%	136
(Don't know)	0.2%	3	1.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.2%	3	1.7%	1	0.0%	0	0.0%	0	0.7%	1	0.7%	0	0.0%	0	0.7%	1	0.0%	0
Mean:	5.74		2.57		3.44		3.10		3.68		3.48		2.64		12.93		3.35	
Weighted base:	1607		33		152		89		95		66		74		94		160	
Sample:	1607		100		100		100		100		101		100		102		102	

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q82A In order of importance, what are your two main reasons for visiting Swansea City Centre instead of shopping facilities in Pembrokeshire or Ceredigion? Main reason:
Those who visit Swansea city centre at Q79

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	2.5%	11	0.0%	0	12.2%	4	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	71.5%	313	85.0%	5	69.7%	23	58.2%	17	54.8%	22	61.0%	12	76.1%	14	79.1%	18	71.3%	17
To visit bars / pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	4.0%	17	0.0%	0	0.0%	0	2.8%	1	16.9%	7	10.0%	2	7.8%	1	0.0%	0	12.7%	3
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other gyms / health and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre or musical venues	1.5%	6	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	1
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	3.7%	16	0.0%	0	0.0%	0	5.9%	2	4.4%	2	3.2%	1	0.0%	0	0.0%	0	0.0%	0
To shop at the market(s)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.7%	0	2.8%	1	0.0%	0
To meet family	4.0%	17	0.0%	0	6.8%	2	5.3%	2	0.0%	0	4.6%	1	3.5%	1	14.3%	3	4.9%	1
To meet friends	1.0%	4	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
To visit the theatre	0.6%	2	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	1.3%	6	0.0%	0	0.0%	0	10.2%	3	3.8%	2	6.2%	1	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
As part of a day out / for a day out / something different	3.1%	14	0.0%	0	8.3%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	6.3%	2
Browsing / window shopping	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	6	5.6%	0	0.0%	0	2.0%	1	2.5%	1	15.0%	3	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	1.8%	8	9.4%	1	0.0%	0	10.2%	3	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		438		6		33		29		41		19		18		23		24
Sample:		374		16		19		28		35		24		22		19		15

Column %ges.

South Wales Retail Study
for Carter Jonas

Q82B In order of importance, what are your two main reasons for visiting Swansea City Centre instead of shopping facilities in Pembrokeshire or Ceredigion? Secondary reason: [MR]

Those who gave a reason at Q82A

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Food shopping	2.9%	12	5.7%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	3.5%	1	17.4%	4	0.0%	0
Non-food shopping	12.2%	52	0.0%	0	16.2%	5	9.2%	2	9.1%	3	15.5%	3	11.3%	2	14.5%	3	0.0%	0
To visit bars / pubs	0.4%	2	22.0%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	10.2%	43	16.1%	1	0.0%	0	3.0%	1	9.1%	3	2.7%	0	15.6%	3	3.6%	1	6.6%	2
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.9%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	13.6%	2	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	0.9%	4	0.0%	0	2.9%	1	3.0%	1	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	1.7%	7	6.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	1	0.0%	0	2.8%	1	0.0%	0
To visit other gyms / health and fitness facilities	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.3%	1	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1
To visit the theatre or musical venues	1.5%	6	0.0%	0	3.9%	1	5.3%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	6.1%	26	17.1%	1	3.8%	1	14.6%	4	3.7%	1	0.0%	0	19.2%	3	0.0%	0	6.6%	2
To shop at the market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	4.0%	17	4.4%	0	0.0%	0	0.0%	0	9.1%	3	0.0%	0	6.4%	1	0.0%	0	20.6%	5
To meet friends	1.4%	6	0.0%	0	0.0%	0	0.0%	0	7.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the theatre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	0.0%	0	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
As part of a day out / for a day out / something different	1.4%	6	0.0%	0	3.9%	1	0.0%	0	9.1%	3	0.0%	0	7.2%	1	0.0%	0	0.0%	0
Browsing / window shopping	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1
(Don't know / varies)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing further)	54.1%	230	24.2%	1	69.3%	23	61.8%	16	40.7%	15	53.1%	9	34.1%	6	61.7%	14	56.4%	14
Weighted base:		424		5		33		26		37		16		18		23		24
Sample:		359		13		19		26		30		22		22		19		15

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

Q82X In order of importance, what are your two main reasons for visiting Swansea City Centre instead of shopping facilities in Pembrokeshire or Ceredigion? Any mention:

Those who visit Swansea city centre at Q79

	Total %	Total	Z9 %	Z9	Z10 %	Z10	Z11 %	Z11	Z12 %	Z12	Z13 %	Z13	Z14 %	Z14	Z15 %	Z15	Z16 %	Z16
Food shopping	5.3%	23	4.9%	0	12.2%	4	0.0%	0	4.4%	2	0.0%	0	3.5%	1	17.4%	4	0.0%	0
Non-food shopping	83.3%	365	85.0%	5	85.9%	29	66.3%	19	63.1%	26	74.1%	14	87.4%	16	93.6%	22	71.3%	17
To visit bars / pubs	0.4%	2	18.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit cafés / restaurants	11.0%	48	13.7%	1	0.0%	0	2.7%	1	8.3%	3	2.3%	0	15.6%	3	7.4%	2	6.6%	2
To visit personal service providers (e.g. hairdressers, beauty salon etc.)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
To visit financial services such as banks and other financial institutions	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other service providers (e.g. travel agent, estate agent etc.)	0.9%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	1	11.6%	2	0.0%	0	0.0%	0	0.0%	0
To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)	4.8%	21	0.0%	0	2.9%	1	5.4%	2	16.9%	7	10.0%	2	10.5%	2	0.0%	0	12.7%	3
To get petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the cinema	2.7%	12	5.1%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	3.7%	1	0.0%	0	0.0%	0
To visit a park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the swimming pool	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	2.8%	1	0.0%	0
To visit other gyms / health and fitness facilities	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.3%	1	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1
To visit the theatre or musical venues	2.9%	13	0.0%	0	3.9%	1	4.7%	1	2.2%	1	3.2%	1	0.0%	0	0.0%	0	4.9%	1
To visit night time venues e.g. nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For other leisure activities	9.6%	42	14.6%	1	3.8%	1	18.7%	5	7.7%	3	3.2%	1	19.2%	3	0.0%	0	6.6%	2
To shop at the market(s)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.7%	0	2.8%	1	0.0%	0
To meet family	7.8%	34	3.7%	0	6.8%	2	5.3%	2	8.3%	3	4.6%	1	9.9%	2	14.3%	3	25.5%	6
To meet friends	2.3%	10	0.0%	0	2.9%	1	0.0%	0	6.5%	3	0.0%	0	3.5%	1	0.0%	0	0.0%	0
To visit the theatre	0.8%	3	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work (i.e. place of work)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For business (e.g. attend a business appointment)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education as a student (e.g. student at college, university, or other third level education)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport for onward travel (e.g. train station, bus station)	1.3%	6	0.0%	0	0.0%	0	10.2%	3	3.8%	2	6.2%	1	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
As part of a day out / for a day out / something different	4.5%	20	0.0%	0	12.2%	4	0.0%	0	8.3%	3	0.0%	0	9.9%	2	0.0%	0	6.3%	2
Browsing / window shopping	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1
Weighted base:		438		6		33		29		41		19		18		23		24
Sample:		374		16		19		28		35		24		22		19		15

GEN Gender of respondent:

	Total %	Total	Z9 %	Z9	Z10 %	Z10	Z11 %	Z11	Z12 %	Z12	Z13 %	Z13	Z14 %	Z14	Z15 %	Z15	Z16 %	Z16
Male	28.8%	463	31.0%	10	33.2%	50	23.8%	21	30.7%	29	31.0%	21	30.6%	23	21.9%	21	23.0%	37
Female	71.2%	1144	69.0%	23	66.8%	101	76.2%	68	69.3%	66	69.0%	46	69.4%	51	78.1%	74	77.0%	124
Weighted base:		1607		33		152		89		95		66		74		94		160
Sample:		1607		100		100		100		100		101		100		102		102

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

AGE Can I ask how old you are please?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
18-24	6.7%	108	10.2%	3	6.3%	10	6.7%	6	7.0%	7	3.3%	2	9.8%	7	13.5%	13	3.7%	6
25-34	10.7%	172	10.2%	3	12.7%	19	13.3%	12	7.0%	7	16.7%	11	9.8%	7	10.1%	10	0.0%	0
35-44	14.3%	230	11.8%	4	16.5%	25	11.6%	10	12.2%	12	9.6%	6	15.1%	11	5.8%	6	14.8%	24
45-54	18.3%	294	10.2%	3	18.2%	28	13.7%	12	10.6%	10	11.8%	8	16.0%	12	15.6%	15	21.0%	34
55-64	18.8%	303	16.0%	5	18.2%	28	20.9%	19	25.7%	25	23.5%	16	17.9%	13	13.2%	12	24.9%	40
65+	28.1%	451	38.3%	13	24.2%	37	30.8%	27	33.2%	32	30.1%	20	29.5%	22	37.8%	36	32.3%	52
(Refused)	3.1%	49	3.1%	1	3.8%	6	3.0%	3	4.2%	4	5.0%	3	2.0%	1	4.1%	4	3.3%	5
Weighted base:		1607		33		152		89		95		66		74		94		160
Sample:		1607		100		100		100		100		101		100		102		102

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

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
Working full time	50.1%	805	48.5%	16	54.6%	83	45.3%	40	40.0%	38	44.4%	29	50.7%	37	34.0%	32	45.6%	73
Working part time	7.5%	121	9.0%	3	7.6%	12	8.8%	8	7.9%	8	5.6%	4	12.2%	9	4.4%	4	8.6%	14
Unemployed	1.8%	29	0.7%	0	0.8%	1	0.9%	1	0.0%	0	1.8%	1	0.0%	0	4.3%	4	1.0%	2
Retired	32.5%	523	37.9%	12	29.0%	44	39.7%	35	37.4%	36	31.8%	21	28.5%	21	41.8%	39	38.7%	62
A housewife	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
A student	0.6%	10	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	10	0.0%	0
Self employed	3.3%	53	0.0%	0	2.6%	4	3.3%	3	4.6%	4	12.8%	8	6.8%	5	0.7%	1	3.1%	5
Sick / disabled	0.9%	15	0.9%	0	0.8%	1	0.0%	0	1.0%	1	0.9%	1	0.9%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	3.2%	51	2.1%	1	4.6%	7	2.0%	2	9.2%	9	2.0%	1	1.0%	1	4.7%	4	2.9%	5
Weighted base:		1607		33		152		89		95		66		74		94		160
Sample:		1607		100		100		100		100		101		100		102		102

ADU How many adults aged 16 years and over, including yourself, live in your household?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
One	18.0%	289	23.6%	8	16.1%	24	14.8%	13	16.1%	15	16.0%	11	17.0%	13	32.3%	30	20.8%	33
Two	54.1%	869	51.7%	17	57.5%	87	58.6%	52	62.2%	59	56.6%	38	51.5%	38	48.5%	46	50.0%	80
Three	14.9%	239	10.4%	3	13.0%	20	8.1%	7	11.3%	11	13.7%	9	16.9%	12	8.6%	8	12.7%	20
Four or more	10.4%	168	11.5%	4	11.5%	17	15.8%	14	4.8%	5	11.7%	8	12.9%	10	8.6%	8	14.7%	24
(Refused)	2.6%	42	2.7%	1	1.9%	3	2.7%	2	5.7%	5	2.0%	1	1.6%	1	2.0%	2	1.8%	3
Weighted base:		1607		33		152		89		95		66		74		94		160
Sample:		1607		100		100		100		100		101		100		102		102

CHI   How many children aged 15 years and under, live in your household?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
None	70.3%	1130	65.0%	21	67.5%	102	69.9%	62	71.9%	69	72.2%	48	63.3%	47	82.1%	77	78.3%	126
One	9.7%	155	13.2%	4	14.1%	21	8.7%	8	12.4%	12	9.6%	6	14.8%	11	8.6%	8	7.1%	11
Two	11.8%	190	13.7%	4	11.5%	17	16.2%	14	7.0%	7	9.5%	6	11.8%	9	1.9%	2	6.4%	10
Three	4.2%	68	5.4%	2	5.0%	8	0.7%	1	1.0%	1	3.3%	2	6.6%	5	0.0%	0	4.2%	7
Four or more	1.4%	22	0.0%	0	0.0%	0	1.9%	2	2.0%	2	3.3%	2	1.9%	1	5.3%	5	2.1%	3
(Refused)	2.6%	42	2.7%	1	1.9%	3	2.7%	2	5.7%	5	2.0%	1	1.6%	1	2.0%	2	1.8%	3
Weighted base:		1607		33		152		89		95		66		74		94		160
Sample:		1607		100		100		100		100		101		100		102		102

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

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
None	8.0%	128	4.8%	2	2.4%	4	2.2%	2	5.2%	5	5.2%	3	2.0%	1	31.1%	29	9.7%	16
One	37.9%	608	41.2%	13	37.4%	57	36.8%	33	37.9%	36	36.6%	24	43.0%	32	45.1%	43	41.5%	67
Two	36.3%	583	33.3%	11	38.8%	59	38.7%	34	38.9%	37	40.6%	27	41.9%	31	14.3%	13	32.7%	52
Three or more	14.9%	240	17.0%	6	19.6%	30	18.9%	17	10.5%	10	15.6%	10	10.9%	8	7.4%	7	13.3%	21
(Refused)	3.0%	47	3.7%	1	1.9%	3	3.4%	3	7.5%	7	2.0%	1	2.3%	2	2.0%	2	2.8%	4
Weighted base:		1607		33		152		89		95		66		74		94		160
Sample:		1607		100		100		100		100		101		100		102		102

Column %ges.

South Wales Retail Study
for Carter Jonas

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16

INC Approximately what is your total household income?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16
£0 - £15,000	8.4%	135	9.3%	3	8.1%	12	10.6%	9	10.7%	10	17.4%	12	11.6%	9	8.0%	8	8.8%	14
£15,001 - £20,000	4.6%	74	4.6%	1	5.5%	8	3.6%	3	4.7%	4	4.5%	3	3.4%	3	1.6%	2	6.0%	10
£20,001 - £30,000	8.1%	129	10.0%	3	8.8%	13	3.1%	3	6.1%	6	3.1%	2	9.1%	7	5.1%	5	8.7%	14
£30,001 - £40,000	5.4%	87	6.8%	2	7.5%	11	4.5%	4	5.4%	5	4.3%	3	9.3%	7	5.8%	5	0.0%	0
£40,001 - £50,000	5.0%	80	4.5%	1	7.6%	12	3.6%	3	6.6%	6	1.6%	1	3.0%	2	4.5%	4	6.8%	11
£50,001 - £60,000	3.2%	51	2.5%	1	4.0%	6	1.8%	2	0.9%	1	5.1%	3	4.7%	3	0.9%	1	4.1%	7
£60,001 - £70,000	1.5%	24	0.0%	0	0.8%	1	1.8%	2	4.5%	4	0.0%	0	4.7%	3	1.8%	2	1.7%	3
£70,001 - £80,000	0.9%	14	1.6%	1	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.7%	0	0.9%	1	0.0%	0
£80,001 - £90,000	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1	0.9%	1	0.0%	0
£90,001 - £100,000	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100,001 - £150,000	0.8%	13	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
£150,001+	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
(Don't know / refused)	61.0%	981	60.9%	20	56.9%	86	69.2%	61	61.1%	58	63.1%	42	52.7%	39	70.4%	66	62.9%	101
Weighted base:		1607		33		152		89		95		66		74		94		160
Sample:		1607		100		100		100		100		101		100		102		102

FUT Would you be willing to be recontacted for future quality control purposes?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16
Yes	63.3%	1017	60.9%	20	62.4%	95	63.2%	56	62.2%	59	64.0%	42	57.4%	42	66.9%	63	65.6%	105
No	36.7%	590	39.1%	13	37.6%	57	36.8%	33	37.8%	36	36.0%	24	42.6%	31	33.1%	31	34.4%	55
Weighted base:		1607		33		152		89		95		66		74		94		160
Sample:		1607		100		100		100		100		101		100		102		102

QUOTA Zone:

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16
Zone 1	6.5%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	2.6%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	5.4%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	9.4%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	9.6%	154	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	8.4%	135	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	4.7%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	5.9%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	2.0%	33	100.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	9.4%	152	0.0%	0	100.0%	152	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	5.5%	89	0.0%	0	0.0%	0	100.0%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	5.9%	95	0.0%	0	0.0%	0	0.0%	0	100.0%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13	4.1%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	66	0.0%	0	0.0%	0	0.0%	0
Zone 14	4.6%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	74	0.0%	0	0.0%	0
Zone 15	5.9%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	94	0.0%	0
Zone 16	10.0%	160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	160
Weighted base:		1607		33		152		89		95		66		74		94		160
Sample:		1607		100		100		100		100		101		100		102		102

Column %ges.

by Zone (Weighted, Part 2)

Weighted:

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for Carter Jonas

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	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	

PC   Postcode sector:

PC	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Zone 16	
SA35 0	0.5%	9	0.0%	0	5.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA36 0	0.6%	9	0.0%	0	6.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA37 0	0.7%	11	0.0%	0	7.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA38 9	1.3%	22	0.0%	0	14.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA40 9	1.6%	26	0.0%	0	0.0%	0	0.0%	0	27.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA41 3	0.9%	15	44.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA42 0	1.1%	18	55.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA43 1	2.1%	34	0.0%	0	22.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA43 2	3.6%	57	0.0%	0	37.8%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA43 3	0.6%	10	0.0%	0	6.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA44 4	2.0%	32	0.0%	0	0.0%	0	35.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA44 5	2.1%	34	0.0%	0	0.0%	0	38.3%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA44 6	1.4%	23	0.0%	0	0.0%	0	25.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA45 9	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	9	0.0%	0	0.0%	0	0.0%	0
SA46 0	1.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.0%	25	0.0%	0	0.0%	0	0.0%	0
SA47 0	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	7	0.0%	0	0.0%	0	0.0%	0
SA48 7	2.3%	37	0.0%	0	0.0%	0	0.0%	0	39.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA48 8	2.0%	32	0.0%	0	0.0%	0	0.0%	0	33.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA61 1	3.2%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA61 2	3.3%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA62 3	2.4%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA62 4	1.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA62 5	1.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA62 6	3.0%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA63 4	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA64 0	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA65 9	2.9%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA66 7	1.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA67 7	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA67 8	2.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA68 0	2.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA69 9	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA70 7	1.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA70 8	3.7%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA71 4	2.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA71 5	2.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA72 4	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA72 6	4.8%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA73 1	3.9%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA73 2	3.5%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SA73 3	2.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SY20 8	2.6%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.9%	42
SY23 1	4.2%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	71.4%	67	0.0%	0
SY23 2	1.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	27	0.0%	0
SY23 3	4.5%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.8%	72
SY23 4	3.0%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	64.9%	48	0.0%	0	0.0%	0
SY23 5	1.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.3%	25	0.0%	0	0.0%	0	0.0%	0
SY24 5	2.9%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.3%	47
SY25 6	1.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.1%	26	0.0%	0	0.0%	0
Weighted base:	1607		33		152		89		95		66		74		94		160	
Sample:	1607		100		100		100		100		101		100		102		102	

Column %ges.

APPENDIX 15C: HOUSEHOLD TELEPHONE INTERVIEW SURVEY QUESTIONNAIRE

Good morning / afternoon / evening, I am …… from NEMS Market Research and we are conducting a short survey in your area about shopping and leisure activities, on behalf on Pembrokeshire County Council , Ceredigion County Council and Pembrokeshire Coast National Park Authority. Do you have time to answer some questions please? It will take about five to ten minutes. If you prefer, the survey can be conducted in Welsh.
IF THE RESPONDENT PREFERS THE SURVEY TO BE CONDUCTED IN WELSH THEN PLEASE RESCHEDULE THE INTERVIEW.

QA   **Are you the person responsible, or jointly responsible for food and non-food shopping in your household?**
YES – CONTINUE INTERVIEW.
NO – ASK TO SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE household's SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW.

Q01   **In which store or shopping centre do you NORMALLY shop at for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?**
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER INCLUDE STORE'S FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS.

#Food   Food list   CLOSE IF 'DON'T DO'

Those who do their main food shopping via the Internet at Q01:
Q01A   **Which retailer do you purchase your main food internet / home delivery shopping from?**
DO NOT READ OUT. ONE ANSWER ONLY.

#NetFood Internet food list   GO TO Q06

Q02   **What do you like about this store / town centre?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

1   (Nothing / very little)
2   Attractive environment / nice place
3   Close to friends or relatives
4   Close to home
5   Close to work
6   Compact
7   Easy to get to by bike
8   Easy to get to by bus
9   Easy to get to by car
A   Easy to park
B   Free parking
C   Convenient for linked trips
D   Size of store
E   Range of goods
F   Value for money
G   Good facilities
H   Good food stores
I   Good pubs, cafés or restaurants
J   Good range of non-food shops
K   Makes a change from other places
L   Quiet
M   Safe and secure
N   The market (food / farmers market, other markets)
O   Traditional
P   Traffic free shopping centre
Q   Other (PLEASE WRITE IN)
R   A specific shop (PLEASE WRITE IN)
S   A specific attraction (PLEASE WRITE IN)
T   (Dont know)

Q03   **How do you normally travel to (STORE MENTIONED AT Q01)?**
DO NOT READ OUT. ONE ANSWER ONLY.

1   Car / van (as driver in own / household's car)
2   Car / van (lift with friend / family)
3   Bus, minibus or coach
4   Using park & ride facility
5   Motorcycle, scooter or moped
6   Walk
7   Taxi
8   Train
9   Bicycle
A   Mobility scooter / wheelchair
B   Other (PLEASE WRITE IN)
C   (Don't know)
D   (Varies)

Q04 **When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)?**
DO NOT READ OUT. CAN BE MULTICODED. PROBE FULLY. Anywhere else?

1	Yes - non-food shopping	GOTO Q05
2	Yes - other food shopping	GOTO Q05
3	Yes - bars / pubs	GOTO Q05
4	Yes - bingo	GOTO Q05
5	Yes - cafés	GOTO Q05
6	Yes - cinemas	GOTO Q05
7	Yes - get petrol	GOTO Q05
8	Yes - go to park	GOTO Q05
9	Yes - gyms / health and fitness	GOTO Q05
A	Yes - library	GOTO Q05
B	Yes - markets	GOTO Q05
C	Yes - meeting family	GOTO Q05
D	Yes - meeting friends	GOTO Q05
E	Yes - museums / art gallery	GOTO Q05
F	Yes - other service (e.g. travel agent, estate agent etc.)	GOTO Q05
G	Yes - personal service (e.g. hairdressers, beauty salon etc.)	GOTO Q05
H	Yes - restaurants	GOTO Q05
I	Yes - swimming	GOTO Q05
J	Yes - theatre	GOTO Q05
K	Yes - visiting services such as banks and other financial institutions	GOTO Q05
L	Yes - work	GOTO Q05
M	Yes - for education (e.g. student at college, university, or other third level education)	GOTO Q05
N	Yes - other (PLEASE WRITE IN)	GOTO Q05
O	(No)	**GOTO Q06**
P	(Don't know)	**GOTO Q06**

Q05 **When you combine your trip with other activities, where do you normally go?**
DO NOT READ OUT. ONE ANSWER ONLY.

#LinkedTrip Linked Trip List

Q06 **In addition to (STORE MENTIONED AT Q01), is there any other store that you regularly use for your main-food shopping?**

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS.

#Food Food list

Those who do their main food shopping via the Internet at Q06:
Q06A **Which internet / home delivery retailer do you also use for your main food shopping?**
DO NOT READ OUT. ONE ANSWER ONLY.

#NetFood Internet food list

Q07 **In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week to buy bread, milk, etc., on a day-to-day basis)?**

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS.

#Food Food List

Those who do their top-up food shopping via the Internet at Q07:
Q07A **Which retailer do you purchase your top-up food internet / home delivery shopping from?**
DO NOT READ OUT. ONE ANSWER ONLY.

#NetFood Internet food list

Those who do top-up shopping at Q07:
Q08 **Of all the money you spend on your main and top-up food shopping, what share goes to your main food shopping?**

DO NOT READ OUT. PLEASE WRITE IN TO THE NEAREST WHOLE %

X	% (PLEASE WRITE IN)
Y	(Dont know)
Z	(Refused)

Those who do top-up shopping at Q07:
Q09 **In addition to (STORE MENTIONED AT Q07), is there any other store that you regularly use for your household's small scale top-up food shopping?**
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS.

#Food Food List

Those who also do top-up shopping via the Internet at Q09:
Q09A **Which internet / home delivery retailer do you also use for your top-up food shopping?**
DO NOT READ OUT. ONE ANSWER ONLY.

#NetFood Internet food list

READ OUT: I would now like to ask you some questions about your non-food shopping habits / preferences.

Q10 **In which ONE town centre, freestanding store or retail park do you do most of your household's shopping for mens, womens, childrens and baby clothing and footwear (fashion items - not sports clothing and footwear)?**
DO NOT READ OUT. ONE ANSWER ONLY.
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFood Non-Food List

<mark>Those who do most of their clothing and footwear via the Internet at Q10:</mark>
Q10A **Which internet / home delivery retailer do you use for your household's shopping for mens, womens, childrens and baby clothing and footwear (fashion items - not sports clothing and footwear)?**

DO NOT READ OUT. ONE ANSWER ONLY.

#NetNonFc Internet Non-Food List   **GO TO Q13**

<mark>Those who buy clothing and footwear (excluding via the Internet) at Q10:</mark>
Q11 **How do you normally travel to (STORE OR CENTRE MENTIONED AT Q10)?**
DO NOT READ OUT. ONE ANSWER ONLY

1   Car / van (as driver)
2   Car / van (as passenger)
3   Bus, minibus or coach
4   Using park & ride facility
5   Motorcycle, scooter or moped
6   Walk
7   Taxi
8   Train
9   Bicycle
A   Mobility scooter / wheelchair
B   Other (PLEASE WRITE IN)
C   (Don't know)
D   (Varies)

Q12 **What do you like about this store / town centre?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

1   (Nothing / very little)
2   Attractive environment / nice place
3   Close to friends or relatives
4   Close to home
5   Close to work
6   Compact
7   Easy to get to by bike
8   Easy to get to by bus
9   Easy to get to by car
A   Easy to park
B   Free parking
C   Size of store
D   Range of goods
E   Value for money
F   Good facilities
G   Good food stores
H   Good pubs, cafés or restaurants
I   Good range of non-food shops
J   Makes a change from other places
K   Quiet
L   Safe and secure
M   The market (food / farmers market, other markets)
N   Traditional
O   Traffic free shopping centre
P   Other (PLEASE WRITE IN)
Q   A specific shop (PLEASE WRITE IN)
R   A specific attraction (PLEASE WRITE IN)
S   (Dont know)

Q13 **Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, photo processing etc.) (Excluding video games)?**
DO NOT READ OUT. ONE ANSWER ONLY.
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFood Non-Food List

<mark>Those who buy recording media products via the Internet at Q13:</mark>
Q13A **Which internet / home delivery retailer do you use for your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?**
DO NOT READ OUT. ONE ANSWER ONLY.

#NetNonFc Internet Non-Food List

Q14 **Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, Kindles, ipads, tablets, telephones, etc.)?**
DO NOT READ OUT. ONE ANSWER ONLY.
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFood Non-Food List

Those who buy audio / visual equipment via the Internet at Q14:

Q14A **Which internet / home delivery retailer do you use for your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, Kindles, iPads, telephones, etc.)?**

DO NOT READ OUT. ONE ANSWER ONLY.

#NetNonFc Internet Non-Food List

Q15 **Where do you normally do most of your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?**
DO NOT READ OUT. ONE ANSWER ONLY.
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFood Non-Food List

Thoe who buy domestic electrical goods via the Internet at Q15:

Q15A **Which internet / home delivery retailer do you use for your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?**
DO NOT READ OUT. ONE ANSWER ONLY.

#NetNonFc Internet Non-Food List

Q16 **Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?**

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFood Non-Food List

Those who buy books and stationery via the Internet at Q16:

Q16A **Which internet / home delivery retailer do you use for your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?**
DO NOT READ OUT. ONE ANSWER ONLY.

#NetNonFc Internet Non-Food List

Q17 **Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?**
DO NOT READ OUT. ONE ANSWER ONLY.

#NonFood Non-Food List

Those who buy games, toys, pet products, sports equipment etc. via the Internet at Q17:

Q17A **Which internet / home delivery retailer do you use for your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?**

DO NOT READ OUT. ONE ANSWER ONLY.

#NetNonFc Internet Non-Food List

Q18 **Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?**
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFood Non-Food List

Those who buy furniture, carpets and other floor coverings via the Internet at Q18:

Q18A **Which internet / home delivery retailer do you use for your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?**
DO NOT READ OUT. ONE ANSWER ONLY.

#NetNonFc Internet Non-Food List

Q19 **Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?**
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFood Non-Food List

Those who buy DIY goods, decorating supplies and garden products via the Internet at Q19:

Q19A **Which internet / home delivery retailer do you use for your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?**

DO NOT READ OUT. ONE ANSWER ONLY.

#NetNonFc Internet Non-Food List

Q20 **Where do you normally do most of your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.**
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFood Non-Food List

Q20A **Which internet / home delivery retailer do you use for your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.**
DO NOT READ OUT. ONE ANSWER ONLY.

#NetNonFc Internet Non-Food List

Q21 **Where do you normally do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).**
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFood Non-Food List

Q21A **Which internet / home delivery retailer do you use for your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).**
DO NOT READ OUT. ONE ANSWER ONLY.

#NetNonFc Internet Non-Food List

Q22 **Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);**
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFood Non-Food List

Q22A **Which internet / home delivery retailer do you use for your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);**
DO NOT READ OUT. ONE ANSWER ONLY.

#NetNonFc Internet Non-Food List

Q23 **How often do you or your household visit Haverfordwest?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Daily	GO TO Q24
2	4-6 days a week	GO TO Q24
3	2-3 days a week	GO TO Q24
4	One day a week	GO TO Q24
5	Every two weeks	GO TO Q24
6	Monthly	GO TO Q24
7	Once every two months	GO TO Q24
8	Three-four times a year	GO TO Q24
9	Once a year	GO TO Q24
A	Less often	GO TO Q24
B	Never	**GO TO Q26**
C	(Don't know)	GO TO Q24
D	(Varies)	GO TO Q24

Q24 **In order of importance, what are your two main reasons for visiting Haverfordwest Town Centre?**
DO NOT READ OUT. PLEASE RECORD TWO ANSWERS: 1) MAIN REASON 2) SECONDARY REASON

Main|Secondary

1	Food shopping
2	Non-food shopping
3	To visit bars / pubs
4	To visit cafes/ restaurants
5	To visit personal service providers (e.g. hairdressers, beauty salon etc.)
6	To visit financial services such as banks and other financial institutions
7	To visit other service providers (e.g. travel agent, estate agent etc.)
8	To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)
9	To get petrol
A	To visit the cinema
B	To visit a park
C	To visit the swimming pool
D	To visit other gyms / health and fitness facilities
E	To visit the library
F	To visit museums / art gallery
G	To visit the theatre or musical venues
H	To visit night time venues e.g. nightclub
I	For other leisure activities
J	To shop at the market(s)
K	To meet family
L	To meet friends
M	To visit the theatre
N	For work (i.e. place of work)
O	For business (e.g. attend a business appointment)
P	For education as a student (e.g. student at college, university, or other third level education)
Q	To access public transport for onward travel (e.g. train station, bus station)
R	(Dont know)
S	(Varies)

Q25 **What do you like about Haverfordwest Town Centre?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

1   (Nothing / very little)
2   Attractive environment / nice place
3   Close to friends or relatives
4   Close to home
5   Close to work
6   Compact
7   Easy to get to by bike
8   Easy to get to by bus
9   Easy to get to by car
A   Easy to park
B   Good facilities
C   Good food stores
D   Good pubs, cafés or restaurants
E   Good range of non-food shops
F   Makes a change from other places
G   Quiet
H   Safe and secure
I   The market
J   Traditional
K   Traffic free shopping centre
L   Other (PLEASE WRITE IN)
M   A specific shop (PLEASE WRITE IN)
N   A specific attraction (PLEASE WRITE IN)
O   (Dont know)

Q26 **What could be improved about Haverfordwest that would make you visit more often?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

1   (Nothing)
2   Better access by road
3   Better public transport
4   Better signposting
5   Cleaner streets
6   Facilities which would assist you if shopping with children
7   Free car parking
8   Jewellery / food markets / other events
9   More / better comparison retailers (i.e. non-food shops)
A   More / better entertainment
B   More / better places for eating out (e.g. cafes and restaurants)
C   More / better food shops
D   More / better parking
E   More / better pedestrianised streets
F   More / better public conveniences
G   More / better seats / flower displays
H   More / better services
I   More advertising
J   More national multiple shops / High Street shops
K   Protection from the weather (ie. covered shopping malls)
L   Shops / services open on Sundays
M   Fewer vacant shops
N   Better maintained buildings
O   Other (PLEASE WRITE IN)
P   (Don't know)

Q27 **How often do you or your household visit Milford Haven Town Centre for shopping and other town centre services?**

DO NOT READ OUT. ONE ANSWER ONLY.

1   Daily   GO TO Q28
2   4-6 days a week   GO TO Q28
3   2-3 days a week   GO TO Q28
4   One day a week   GO TO Q28
5   Every two weeks   GO TO Q28
6   Monthly   GO TO Q28
7   Once every two months   GO TO Q28
8   Three-four times a year   GO TO Q28
9   Once a year   GO TO Q28
A   Less often   GO TO Q28
B   Never   **GO TO Q30**
C   (Don't know)   GO TO Q28
D   (Varies)   GO TO Q28

Q28 **In order of importance, what are your two main reasons for visiting Milford Haven Town Centre?**
DO NOT READ OUT. PLEASE RECORD TWO ANSWERS: 1) MAIN REASON 2) SECONDARY REASON

Main|Secondary

1   Food shopping
2   Non-food shopping
3   To visit bars / pubs
4   To visit cafes/ restaurants
5   To visit personal service providers (e.g. hairdressers, beauty salon etc.)
6   To visit financial services such as banks and other financial institutions
7   To visit other service providers (e.g. travel agent, estate agent etc.)
8   To visit public services (e.g. medical or dentist appointment, job centre, community centre, etc)
9   To get petrol
A   To visit the cinema
B   To visit a park
C   To visit the swimming pool
D   To visit the Marina
E   To visit other gyms / health and fitness facilities
F   To visit the library
G   To visit museums / art gallery
H   To visit the theatre or musical venues
I   To visit night time venues e.g. nightclub
J   For other leisure activities
K   To shop at the market(s)
L   To meet family
M   To meet friends
N   To visit the theatre
O   For education as a student (e.g. student at college, university, or other third level education)
P   To access public transport for onward travel (e.g. train station, bus station)
Q   (Dont know)
R   (Varies)

Q29 **What do you like about Milford HavenTown Centre?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

1   (Nothing / very little)
2   Attractive environment / nice place
3   Close to friends or relatives
4   Close to home
5   Close to work
6   Compact
7   Easy to get to by bike
8   Easy to get to by bus
9   Easy to get to by car
A   Easy to park
B   Good facilities
C   Good food stores
D   Good pubs, cafés or restaurants
E   Good range of non-food shops
F   The Marina
G   Makes a change from other places
H   Quiet
I   Safe and secure
J   The market
K   Traditional
L   Traffic free shopping centre
M   Other (PLEASE WRITE IN)
N   A specific shop (PLEASE WRITE IN)
O   A specific attraction (PLEASE WRITE IN)
P   (Dont know)

Q30 **What could be improved about Milford Haven that would make you visit more often?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

1   (Nothing)
2   Better access by road
3   Better public transport
4   Better signposting
5   Cleaner streets
6   Facilities which would assist you if shopping with children
7   Free car parking
8   Jewellery / food markets / other events
9   More / better comparison retailers (i.e. non-food shops)
A   More / better entertainment
B   More / better places for eating out (e.g. cafes and restaurants)
C   More / better food shops
D   More / better parking
E   More / better pedestrianised streets
F   More / better public conveniences
G   More / better seats / flower displays
H   More / better services
I   More advertising
J   More national multiple shops / High Street shops
K   Protection from the weather (ie. covered shopping malls)
L   Shops / services open on Sundays
M   Other (PLEASE WRITE IN)
N   (Don't know)

Q31 **How often do you or your household visit Pembroke Town Centre for shopping and other town centre services?**
INTERVIEWER - PLEASE NOTE THAT PEMBROKE TOWN CENTRE IS A DIFFERENT LOCATION TO PEMBROKE DOCK

DO NOT READ OUT. ONE ANSWER ONLY.

1	Daily	GO TO Q32
2	4-6 days a week	GO TO Q32
3	2-3 days a week	GO TO Q32
4	One day a week	GO TO Q32
5	Every two weeks	GO TO Q32
6	Monthly	GO TO Q32
7	Once every two months	GO TO Q32
8	Three-four times a year	GO TO Q32
9	Once a year	GO TO Q32
A	Less often	GO TO Q32
B	Never	**GO TO Q34**
C	(Don't know)	GO TO Q32
D	(Varies)	GO TO Q32

Q32 **In order of importance, what are your two main reasons for visiting Pembroke Town Centre?**
DO NOT READ OUT. PLEASE RECORD TWO ANSWERS: 1) MAIN REASON 2) SECONDARY REASON

Main|Secondary

1	Food shopping
2	Non-food shopping
3	To visit bars / pubs
4	To visit cafes/ restaurants
5	To visit personal service providers (e.g. hairdressers, beauty salon etc.)
6	To visit financial services such as banks and other financial institutions
7	To visit other service providers (e.g. travel agent, estate agent etc.)
8	To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)
9	To get petrol
A	To visit the cinema
B	To visit a park
C	To visit the swimming pool
D	To visit other gyms / health and fitness facilities
E	To visit the library
F	To visit museums / art gallery
G	To visit the theatre or musical venues
H	To visit night time venues e.g. nightclub
I	For other leisure activities
J	To shop at the market(s)
K	To meet family
L	To meet friends
M	To visit the theatre
N	For work (i.e. place of work)
O	For business (e.g. attend a business appointment)
P	For education as a student (e.g. student at college, university, or other third level education)
Q	To access public transport for onward travel (e.g. train station, bus station)
R	(Dont know)
S	(Varies)

Q33 **What do you like about Pembroke Town Centre?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

1	(Nothing / very little)
2	Attractive environment / nice place
3	Close to friends or relatives
4	Close to home
5	Close to work
6	Compact
7	Easy to get to by bike
8	Easy to get to by bus
9	Easy to get to by car
A	Easy to park
B	Good facilities
C	Good food stores
D	Good pubs, cafés or restaurants
E	Good range of non-food shops
F	Makes a change from other places
G	Quiet
H	Safe and secure
I	The market
J	Traditional
K	Traffic free shopping centre
L	Other (PLEASE WRITE IN)
M	A specific shop (PLEASE WRITE IN)
N	A specific attraction (PLEASE WRITE IN)
O	(Dont know)

Q34   **What could be improved about Pembroke Town Centre that would make you visit more often?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

1   (Nothing)
2   Better access by road
3   Better public transport
4   Better signposting
5   Cleaner streets
6   Facilities which would assist you if shopping with children
7   Free car parking
8   Jewellery / food markets / other events
9   More / better comparison retailers (i.e. non-food shops)
A   More / better entertainment
B   More / better places for eating out (e.g. cafes and restaurants)
C   More / better food shops
D   More / better parking
E   More / better pedestrianised streets
F   More / better public conveniences
G   More / better seats / flower displays
H   More / better services
I   More advertising
J   More national multiple shops / High Street shops
K   Protection from the weather (ie. covered shopping malls)
L   Shops / services open on Sundays
M   Fewer vacant shops
N   Better maintained buildings
O   Other (PLEASE WRITE IN)
P   (Don't know)

<mark>Question to be asked to respondents living in Zones 1 to 6</mark>
Q35   **How often do you or your household visit Pembroke Dock for shopping and other town centre services?**
INTERVIEWER - PLEASE NOTE THAT PEMBROKE DOCK IS A DIFFERENT LOCATION TO PEMBROKE TOWN CENTRE

DO NOT READ OUT. ONE ANSWER ONLY.

1	Daily	GO TO Q36
2	4-6 days a week	GO TO Q36
3	2-3 days a week	GO TO Q36
4	One day a week	GO TO Q36
5	Every two weeks	GO TO Q36
6	Monthly	GO TO Q36
7	Once every two months	GO TO Q36
8	Three-four times a year	GO TO Q36
9	Once a year	GO TO Q36
A	Less often	GO TO Q36
B	Never	**GO TO Q38**
C	(Don't know)	GO TO Q36
D	(Varies)	GO TO Q36

<mark>Those who visit Pembroke Dock at Q35:</mark>
Q36   **In order of importance, what are your two main reasons for visiting Pembroke Dock?**
DO NOT READ OUT. PLEASE RECORD TWO ANSWERS: 1) MAIN REASON 2) SECONDARY REASON

Main|Secondary

1   Food shopping
2   Non-food shopping
3   To visit bars / pubs
4   To visit cafes/ restaurants
5   To visit personal service providers (e.g. hairdressers, beauty salon etc.)
6   To visit financial services such as banks and other financial institutions
7   To visit other service providers (e.g. travel agent, estate agent etc.)
8   To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)
9   To get petrol
A   To visit the cinema
B   To visit a park
C   To visit the swimming pool
D   To visit other gyms / health and fitness facilities
E   To visit the library
F   To visit museums / art gallery
G   To visit the theatre or musical venues
H   To visit night time venues e.g. nightclub
I   For other leisure activities
J   To shop at the market(s)
K   To meet family
L   To meet friends
M   To visit the theatre
N   For work (i.e. place of work)
O   For business (e.g. attend a business appointment)
P   For education as a student (e.g. student at college, university, or other third level education)
Q   To access the car/ pedestrian ferry
R   To access public transport for onward travel (e.g. train station, bus station)
S   (Dont know)
T   (Varies)

Q37 **What do you like about Pembroke Dock Town Centre?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

1   (Nothing / very little)
2   Attractive environment / nice place
3   Close to friends or relatives
4   Close to home
5   Close to work
6   Compact
7   Easy to get to by bike
8   Easy to get to by bus
9   Easy to get to by car
A   Easy to park
B   Good facilities
C   Good food stores
D   Good pubs, cafés or restaurants
E   Good range of non-food shops
F   Makes a change from other places
G   Quiet
H   Safe and secure
I   The market
J   Traditional
K   Traffic free shopping centre
L   Other (PLEASE WRITE IN)
M   A specific shop (PLEASE WRITE IN)
N   A specific attraction (PLEASE WRITE IN)
O   (Dont know)

Q38 **What could be improved about Pembroke Dock that would make you visit more often?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

1   (Nothing)
2   Better access by road
3   Better public transport
4   Better signposting
5   Cleaner streets
6   Facilities which would assist you if shopping with children
7   Free car parking
8   Jewellery / food markets / other events
9   More / better comparison retailers (i.e. non-food shops)
A   More / better entertainment
B   More / better places for eating out (e.g. cafes and restaurants)
C   More / better food shops
D   More / better parking
E   More / better pedestrianised streets
F   More / better public conveniences
G   More / better seats / flower displays
H   More / better services
I   More advertising
J   More national multiple shops / High Street shops
K   Protection from the weather (ie. covered shopping malls)
L   Shops / services open on Sundays
M   Fewer vacant shops
N   Better maintained buildings
O   Other (PLEASE WRITE IN)
P   (Don't know)
Q   (Don't know)

Q39 **How often do you or your household visit Fishguard Town Centre for shopping and other town centre services?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Daily	GO TO Q40
2	4-6 days a week	GO TO Q40
3	2-3 days a week	GO TO Q40
4	One day a week	GO TO Q40
5	Every two weeks	GO TO Q40
6	Monthly	GO TO Q40
7	Once every two months	GO TO Q40
8	Three-four times a year	GO TO Q40
9	Once a year	GO TO Q40
A	Less often	GO TO Q40
B	Never	**GO TO Q42**
C	(Don't know)	GO TO Q40
D	(Varies)	GO TO Q40

Q40 **In order of importance, what are your two main reasons for visiting Fishguard Town Centre?**
DO NOT READ OUT. PLEASE RECORD TWO ANSWERS: 1) MAIN REASON 2) SECONDARY REASON

Main|Secondary

1	For food shopping
2	For non-food shopping
3	To visit bars / pubs
4	To visit cafes/ restaurants
5	To visit personal service providers (e.g. hairdressers, beauty salon etc.)
6	To visit financial services such as banks and other financial institutions
7	To visit other service providers (e.g. travel agent, estate agent etc.)
8	To visit public services (e.g. medical or dentist appointment, job centre, community centre, etc)
9	To get petrol
A	To visit the cinema
B	To visit a park
C	To visit the swimming pool
D	To visit other gyms / health and fitness facilities
E	To visit the library
F	To visit museums / art gallery
G	To visit the theatre or musical venues
H	To visit night time venues e.g. nightclub
I	For other leisure activities
J	To shop at the market(s)
K	To meet family
L	To meet friends
M	To visit the theatre
N	For work (i.e. place of work)
O	For business (e.g. attend a business appointment)
P	For education as a student (e.g. student at college, university, or other third level education)
Q	To access the car/ pedestrian ferry
R	To access public transport for onward travel (e.g. train station, bus station)
S	(Dont know)
T	(Varies)

Q41 **What do you like about Fishguard Town Centre?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

1	(Nothing / very little)
2	Attractive environment / nice place
3	Close to friends or relatives
4	Close to home
5	Close to work
6	Compact
7	Easy to get to by bike
8	Easy to get to by bus
9	Easy to get to by car
A	Easy to park
B	Good facilities
C	Good food stores
D	Good pubs, cafés or restaurants
E	Good range of non-food shops
F	Makes a change from other places
G	Quiet
H	Safe and secure
I	The market
J	Traditional
K	Traffic free shopping centre
L	Other (PLEASE WRITE IN)
M	A specific shop (PLEASE WRITE IN)
N	A specific attraction (PLEASE WRITE IN)
O	(Dont know)

Q42 **What could be improved about Fishguard Town Centre that would make you visit more often?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

1	(Nothing)
2	Better access by road
3	Better public transport
4	Better signposting
5	Cleaner streets
6	Facilities which would assist you if shopping with children
7	Free car parking
8	Jewellery / food markets / other events
9	More / better comparison retailers (i.e. non-food shops)
A	More / better entertainment
B	More / better places for eating out (e.g. cafes and restaurants)
C	More / better food shops
D	More / better parking
E	More / better pedestrianised streets
F	More / better public conveniences
G	More / better seats / flower displays
H	More / better services
I	More advertising
J	More national multiple shops / High Street shops
K	Protection from the weather (ie. covered shopping malls)
L	Shops / services open on Sundays
M	Fewer vacant shops
N	Better maintained buildings
O	Other (PLEASE WRITE IN)
P	(Don't know)

Q43   **How often do you or your household visit Narberth for shopping and other town centre services?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Daily	GO TO Q44
2	4-6 days a week	GO TO Q44
3	2-3 days a week	GO TO Q44
4	One day a week	GO TO Q44
5	Every two weeks	GO TO Q44
6	Monthly	GO TO Q44
7	Once every two months	GO TO Q44
8	Three-four times a year	GO TO Q44
9	Once a year	GO TO Q44
A	Less often	GO TO Q44
B	Never	**GO TO Q46**
C	(Don't know)	GO TO Q44
D	(Varies)	GO TO Q44

Q44   **In order of importance, what are your two main reasons for visiting Narberth Town Centre?**
DO NOT READ OUT. PLEASE RECORD TWO ANSWERS: 1) MAIN REASON 2) SECONDARY REASON

Main|Secondary

1   Food shopping
2   Non-food shopping
3   To visit bars / pubs
4   To visit cafes/ restaurants
5   To visit personal service providers (e.g. hairdressers, beauty salon etc.)
6   To visit financial services such as banks and other financial institutions
7   To visit other service providers (e.g. travel agent, estate agent etc.)
8   To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)
9   To get petrol
A   To visit the cinema
B   To visit a park
C   To visit the swimming pool
D   To visit other gyms / health and fitness facilities
E   To visit the library
F   To visit museums / art gallery
G   To visit the theatre or musical venues
H   To visit night time venues e.g. nightclub
I   For other leisure activities
J   To shop at the market(s)
K   To meet family
L   To meet friends
M   To visit the theatre
N   For work (i.e. place of work)
O   For business (e.g. attend a business appointment)
P   For education as a student (e.g. student at college, university, or other third level education)
Q   To access public transport for onward travel (e.g. train station, bus station)
R   (Dont know)
S   (Varies)

Q45   **What do you like about Narberth Town Centre?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

1   (Nothing / very little)
2   Attractive environment / nice place
3   Close to friends or relatives
4   Close to home
5   Close to work
6   Compact
7   Easy to get to by bike
8   Easy to get to by bus
9   Easy to get to by car
A   Easy to park
B   Good facilities
C   Good food stores
D   Good pubs, cafés or restaurants
E   Good range of non-food shops
F   Makes a change from other places
G   Quiet
H   Safe and secure
I   The market
J   Traditional
K   Traffic free shopping centre
L   Other (PLEASE WRITE IN)
M   A specific shop (PLEASE WRITE IN)
N   A specific attraction (PLEASE WRITE IN)
O   (Dont know)

Q46   **What could be improved about Narberth that would make you visit more often?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

1   (Nothing)
2   Better access by road
3   Better public transport
4   Better signposting
5   Cleaner streets
6   Facilities which would assist you if shopping with children
7   Free car parking
8   Jewellery / food markets / other events
9   More / better comparison retailers (i.e. non-food shops)
A   More / better entertainment
B   More / better places for eating out (e.g. cafes and restaurants)
C   More / better food shops
D   More / better parking
E   More / better pedestrianised streets
F   More / better public conveniences
G   More / better seats / flower displays
H   More / better services
I   More advertising
J   More national multiple shops / High Street shops
K   Protection from the weather (ie. covered shopping malls)
L   Shops / services open on Sundays
M   Fewer vacant shops
N   Better maintained buildings
O   Other (PLEASE WRITE IN)
P   (Don't know)

<mark>Question to be asked to respondents living in Zones 4 to 7</mark>
Q47   **How often do you or your household visit Tenby for shopping and other town centre services?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Daily	GO TO Q48
2	4-6 days a week	GO TO Q48
3	2-3 days a week	GO TO Q48
4	One day a week	GO TO Q48
5	Every two weeks	GO TO Q48
6	Monthly	GO TO Q48
7	Once every two months	GO TO Q48
8	Three-four times a year	GO TO Q48
9	Once a year	GO TO Q48
A	Less often	GO TO Q48
B	Never	**GO TO Q50**
C	(Don't know)	GO TO Q48
D	(Varies)	GO TO Q48

<mark>Those who visit Tenby Town Centre at Q47:</mark>
Q48   **In order of importance, what are your two main reasons for visiting Tenby Town Centre?**
DO NOT READ OUT. PLEASE RECORD TWO ANSWERS: 1) MAIN REASON 2) SECONDARY REASON

Main|Secondary

1   Food shopping
2   Non-food shopping
3   To visit bars / pubs
4   To visit cafes/ restaurants
5   To visit personal service providers (e.g. hairdressers, beauty salon etc.)
6   To visit financial services such as banks and other financial institutions
7   To visit other service providers (e.g. travel agent, estate agent etc.)
8   To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)
9   To get petrol
A   To visit the cinema
B   To visit a park
C   To visit the harbour/ beach
D   To visit the swimming pool
E   To visit other gyms / health and fitness facilities
F   To visit the library
G   To visit museums / art gallery
H   To visit the theatre or musical venues
I   To visit night time venues e.g. nightclub
J   For other leisure activities
K   To shop at the market(s)
L   To meet family
M   To meet friends
N   To visit the theatre
O   For work (i.e. place of work)
P   For business (e.g. attend a business appointment)
Q   For education as a student (e.g. student at college, university, or other third level education)
R   To access public transport for onward travel (e.g. train station, bus station)
S   (Dont know)
T   (Varies)

Q49 **What do you like about Tenby Town Centre?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

1 (Nothing / very little)
2 Attractive environment / nice place
3 The harbour/ beaches
4 Close to friends or relatives
5 Close to home
6 Close to work
7 Compact
8 Easy to get to by bike
9 Easy to get to by bus
A Easy to get to by car
B Easy to park
C Good facilities
D Good food stores
E Good pubs, cafés or restaurants
F Good range of non-food shops
G Makes a change from other places
H Quiet
I Safe and secure
J The market
K Traditional
L Traffic free shopping centre
M Other (PLEASE WRITE IN)
N A specific shop (PLEASE WRITE IN)
O A specific attraction (PLEASE WRITE IN)
P (Dont know)

Q50 **What could be improved about Tenby that would make you visit more often?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

1 (Nothing)
2 Better access by road
3 Better public transport
4 Better signposting
5 Cleaner streets
6 Facilities which would assist you if shopping with children
7 Free car parking
8 Jewellery / food markets / other events
9 More / better comparison retailers (i.e. non-food shops)
A More / better entertainment
B More / better places for eating out (e.g. cafes and restaurants)
C More / better food shops
D More / better parking
E More / better pedestrianised streets
F More / better public conveniences
G More / better seats / flower displays
H More / better services
I More advertising
J More national multiple shops / High Street shops
K Protection from the weather (ie. covered shopping malls)
L Shops / services open on Sundays
M Fewer vacant shops
N Better maintained buildings
O Other (PLEASE WRITE IN)
P (Don't know)

Q51 **How often do you or your household visit Newport for shopping and other town centre services?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Daily	GO TO Q52
2	4-6 days a week	GO TO Q52
3	2-3 days a week	GO TO Q52
4	One day a week	GO TO Q52
5	Every two weeks	GO TO Q52
6	Monthly	GO TO Q52
7	Once every two months	GO TO Q52
8	Three-four times a year	GO TO Q52
9	Once a year	GO TO Q52
A	Less often	GO TO Q52
B	Never	**GO TO Q53**
C	(Don't know)	GO TO Q52
D	(Varies)	GO TO Q52

Q52 **In order of importance, what are your two main reasons for visiting Newport Town Centre?**
DO NOT READ OUT. PLEASE RECORD TWO ANSWERS: 1) MAIN REASON 2) SECONDARY REASON

Main|Secondary

1	Food shopping
2	Non-food shopping
3	To visit bars / pubs
4	To visit cafes/ restaurants
5	To visit personal service providers (e.g. hairdressers, beauty salon etc.)
6	To visit financial services such as banks and other financial institutions
7	To visit other service providers (e.g. travel agent, estate agent etc.)
8	To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)
9	To get petrol
A	To visit the cinema
B	To visit a park
C	To visit the swimming pool
D	To visit other gyms / health and fitness facilities
E	To visit the harbour/ marina/ beaches (in Parrog)
F	To visit the library
G	To visit museums / art gallery
H	To visit the theatre or musical venues
I	To visit night time venues e.g. nightclub
J	For other leisure activities
K	To shop at the market(s)
L	To meet family
M	To meet friends
N	To visit the theatre
O	For work (i.e. place of work)
P	For business (e.g. attend a business appointment)
Q	For education as a student (e.g. student at college, university, or other third level education)
R	To access public transport for onward travel (e.g. train station, bus station)
S	(Dont know)
T	(Varies)

Q53 **What do you like about Newport Town Centre?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

1	(Nothing / very little)
2	Attractive environment / nice place
3	Close to friends or relatives
4	Close to home
5	Close to work
6	Compact
7	Easy to get to by bike
8	Easy to get to by bus
9	Easy to get to by car
A	Easy to park
B	Good facilities
C	Good food stores
D	Good pubs, cafés or restaurants
E	Good range of non-food shops
F	Makes a change from other places
G	Quiet
H	Safe and secure
I	The market
J	Traditional
K	Traffic free shopping centre
L	Other (PLEASE WRITE IN)
M	A specific shop (PLEASE WRITE IN)
N	A specific attraction (PLEASE WRITE IN)
O	(Dont know)

Q54 **What could be improved about Newport that would make you visit more often?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

1	(Nothing)
2	Better access by road
3	Better public transport
4	Better signposting
5	Cleaner streets
6	Facilities which would assist you if shopping with children
7	Free car parking
8	Jewellery / food markets / other events
9	More / better comparison retailers (i.e. non-food shops)
A	More / better entertainment
B	More / better places for eating out (e.g. cafes and restaurants)
C	More / better food shops
D	More / better parking
E	More / better pedestrianised streets
F	More / better public conveniences
G	More / better seats / flower displays
H	More / better services
I	More advertising
J	More national multiple shops / High Street shops
K	Protection from the weather (ie. covered shopping malls)
L	Shops / services open on Sundays
M	Fewer vacant shops
N	Better maintained buildings
O	Other (PLEASE WRITE IN)
P	(Don't know)

Q55   **How often do you or your household visit Saundersfoot for shopping and other town centre services?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Daily	GO TO Q56
2	4-6 days a week	GO TO Q56
3	2-3 days a week	GO TO Q56
4	One day a week	GO TO Q56
5	Every two weeks	GO TO Q56
6	Monthly	GO TO Q56
7	Once every two months	GO TO Q56
8	Three-four times a year	GO TO Q56
9	Once a year	GO TO Q56
A	Less often	GO TO Q56
B	Never	**GO TO Q58**
C	(Don't know)	GO TO Q56
D	(Varies)	GO TO Q56

Q56   **In order of importance, what are your two main reasons for visiting Saundersfoot Town Centre?**
DO NOT READ OUT. PLEASE RECORD TWO ANSWERS: 1) MAIN REASON 2) SECONDARY REASON

Main|Secondary

1	Food shopping
2	Non-food shopping
3	To visit bars / pubs
4	To visit cafes/ restaurants
5	To visit personal service providers (e.g. hairdressers, beauty salon etc.)
6	To visit financial services such as banks and other financial institutions
7	To visit other service providers (e.g. travel agent, estate agent etc.)
8	To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)
9	To get petrol
A	To visit the cinema
B	To visit a park
C	To visit the swimming pool
D	To visit the harbour/ beach
E	To visit other gyms / health and fitness facilities
F	To visit the library
G	To visit museums / art gallery
H	To visit the theatre or musical venues
I	To visit night time venues e.g. nightclub
J	For other leisure activities
K	To shop at the market(s)
L	To meet family
M	To meet friends
N	To visit the theatre
O	For work (i.e. place of work)
P	For business (e.g. attend a business appointment)
Q	For education as a student (e.g. student at college, university, or other third level education)
R	To access public transport for onward travel (e.g. train station, bus station)
S	(Dont know)
T	(Varies)

Q57   **What do you like about Saundersfoot Town Centre?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

1	(Nothing / very little)
2	Attractive environment / nice place
3	Close to friends or relatives
4	Close to home
5	Close to work
6	Compact
7	Easy to get to by bike
8	Easy to get to by bus
9	Easy to get to by car
A	Easy to park
B	Good facilities
C	Good food stores
D	Good pubs, cafés or restaurants
E	Good range of non-food shops
F	The harbour/ beach
G	Makes a change from other places
H	Quiet
I	Safe and secure
J	The market
K	Traditional
L	Traffic free shopping centre
M	Other (PLEASE WRITE IN)
N	A specific shop (PLEASE WRITE IN)
O	A specific attraction (PLEASE WRITE IN)
P	(Dont know)

Q58   **What could be improved about Saundersfoot that would make you visit more often?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

1   (Nothing)
2   Better access by road
3   Better public transport
4   Better signposting
5   Cleaner streets
6   Facilities which would assist you if shopping with children
7   Free car parking
8   Jewellery / food markets / other events
9   More / better comparison retailers (i.e. non-food shops)
A   More / better entertainment
B   More / better places for eating out (e.g. cafes and restaurants)
C   More / better food shops
D   More / better parking
E   More / better pedestrianised streets
F   More / better public conveniences
G   More / better seats / flower displays
H   More / better services
I   More advertising
J   More national multiple shops / High Street shops
K   Protection from the weather (ie. covered shopping malls)
L   Shops / services open on Sundays
M   Fewer vacant shops
N   Better maintained buildings
O   Other (PLEASE WRITE IN)
P   (Don't know)

<mark>Question to be asked to respondents living in Zones 10 to 16</mark>
Q59   **How often do you or your household visit Aberystwyth shopping and other town centre services?**
DO NOT READ OUT. ONE ANSWER ONLY.

1   Daily   GO TO Q60
2   4-6 days a week   GO TO Q60
3   2-3 days a week   GO TO Q60
4   One day a week   GO TO Q60
5   Every two weeks   GO TO Q60
6   Monthly   GO TO Q60
7   Once every two months   GO TO Q60
8   Three-four times a year   GO TO Q60
9   Once a year   GO TO Q60
A   Less often   GO TO Q60
B   Never   **GO TO Q62**
C   (Don't know)   GO TO Q60
D   (Varies)   GO TO Q60

<mark>Those who visit Aberystwyth Town Centre at Q59:</mark>
Q60   **In order of importance, what are your two main reasons for visiting Aberystwth Town Centre?**
DO NOT READ OUT. PLEASE RECORD TWO ANSWERS: 1) MAIN REASON 2) SECONDARY REASON

Main|Secondary

1   Food shopping
2   Non-food shopping
3   To visit bars / pubs
4   To visit cafes/ restaurants
5   To visit personal service providers (e.g. hairdressers, beauty salon etc.)
6   To visit financial services such as banks and other financial institutions
7   To visit other service providers (e.g. travel agent, estate agent etc.)
8   To visit public services (e.g. medical or dentist appointment, job centre, community centre, etc)
9   To get petrol
A   To visit the cinema
B   To visit a park
C   To visit the swimming pool
D   To visit the harbour/ marina
E   To visit other gyms / health and fitness facilities
F   To visit the library
G   To visit museums / art gallery
H   To visit the theatre or musical venues
I   To visit night time venues e.g. nightclub
J   For other leisure activities
K   To shop at the market(s)
L   To meet family
M   To meet friends
N   To visit the theatre
O   For education as a student (e.g. student at college, university, or other third level education)
P   To access public transport for onward travel (e.g. train station, bus station)
Q   (Dont know)
R   (Varies)

Q61 **What do you like about Aberystwyth Town Centre?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

1 (Nothing / very little)
2 Attractive environment / nice place
3 Close to friends or relatives
4 Close to home
5 Close to work
6 Compact
7 Easy to get to by bike
8 Easy to get to by bus
9 Easy to get to by car
A Easy to park
B Good facilities
C Good food stores
D Good pubs, cafés or restaurants
E Good range of non-food shops
F The harbour/ beach
G Makes a change from other places
H Quiet
I Safe and secure
J The market
K Traditional
L Traffic free shopping centre
M Other (PLEASE WRITE IN)
N A specific shop (PLEASE WRITE IN)
O A specific attraction (PLEASE WRITE IN)
P (Dont know)

Q62 **What could be improved about Aberystwyth that would make you visit more often?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

1 (Nothing)
2 Better access by road
3 Better public transport
4 Better signposting
5 Cleaner streets
6 Facilities which would assist you if shopping with children
7 Free car parking
8 Jewellery / food markets / other events
9 More / better comparison retailers (i.e. non-food shops)
A More / better entertainment
B More / better places for eating out (e.g. cafes and restaurants)
C More / better food shops
D More / better parking
E More / better pedestrianised streets
F More / better public conveniences
G More / better seats / flower displays
H More / better services
I More advertising
J More national multiple shops / High Street shops
K Protection from the weather (ie. covered shopping malls)
L Shops / services open on Sundays
M Other (PLEASE WRITE IN)
N (Don't know)

Q63 **How often do you or your household visit Aberaeron for your non food shopping?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Daily	GO TO Q64
2	4-6 days a week	GO TO Q64
3	2-3 days a week	GO TO Q64
4	One day a week	GO TO Q64
5	Every two weeks	GO TO Q64
6	Monthly	GO TO Q64
7	Once every two months	GO TO Q64
8	Three-four times a year	GO TO Q64
9	Once a year	GO TO Q64
A	Less often	GO TO Q64
B	Never	**GO TO Q66**
C	(Don't know)	GO TO Q64
D	(Varies)	GO TO Q64

Q64 **In order of importance, what are your two main reasons for visiting Aberaeron Town Centre?**
DO NOT READ OUT. PLEASE RECORD TWO ANSWERS: 1) MAIN REASON 2) SECONDARY REASON

Main|Secondary

1 Food shopping
2 Non-food shopping
3 To visit bars / pubs
4 To visit cafes/ restaurants
5 To visit personal service providers (e.g. hairdressers, beauty salon etc.)
6 To visit financial services such as banks and other financial institutions
7 To visit other service providers (e.g. travel agent, estate agent etc.)
8 To visit public services (e.g. medical or dentist appointment, job centre, community centre, etc)
9 To get petrol
A To visit the cinema
B To visit a park
C To visit the swimming pool
D To visit the harbour/ marina
E To visit other gyms / health and fitness facilities
F To visit the library
G To visit museums / art gallery
H To visit the theatre or musical venues
I To visit night time venues e.g. nightclub
J For other leisure activities
K To shop at the market(s)
L To meet family
M To meet friends
N To visit the theatre
O For education as a student (e.g. student at college, university, or other third level education)
P To access public transport for onward travel (e.g. train station, bus station)
Q (Dont know)
R (Varies)

Q65 **What do you like about Aberaeron Town Centre?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

1 (Nothing / very little)
2 Attractive environment / nice place
3 Close to friends or relatives
4 Close to home
5 Close to work
6 Compact
7 Easy to get to by bike
8 Easy to get to by bus
9 Easy to get to by car
A Easy to park
B Good facilities
C Good food stores
D Good pubs, cafés or restaurants
E Good range of non-food shops
F The harbour/ beach
G Makes a change from other places
H Quiet
I Safe and secure
J The market
K Traditional
L Traffic free shopping centre
M Other (PLEASE WRITE IN)
N A specific shop (PLEASE WRITE IN)
O A specific attraction (PLEASE WRITE IN)
P (Dont know)

Q66 **What could be improved about Aberaeron that would make you visit more often?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

1 (Nothing)
2 Better access by road
3 Better public transport
4 Better signposting
5 Cleaner streets
6 Facilities which would assist you if shopping with children
7 Free car parking
8 Jewellery / food markets / other events
9 More / better comparison retailers (i.e. non-food shops)
A More / better entertainment
B More / better places for eating out (e.g. cafes and restaurants)
C More / better food shops
D More / better parking
E More / better pedestrianised streets
F More / better public conveniences
G More / better seats / flower displays
H More / better services
I More advertising
J More national multiple shops / High Street shops
K Protection from the weather (ie. covered shopping malls)
L Shops / services open on Sundays
M Other (PLEASE WRITE IN)
N (Don't know)

Q67   **How often do you or your household visit Cardigan for shopping and other town centre services?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Daily	GO TO Q68
2	4-6 days a week	GO TO Q68
3	2-3 days a week	GO TO Q68
4	One day a week	GO TO Q68
5	Every two weeks	GO TO Q68
6	Monthly	GO TO Q68
7	Once every two months	GO TO Q68
8	Three-four times a year	GO TO Q68
9	Once a year	GO TO Q68
A	Less often	GO TO Q68
B	Never	**GO TO Q70**
C	(Don't know)	GO TO Q68
D	(Varies)	GO TO Q68

Q68   **In order of importance, what are your two main reasons for visiting Cardigan Town Centre?**
DO NOT READ OUT. PLEASE RECORD TWO ANSWERS: 1) MAIN REASON 2) SECONDARY REASON

Main|Secondary

1   Food shopping
2   Non-food shopping
3   To visit bars / pubs
4   To visit cafes/ restaurants
5   To visit personal service providers (e.g. hairdressers, beauty salon etc.)
6   To visit financial services such as banks and other financial institutions
7   To visit other service providers (e.g. travel agent, estate agent etc.)
8   To visit public services (e.g. medical or dentist appointment, job centre, community centre, etc)
9   To get petrol
A   To visit the cinema
B   To visit a park
C   To visit the swimming pool
D   To visit the harbour/ marina
E   To visit other gyms / health and fitness facilities
F   To visit the library
G   To visit museums / art gallery
H   To visit the theatre or musical venues
I   To visit night time venues e.g. nightclub
J   For other leisure activities
K   To shop at the market(s)
L   To meet family
M   To meet friends
N   To visit the theatre
O   For education as a student (e.g. student at college, university, or other third level education)
P   To access public transport for onward travel (e.g. train station, bus station)
Q   (Dont know)
R   (Varies)

Q69   **What do you like about Cardigan Town Centre?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

1   (Nothing / very little)
2   Attractive environment / nice place
3   Close to friends or relatives
4   Close to home
5   Close to work
6   Compact
7   Easy to get to by bike
8   Easy to get to by bus
9   Easy to get to by car
A   Easy to park
B   Good facilities
C   Good food stores
D   Good pubs, cafés or restaurants
E   Good range of non-food shops
F   The harbour/ beach
G   Makes a change from other places
H   Quiet
I   Safe and secure
J   The market
K   Traditional
L   Traffic free shopping centre
M   Other (PLEASE WRITE IN)
N   A specific shop (PLEASE WRITE IN)
O   A specific attraction (PLEASE WRITE IN)
P   (Dont know)

Q70   **What could be improved about Cardigan that would make you visit more often?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

1   (Nothing)
2   Better access by road
3   Better public transport
4   Better signposting
5   Cleaner streets
6   Facilities which would assist you if shopping with children
7   Free car parking
8   Jewellery / food markets / other events
9   More / better comparison retailers (i.e. non-food shops)
A   More / better entertainment
B   More / better places for eating out (e.g. cafes and restaurants)
C   More / better food shops
D   More / better parking
E   More / better pedestrianised streets
F   More / better public conveniences
G   More / better seats / flower displays
H   More / better services
I   More advertising
J   More national multiple shops / High Street shops
K   Protection from the weather (ie. covered shopping malls)
L   Shops / services open on Sundays
M   Other (PLEASE WRITE IN)
N   (Don't know)

Q71   **How often do you or your household visit Lampeter for shopping and other town centre services?**
DO NOT READ OUT. ONE ANSWER ONLY.

1   Daily   GO TO Q72
2   4-6 days a week   GO TO Q72
3   2-3 days a week   GO TO Q72
4   One day a week   GO TO Q72
5   Every two weeks   GO TO Q72
6   Monthly   GO TO Q72
7   Once every two months   GO TO Q72
8   Three-four times a year   GO TO Q72
9   Once a year   GO TO Q72
A   Less often   GO TO Q72
B   Never   **GO TO Q74**
C   (Don't know)   GO TO Q72
D   (Varies)   GO TO Q72

Those who visit Lampeter Town Centre at Q71:
Q72   **In order of importance, what are your two main reasons for visiting Lampeter Town Centre?**
DO NOT READ OUT. PLEASE RECORD TWO ANSWERS: 1) MAIN REASON 2) SECONDARY REASON

Main|Secondary

1   Food shopping
2   Non-food shopping
3   To visit bars / pubs
4   To visit cafes/ restaurants
5   To visit personal service providers (e.g. hairdressers, beauty salon etc.)
6   To visit financial services such as banks and other financial institutions
7   To visit other service providers (e.g. travel agent, estate agent etc.)
8   To visit public services (e.g. medical or dentist appointment, job centre, community centre, etc)
9   To get petrol
A   To visit the cinema
B   To visit a park
C   To visit the swimming pool
D   To visit other gyms / health and fitness facilities
E   To visit the library
F   To visit museums / art gallery
G   To visit the theatre or musical venues
H   To visit night time venues e.g. nightclub
I   For other leisure activities
J   To shop at the market(s)
K   To meet family
L   To meet friends
M   To visit the theatre
N   For education as a student (e.g. student at college, university, or other third level education)
O   To access public transport for onward travel (e.g. train station, bus station)
P   (Dont know)
Q   (Varies)

Q73 **What do you like about Lampeter Town Centre?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

1	(Nothing / very little)
2	Attractive environment / nice place
3	Close to friends or relatives
4	Close to home
5	Close to work
6	Compact
7	Easy to get to by bike
8	Easy to get to by bus
9	Easy to get to by car
A	Easy to park
B	Good facilities
C	Good food stores
D	Good pubs, cafés or restaurants
E	Good range of non-food shops
F	Makes a change from other places
G	Quiet
H	Safe and secure
I	The market
J	Traditional
K	Traffic free shopping centre
L	Other (PLEASE WRITE IN)
M	A specific shop (PLEASE WRITE IN)
N	A specific attraction (PLEASE WRITE IN)
O	(Dont know)

Q74 **What could be improved about Lampeter that would make you visit more often?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

1	(Nothing)
2	Better access by road
3	Better public transport
4	Better signposting
5	Cleaner streets
6	Facilities which would assist you if shopping with children
7	Free car parking
8	Jewellery / food markets / other events
9	More / better comparison retailers (i.e. non-food shops)
A	More / better entertainment
B	More / better places for eating out (e.g. cafes and restaurants)
C	More / better food shops
D	More / better parking
E	More / better pedestrianised streets
F	More / better public conveniences
G	More / better seats / flower displays
H	More / better services
I	More advertising
J	More national multiple shops / High Street shops
K	Protection from the weather (ie. covered shopping malls)
L	Shops / services open on Sundays
M	Other (PLEASE WRITE IN)
N	(Don't know)

Q75 **How often do you or your household visit Tregaron for shopping and other town centre services?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Daily	GO TO Q76
2	4-6 days a week	GO TO Q76
3	2-3 days a week	GO TO Q76
4	One day a week	GO TO Q76
5	Every two weeks	GO TO Q76
6	Monthly	GO TO Q76
7	Once every two months	GO TO Q76
8	Three-four times a year	GO TO Q76
9	Once a year	GO TO Q76
A	Less often	GO TO Q76
B	Never	**GO TO Q78**
C	(Don't know)	GO TO Q76
D	(Varies)	GO TO Q76

Q76   **In order of importance, what are your two main reasons for visiting Tregaron Town Centre?**
DO NOT READ OUT. PLEASE RECORD TWO ANSWERS: 1) MAIN REASON 2) SECONDARY REASON

Main|Secondary

1	Food shopping
2	Non-food shopping
3	To visit bars / pubs
4	To visit cafes/ restaurants
5	To visit personal service providers (e.g. hairdressers, beauty salon etc.)
6	To visit financial services such as banks and other financial institutions
7	To visit other service providers (e.g. travel agent, estate agent etc.)
8	To visit public services (e.g. medical or dentist appointment, job centre, community centre, etc)
9	To get petrol
A	To visit the cinema
B	To visit a park
C	To visit the swimming pool
D	To visit the harbour/ marina
E	To visit other gyms / health and fitness facilities
F	To visit the library
G	To visit museums / art gallery
H	To visit the theatre or musical venues
I	To visit night time venues e.g. nightclub
J	For other leisure activities
K	To shop at the market(s)
L	To meet family
M	To meet friends
N	To visit the theatre
O	For education as a student (e.g. student at college, university, or other third level education)
P	To access public transport for onward travel (e.g. train station, bus station)
Q	(Dont know)
R	(Varies)

Q77   **What do you like about Tregaron Town Centre?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

1	(Nothing / very little)
2	Attractive environment / nice place
3	Close to friends or relatives
4	Close to home
5	Close to work
6	Compact
7	Easy to get to by bike
8	Easy to get to by bus
9	Easy to get to by car
A	Easy to park
B	Good facilities
C	Good food stores
D	Good pubs, cafés or restaurants
E	Good range of non-food shops
F	The harbour/ beach
G	Makes a change from other places
H	Quiet
I	Safe and secure
J	The market
K	Traditional
L	Traffic free shopping centre
M	Other (PLEASE WRITE IN)
N	A specific shop (PLEASE WRITE IN)
O	A specific attraction (PLEASE WRITE IN)
P	(Dont know)

Q78   **What could be improved about Tregaron that would make you visit more often?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

1	(Nothing)
2	Better access by road
3	Better public transport
4	Better signposting
5	Cleaner streets
6	Facilities which would assist you if shopping with children
7	Free car parking
8	Jewellery / food markets / other events
9	More / better comparison retailers (i.e. non-food shops)
A	More / better entertainment
B	More / better places for eating out (e.g. cafes and restaurants)
C	More / better food shops
D	More / better parking
E	More / better pedestrianised streets
F	More / better public conveniences
G	More / better seats / flower displays
H	More / better services
I	More advertising
J	More national multiple shops / High Street shops
K	Protection from the weather (ie. covered shopping malls)
L	Shops / services open on Sundays
M	Fewer vacant shops
N	Better maintained buildings
O	Other (PLEASE WRITE IN)
P	(Don't know)

Q79 **How often do you or your household visit Carmarthen for shopping?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Daily	GO TO Q80
2	4-6 days a week	GO TO Q80
3	2-3 days a week	GO TO Q80
4	One day a week	GO TO Q80
5	Every two weeks	GO TO Q80
6	Monthly	GO TO Q80
7	Once every two months	GO TO Q80
8	Three-four times a year	GO TO Q80
9	Once a year	GO TO Q80
A	Less often	GO TO Q80
B	Never	**GO TO Q81**
C	(Don't know)	GO TO Q80
D	(Varies)	GO TO Q80

Q80 **In order of importance, what are your two main reasons for visiting Carmarthen Town Centre instead of shopping facilities in Pembrokeshire or Ceredigion?**
DO NOT READ OUT. PLEASE RECORD TWO ANSWERS: 1) MAIN REASON 2) SECONDARY REASON

Main|Secondary

1	Food shopping
2	Non-food shopping
3	To visit bars / pubs
4	To visit cafes/ restaurants
5	To visit personal service providers (e.g. hairdressers, beauty salon etc.)
6	To visit financial services such as banks and other financial institutions
7	To visit other service providers (e.g. travel agent, estate agent etc.)
8	To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)
9	To get petrol
A	To visit the cinema
B	To visit a park
C	To visit the swimming pool
D	To visit other gyms / health and fitness facilities
E	To visit the library
F	To visit museums / art gallery
G	To visit the theatre or musical venues
H	To visit night time venues e.g. nightclub
I	For other leisure activities
J	To shop at the market(s)
K	To meet family
L	To meet friends
M	To visit the theatre
N	For work (i.e. place of work)
O	For business (e.g. attend a business appointment)
P	For education as a student (e.g. student at college, university, or other third level education)
Q	To access public transport for onward travel (e.g. train station, bus station)
R	(Dont know)
S	(Varies)

Q81 **How often do you or your household visit Swansea City Centre for shopping?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Daily	GO TO Q82
2	4-6 days a week	GO TO Q82
3	2-3 days a week	GO TO Q82
4	One day a week	GO TO Q82
5	Every two weeks	GO TO Q82
6	Monthly	GO TO Q82
7	Once every two months	GO TO Q82
8	Three-four times a year	GO TO Q82
9	Once a year	GO TO Q82
A	Less often	GO TO Q82
B	Never	**GO TO GEN**
C	(Don't know)	GO TO Q82
D	(Varies)	GO TO Q82

Q82 **In order of importance, what are your two main reasons for visiting Swansea City Centre instead of shopping facilities in Pembrokeshire or Ceredigion?**
DO NOT READ OUT. PLEASE RECORD TWO ANSWERS: 1) MAIN REASON 2) SECONDARY REASON

Main|Secondary

1	Food shopping
2	Non-food shopping
3	To visit bars / pubs
4	To visit cafes/ restaurants
5	To visit personal service providers (e.g. hairdressers, beauty salon etc.)
6	To visit financial services such as banks and other financial institutions
7	To visit other service providers (e.g. travel agent, estate agent etc.)
8	To visit public services (e.g. medical or dentist appointment, library, job centre, community centre, etc)
9	To get petrol
A	To visit the cinema
B	To visit a park
C	To visit the swimming pool
D	To visit other gyms / health and fitness facilities
E	To visit the library
F	To visit museums / art gallery
G	To visit the theatre or musical venues
H	To visit night time venues e.g. nightclub
I	For other leisure activities
J	To shop at the market(s)
K	To meet family
L	To meet friends
M	To visit the theatre
N	For work (i.e. place of work)
O	For business (e.g. attend a business appointment)
P	For education as a student (e.g. student at college, university, or other third level education)
Q	To access public transport for onward travel (e.g. train station, bus station)
R	(Dont know)
S	(Varies)

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

| 1 | Male |
| 2 | Female |

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

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

OCC **What is the occupation of the main income earner in the household?**
IF RETIRED ASK FOR PREVIOUS OCCUPATION.

1	Occupation (PLEASE WRITE IN)
2	Retired state pension - ONLY
3	(Refused)

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

READ OUT. ONE ANSWER ONLY.

1	Working full time
2	Working part time
3	Unemployed
4	Retired
5	A housewife
6	A student
7	Self employed
8	Sick / disabled
9	Other (PLEASE WRITE IN)
A	(Refused)

HOM **How many people live in your home including yourself and children?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	One
2	Two
3	Three
4	Four
5	Five
6	Six
7	Seven or more
8	(Refused)

ADU   **How many adults aged 16 years and over, including yourself, live in your household?**
DO NOT READ OUT. ONE ANSWER ONLY.

1   One
2   Two
3   Three
4   Four or more
5   (Refused)

CHI   **How many children aged 15 years and under, live in your household?**
DO NOT READ OUT. ONE ANSWER ONLY.

1   None
2   One
3   Two
4   Three
5   Four or more
6   (Refused)

CAR   **How many cars does your household own or have the use of?**
DO NOT READ OUT. ONE ANSWER ONLY.

1   None
2   One
3   Two
4   Three or more
5   (Refused)

INC   **Approximately what is your total household income?**
DO NOT READ OUT. ONE ANSWER ONLY.

1   £0 - £15,000
2   £15,001 - £20,000
3   £20,001 - £30,000
4   £30,001 - £40,000
5   £40,001 - £50,000
6   £50,001 - £60,000
7   £60,001 - £70,000
8   £70,001 - £80,000
9   £80,001 - £90,000
A   £90,001 - £100,000
B   £100,001 - £150,000
C   £150,001+
D   (Dont know / refused)

FUT   **Would you be willing to be recontacted for future quality control purposes?**
DO NOT READ OUT. ONE ANSWER ONLY.

1   Yes
2   No

Thank & close.

APPENDIX 16: WEST SOMERSET VISITOR SURVEY – EXTRACT OF FINDINGS

3.16. The responses from the survey also allow us to estimate convenience spend in the area and the split between main food and top-up shopping. This is set out in the Tables in Appendix 3:

- Table A 3.1 sets out the cumulative % spend at the first choice main food shop;
- Table A3.2 then rebases Table A3.1, excluding non-respondents. This shows that approximately 65% of main food spend is undertaken at the first choice store;
- Table A3.3 shows the proportion of spend at the 'Other main' store, including those who do not undertake such shopping trips; and
- Table A3.4 then rebases Table A3.3 to exclude non-respondents.

3.17. This shows that overall respondents are indicating that about 10% of their main food spend goes to the alternative outlet, or 20-30% of the expenditure of those undertaking such a shop.

3.18. For the purposes of this assessment we have therefore assumed that approximately a quarter of main food shopping is undertaken at a different store, giving a main food expenditure split between main and other main stores of 75:25.

3.19. The value of the main food spend can also be calculated using the responses to the frequency of shop and value of spend questions (Q6 and Q8). This is set out in Table A3.5 and A3.6. Similarly the value and frequency of top-up shop is set out in Tables A3.7 and A3.8.

3.20. The result of this analysis suggests that on average respondents spend £68.21 on each main food shop and £10.20 on each top-up shop and undertake 1.09 and 1.84 trips per week respectively. This equates to an annual main food spend of £3,866 per annum and top-up spend of £976 per household, or an annual household convenience spend of £4,842.

3.21. With an average of just over 2 persons per household (see Table A3.9), this suggests a convenience per capita spend of £2,087 per annum (2014 prices).

3.22. This compares with GVA data in the QNA which suggests an average convenience expenditure per head of between £1,653 and £3,509 in 2011 (2009 prices), with £1,913 for Zone 8 which includes Williton (QNA, Appendix E, Table 2).

Holidaymakers Survey

3.23. Tourism is clearly important to the economy of West Somerset and contributes to the retail expenditure in the shops across the district. It has the potential to support retail uses in part (QNA, para 2.10) and, as such, it is an important element in understanding the performance of stores in the area. Also, it is relevant for the current application for assessing the level of trade inflow that can be expected from outside the catchment area.

3.24. The TVCS and the QNA at Appendix 6, provide some estimates of tourist numbers and spend in West Somerset, and conclude that:

- Tourists in West Somerset spend £35m on food and drink during their stay (QNA, para 1.29);
- Minehead benefits from £8.5m of convenience spend from tourism (TVCS, para 7.11);
- Watchet attracts £0.4m convenience spend from tourism (TVCS, para 7.42); and
- Williton attracts £0.7m convenience spend from tourism (TVCS, para 7.73).

3.25. These estimates are based on GVA estimates, which in turn are based on information from a 2008 South West Tourism (SWT) Report (Value of Tourism 2008) and an equivalent 2010 study for Exmoor National Park (QNA, para 3.24). The former suggests that visitors spend £20.64m pa on shopping in West Somerset (QNA, para 3.25), whilst the figures for Exmoor are higher. Therefore GVA conclude actual spend is likely to be in the range of £20.6m to £35m (QNA, para 3.26). However, the spend figure is not broken down further (ie into convenience and comparison shopping), (QNA, para 3.27) and therefore, for the purposes of the QNA, GVA assume a similar split to the national average per capita spending patterns (QNA, para 3.27).

3.26. Further, as the SWT report does not provide any indication of where that spend is undertaken, GVA use the same assumption as adopted in an earlier retail study to distribute the spend between the main centres (QNA, para 3.64).

3.27. Our own review of the 2008 data suggests that:
- The GVA 2008 figure of £20.64m spend by tourists, includes spend by day visitors amounting to more than half of this total (£11.82m in 2008). In our view it seems unlikely that day visitors would be making significant food and grocery purchases at supermarkets and convenience shops and thus we do not consider that the assumptions made by GVA to estimate convenience spend by tourists are robust;
- We also think that approach adopted is likely to be too simplistic as holidaymakers will have different needs and shopping patterns whilst in West Somerset than they would at home, and these will be influenced by the type of accommodation they are staying in. Thus, in an area where self-catering is predominant, the proportion of spend on convenience goods would be expected to be higher than in an area predominantly served by hotels or bed & breakfast, both of which are likely to result in higher expenditure on eating out;
- With regards to the split of spend between locations, we have checked the previous study (Retail Impact Assessment by RPS accompanying application for Morrison at Vulcan Road, Minehead), and it appears that the 20% uplift figure for Minehead is itself based on an assumption made in the earlier 2005 Donaldson's 'West Somerset Retail and Town Centre Study'. The source for the Watchet and Williton figures is unclear as they were not provided in the RPS study; and
- There is no specific information on food and grocery purchases by holidaymakers.

3.28. On this basis we do not consider that the previous estimates of convenience spend by tourists can be relied on and we have therefore sought to identify new sources for such data.

3.29. We have found that more up-to-date information on the economic impact of tourism in West Somerset is now available in the form of a report prepared by The South West Research Company Ltd on behalf of Somerset County Council, entitled "The Economic Impact of Somerset's Visitor Economy 2012" (SWRC).

3.30. This report updates the 2008 study and suggests that there has been a significant increase in the value of tourism in West Somerset over the four year period, including:
- The number of visitor staying nights has increased by 17% (from 1,320,000 to 1,540,000);
- Spend by staying visitors has increased by 26% (from £59.03m to £74.66m);
- The number of jobs related to tourism spend has increased by around 50% (from 2,399 to 3,635); and

- The proportion of employment supported by tourism has increased from 15% to 29%.

3.31. Significantly for this study, a more detailed analysis of visits by accommodation type indicates an overall increase in the number of trips where visitors could be expected to purchase food and groceries locally (ie those staying in some form of self-catering accommodation) (Table 3.5).

Table 3.5 Change in staying visits by accommodation type 2008 - 2012

	2008			2012			Change 2008 - 2012		
	Trips	Nights	Spend (£m)	Trips	Nights	Spend (£m)	Trips	Nights	Spend (£m)
Serviced	93,400	229,000	£22.397	135,700	331,000	£30.323	42,300	102,000	£7.926
Self catering	59,200	379,000	£14.547	50,200	316,000	£15.673	-9,000	-63,000	£1.126
Touring caravans/tents	54,800	204,000	£5.523	65,800	296,000	£8.784	11,000	92,000	£3.261
Static vans/holiday centres	49,900	230,000	£9.843	48,000	311,000	£12.036	-1,900	81,000	£2.193
Group/campus	9,400	90,000	£1.700	6,900	28,000	£1.923	-2,500	-62,000	£0.223
Paying guests in private houses	0	0	£0.000	0	0	£0.000	0	0	£0.000
Second homes	2,100	14,000	£0.629	13,100	95,000	£1.389	11,000	81,000	£0.760
Boat moorings	3,100	21,000	£0.622	5,000	19,000	£0.689	1,900	-2,000	£0.067
Other	2,400	5,000	£0.229	2,000	8,000	£0.391	-400	3,000	£0.162
Staying with friends and relatives	39,300	146,000	£3.539	35,700	136,000	£3.449	-3,600	-10,000	-£0.090
Total	313,600	1,318,000	£59.029	362,400	1,540,000	£74.657	48,800	222,000	£15.628
Total likely to purchase groceries	178,500	938,000	£32.864	189,000	1,065,000	£40.494	10,500	127,000	£7.630

Source: The Economic Impact of Somerset's Visitor Economy 2008 and 2012

3.32. However, again no attempt is made in this study to consider the type of goods tourists are buying. Our client has therefore commissioned an independent survey of holidaymakers specifically to seek to address the current knowledge gap. The rest of this section therefore sets out details of the survey and our own assessment of tourist spend, based on the results. The implications for the current supermarket proposal in Williton are then assessed in the following Sections.

The Survey

3.33. The purpose of the survey was to determine the types and levels of shopping expenditure undertaken by those visiting and staying in the West Somerset area, to find out where they were currently shopping for convenience goods and what influenced that decision. From this we hoped to be able to estimate the level of tourist spend in the Williton area, and then determine the extent to which this spend was already being spent in Williton, or the potential for it to be in the future, if a large supermarket with good parking were to be developed.

3.34. The survey was undertaken by JRA Research and comprised a total of 308 completed face-to-face interviews of holidaymakers. It was undertaken between 8th and 31st August 2013 at four locations in the Williton area, where a high proportion of holidaymakers would be expected. These were:

- St Audries Bay (80 interviews)
- Doniford (19 interviews)
- Blue Anchor (85 interviews)
- Watchet promenade (124 interviews).

3.35. The interview was specifically designed to find out about those staying in self-catering accommodation, as these were considered to be the most likely visitors to be making grocery purchases during their stay. The questionnaire therefore contained a number of initial questions to 'sift out' those not satisfying these criteria. As a result, a total of 751 people were approached, with 308 completing the survey in full. The others were excluded for the following reasons:

- Refused – 66 respondents
- Resident or person working in the area – 190 respondents
- Not staying overnight – 66 respondents
- Not staying in self-catering accommodation – 57 respondents
- Respondent or family employed in sensitive industry – 53 respondents
- Respondent not intending to buy food for main meals – 11 respondents.

3.36. This suggests that nearly all (97%) of those staying in self-catering accommodation were intending to undertake some grocery shopping during their stay. Of the few who were not this was either because they planned to eat out or had brought food with them.

3.37. A copy of the questionnaire and the survey results are provided in Appendix 4. The key findings are summarized below.

Origin of respondents

3.38. The home postcode of respondents shows that holidaymakers had come from across Great Britain and abroad, with the greatest proportion of respondents from the West Midlands (Table 3.6).

Table 3.6 Origin of Holidaymakers Interviewed

Region	Number	%
South West - Somerset	9	3%
South West - Other	53	17%
South East	40	13%
London	11	4%
East of England	26	8%
West Midlands	84	27%
East Midlands	22	7%
North West	16	5%
Yorkshire & Humberside	13	4%
North East	2	1%
Scotland	13	4%
Wales	9	3%
Overseas	2	1%
Not specified	8	3%
Total	308	100%

3.39. They were staying at a wide range of locations across West Somerset, Exmoor and beyond (Table 3.7), but the majority were staying local to Williton, with 45% in the immediate area including Doniford and St Audries and a further 29% in the Watchet/Blue Anchor area.

Table 3.7 Holiday Location of Respondents (Q6)

Location	Respondents	
	Number	%
Doniford	35	11%
St Audries	90	29%
Williton and rest of east catchment area	16	5%
Watchet	37	12%
Blue Anchor	53	17%
Dunster	6	2%
Minehead	24	8%
Exmoor/Porlock area	23	7%
Elsewhere	23	7%
Unknown	2	1%
Total	309	100%

Other Key Findings

3.40. The respondents interviewed were staying in a range of self-catering accommodation (Table 3.8) and for an average stay of 7 nights (Table 3.9).

Table 3.8 Type of Holiday Accommodation (Q3)

Accommodation Type	Number Respondents	% Respondents
Static caravan/ lodge/hostel	142	46%
Cottage	67	22%
Touring caravan/ motorhome/ campervan	53	17%
Camping	31	10%
Chalet	5	2%
Apartment/flat	6	2%
Own holiday home	1	0%
Boat	1	0%
Other	2	1%
Total	308	100%

Table 3.9 Length of Holiday Stay (Q2b)

Number of Nights	Number Respondents	% Respondents	Cumulative		Total number of nights
1	3	1%	1%		3
2	16	5%	6%		32
3-4	64	21%	27%		224
5-6	41	13%	40%		226
7	106	34%	75%		742
8-13	30	10%	84%		300
14	26	8%	93%		364
15+	20	6%	99%		340
No response	2	1%	100%		
Total	308	100%			2231
Average Stay (nights)					7.3

Average assumes 17 nights for 15+ night stays

3.41. As would be expected for self-catering holidaymakers during the school holidays, the majority of holiday groups included children (Table 3.10).

Table 3.10 Composition of Holiday Group (Q7)

	Number Respondents	% Respondents	Total number in group
Single adult	10	3%	10
Adult couple	93	30%	186
Adult group	19	6%	57
Family with 1-2 children	144	47%	576
Family with 3+ children	40	13%	200
No response	2	1%	
Total	308	100%	1029
Average number of visitors per group			3.36

Assuming 3 in each adult group, 2 children in 1-2 group and 3 children in the 3+ group

3.42. The average spend on food and grocery purchases was £106.74 per holiday group (Table 3.11). Assuming 3.36 persons per group (Table 3.10) and an average of 7.3 nights per stay (Table 3.9), this would equate to an average £4.35 spend per visitor per night on convenience goods.

Table 3.11 Average Food and Grocery Spend on Holiday (Q8a1)

Food and Grocery Spend	Number respondents	% Respondents	Assumed mid-point (£)		Total Spend (£m) per stay
Under £10.00	6	2%	£5.00		£30.00
£10.00 to £19.99	14	5%	£15.00		£210.00
£20.00 to £29.99	22	7%	£25.00		£550.00
£30.00 to £39.99	16	5%	£35.00		£560.00
£40.00 to £49.99	26	8%	£45.00		£1,170.00
£50.00 to £59.99	37	12%	£55.00		£2,035.00
£60.00 to £69.99	10	3%	£65.00		£650.00
£70.00 to £79.99	12	4%	£75.00		£900.00
£80.00 to £89.99	16	5%	£85.00		£1,360.00
£90.00 to £99.99	13	4%	£95.00		£1,235.00
£100.00 to 119.99	44	14%	£110.00		£4,840.00
£120.00 to £139.99	12	4%	£130.00		£1,560.00
£140.00 to £159.99	16	5%	£150.00		£2,400.00
£160.00 to £199.99	10	3%	£180.00		£1,800.00
£200.00 to £249.00	39	13%	£225.00		£8,775.00
£250.00 to £299.99	2	1%	£275.00		£550.00
£300.00 to £349.99	0	0%	£325.00		£0.00
£350.00 to £399.99	0	0%	£375.00		£0.00
£400 and over	9	3%	£425.00		£3,825.00
Refused	4	1%	n/a		
Total	308	100%			£32,450.00
Average Food and grocery spend per holiday group					£106.74

3.43. Separate analysis of the family groups suggests they were slightly more likely to be staying for 7 nights or less and had a slightly higher spend on groceries (£117.34) during their stay. However, allowing for the larger group size, spend per person per night varied little.

3.44. The survey also sought to understand the extent to which other shops could benefit from tourist spend and thus included a question on the expected spend on gifts to take home (Q8a2). This showed that, whilst half of all respondents (70% of those replying) spent £50 or less, spend in excess of this was not uncommon.

3.45. In terms of where visitors were undertaking their food and grocery shopping, the range of shops used was wide, reflecting the variety of holiday accommodation location. However, consistent with the nearly three-quarters of respondents who were staying in the vicinity of Williton, around 75% were using local shops for their main purchases (Table 3.12).

Table 3.12 Food and Grocery Shops Used (Q8b and Q9)

	Likely to Visit (number)	Likely to Visit (% all respondents)	Spend Most (number)	Spend Most (%)
Shop at the holiday accommodation	66	21%	16	5%
Minehead - Tesco	125	41%	75	24%
Minehead - Morrisons	125	41%	77	25%
Minehead - Other shops	43	14%	6	2%
Watchet - Co-op	108	35%	37	12%
Watchet - Other shops	29	9%	1	0%
Williton - Co-op	69	22%	25	8%
Williton - Spar	22	7%	1	0%
Williton - other shops	16	5%	3	1%
Bridgwater - any shop	23	7%	16	5%
Taunton - any shop	11	4%	6	2%
Evenly split	N/a	N/a	5	2%
Other	56	18%	28	9%
Don't know/ Not stated	6	2%	12	4%
Total	699	227%	308	100%

3.46. These results also show that most visitors are shopping in more than one shop or supermarket, but that the majority of spend is going to stores operated by the national multiples, with the largest stores (Tesco and Morrison's in Minehead) attracting nearly half of all respondents. In comparison, the shops in Williton are only attracting a third of visitors for any food and grocery shopping and only 9% are spending most at these outlets. This is despite the much closer proximity of the centre to a large proportion of the holiday accommodation, and the clear importance of such proximity to the choice of store (Table 3.13).

Table 3.13 – Factors affecting choice of foodstore used (Q10)

	Very Important/ Important	Neither important nor unimportant	Very unimportant/ unimportant	Total
Proximity of Shop to accommodation	57%	20%	23%	100%
Proximity of Shop to tourist attractions	37%	26%	38%	100%
Availability of adequate car parking	77%	9%	14%	100%
Availability of free car parking	71%	8%	20%	100%
Availability of other shops and services	42%	27%	31%	100%

3.47. Table 3.13 also shows that the availability of adequate and free car parking is a greater influence on the choice of store used. This would suggest that a store with adequate and free car parking in Williton would be well placed to clawback tourist spend currently going to Minehead's out of centre stores from those holidaymakers staying in self-catering holiday accommodation near Williton.

3.48. There would also be potential for other shops in Williton to benefit from spin-off trade from tourists, given the influence of the availability of other shops and services (Table 3.13) and the frequency with which tourists visit such outlets when carrying out grocery shopping (Table 3.14). Only 18% of respondents never visited other outlets, whilst 44% always or nearly always did so.

Table 3.14 Likelihood of holidaymakers undertaking linked shopping trip with grocery shop (Q11)

	Number of Respondents	% of Respondents	Cumulative %
Always	44	14%	14%
Nearly always	93	30%	44%
Less than half the time	114	37%	81%
Never	54	18%	99%
Don't know	3	1%	100%
Total	308	100%	

Views on Williton

3.49. The holidaymakers survey was also used as an opportunity to find out more about holidaymakers' views on Williton and its offer. Those respondents who had indicated they had undertaken any food shopping in the centre were therefore asked a further series of questions.

3.50. A total of 78 responses to these questions were obtained and the results are summarized in Table 3.15.

Table 3.15 Rating of current offer in Williton

	Very Poor/Limited or Poor	Neither Good nor Poor	Good or Very Good	No response	Total
Grocery shopping facilities	5%	37%	55%	3%	100%
Other shops in centre	15%	38%	29%	17%	100%
Availability of places to eat	26%	18%	22%	35%	100%
Availability of car parking	29%	10%	56%	4%	100%
Cost of car parking	18%	27%	46%	9%	100%
Ease of moving round the centre	10%	22%	60%	8%	100%
Overall appearance of centre	4%	31%	62%	4%	100%

3.51. This suggests that those holidaymakers shopping in Williton generally liked the centre itself and just over half thought the existing grocery shopping and availability of parking was good or very good. However, the number of respondents to these questions represents just a quarter of the total number of respondents interviewed and 44% of those staying in the immediate area (178 respondents). It thus appears that, whilst Williton is currently meeting the needs of some holidaymakers, the majority prefer to undertake their grocery shopping elsewhere, even though it requires a longer journey, often to Minehead's out of centre stores.

3.52. This view is supported by the responses to another question asked of all respondents, namely the likelihood that they would have used a large supermarket in Williton, if one existed. 239 responses were provided to this question and the results are set out in Table 3.16.

Table 3.16 Use of a Potential Supermarket in Williton (Q14)

	Extremely Unlikely/ Unlikely	Neither likely nor unlikely	Likely/ Very Likely	Don't know Williton	Total
Use store for majority of grocery shopping	32%	10%	36%	22%	100%
Use store for some grocery shopping	28%	9%	41%	22%	100%
Increase likelihood of visiting Williton	35%	13%	31%	21%	100%

3.53. This shows that a new, large supermarket in Williton could be expected to attract a significant proportion of holidaymakers from the area, for at least some of their grocery shopping whilst on holiday.

3.54. A more in depth analysis of these responses by holiday stay location confirms this, with those stating that they would be unlikely or very unlikely to use a new large supermarket in Williton for

the majority of their grocery shopping, more likely to be staying outside the immediate area (Table 3.17). Conversely those staying near Williton were more likely to indicate they would be likely or very likely to use such a store for the majority of their shopping (see Table 3.18).

Table 3.17 Holiday Location of those unlikely/very unlikely to use new Williton supermarket for majority of their grocery shopping (Q14)

Location	Respondents		% at holiday location
	Number	%	
Doniford	5	6%	11%
St Audries	17	21%	29%
Williton and rest of east catchment area	2	3%	5%
Watchet	8	10%	12%
Blue Anchor	9	11%	17%
Dunster	5	6%	2%
Minehead	13	16%	8%
Exmoor/Porlock area	11	14%	7%
Elsewhere	9	11%	7%
Unknown	1	1%	1%
Total	80	100%	100%

Table 3.18 Holiday Location of those likely/very likely to use new Williton supermarket for majority of their grocery shopping (Q14)

Location	Respondents		% at holiday location
	Number	%	
Doniford	11	13%	11%
St Audries	50	58%	29%
Williton and rest of east catchment area	6	7%	5%
Watchet	8	9%	12%
Blue Anchor	7	8%	17%
Dunster	0	0%	2%
Minehead	0	0%	8%
Exmoor/Porlock area	1	1%	7%
Elsewhere	3	3%	7%
Unknown	0	0%	1%
Total	86	100%	100%

3.55. The responses to these questions do however highlight another issue that may be of relevance to the future growth of Williton, namely the relatively high proportion of respondents who did not appear to know where Williton was (Table3.19). Given that the main tourist attraction, namely the West Somerset Railway is on the edge of the town and there are limited other tourist attractions in Williton, this is, at one level, not surprising. However, an analysis of where respondents giving this answer are staying, suggests that many of these respondents are likely to have travelled through Williton on their journey to their holiday accommodation (Table 3.19).

Table 3.19 Holiday accommodation location for respondents who 'did not know Williton'

	Respondents		% at holiday location
	Number	%	
Doniford	5	10%	11%
St Audries	2	4%	29%
Williton and rest of east catchment area	3	6%	5%
Watchet	7	13%	12%
Blue Anchor	24	46%	17%
Dunster	0	0%	2%
Minehead	3	6%	8%
Exmoor/Porlock area	6	12%	7%
Elsewhere	2	4%	7%
Unknown	0	0%	1%
Total	52	100%	100%

3.56. This is supported by a review of the 20 respondents who indicated that they didn't know if they had travelled through Williton on their way to their holiday accommodation. At least 11 of the 20 (55%) would have been expected to have done so.