

## **Wokingham Retail & Leisure Study — 2022 Update**

### **Final Report August 2023**

### **Firstplan for Wokingham Borough Council**

## **Appendices**

- Appendix 1 – Comparison goods quantitative need tabulations
- Appendix 2 – Convenience goods quantitative need tabulations
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**Appendix 1**

Comparison goods quantitative need tabulations

**Table CM1 — Postcode sectors for survey zones**

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12
	Reading East	Twyford	Bracknell	Sandhurst	Wokingham town
Postcode sectors	RG1 3	RG9 2	RG12 0	GU15 4	RG2 9
	RG1 4	RG9 3	RG12 1	GU17 0	RG40 1
	RG1 5	RG10 0	RG12 2	GU19 5	RG40 2
	RG2 7	RG10 8	RG12 7	GU46 6	RG40 3
	RG2 8	RG10 9	RG12 8	GU46 7	RG40 4
	RG4 5		RG12 9	GU47 0	RG40 5
	RG4 6		RG42 1	GU47 8	RG41 1
	RG5 3		RG42 2	GU47 9	RG41 2
	RG6 1		RG42 3	RG45 6	RG41 3
	RG6 3		RG42 4	RG45 7	RG41 4
	RG6 4		RG42 5		RG41 5
	RG6 5		RG42 6		RG7 1
	RG6 6		RG42 7		
	RG6 7		SL5 8		
	RG5 4				

**Table CM2 — Population projections**

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12	Total
	Reading East	Twyford	Bracknell	Sandhurst	Wokingham town	
Population Estimate 2020	127,630	23,960	95,227	71,982	84,834	<b>403,633</b>
Population Projection 2021	127,325	23,948	96,625	72,387	87,155	<b>407,440</b>
Population Projection 2022	128,052	24,150	97,156	72,695	88,088	<b>410,141</b>
Population Projection 2023	128,737	24,316	97,602	72,998	88,926	<b>412,579</b>
Population Projection 2024	129,303	24,473	98,026	73,237	89,687	<b>414,726</b>
Population Projection 2025	129,897	24,591	98,377	73,446	90,360	<b>416,671</b>
Population Projection 2026	130,413	24,701	98,668	73,628	90,997	<b>418,407</b>
Population Projection 2027	130,914	24,793	98,922	73,752	91,552	<b>419,933</b>
Population Projection 2028	131,352	24,886	99,144	73,834	92,071	<b>421,287</b>
Population Projection 2029	131,807	24,969	99,330	73,967	92,510	<b>422,583</b>
Population Projection 2030	132,223	25,038	99,540	74,079	92,881	<b>423,761</b>
Population Projection 2031	132,648	25,107	99,702	74,183	93,210	<b>424,850</b>
Population Projection 2032	133,008	25,163	99,886	74,309	93,550	<b>425,916</b>
Population Projection 2033	133,366	25,185	100,092	74,447	93,891	<b>426,981</b>
Population Projection 2034	133,746	25,206	100,295	74,576	94,244	<b>428,067</b>
Population Projection 2035	134,121	25,238	100,515	74,720	94,497	<b>429,091</b>
Population Projection 2036	134,512	25,268	100,721	74,838	94,761	<b>430,100</b>
Population Projection 2037	134,865	25,295	100,936	75,017	95,080	<b>431,193</b>
Population Projection 2038	135,225	25,301	101,157	75,191	95,412	<b>432,286</b>
Population Projection 2039	135,510	25,319	101,360	75,395	95,796	<b>433,380</b>
Population Projection 2040	135,876	25,312	101,618	75,602	96,153	<b>434,561</b>
Population change 2022-26	2,361	551	1,512	933	2,909	8,266
Population change 2022-31	4,596	957	2,546	1,488	5,122	14,709
Population change 2022-36	6,460	1,118	3,565	2,143	6,673	19,959
Population change 2022-40	7,824	1,162	4,462	2,907	8,065	24,420

Study Interval years

**Notes**

Population estimates / projections sourced from Experian Micromarketer 2020

**Table CM3 — Per capita spend on comparison goods**

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12
	Reading East	Twyford	Bracknell	Sandhurst	Wokingham town
2020 Total Expenditure per Person (in 2020 prices)	4,047	5,460	4,325	4,548	4,923
Spend estimate 2021	3,772	5,089	4,031	4,239	4,588
Spend estimate 2022	4,025	5,430	4,301	4,523	4,896
Spend estimate 2023	4,008	5,408	4,284	4,505	4,876
Spend estimate 2024	3,944	5,321	4,215	4,433	4,798
Spend estimate 2025	3,956	5,337	4,228	4,446	4,812
Spend estimate 2026	4,055	5,471	4,334	4,557	4,933
Spend estimate 2027	4,156	5,608	4,442	4,671	5,056
Spend estimate 2028	4,260	5,748	4,553	4,788	5,182
Spend estimate 2029	4,367	5,891	4,667	4,907	5,312
Spend estimate 2030	4,498	6,068	4,807	5,055	5,471
Spend estimate 2031	4,633	6,250	4,951	5,206	5,636
Spend estimate 2032	4,772	6,438	5,100	5,362	5,805
Spend estimate 2033	4,915	6,631	5,253	5,523	5,979
Spend estimate 2034	5,062	6,830	5,410	5,689	6,158
Spend estimate 2035	5,214	7,035	5,572	5,860	6,343
Spend estimate 2036	5,371	7,246	5,740	6,035	6,533
Spend estimate 2037	5,532	7,463	5,912	6,217	6,729
Spend estimate 2038	5,698	7,687	6,089	6,403	6,931
Spend estimate 2039	5,869	7,918	6,272	6,595	7,139
Spend estimate 2040	6,045	8,155	6,460	6,793	7,353

**Notes**

Expenditure growth rates applied as follows:	2020-21	-6.80%	
	2021-22	6.70%	
	2022-23	-0.40%	
	2023-24	-1.60%	
	2024-25	0.30%	
	2025-29	2.50%	(per annum)
	2029-40	3.00%	(per annum)

Source: Experian Retail Planner Briefing Note 20, February 2023, Figures 1a & 1b

**Table CM4 — Per capita spend on comparison goods at assessment years, with deductions for Special Forms of Trading (SFT)**

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12
	Reading East	Twyford	Bracknell	Sandhurst	Wokingham town
2022 (£)	4,025	5,430	4,301	4,523	4,896
2022 SFT deduction (%)	32.5%	32.5%	32.5%	32.5%	32.5%
2022 SFT (£)	1,308	1,765	1,398	1,470	1,591
2022 including SFT deduction (£)	2,717	3,665	2,903	3,053	3,305
2026 (£)	4,055	5,471	4,334	4,557	4,933
2026 SFT deduction (%)	34.1%	34.1%	34.1%	34.1%	34.1%
2026 SFT (£)	1,383	1,866	1,478	1,554	1,682
2026 including SFT deduction (£)	2,672	3,605	2,856	3,003	3,251
2031 (£)	4,633	6,250	4,951	5,206	5,636
2031 SFT deduction (%)	36.1%	36.1%	36.1%	36.1%	36.1%
2031 SFT (£)	1,672	2,256	1,787	1,879	2,034
2031 including SFT deduction (£)	2,960	3,994	3,164	3,327	3,601
2036 (£)	5,371	7,246	5,740	6,035	6,533
2036 SFT deduction (%)	37.2%	37.2%	37.2%	37.2%	37.2%
2036 SFT (£)	1,998	2,695	2,135	2,245	2,430
2036 including SFT deduction (£m)	3,373	4,550	3,604	3,790	4,103
2040 (£)	6,045	8,155	6,460	6,793	7,353
2040 SFT deduction (%)	37.8%	37.8%	37.8%	37.8%	37.8%
2040 SFT (£)	2,285	3,083	2,442	2,568	2,779
2040 including SFT deduction (£m)	3,760	5,073	4,018	4,225	4,574

**Table CM5 — Total comparison goods spend potential**

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12	Total
	Reading East	Twyford	Bracknell	Sandhurst	Wokingham town	
2022 (£m)	347.86	88.51	282.06	221.93	291.09	1,231.45
2026 (£m)	348.50	89.05	281.78	221.11	295.80	1,236.24
2031 (£m)	392.68	100.28	315.43	246.79	335.66	1,390.83
2036 (£m)	453.68	114.98	363.04	283.66	388.79	1,604.14
2040 (£m)	510.87	128.40	408.31	319.44	439.77	1,806.77
<i>Growth in spend potential 2022-26 (£m)</i>	<i>0.64</i>	<i>0.54</i>	<i>-0.28</i>	<i>-0.82</i>	<i>4.71</i>	<i>4.79</i>
<i>Growth in spend potential 2022-31 (£m)</i>	<i>44.82</i>	<i>11.76</i>	<i>33.37</i>	<i>24.87</i>	<i>44.57</i>	<i>159.39</i>
<i>Growth in spend potential 2022-36 (£m)</i>	<i>105.82</i>	<i>26.47</i>	<i>80.98</i>	<i>61.73</i>	<i>97.69</i>	<i>372.69</i>
<i>Growth in spend potential 2022-40 (£m)</i>	<i>163.01</i>	<i>39.89</i>	<i>126.25</i>	<i>97.51</i>	<i>148.68</i>	<i>575.33</i>

Notes

Source: Table CM2, Table CM4

**Table CM6 — Baseline comparison goods market shares, 2022**

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12
	Reading East	Twyford	Bracknell	Crowthorne/Sandhurst	Wokingham town
<b>Zone 1 Reading East</b>					
<b>Defined town / district / village centres in Wokingham Borough:</b>					
Woodley town centre (including Lidl, Waitrose)	9.80%	4.32%	0.00%	0.00%	0.29%
Lower Earley district centre	1.45%	0.00%	0.00%	0.00%	0.00%
Asda, Lower Earley	2.94%	0.55%	0.00%	0.00%	0.30%
<u>Sub-total - Lower Earley</u>	<u>4.39%</u>	<u>0.55%</u>	<u>0.00%</u>	<u>0.00%</u>	<u>0.30%</u>
Shinfield Road district centre	0.09%	0.00%	0.00%	0.00%	0.00%
<b>Other locations:</b>					
Forbury Retail Park, Kenavon Drive, Reading ( <i>not in Wokingham Borough</i> )	4.40%	1.53%	2.72%	0.78%	1.22%
All other locations, zone 1	1.49%	2.13%	0.00%	0.00%	0.44%
<u>Sub-total - other zone 1</u>	<u>5.89%</u>	<u>3.66%</u>	<u>2.72%</u>	<u>0.78%</u>	<u>1.66%</u>
<b>Total, zone 1</b>	<b>20.17%</b>	<b>8.53%</b>	<b>2.72%</b>	<b>0.78%</b>	<b>2.25%</b>
<b>Zone 6a Twyford</b>					
<b>Defined town / district / village centres in Wokingham Borough:</b>					
Twyford village centre	0.09%	7.93%	0.00%	0.00%	0.03%
Waitrose, London Road, Twyford	0.00%	0.18%	0.00%	0.00%	0.00%
<u>Sub-total - Twyford</u>	<u>0.09%</u>	<u>8.11%</u>	<u>0.00%</u>	<u>0.00%</u>	<u>0.03%</u>
<b>Other locations:</b>					
Wargrave village centre	0.00%	1.54%	0.00%	0.00%	0.00%
All other locations, zone 6a	0.00%	0.74%	0.00%	0.00%	0.00%
<u>Sub-total - other zone 6a</u>	<u>0.00%</u>	<u>2.28%</u>	<u>0.00%</u>	<u>0.00%</u>	<u>0.00%</u>
<b>Total, Zone 6a</b>	<b>0.09%</b>	<b>10.39%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.03%</b>
<b>Zone 10 Bracknell</b>					
<i>Note: no defined town / district / village centres in Wokingham Borough in this zone</i>					
<b>Town centres:</b>					
Bracknell town centre (including Lexicon & Waitrose)	3.61%	3.02%	45.30%	11.07%	13.21%
<b>Other locations:</b>					
Peel Centre, Bracknell	0.75%	1.74%	14.59%	3.46%	4.25%
Tesco Superstore, Whitton Road, Martins Heron, Bracknell, RG12 9TZ	0.00%	0.00%	4.99%	0.34%	0.00%
Tesco Superstore, County Lane, Warfield, Bracknell, RG42 3JP	0.00%	0.00%	3.24%	0.00%	0.00%
Sainsbury's Superstore, Ringmead, Bracknell, RG12 7SS	0.00%	0.00%	2.23%	0.80%	0.00%
Homebase, Wokingham Road, Bracknell, RG42 1NB	0.02%	0.13%	2.36%	0.41%	0.60%
All other locations, zone 10	0.00%	0.08%	2.67%	0.34%	0.20%
<u>Sub-total - other zone 10</u>	<u>0.77%</u>	<u>1.95%</u>	<u>30.08%</u>	<u>5.35%</u>	<u>5.05%</u>
<b>Total, Zone 10</b>	<b>4.38%</b>	<b>4.98%</b>	<b>75.38%</b>	<b>16.43%</b>	<b>18.26%</b>
<b>Zone 11 Crowthorne &amp; Sandhurst</b>					
Crowthorne (all locations)	0.00%	0.00%	0.48%	9.43%	0.68%
Sandhurst (all locations excluding Meadows Centre)	0.00%	0.00%	0.04%	5.54%	0.14%
Yateley (all locations)	0.00%	0.00%	0.00%	1.69%	0.06%
Bagshot (all locations)	0.00%	0.00%	0.00%	0.35%	0.00%
Meadows Centre, Sandhurst (M&S / Tesco Extra)	0.41%	0.64%	2.04%	13.72%	1.06%
All other locations, zone 11	0.00%	0.00%	0.00%	0.24%	0.00%
<b>Total, Zone 11</b>	<b>0.41%</b>	<b>0.64%</b>	<b>2.56%</b>	<b>30.97%</b>	<b>1.94%</b>
<b>Zone 12 Wokingham town &amp; surrounds</b>					
<b>Defined town / district / village centres in Wokingham Borough:</b>					
Wokingham town centre	0.87%	3.33%	1.67%	2.78%	26.00%
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.00%	0.00%	0.00%	1.28%	0.13%
<u>Sub-total - Wokingham town</u>	<u>0.87%</u>	<u>3.33%</u>	<u>1.67%</u>	<u>4.06%</u>	<u>26.14%</u>
Winnersh district centre	0.22%	0.00%	0.26%	0.00%	0.37%
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	2.90%	2.49%	0.00%	0.00%	2.83%
<u>Sub-total - Winnersh</u>	<u>3.12%</u>	<u>2.49%</u>	<u>0.26%</u>	<u>0.00%</u>	<u>3.20%</u>
<b>Other locations</b>					
Tesco Superstore, Finchampstead Road, Wokingham, RG40 2NS	0.00%	0.24%	0.00%	1.27%	2.00%
All other locations, zone 12	0.51%	1.79%	0.00%	0.04%	1.71%
<u>Sub-total - other zone 12</u>	<u>0.51%</u>	<u>2.03%</u>	<u>0.00%</u>	<u>1.31%</u>	<u>3.71%</u>
<b>Total, Zone 12</b>	<b>4.50%</b>	<b>7.86%</b>	<b>1.94%</b>	<b>5.36%</b>	<b>33.04%</b>
<b>TOTAL FOR STUDY AREA</b>	<b>29.54%</b>	<b>32.40%</b>	<b>82.59%</b>	<b>53.54%</b>	<b>55.52%</b>
<b>Outside study area</b>					
Reading — town centre	29.69%	25.60%	2.74%	4.00%	22.81%
Reading — retail parks / out of centre foodstores / IKEA / other	33.16%	8.56%	3.17%	0.30%	13.77%
<u>Sub-total — Reading</u>	<u>62.85%</u>	<u>34.16%</u>	<u>5.90%</u>	<u>4.30%</u>	<u>36.58%</u>
Farnborough — all locations	0.00%	0.00%	1.05%	14.05%	0.11%
Camberley — all locations	0.09%	0.24%	0.17%	22.72%	1.11%
<b>Henley on Thames — all locations</b>	0.09%	15.94%	0.00%	0.00%	0.44%
<b>High Wycombe — all locations</b>	1.28%	6.05%	1.83%	0.47%	0.51%
<b>Slough — all locations</b>	0.91%	0.31%	0.96%	0.00%	0.00%
<b>Windsor town centre</b>	0.00%	0.20%	2.62%	0.36%	0.00%
<b>Guildford — all locations</b>	0.00%	0.00%	0.17%	0.46%	2.41%
<b>Central &amp; Greater London — all locations</b>	2.51%	2.87%	0.74%	0.09%	0.00%
Other	2.72%	7.83%	3.96%	4.00%	3.32%
<b>TOTAL FOR OUTSIDE STUDY AREA</b>	<b>70.46%</b>	<b>67.60%</b>	<b>17.41%</b>	<b>46.46%</b>	<b>44.48%</b>
<b>OVERALL TOTAL</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

Table CM7a — Baseline comparison goods spending patterns, 2022

Note: all figures in £m

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12	TOTAL	TOTAL %
	Reading East	Twyford	Bracknell	Crowthorne/Sandhurst	Wokingham town		
<b>TOTAL AVAILABLE COMPARISON GOODS SPEND, 2022</b>	<b>347.86</b>	<b>88.51</b>	<b>282.06</b>	<b>221.93</b>	<b>291.09</b>	<b>1,231.45</b>	<b>100%</b>
<b>Zone 1 Reading East</b>							
<b>Defined town / district / village centres in Wokingham Borough:</b>							
Woodley town centre (including Lidl, Waitrose)	34.10	3.82	0.00	0.00	0.84	<b>38.77</b>	<b>3.15%</b>
Lower Earley district centre	5.05	0.00	0.00	0.00	0.00	<b>5.05</b>	<b>0.41%</b>
Asda, Lower Earley	10.21	0.49	0.00	0.00	0.86	<b>11.56</b>	<b>0.94%</b>
<i>Sub-total - Lower Earley</i>	<i>15.26</i>	<i>0.49</i>	<i>0.00</i>	<i>0.00</i>	<i>0.86</i>	<b>16.61</b>	<b>1.35%</b>
Shinfield Road district centre	0.30	0.00	0.00	0.00	0.00	<b>0.30</b>	<b>0.02%</b>
<b>Other locations:</b>							
Forbury Retail Park, Kenavon Drive, Reading ( <i>not in Wokingham Borough</i> )	15.31	1.35	7.66	1.74	3.56	<b>29.62</b>	<b>2.41%</b>
All other locations, zone 1	5.19	1.88	0.00	0.00	1.28	<b>8.35</b>	<b>0.68%</b>
<i>Sub-total - other zone 1</i>	<i>20.50</i>	<i>3.24</i>	<i>7.66</i>	<i>1.74</i>	<i>4.84</i>	<b>37.97</b>	<b>3.08%</b>
<b>Total, zone 1</b>	<b>70.16</b>	<b>7.55</b>	<b>7.66</b>	<b>1.74</b>	<b>6.55</b>	<b>93.65</b>	<b>7.60%</b>
<b>Zone 6a Twyford</b>							
<b>Defined town / district / village centres in Wokingham Borough:</b>							
Twyford village centre	0.30	7.02	0.00	0.00	0.10	<b>7.42</b>	<b>0.60%</b>
Waitrose, London Road, Twyford	0.00	0.16	0.00	0.00	0.00	<b>0.16</b>	<b>0.01%</b>
<i>Sub-total - Twyford</i>	<i>0.30</i>	<i>7.18</i>	<i>0.00</i>	<i>0.00</i>	<i>0.10</i>	<b>7.58</b>	<b>0.62%</b>
<b>Other locations:</b>							
Wargrave village centre	0.00	1.37	0.00	0.00	0.00	<b>1.37</b>	<b>0.11%</b>
All other locations, zone 6a	0.00	0.65	0.00	0.00	0.00	<b>0.65</b>	<b>0.05%</b>
<i>Sub-total - other zone 6a</i>	<i>0.00</i>	<i>2.02</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<b>2.02</b>	<b>0.16%</b>
<b>Total, Zone 6a</b>	<b>0.30</b>	<b>9.20</b>	<b>0.00</b>	<b>0.00</b>	<b>0.10</b>	<b>9.60</b>	<b>0.78%</b>
<b>Zone 10 Bracknell</b>							
<i>Note: no defined town / district / village centres in Wokingham Borough in this zone</i>							
<b>Town centres:</b>							
Bracknell town centre (including Lexicon & Waitrose)	12.56	2.68	127.78	24.57	38.45	<b>206.03</b>	<b>16.73%</b>
<b>Other locations:</b>							
Peel Centre, Bracknell	2.61	1.54	41.15	7.68	12.36	<b>65.35</b>	<b>5.31%</b>
Tesco Superstore, Whitton Road, Martins Heron, Bracknell, RG12 9TZ	0.00	0.00	14.06	0.75	0.00	<b>14.82</b>	<b>1.20%</b>
Tesco Superstore, County Lane, Warfield, Bracknell, RG42 3JP	0.00	0.00	9.13	0.00	0.00	<b>9.13</b>	<b>0.74%</b>
Sainsbury's Superstore, Ringmead, Bracknell, RG12 7SS	0.00	0.00	6.30	1.78	0.00	<b>8.08</b>	<b>0.66%</b>
Homebase, Wokingham Road, Bracknell, RG42 1NB	0.07	0.12	6.66	0.92	1.75	<b>9.51</b>	<b>0.77%</b>
All other locations, zone 10	0.00	0.07	7.53	0.75	0.59	<b>8.95</b>	<b>0.73%</b>
<i>Sub-total - other zone 10</i>	<i>2.67</i>	<i>1.73</i>	<i>84.85</i>	<i>11.88</i>	<i>14.70</i>	<b>115.84</b>	<b>9.41%</b>
<b>Total, Zone 10</b>	<b>15.23</b>	<b>4.41</b>	<b>212.63</b>	<b>36.46</b>	<b>53.15</b>	<b>321.87</b>	<b>26.14%</b>
<b>Zone 11 Crowthorne &amp; Sandhurst</b>							
Crowthorne (all locations)	0.00	0.00	1.36	20.92	1.97	<b>24.25</b>	<b>1.97%</b>
Sandhurst (all locations excluding Meadows Centre)	0.00	0.00	0.10	12.28	0.40	<b>12.78</b>	<b>1.04%</b>
Yateley (all locations)	0.00	0.00	0.00	3.75	0.17	<b>3.93</b>	<b>0.32%</b>
Bagshot (all locations)	0.00	0.00	0.00	0.78	0.00	<b>0.78</b>	<b>0.06%</b>
Meadows Centre, Sandhurst (M&S / Tesco Extra)	1.43	0.57	5.75	30.45	3.09	<b>41.29</b>	<b>3.35%</b>
All other locations, zone 11	0.00	0.00	0.00	0.53	0.00	<b>0.53</b>	<b>0.04%</b>
<b>Total, Zone 11</b>	<b>1.43</b>	<b>0.57</b>	<b>7.21</b>	<b>68.73</b>	<b>5.63</b>	<b>83.57</b>	<b>6.79%</b>
<b>Zone 12 Wokingham town &amp; surrounds</b>							
<b>Defined town / district / village centres in Wokingham Borough:</b>							
Wokingham town centre	3.04	2.95	4.72	6.17	75.69	<b>92.58</b>	<b>7.52%</b>
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.00	0.00	0.00	2.83	0.39	<b>3.22</b>	<b>0.26%</b>
<i>Sub-total - Wokingham town</i>	<i>3.04</i>	<i>2.95</i>	<i>4.72</i>	<i>9.00</i>	<i>76.08</i>	<b>95.80</b>	<b>7.78%</b>
Winnersh district centre	0.77	0.00	0.74	0.00	1.07	<b>2.59</b>	<b>0.21%</b>
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	10.07	2.21	0.00	0.00	8.24	<b>20.52</b>	<b>1.67%</b>
<i>Sub-total - Winnersh</i>	<i>10.84</i>	<i>2.21</i>	<i>0.74</i>	<i>0.00</i>	<i>9.31</i>	<b>23.11</b>	<b>1.88%</b>
<b>Other locations</b>							
Tesco Superstore, Finchampstead Road, Wokingham, RG40 2NS	0.00	0.21	0.00	2.81	5.83	<b>8.85</b>	<b>0.72%</b>
All other locations, zone 12	1.77	1.58	0.00	0.09	4.97	<b>8.41</b>	<b>0.68%</b>
<i>Sub-total - other zone 12</i>	<i>1.77</i>	<i>1.80</i>	<i>0.00</i>	<i>2.90</i>	<i>10.80</i>	<b>17.26</b>	<b>1.40%</b>
<b>Total, Zone 12</b>	<b>15.65</b>	<b>6.95</b>	<b>5.46</b>	<b>11.90</b>	<b>96.19</b>	<b>136.17</b>	<b>11.06%</b>
<b>TOTAL FOR STUDY AREA</b>	<b>102.77</b>	<b>28.67</b>	<b>232.96</b>	<b>118.83</b>	<b>161.62</b>	<b>644.86</b>	<b>52.37%</b>
<b>Outside study area</b>							
Reading — town centre	103.29	22.66	7.72	8.87	66.40	<b>208.94</b>	<b>16.97%</b>
Reading — retail parks / out of centre foodstores / IKEA / other	115.36	7.57	8.93	0.68	40.09	<b>172.62</b>	<b>14.02%</b>
<i>Sub-total — Reading</i>	<i>218.64</i>	<i>30.23</i>	<i>16.65</i>	<i>9.55</i>	<i>106.49</i>	<b>381.56</b>	<b>30.98%</b>
Farnborough — all locations	0.00	0.00	2.95	31.18	0.32	<b>34.44</b>	<b>2.80%</b>
Camberley — all locations	0.31	0.21	0.49	50.43	3.22	<b>54.66</b>	<b>4.44%</b>
Henley on Thames — all locations	0.30	14.11	0.00	0.00	1.28	<b>15.70</b>	<b>1.27%</b>
High Wycombe — all locations	4.45	5.35	5.15	1.04	1.49	<b>17.49</b>	<b>1.42%</b>
Slough — all locations	3.18	0.28	2.69	0.00	0.00	<b>6.15</b>	<b>0.50%</b>
Windsor town centre	0.00	0.18	7.40	0.79	0.00	<b>8.37</b>	<b>0.68%</b>
Guildford — all locations	0.00	0.00	0.49	1.02	7.00	<b>8.52</b>	<b>0.69%</b>
Central & Greater London — all locations	8.73	2.54	2.08	0.21	0.00	<b>13.56</b>	<b>1.10%</b>
<b>Other</b>	<b>9.48</b>	<b>6.93</b>	<b>11.18</b>	<b>8.88</b>	<b>9.67</b>	<b>46.15</b>	<b>3.75%</b>
<b>TOTAL FOR OUTSIDE STUDY AREA</b>	<b>245.09</b>	<b>59.84</b>	<b>49.10</b>	<b>103.10</b>	<b>129.47</b>	<b>586.59</b>	<b>47.63%</b>
<b>OVERALL TOTAL</b>	<b>347.86</b>	<b>88.51</b>	<b>282.06</b>	<b>221.93</b>	<b>291.09</b>	<b>1231.45</b>	<b>100.00%</b>

Table CM7b — Baseline comparison goods spending patterns, 2026

Note: all figures in £m

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12	TOTAL	TOTAL %
	Reading East	Twyford	Bracknell	Crowthorne/Sandhurst	Wokingham town		
<b>TOTAL AVAILABLE COMPARISON GOODS SPEND, 2026</b>	<b>348.50</b>	<b>89.05</b>	<b>281.78</b>	<b>221.11</b>	<b>295.80</b>	<b>1,236.24</b>	<b>100%</b>
<b>Zone 1 Reading East</b>							
<b>Defined town / district / village centres in Wokingham Borough:</b>							
Woodley town centre (including Lidl, Waitrose)	34.16	3.84	0.00	0.00	0.86	<b>38.87</b>	<b>3.14%</b>
Lower Earley district centre	5.05	0.00	0.00	0.00	0.00	<b>5.05</b>	<b>0.41%</b>
Asda, Lower Earley	10.23	0.49	0.00	0.00	0.88	<b>11.60</b>	<b>0.94%</b>
<i>Sub-total - Lower Earley</i>	<i>15.29</i>	<i>0.49</i>	<i>0.00</i>	<i>0.00</i>	<i>0.88</i>	<b>16.65</b>	<b>1.35%</b>
Shinfield Road district centre	0.30	0.00	0.00	0.00	0.00	<b>0.30</b>	<b>0.02%</b>
<b>Other locations:</b>							
Forbury Retail Park, Kenavon Drive, Reading ( <i>not in Wokingham Borough</i> )	15.34	1.36	7.65	1.73	3.62	<b>29.70</b>	<b>2.40%</b>
All other locations, zone 1	5.20	1.90	0.00	0.00	1.30	<b>8.39</b>	<b>0.68%</b>
<i>Sub-total - other zone 1</i>	<i>20.54</i>	<i>3.26</i>	<i>7.65</i>	<i>1.73</i>	<i>4.92</i>	<b>38.10</b>	<b>3.08%</b>
<b>Total, zone 1</b>	<b>70.29</b>	<b>7.59</b>	<b>7.65</b>	<b>1.73</b>	<b>6.65</b>	<b>93.92</b>	<b>7.60%</b>
<b>Zone 6a Twyford</b>							
<b>Defined town / district / village centres in Wokingham Borough:</b>							
Twyford village centre	0.30	7.06	0.00	0.00	0.10	<b>7.46</b>	<b>0.60%</b>
Waitrose, London Road, Twyford	0.00	0.16	0.00	0.00	0.00	<b>0.16</b>	<b>0.01%</b>
<i>Sub-total - Twyford</i>	<i>0.30</i>	<i>7.22</i>	<i>0.00</i>	<i>0.00</i>	<i>0.10</i>	<b>7.62</b>	<b>0.62%</b>
<b>Other locations:</b>							
Wargrave village centre	0.00	1.37	0.00	0.00	0.00	<b>1.37</b>	<b>0.11%</b>
All other locations, zone 6a	0.00	0.66	0.00	0.00	0.00	<b>0.66</b>	<b>0.05%</b>
<i>Sub-total - other zone 6a</i>	<i>0.00</i>	<i>2.03</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<b>2.03</b>	<b>0.16%</b>
<b>Total, Zone 6a</b>	<b>0.30</b>	<b>9.25</b>	<b>0.00</b>	<b>0.00</b>	<b>0.10</b>	<b>9.66</b>	<b>0.78%</b>
<b>Zone 10 Bracknell</b>							
<i>Note: no defined town / district / village centres in Wokingham Borough in this zone</i>							
<b>Town centres:</b>							
Bracknell town centre (including Lexicon & Waitrose)	12.58	2.69	127.65	24.48	39.07	<b>206.48</b>	<b>16.70%</b>
<b>Other locations:</b>							
Peel Centre, Bracknell	2.61	1.55	41.11	7.65	12.56	<b>65.49</b>	<b>5.30%</b>
Tesco Superstore, Whifton Road, Martins Heron, Bracknell, RG12 9TZ	0.00	0.00	14.05	0.75	0.00	<b>14.80</b>	<b>1.20%</b>
Tesco Superstore, County Lane, Warfield, Bracknell, RG42 3JP	0.00	0.00	9.12	0.00	0.00	<b>9.12</b>	<b>0.74%</b>
Sainsbury's Superstore, Ringmead, Bracknell, RG12 7SS	0.00	0.00	6.29	1.78	0.00	<b>8.07</b>	<b>0.65%</b>
Homebase, Wokingham Road, Bracknell, RG42 1NB	0.07	0.12	6.66	0.91	1.78	<b>9.53</b>	<b>0.77%</b>
All other locations, zone 10	0.00	0.07	7.53	0.75	0.60	<b>8.95</b>	<b>0.72%</b>
<i>Sub-total - other zone 10</i>	<i>2.68</i>	<i>1.74</i>	<i>84.76</i>	<i>11.84</i>	<i>14.94</i>	<b>115.96</b>	<b>9.38%</b>
<b>Total, Zone 10</b>	<b>15.26</b>	<b>4.43</b>	<b>212.42</b>	<b>36.32</b>	<b>54.01</b>	<b>322.44</b>	<b>26.08%</b>
<b>Zone 11 Crowthorne &amp; Sandhurst</b>							
Crowthorne (all locations)	0.00	0.00	1.36	20.85	2.00	<b>24.20</b>	<b>1.96%</b>
Sandhurst (all locations excluding Meadows Centre)	0.00	0.00	0.10	12.24	0.40	<b>12.75</b>	<b>1.03%</b>
Yateley (all locations)	0.00	0.00	0.00	3.74	0.18	<b>3.92</b>	<b>0.32%</b>
Bagshot (all locations)	0.00	0.00	0.00	0.78	0.00	<b>0.78</b>	<b>0.06%</b>
Meadows Centre, Sandhurst (M&S / Tesco Extra)	1.43	0.57	5.74	30.34	3.14	<b>41.23</b>	<b>3.33%</b>
All other locations, zone 11	0.00	0.00	0.00	0.53	0.00	<b>0.53</b>	<b>0.04%</b>
<b>Total, Zone 11</b>	<b>1.43</b>	<b>0.57</b>	<b>7.20</b>	<b>68.48</b>	<b>5.73</b>	<b>83.41</b>	<b>6.75%</b>
<b>Zone 12 Wokingham town &amp; surrounds</b>							
<b>Defined town / district / village centres in Wokingham Borough:</b>							
Wokingham town centre	3.05	2.97	4.72	6.15	76.92	<b>93.80</b>	<b>7.59%</b>
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.00	0.00	0.00	2.82	0.39	<b>3.21</b>	<b>0.26%</b>
<i>Sub-total - Wokingham town</i>	<i>3.05</i>	<i>2.97</i>	<i>4.72</i>	<i>8.97</i>	<i>77.31</i>	<b>97.02</b>	<b>7.85%</b>
Winnersh district centre	0.77	0.00	0.74	0.00	1.09	<b>2.60</b>	<b>0.21%</b>
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	10.09	2.22	0.00	0.00	8.38	<b>20.69</b>	<b>1.67%</b>
<i>Sub-total - Winnersh</i>	<i>10.86</i>	<i>2.22</i>	<i>0.74</i>	<i>0.00</i>	<i>9.47</i>	<b>23.29</b>	<b>1.88%</b>
<b>Other locations</b>							
Tesco Superstore, Finchampstead Road, Wokingham, RG40 2NS	0.00	0.22	0.00	2.80	5.92	<b>8.94</b>	<b>0.72%</b>
All other locations, zone 12	1.77	1.59	0.00	0.09	5.05	<b>8.50</b>	<b>0.69%</b>
<i>Sub-total - other zone 12</i>	<i>1.77</i>	<i>1.81</i>	<i>0.00</i>	<i>2.89</i>	<i>10.97</i>	<b>17.44</b>	<b>1.41%</b>
<b>Total, Zone 12</b>	<b>15.68</b>	<b>7.00</b>	<b>5.46</b>	<b>11.86</b>	<b>97.75</b>	<b>137.74</b>	<b>11.14%</b>
<b>TOTAL FOR STUDY AREA</b>	<b>102.96</b>	<b>28.85</b>	<b>232.73</b>	<b>118.39</b>	<b>164.24</b>	<b>647.17</b>	<b>52.35%</b>
<b>Outside study area</b>							
Reading — town centre	103.48	22.80	7.71	8.84	67.48	<b>210.30</b>	<b>17.01%</b>
Reading — retail parks / out of centre foodstores / IKEA / other	115.57	7.62	8.92	0.67	40.73	<b>173.52</b>	<b>14.04%</b>
<i>Sub-total — Reading</i>	<i>219.04</i>	<i>30.42</i>	<i>16.64</i>	<i>9.51</i>	<i>108.21</i>	<b>383.82</b>	<b>31.05%</b>
Farnborough — all locations	0.00	0.00	2.95	31.06	0.32	<b>34.33</b>	<b>2.78%</b>
Camberley — all locations	0.31	0.21	0.49	50.25	3.27	<b>54.52</b>	<b>4.41%</b>
Henley on Thames — all locations	0.30	14.20	0.00	0.00	1.30	<b>15.80</b>	<b>1.28%</b>
High Wycombe — all locations	4.46	5.38	5.15	1.04	1.52	<b>17.54</b>	<b>1.42%</b>
Slough — all locations	3.18	0.28	2.69	0.00	0.00	<b>6.15</b>	<b>0.50%</b>
Windsor town centre	0.00	0.18	7.39	0.79	0.00	<b>8.36</b>	<b>0.68%</b>
Guildford — all locations	0.00	0.00	0.49	1.02	7.12	<b>8.62</b>	<b>0.70%</b>
Central & Greater London — all locations	8.75	2.56	2.08	0.21	0.00	<b>13.59</b>	<b>1.10%</b>
<b>Other</b>	<b>9.50</b>	<b>6.98</b>	<b>11.17</b>	<b>8.85</b>	<b>9.83</b>	<b>46.32</b>	<b>3.75%</b>
<b>TOTAL FOR OUTSIDE STUDY AREA</b>	<b>245.53</b>	<b>60.20</b>	<b>49.05</b>	<b>102.72</b>	<b>131.57</b>	<b>589.07</b>	<b>47.65%</b>
<b>OVERALL TOTAL</b>	<b>348.50</b>	<b>89.05</b>	<b>281.78</b>	<b>221.11</b>	<b>295.80</b>	<b>1236.24</b>	<b>100.00%</b>



Table CM7c — Baseline comparison goods spending patterns, 2031

Note: all figures in £m

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12	TOTAL	TOTAL %
	Reading East	Twyford	Bracknell	Crowthorne/Sandhurst	Wokingham town		
<b>TOTAL AVAILABLE COMPARISON GOODS SPEND, 2031</b>	<b>392.68</b>	<b>100.28</b>	<b>315.43</b>	<b>246.79</b>	<b>335.66</b>	<b>1,390.83</b>	<b>100%</b>
<b>Zone 1 Reading East</b>							
<b>Defined town / district / village centres in Wokingham Borough:</b>							
Woodley town centre (including Lidl, Waitrose)	38.49	4.33	0.00	0.00	0.97	<b>43.80</b>	<b>3.15%</b>
Lower Earley district centre	5.70	0.00	0.00	0.00	0.00	<b>5.70</b>	<b>0.41%</b>
Asda, Lower Earley	11.53	0.55	0.00	0.00	0.99	<b>13.08</b>	<b>0.94%</b>
<i>Sub-total - Lower Earley</i>	<i>17.22</i>	<i>0.55</i>	<i>0.00</i>	<i>0.00</i>	<i>0.99</i>	<b>18.77</b>	<b>1.35%</b>
Shinfield Road district centre	0.34	0.00	0.00	0.00	0.00	<b>0.34</b>	<b>0.02%</b>
<b>Other locations:</b>							
Forbury Retail Park, Kenavon Drive, Reading ( <i>not in Wokingham Borough</i> )	17.29	1.53	8.56	1.93	4.10	<b>33.42</b>	<b>2.40%</b>
All other locations, zone 1	5.86	2.13	0.00	0.00	1.48	<b>9.47</b>	<b>0.68%</b>
<i>Sub-total - other zone 1</i>	<i>23.14</i>	<i>3.67</i>	<i>8.56</i>	<i>1.93</i>	<i>5.58</i>	<b>42.89</b>	<b>3.08%</b>
<b>Total, zone 1</b>	<b>79.20</b>	<b>8.55</b>	<b>8.56</b>	<b>1.93</b>	<b>7.55</b>	<b>105.80</b>	<b>7.61%</b>
<b>Zone 6a Twyford</b>							
<b>Defined town / district / village centres in Wokingham Borough:</b>							
Twyford village centre	0.34	7.95	0.00	0.00	0.11	<b>8.40</b>	<b>0.60%</b>
Waitrose, London Road, Twyford	0.00	0.18	0.00	0.00	0.00	<b>0.18</b>	<b>0.01%</b>
<i>Sub-total - Twyford</i>	<i>0.34</i>	<i>8.13</i>	<i>0.00</i>	<i>0.00</i>	<i>0.11</i>	<b>8.59</b>	<b>0.62%</b>
<b>Other locations:</b>							
Wargrave village centre	0.00	1.55	0.00	0.00	0.00	<b>1.55</b>	<b>0.11%</b>
All other locations, zone 6a	0.00	0.74	0.00	0.00	0.00	<b>0.74</b>	<b>0.05%</b>
<i>Sub-total - other zone 6a</i>	<i>0.00</i>	<i>2.29</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<b>2.29</b>	<b>0.16%</b>
<b>Total, Zone 6a</b>	<b>0.34</b>	<b>10.42</b>	<b>0.00</b>	<b>0.00</b>	<b>0.11</b>	<b>10.87</b>	<b>0.78%</b>
<b>Zone 10 Bracknell</b>							
<i>Note: no defined town / district / village centres in Wokingham Borough in this zone</i>							
<b>Town centres:</b>							
Bracknell town centre (including Lexicon & Waitrose)	14.17	3.03	142.90	27.33	44.33	<b>231.76</b>	<b>16.66%</b>
<b>Other locations:</b>							
Peel Centre, Bracknell	2.95	1.75	46.02	8.54	14.25	<b>73.51</b>	<b>5.29%</b>
Tesco Superstore, Whifton Road, Martins Heron, Bracknell, RG12 9TZ	0.00	0.00	15.73	0.84	0.00	<b>16.56</b>	<b>1.19%</b>
Tesco Superstore, County Lane, Warfield, Bracknell, RG42 3JP	0.00	0.00	10.21	0.00	0.00	<b>10.21</b>	<b>0.73%</b>
Sainsbury's Superstore, Ringmead, Bracknell, RG12 7SS	0.00	0.00	7.05	1.98	0.00	<b>9.03</b>	<b>0.65%</b>
Homebase, Wokingham Road, Bracknell, RG42 1NB	0.07	0.13	7.45	1.02	2.01	<b>10.69</b>	<b>0.77%</b>
All other locations, zone 10	0.00	0.08	8.42	0.84	0.69	<b>10.02</b>	<b>0.72%</b>
<i>Sub-total - other zone 10</i>	<i>3.02</i>	<i>1.96</i>	<i>94.88</i>	<i>13.22</i>	<i>16.95</i>	<b>130.03</b>	<b>9.35%</b>
<b>Total, Zone 10</b>	<b>17.19</b>	<b>4.99</b>	<b>237.78</b>	<b>40.54</b>	<b>61.29</b>	<b>361.79</b>	<b>26.01%</b>
<b>Zone 11 Crowthorne &amp; Sandhurst</b>							
Crowthorne (all locations)	0.00	0.00	1.52	23.27	2.27	<b>27.06</b>	<b>1.95%</b>
Sandhurst (all locations excluding Meadows Centre)	0.00	0.00	0.12	13.66	0.46	<b>14.23</b>	<b>1.02%</b>
Yateley (all locations)	0.00	0.00	0.00	4.18	0.20	<b>4.38</b>	<b>0.31%</b>
Bagshot (all locations)	0.00	0.00	0.00	0.87	0.00	<b>0.87</b>	<b>0.06%</b>
Meadows Centre, Sandhurst (M&S / Tesco Extra)	1.61	0.64	6.43	33.86	3.57	<b>46.11</b>	<b>3.32%</b>
All other locations, zone 11	0.00	0.00	0.00	0.59	0.00	<b>0.59</b>	<b>0.04%</b>
<b>Total, Zone 11</b>	<b>1.61</b>	<b>0.64</b>	<b>8.06</b>	<b>76.43</b>	<b>6.50</b>	<b>93.25</b>	<b>6.70%</b>
<b>Zone 12 Wokingham town &amp; surrounds</b>							
<b>Defined town / district / village centres in Wokingham Borough:</b>							
Wokingham town centre	3.43	3.34	5.28	6.86	87.28	<b>106.20</b>	<b>7.64%</b>
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.00	0.00	0.00	3.15	0.45	<b>3.59</b>	<b>0.26%</b>
<i>Sub-total - Wokingham town</i>	<i>3.43</i>	<i>3.34</i>	<i>5.28</i>	<i>10.01</i>	<i>87.73</i>	<b>109.80</b>	<b>7.89%</b>
Winnersh district centre	0.87	0.00	0.83	0.00	1.24	<b>2.94</b>	<b>0.21%</b>
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	11.37	2.50	0.00	0.00	9.50	<b>23.38</b>	<b>1.68%</b>
<i>Sub-total - Winnersh</i>	<i>12.24</i>	<i>2.50</i>	<i>0.83</i>	<i>0.00</i>	<i>10.74</i>	<b>26.31</b>	<b>1.89%</b>
<b>Other locations</b>							
Tesco Superstore, Finchampstead Road, Wokingham, RG40 2NS	0.00	0.24	0.00	3.12	6.72	<b>10.09</b>	<b>0.73%</b>
All other locations, zone 12	2.00	1.79	0.00	0.10	5.73	<b>9.62</b>	<b>0.69%</b>
<i>Sub-total - other zone 12</i>	<i>2.00</i>	<i>2.03</i>	<i>0.00</i>	<i>3.22</i>	<i>12.45</i>	<b>19.71</b>	<b>1.42%</b>
<b>Total, Zone 12</b>	<b>17.67</b>	<b>7.88</b>	<b>6.11</b>	<b>13.24</b>	<b>110.92</b>	<b>155.81</b>	<b>11.20%</b>
<b>TOTAL FOR STUDY AREA</b>	<b>116.02</b>	<b>32.49</b>	<b>260.52</b>	<b>132.14</b>	<b>186.37</b>	<b>727.53</b>	<b>52.31%</b>
<b>Outside study area</b>							
Reading — town centre	116.59	25.67	8.63	9.87	76.57	<b>237.33</b>	<b>17.06%</b>
Reading — retail parks / out of centre foodstores / IKEA / other	130.22	8.58	9.99	0.75	46.22	<b>195.76</b>	<b>14.08%</b>
<i>Sub-total — Reading</i>	<i>246.81</i>	<i>34.25</i>	<i>18.62</i>	<i>10.62</i>	<i>122.79</i>	<b>433.10</b>	<b>31.14%</b>
Farnborough — all locations	0.00	0.00	3.30	34.67	0.36	<b>38.34</b>	<b>2.76%</b>
Camberley — all locations	0.35	0.24	0.55	56.08	3.71	<b>60.92</b>	<b>4.38%</b>
Henley on Thames — all locations	0.34	15.99	0.00	0.00	1.48	<b>17.81</b>	<b>1.28%</b>
High Wycombe — all locations	5.02	6.06	5.76	1.16	1.72	<b>19.73</b>	<b>1.42%</b>
Slough — all locations	3.59	0.32	3.01	0.00	0.00	<b>6.91</b>	<b>0.50%</b>
Windsor town centre	0.00	0.20	8.28	0.88	0.00	<b>9.36</b>	<b>0.67%</b>
Guildford — all locations	0.00	0.00	0.55	1.14	8.08	<b>9.76</b>	<b>0.70%</b>
Central & Greater London — all locations	9.86	2.88	2.33	0.23	0.00	<b>15.29</b>	<b>1.10%</b>
<b>Other</b>	<b>10.70</b>	<b>7.86</b>	<b>12.51</b>	<b>9.88</b>	<b>11.15</b>	<b>52.09</b>	<b>3.75%</b>
<b>TOTAL FOR OUTSIDE STUDY AREA</b>	<b>276.66</b>	<b>67.79</b>	<b>54.91</b>	<b>114.65</b>	<b>149.29</b>	<b>663.30</b>	<b>47.69%</b>
<b>OVERALL TOTAL</b>	<b>392.68</b>	<b>100.28</b>	<b>315.43</b>	<b>246.79</b>	<b>335.66</b>	<b>1390.83</b>	<b>100.00%</b>

Table CM7d — Baseline comparison goods spending patterns, 2036

Note: all figures in £m

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12	TOTAL	TOTAL %
	Reading East	Twyford	Bracknell	Crowthorne/Sandhurst	Wokingham town		
<b>TOTAL AVAILABLE COMPARISON GOODS SPEND, 2036</b>	<b>453.68</b>	<b>114.98</b>	<b>363.04</b>	<b>283.66</b>	<b>388.79</b>	<b>1,604.14</b>	<b>100%</b>
<b>Zone 1 Reading East</b>							
<b>Defined town / district / village centres in Wokingham Borough:</b>							
Woodley town centre (including Lidl, Waitrose)	44.47	4.96	0.00	0.00	1.13	<b>50.56</b>	<b>3.15%</b>
Lower Earley district centre	6.58	0.00	0.00	0.00	0.00	<b>6.58</b>	<b>0.41%</b>
Asda, Lower Earley	13.32	0.63	0.00	0.00	1.15	<b>15.11</b>	<b>0.94%</b>
<i>Sub-total - Lower Earley</i>	<i>19.90</i>	<i>0.63</i>	<i>0.00</i>	<i>0.00</i>	<i>1.15</i>	<b>21.69</b>	<b>1.35%</b>
Shinfield Road district centre	0.39	0.00	0.00	0.00	0.00	<b>0.39</b>	<b>0.02%</b>
<b>Other locations:</b>							
Forbury Retail Park, Kenavon Drive, Reading ( <i>not in Wokingham Borough</i> )	19.97	1.76	9.86	2.22	4.75	<b>38.56</b>	<b>2.40%</b>
All other locations, zone 1	6.76	2.45	0.00	0.00	1.71	<b>10.92</b>	<b>0.68%</b>
<i>Sub-total - other zone 1</i>	<i>26.74</i>	<i>4.21</i>	<i>9.86</i>	<i>2.22</i>	<i>6.46</i>	<b>49.49</b>	<b>3.08%</b>
<b>Total, zone 1</b>	<b>91.50</b>	<b>9.81</b>	<b>9.86</b>	<b>2.22</b>	<b>8.74</b>	<b>122.13</b>	<b>7.61%</b>
<b>Zone 6a Twyford</b>							
<b>Defined town / district / village centres in Wokingham Borough:</b>							
Twyford village centre	0.39	9.11	0.00	0.00	0.13	<b>9.64</b>	<b>0.60%</b>
Waitrose, London Road, Twyford	0.00	0.21	0.00	0.00	0.00	<b>0.21</b>	<b>0.01%</b>
<i>Sub-total - Twyford</i>	<i>0.39</i>	<i>9.33</i>	<i>0.00</i>	<i>0.00</i>	<i>0.13</i>	<b>9.85</b>	<b>0.61%</b>
<b>Other locations:</b>							
Wargrave village centre	0.00	1.77	0.00	0.00	0.00	<b>1.77</b>	<b>0.11%</b>
All other locations, zone 6a	0.00	0.85	0.00	0.00	0.00	<b>0.85</b>	<b>0.05%</b>
<i>Sub-total - other zone 6a</i>	<i>0.00</i>	<i>2.62</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<b>2.62</b>	<b>0.16%</b>
<b>Total, Zone 6a</b>	<b>0.39</b>	<b>11.95</b>	<b>0.00</b>	<b>0.00</b>	<b>0.13</b>	<b>12.47</b>	<b>0.78%</b>
<b>Zone 10 Bracknell</b>							
<i>Note: no defined town / district / village centres in Wokingham Borough in this zone</i>							
<b>Town centres:</b>							
Bracknell town centre (including Lexicon & Waitrose)	16.38	3.48	164.47	31.41	51.35	<b>267.08</b>	<b>16.65%</b>
<b>Other locations:</b>							
Peel Centre, Bracknell	3.40	2.01	52.97	9.82	16.51	<b>84.71</b>	<b>5.28%</b>
Tesco Superstore, Whifton Road, Martins Heron, Bracknell, RG12 9TZ	0.00	0.00	18.10	0.96	0.00	<b>19.06</b>	<b>1.19%</b>
Tesco Superstore, County Lane, Warfield, Bracknell, RG42 3JP	0.00	0.00	11.75	0.00	0.00	<b>11.75</b>	<b>0.73%</b>
Sainsbury's Superstore, Ringmead, Bracknell, RG12 7SS	0.00	0.00	8.11	2.28	0.00	<b>10.39</b>	<b>0.65%</b>
Homebase, Wokingham Road, Bracknell, RG42 1NB	0.09	0.15	8.58	1.17	2.33	<b>12.32</b>	<b>0.77%</b>
All other locations, zone 10	0.00	0.09	9.70	0.96	0.79	<b>11.54</b>	<b>0.72%</b>
<i>Sub-total - other zone 10</i>	<i>3.49</i>	<i>2.25</i>	<i>109.21</i>	<i>15.19</i>	<i>19.64</i>	<b>149.77</b>	<b>9.34%</b>
<b>Total, Zone 10</b>	<b>19.87</b>	<b>5.72</b>	<b>273.68</b>	<b>46.60</b>	<b>70.99</b>	<b>416.85</b>	<b>25.99%</b>
<b>Zone 11 Crowthorne &amp; Sandhurst</b>							
Crowthorne (all locations)	0.00	0.00	1.75	26.74	2.63	<b>31.12</b>	<b>1.94%</b>
Sandhurst (all locations excluding Meadows Centre)	0.00	0.00	0.13	15.70	0.53	<b>16.36</b>	<b>1.02%</b>
Yateley (all locations)	0.00	0.00	0.00	4.80	0.23	<b>5.03</b>	<b>0.31%</b>
Bagshot (all locations)	0.00	0.00	0.00	1.00	0.00	<b>1.00</b>	<b>0.06%</b>
Meadows Centre, Sandhurst (M&S / Tesco Extra)	1.86	0.74	7.40	38.92	4.13	<b>53.05</b>	<b>3.31%</b>
All other locations, zone 11	0.00	0.00	0.00	0.68	0.00	<b>0.68</b>	<b>0.04%</b>
<b>Total, Zone 11</b>	<b>1.86</b>	<b>0.74</b>	<b>9.28</b>	<b>87.85</b>	<b>7.53</b>	<b>107.25</b>	<b>6.69%</b>
<b>Zone 12 Wokingham town &amp; surrounds</b>							
<b>Defined town / district / village centres in Wokingham Borough:</b>							
Wokingham town centre	3.96	3.83	6.08	7.89	101.10	<b>122.86</b>	<b>7.66%</b>
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.00	0.00	0.00	3.62	0.52	<b>4.14</b>	<b>0.26%</b>
<i>Sub-total - Wokingham town</i>	<i>3.96</i>	<i>3.83</i>	<i>6.08</i>	<i>11.51</i>	<i>101.61</i>	<b>127.00</b>	<b>7.92%</b>
Winnersh district centre	1.01	0.00	0.95	0.00	1.43	<b>3.39</b>	<b>0.21%</b>
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	13.14	2.87	0.00	0.00	11.01	<b>27.01</b>	<b>1.68%</b>
<i>Sub-total - Winnersh</i>	<i>14.14</i>	<i>2.87</i>	<i>0.95</i>	<i>0.00</i>	<i>12.44</i>	<b>30.41</b>	<b>1.90%</b>
<b>Other locations</b>							
Tesco Superstore, Finchampstead Road, Wokingham, RG40 2NS	0.00	0.28	0.00	3.59	7.79	<b>11.65</b>	<b>0.73%</b>
All other locations, zone 12	2.31	2.05	0.00	0.12	6.63	<b>11.11</b>	<b>0.69%</b>
<i>Sub-total - other zone 12</i>	<i>2.31</i>	<i>2.33</i>	<i>0.00</i>	<i>3.71</i>	<i>14.42</i>	<b>22.77</b>	<b>1.42%</b>
<b>Total, Zone 12</b>	<b>20.42</b>	<b>9.03</b>	<b>7.03</b>	<b>15.21</b>	<b>128.47</b>	<b>180.17</b>	<b>11.23%</b>
<b>TOTAL FOR STUDY AREA</b>	<b>134.04</b>	<b>37.25</b>	<b>299.85</b>	<b>151.88</b>	<b>215.86</b>	<b>838.88</b>	<b>52.29%</b>
<b>Outside study area</b>							
Reading — town centre	134.70	29.43	9.94	11.34	88.69	<b>274.10</b>	<b>17.09%</b>
Reading — retail parks / out of centre foodstores / IKEA / other	150.45	9.84	11.50	0.86	53.54	<b>226.18</b>	<b>14.10%</b>
<i>Sub-total — Reading</i>	<i>285.15</i>	<i>39.27</i>	<i>21.43</i>	<i>12.20</i>	<i>142.23</i>	<b>500.29</b>	<b>31.19%</b>
Farnborough — all locations	0.00	0.00	3.80	39.85	0.42	<b>44.07</b>	<b>2.75%</b>
Camberley — all locations	0.40	0.27	0.63	64.46	4.30	<b>70.06</b>	<b>4.37%</b>
Henley on Thames — all locations	0.39	18.33	0.00	0.00	1.71	<b>20.44</b>	<b>1.27%</b>
High Wycombe — all locations	5.80	6.95	6.63	1.33	1.99	<b>22.71</b>	<b>1.42%</b>
Slough — all locations	4.14	0.36	3.47	0.00	0.00	<b>7.97</b>	<b>0.50%</b>
Windsor town centre	0.00	0.23	9.53	1.01	0.00	<b>10.77</b>	<b>0.67%</b>
Guildford — all locations	0.00	0.00	0.63	1.31	9.35	<b>11.29</b>	<b>0.70%</b>
Central & Greater London — all locations	11.39	3.30	2.68	0.26	0.00	<b>17.63</b>	<b>1.10%</b>
<b>Other</b>	<b>12.36</b>	<b>9.01</b>	<b>14.39</b>	<b>11.35</b>	<b>12.92</b>	<b>60.03</b>	<b>3.74%</b>
<b>TOTAL FOR OUTSIDE STUDY AREA</b>	<b>319.64</b>	<b>77.73</b>	<b>63.20</b>	<b>131.77</b>	<b>172.92</b>	<b>765.26</b>	<b>47.71%</b>
<b>OVERALL TOTAL</b>	<b>453.68</b>	<b>114.98</b>	<b>363.04</b>	<b>283.66</b>	<b>388.79</b>	<b>1604.14</b>	<b>100.00%</b>

Table CM7e — Baseline comparison goods spending patterns, 2040

Note: all figures in £m

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12	TOTAL	TOTAL %
	Reading East	Twyford	Bracknell	Crowthorne/Sandhurst	Wokingham town		
<b>TOTAL AVAILABLE COMPARISON GOODS SPEND, 2040</b>	<b>510.87</b>	<b>128.40</b>	<b>408.31</b>	<b>319.44</b>	<b>439.77</b>	<b>1,806.77</b>	<b>100%</b>
<b>Zone 1 Reading East</b>							
<b>Defined town / district / village centres in Wokingham Borough:</b>							
Woodley town centre (including Lidl, Waitrose)	50.08	5.54	0.00	0.00	1.28	<b>56.90</b>	<b>3.15%</b>
Lower Earley district centre	7.41	0.00	0.00	0.00	0.00	<b>7.41</b>	<b>0.41%</b>
Asda, Lower Earley	15.00	0.71	0.00	0.00	1.30	<b>17.01</b>	<b>0.94%</b>
<i>Sub-total - Lower Earley</i>	<i>22.41</i>	<i>0.71</i>	<i>0.00</i>	<i>0.00</i>	<i>1.30</i>	<b>24.42</b>	<b>1.35%</b>
Shinfield Road district centre	0.44	0.00	0.00	0.00	0.00	<b>0.44</b>	<b>0.02%</b>
<b>Other locations:</b>							
Forbury Retail Park, Kenavon Drive, Reading ( <i>not in Wokingham Borough</i> )	22.49	1.96	11.09	2.50	5.38	<b>43.42</b>	<b>2.40%</b>
All other locations, zone 1	7.62	2.73	0.00	0.00	1.94	<b>12.29</b>	<b>0.68%</b>
<i>Sub-total - other zone 1</i>	<i>30.11</i>	<i>4.70</i>	<i>11.09</i>	<i>2.50</i>	<i>7.31</i>	<b>55.70</b>	<b>3.08%</b>
<b>Total, zone 1</b>	<b>103.04</b>	<b>10.95</b>	<b>11.09</b>	<b>2.50</b>	<b>9.89</b>	<b>137.46</b>	<b>7.61%</b>
<b>Zone 6a Twyford</b>							
<b>Defined town / district / village centres in Wokingham Borough:</b>							
Twyford village centre	0.44	10.18	0.00	0.00	0.15	<b>10.77</b>	<b>0.60%</b>
Waitrose, London Road, Twyford	0.00	0.24	0.00	0.00	0.00	<b>0.24</b>	<b>0.01%</b>
<i>Sub-total - Twyford</i>	<i>0.44</i>	<i>10.41</i>	<i>0.00</i>	<i>0.00</i>	<i>0.15</i>	<b>11.01</b>	<b>0.61%</b>
<b>Other locations:</b>							
Wargrave village centre	0.00	1.98	0.00	0.00	0.00	<b>1.98</b>	<b>0.11%</b>
All other locations, zone 6a	0.00	0.95	0.00	0.00	0.00	<b>0.95</b>	<b>0.05%</b>
<i>Sub-total - other zone 6a</i>	<i>0.00</i>	<i>2.93</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<b>2.93</b>	<b>0.16%</b>
<b>Total, Zone 6a</b>	<b>0.44</b>	<b>13.34</b>	<b>0.00</b>	<b>0.00</b>	<b>0.15</b>	<b>13.93</b>	<b>0.77%</b>
<b>Zone 10 Bracknell</b>							
<i>Note: no defined town / district / village centres in Wokingham Borough in this zone</i>							
<b>Town centres:</b>							
Bracknell town centre (including Lexicon & Waitrose)	18.44	3.88	184.97	35.37	58.08	<b>300.75</b>	<b>16.65%</b>
<b>Other locations:</b>							
Peel Centre, Bracknell	3.83	2.24	59.57	11.06	18.67	<b>95.38</b>	<b>5.28%</b>
Tesco Superstore, Whilton Road, Martins Heron, Bracknell, RG12 9TZ	0.00	0.00	20.36	1.08	0.00	<b>21.44</b>	<b>1.19%</b>
Tesco Superstore, County Lane, Warfield, Bracknell, RG42 3JP	0.00	0.00	13.22	0.00	0.00	<b>13.22</b>	<b>0.73%</b>
Sainsbury's Superstore, Ringmead, Bracknell, RG12 7SS	0.00	0.00	9.12	2.56	0.00	<b>11.69</b>	<b>0.65%</b>
Homebase, Wokingham Road, Bracknell, RG42 1NB	0.10	0.17	9.65	1.32	2.64	<b>13.87</b>	<b>0.77%</b>
All other locations, zone 10	0.00	0.10	10.91	1.08	0.90	<b>12.98</b>	<b>0.72%</b>
<i>Sub-total - other zone 10</i>	<i>3.93</i>	<i>2.51</i>	<i>122.82</i>	<i>17.11</i>	<i>22.21</i>	<b>168.58</b>	<b>9.33%</b>
<b>Total, Zone 10</b>	<b>22.37</b>	<b>6.39</b>	<b>307.80</b>	<b>52.48</b>	<b>80.30</b>	<b>469.33</b>	<b>25.98%</b>
<b>Zone 11 Crowthorne &amp; Sandhurst</b>							
Crowthorne (all locations)	0.00	0.00	1.96	30.11	2.98	<b>35.06</b>	<b>1.94%</b>
Sandhurst (all locations excluding Meadows Centre)	0.00	0.00	0.15	17.68	0.60	<b>18.43</b>	<b>1.02%</b>
Yateley (all locations)	0.00	0.00	0.00	5.40	0.26	<b>5.67</b>	<b>0.31%</b>
Bagshot (all locations)	0.00	0.00	0.00	1.13	0.00	<b>1.13</b>	<b>0.06%</b>
Meadows Centre, Sandhurst (M&S / Tesco Extra)	2.10	0.82	8.32	43.83	4.67	<b>59.75</b>	<b>3.31%</b>
All other locations, zone 11	0.00	0.00	0.00	0.77	0.00	<b>0.77</b>	<b>0.04%</b>
<b>Total, Zone 11</b>	<b>2.10</b>	<b>0.82</b>	<b>10.44</b>	<b>98.93</b>	<b>8.51</b>	<b>120.80</b>	<b>6.69%</b>
<b>Zone 12 Wokingham town &amp; surrounds</b>							
<b>Defined town / district / village centres in Wokingham Borough:</b>							
Wokingham town centre	4.46	4.28	6.84	8.88	114.35	<b>138.82</b>	<b>7.68%</b>
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.00	0.00	0.00	4.08	0.58	<b>4.66</b>	<b>0.26%</b>
<i>Sub-total - Wokingham town</i>	<i>4.46</i>	<i>4.28</i>	<i>6.84</i>	<i>12.96</i>	<i>114.94</i>	<b>143.48</b>	<b>7.94%</b>
Winnersh district centre	1.13	0.00	1.07	0.00	1.62	<b>3.83</b>	<b>0.21%</b>
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	14.79	3.20	0.00	0.00	12.45	<b>30.45</b>	<b>1.69%</b>
<i>Sub-total - Winnersh</i>	<i>15.93</i>	<i>3.20</i>	<i>1.07</i>	<i>0.00</i>	<i>14.07</i>	<b>34.27</b>	<b>1.90%</b>
<b>Other locations</b>							
Tesco Superstore, Finchampstead Road, Wokingham, RG40 2NS	0.00	0.31	0.00	4.04	8.81	<b>13.16</b>	<b>0.73%</b>
All other locations, zone 12	2.60	2.29	0.00	0.13	7.50	<b>12.53</b>	<b>0.69%</b>
<i>Sub-total - other zone 12</i>	<i>2.60</i>	<i>2.60</i>	<i>0.00</i>	<i>4.17</i>	<i>16.31</i>	<b>25.69</b>	<b>1.42%</b>
<b>Total, Zone 12</b>	<b>22.99</b>	<b>10.09</b>	<b>7.91</b>	<b>17.13</b>	<b>145.32</b>	<b>203.44</b>	<b>11.26%</b>
<b>TOTAL FOR STUDY AREA</b>	<b>150.93</b>	<b>41.60</b>	<b>337.23</b>	<b>171.04</b>	<b>244.17</b>	<b>944.97</b>	<b>52.30%</b>
<b>Outside study area</b>							
Reading — town centre	151.69	32.87	11.17	12.77	100.32	<b>308.82</b>	<b>17.09%</b>
Reading — retail parks / out of centre foodstores / IKEA / other	169.41	10.99	12.93	0.97	60.56	<b>254.86</b>	<b>14.11%</b>
<i>Sub-total — Reading</i>	<i>321.10</i>	<i>43.86</i>	<i>24.11</i>	<i>13.74</i>	<i>160.88</i>	<b>563.68</b>	<b>31.20%</b>
Farnborough — all locations	0.00	0.00	4.28	44.87	0.48	<b>49.63</b>	<b>2.75%</b>
Camberley — all locations	0.45	0.30	0.71	72.59	4.86	<b>78.91</b>	<b>4.37%</b>
Henley on Thames — all locations	0.44	20.47	0.00	0.00	1.94	<b>22.85</b>	<b>1.26%</b>
High Wycombe — all locations	6.53	7.76	7.46	1.50	2.25	<b>25.51</b>	<b>1.41%</b>
Slough — all locations	4.66	0.40	3.90	0.00	0.00	<b>8.97</b>	<b>0.50%</b>
Windsor town centre	0.00	0.26	10.71	1.13	0.00	<b>12.11</b>	<b>0.67%</b>
Guildford — all locations	0.00	0.00	0.71	1.47	10.58	<b>12.76</b>	<b>0.71%</b>
Central & Greater London — all locations	12.82	3.69	3.01	0.30	0.00	<b>19.82</b>	<b>1.10%</b>
<b>Other</b>	<b>13.92</b>	<b>10.06</b>	<b>16.19</b>	<b>12.78</b>	<b>14.61</b>	<b>67.56</b>	<b>3.74%</b>
<b>TOTAL FOR OUTSIDE STUDY AREA</b>	<b>359.93</b>	<b>86.80</b>	<b>71.08</b>	<b>148.40</b>	<b>195.60</b>	<b>861.80</b>	<b>47.70%</b>
<b>OVERALL TOTAL</b>	<b>510.87</b>	<b>128.40</b>	<b>408.31</b>	<b>319.44</b>	<b>439.77</b>	<b>1806.77</b>	<b>100.00%</b>

Table CM8 — Comparison goods floorspace (main centres)

Centre / location	Sq.m gross (est.)	Sq.m net (est.)	Data source / Notes
<b>In-centre floorspace</b>			
<b>Wokingham town centre</b>			
Comparison goods floorspace	10,656	8,525	Note 1
Comparison goods floorspace in foodstores	-	607	Note 2
<u>Sub-total</u>	-	<u>9,131</u>	
<b>Woodley town centre</b>			
Comparison goods floorspace	3,484	2,787	Note 1
Comparison goods floorspace in foodstores	-	462	Note 2
<u>Sub-total</u>	-	<u>3,250</u>	
<b>Lower Earley district centre</b>			
Comparison goods floorspace	0	0	
Comparison goods floorspace in foodstores	-	2,651	Note 2
<u>Sub-total</u>	-	<u>2,651</u>	
<b>Winnersh district centre</b>			
Comparison goods floorspace	-	200	Note 3
Comparison goods floorspace in foodstores	-	1,311	Note 2
<u>Sub-total</u>	-	<u>1,511</u>	
<b>Shinfield Road district centre</b>			
Comparison goods floorspace	-	500	Note 3
<b>Twyford village centre</b>			
Comparison goods floorspace	-	500	Note 3
Comparison goods floorspace in foodstores	-	462	Note 2
<u>Sub-total</u>	-	<u>962</u>	
<b>Total in-centre floorspace in Wokingham Borough (estimated)</b>	-	<b>18,005</b>	
<b>Out of centre floorspace</b>			
<b>Wokingham</b>			
Bridge Retail Park, Finchampstead Road	-	1,627	Note 4
Comparison goods floorspace in foodstores	-	1,664	Note 2
<u>Sub-total</u>	-	<u>3,291</u>	
<b>Winnersh / Lower Earley area</b>			
Retail parks/ Retail warehousing		1,937	Note 4
<b>Total out of centre floorspace in Wokingham Borough (estimated)</b>	-	<b>5,228</b>	
<b>TOTAL FOR WOKINGHAM BOROUGH (ESTIMATED)</b>		<b>23,233</b>	

**Notes**

Note 1 — Source: Experian Goad Category Reports

Note 2 — Source: Balance of net floorspace in foodstores from Table CV8, Appendix 2 (i.e. total estimates net sales area minus estimated convenience goods net sales area)

Note 3 — Source: Firstplan estimates based on current mix of uses in the centre (there is no Experian data available for these centres)

Note 4 — Source: Western Berkshire Retail & Commercial Leisure Needs Assessment 2017 (sense checked against current provision)

Note 5 — Please note that all floorspace figures are estimates.

Table CM9 — Comparison goods floorspace commitments

Address	Gross area (sq.m)	Net sales (sq.m)	Description	Assumed sales density (£ per sq.m)	Est. turnover 2026 £m	Est. turnover 2031 £m	Est. turnover 2036 £m	Est. turnover 2040 £m
<b>Wokingham town</b>								
South Wokingham, Montague Park	250	100	See appendix	4,000	0.4	0.4	0.5	0.6
South Wokingham, south of railway line	330	132	See appendix	4,000	0.5	0.6	0.7	0.8
<u>Sub-total</u>	-	<u>232</u>			<u>0.9</u>	<u>1.0</u>	<u>1.2</u>	<u>1.3</u>
<b>Rest of the Borough</b>								
Arborfield, main district centre	3,500	980	See appendix	4,000	3.9	4.4	5.0	5.6
Arborfield, southern neighbourhood centre	500	200	See appendix	4,000	0.8	0.9	1.0	1.2
Dobbies, Shinfield		729	See appendix	3,000	2.2	2.5	2.8	3.1
<u>Sub-total</u>	-	<u>1,909</u>			<u>6.9</u>	<u>7.7</u>	<u>8.9</u>	<u>9.9</u>
<b>TOTAL</b>	-	<b>2,141</b>	-	-	<b>7.8</b>	<b>8.8</b>	<b>10.1</b>	<b>11.3</b>

**Notes**

Commitments data provided by Wokingham Borough Council and reviewed by Firstplan. Please see separate appendix for details of all assumptions which have been made in respect of amount of comparison and convenience goods floorspace derived from each planning commitment.

Commitments have been subject to sales efficiency growth rates as set out in Experian Retail Planner 20, as follows:

2026-29	2.00%	per annum
2029-40	2.80%	per annum

It is assumed that all commitments will commence trading by 2026.

Table CM10a — Comparison goods floorspace capacity for Wokingham town

	2026	2031	2036**	2040**
A) Total Available Comparison Goods Expenditure (£m)	1,236.24	1,390.83	1,604.14	1,806.77
B) Market Share from Survey Area (%)	9%	9%	9%	9%
C) Comparison goods spending in Wokingham town centre (£m)	97.02	109.80	127.00	143.48
D) Comparison goods spending in Wokingham town retail parks / out-of-centre foodstores (£m)	17.44	19.71	22.77	25.69
<b>E) Total comparison goods spending (£m)</b>	<b>114.45</b>	<b>129.50</b>	<b>149.76</b>	<b>169.17</b>
F) Existing comparison goods retail floorspace at 2016 (sq.m net)	12,422	12,422	12,422	12,422
G) Sales per sq.m net (£)	9,551	10,795	12,393	13,841
H) Sales from Existing Floorspace (£m)	118.65	134.10	153.96	171.94
I) Sales from Committed Floorspace (£m)	0.93	1.04	1.19	1.33
J) Residual Spending to support new floorspace (£000)	-5.12	-5.64	-5.39	-4.10
K) Sales per sq.m net in new shops (£)	7,346	8,303	9,532	10,645
<b>L) Capacity for new floorspace (sq.m net)</b>	<b>-697</b>	<b>-679</b>	<b>-565</b>	<b>-385</b>
<b>M) Capacity for new floorspace (sq.m net, rounded)</b>	<b>-700</b>	<b>-700</b>	<b>-600</b>	<b>-400</b>

**Key to Table CM11a:**

Row A - the total available comparison goods expenditure available to the study area at the relevant interval year (source: Table CM1)  
Row B - the 'market share' claimed by stores in Wokingham town centre as a proportion of the total available comparison goods spend (source: Row C divided by Row A)  
Row C - the amount in monetary terms spent in Wokingham town centre based on the findings of the household telephone survey (source: Table CM8a-CM8e. Figures include non-food turnover in foodstores)  
Row D - the amount in monetary terms spent at retail parks and out-of-centre foodstores in Wokingham town, based on the findings of the household telephone survey (source: Table CM8a-CM8e)  
Row E - the sum of Row C and Row D  
Row F - estimated existing comparison goods floorspace (all locations) based on Experian Goad centre reports / Council information / third party data as applicable - see Table CM9  
Row G - the turnover per sq.m of existing comparison goods floorspace in Wokingham town. Allowance is made for this to improve at the rates shown below, based on Experian Retail Planner 19 Figure 4b - see below\*  
Row H - Row F multiplied by Row G (divided by 1,000,000 to convert to turnover figure in £m)  
Row I - turnover from 'commitments' for new comparison goods retail floorspace (no commitments identified - see Table CM10)  
Row J - Row E less Row H and Row I to provide the residual spending which could be used to support the development of new comparison goods retail floorspace  
Row K - Assumed turnover per sq.m of new comparison goods floorspace, informed by role and function of centre and performance of existing comparison goods floorspace (as shown in Row G)  
Row L - the quantum of comparison goods floorspace required at each interval period (Row J divided by Row K)  
Row M - Row L, rounded to the nearest hundred.

*Experian Retail Planner 20 Sales efficiency growth rates: (Figure 4b)	2022-23	3.4%	
	2023-24	-0.1%	
	2024-25	-0.4%	
	2025-29	2.0%	per annum
	2029-40	2.6%	per annum

\*\*Note — Figures for 2036 and 2040 should be considered indicative only and subject to future review.

Table CM10b — Comparison goods floorspace capacity for remainder of Borough (excluding Wokingham town)

	2026	2031	2036**	2040**
A) Total Available Comparison Goods Expenditure (£m)	1,236.24	1,390.83	1,604.14	1,806.77
B) Market Share from Survey Area (%)	7%	7%	7%	7%
C) Comparison goods spending in other town / district / village centres	86.74	97.81	112.90	127.04
D) Comparison goods spending in other retail parks / out-of-centre foodstores (£m)	0.00	0.00	0.00	0.00
<b>E) Total comparison goods spending (£m)</b>	<b>86.74</b>	<b>97.81</b>	<b>112.90</b>	<b>127.04</b>
F) Existing comparison goods retail floorspace at 2016 (sq.m net)	10,811	10,811	10,811	10,811
G) Sales per sq.m net (£)	8,383	9,475	10,878	12,149
H) Sales from Existing Floorspace (£m)	90.63	102.44	117.60	131.34
I) Sales from Committed Floorspace (£m)	6.91	7.75	8.89	9.93
J) Residual Spending to support new floorspace (£000)	-10.80	-12.37	-13.60	-14.23
K) Sales per sq.m net in new shops (£)	6,296	7,117	8,170	9,125
<b>L) Capacity for new floorspace (sq.m net)</b>	<b>-1,715</b>	<b>-1,739</b>	<b>-1,664</b>	<b>-1,560</b>
<b>M) Capacity for new floorspace (sq.m net, rounded)</b>	<b>-1,700</b>	<b>-1,700</b>	<b>-1,700</b>	<b>-1,600</b>

**Key to Table CM11b:**

Row A - the total available comparison goods expenditure available to the study area at the relevant interval year (source: Table CM1)  
Row B - the 'market share' claimed by stores/centres elsewhere in the Borough as a proportion of the total available comparison goods spend (source: Row C divided by Row A)  
Row C - the amount in monetary terms spent in the town centres of Woodley, Lower Earley, Winnersh, Twyford and Shinfield Road centres based on the findings of the household telephone survey (source: Table CM8a-CM8e. Figures include non-food turnover in foodstores)  
Row D - the amount in monetary terms spent at retail parks and out-of-centre foodstores elsewhere in Wokingham Borough, based on the findings of the household telephone survey (source: Table CM8a-CM8e). The only facility which draws noteworthy market share is Forbury Retail Park in Reading.  
Row E - the sum of Row C and Row D  
Row F - estimated existing comparison goods floorspace (all locations) based on Experian Goad centre reports / Council information / third party data as applicable - see Table CM9  
Row G - the turnover per sq.m of existing comparison goods floorspace elsewhere in Wokingham Borough. Allowance is made for this to improve at the rates shown below, based on Experian Retail Planner 19 Figure 4b - see footnote to Table CM11a\*  
Row H - Row F multiplied by Row G (divided by 1,000,000 to convert to turnover figure in £m)  
Row I - turnover from 'commitments' for new comparison goods retail floorspace (no commitments identified - see Table CM10)  
Row J - Row E less Row H and Row I to provide the residual spending which could be used to support the development of new comparison goods retail floorspace  
Row K - Assumed turnover per sq.m of new comparison goods floorspace, informed by role and function of centre and performance of existing comparison goods floorspace (as shown in Row G)  
Row L - the quantum of comparison goods floorspace required at each interval period (Row J divided by Row K)  
Row M - Row L, rounded to the nearest hundred.

\*\*Note — Figures for 2036 and 2040 should be considered indicative only and subject to future review.

Table CM11c — Total estimated comparison goods floorspace capacity for Wokingham Borough

	2026 (sq.m net)	2031 (sq.m net)	2036** (sq.m net)	2040** (sq.m net)
Estimated comparison goods floorspace capacity — Wokingham town	-700	-700	-600	-400
Estimated comparison goods floorspace capacity — Other town / district / village centres	-1,700	-1,700	-1,700	-1,600
<b>TOTAL</b>	<b>-2,400</b>	<b>-2,400</b>	<b>-2,300</b>	<b>-2,000</b>

Source: Table CM11a and CM11b. Figures are rounded to the nearest hundred.

\*\*Note — Figures for 2036 and 2040 should be considered indicative only and subject to future review.

**Appendix 2**

Convenience goods quantitative need tabulations

Table CV1 — Postcode sectors for survey zones

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12
Postcode sectors	RG1 3	RG9 2	RG12 0	GU15 4	RG2 9
	RG1 4	RG9 3	RG12 1	GU17 0	RG40 1
	RG1 5	RG10 0	RG12 2	GU19 5	RG40 2
	RG2 7	RG10 8	RG12 7	GU46 6	RG40 3
	RG2 8	RG10 9	RG12 8	GU46 7	RG40 4
	RG4 5		RG12 9	GU47 0	RG40 5
	RG4 6		RG42 1	GU47 8	RG41 1
	RG5 3		RG42 2	GU47 9	RG41 2
	RG6 1		RG42 3	RG45 6	RG41 3
	RG6 3		RG42 4	RG45 7	RG41 4
	RG6 4		RG42 5		RG41 5
	RG6 5		RG42 6		RG7 1
	RG6 6		RG42 7		
	RG6 7		SL5 8		
	RG5 4				

Table CV2 — Population projections

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12	Total	Study Interval years
Population Estimate 2020	127,630	23,960	95,227	71,982	84,834	403,633	
Population Projection 2021	127,325	23,948	96,625	72,387	87,155	407,440	
Population Projection 2022	128,052	24,150	97,156	72,695	88,088	410,141	
Population Projection 2023	128,737	24,316	97,602	72,998	88,926	412,579	
Population Projection 2024	129,303	24,473	98,026	73,237	89,687	414,726	
Population Projection 2025	129,897	24,591	98,377	73,446	90,360	416,671	
Population Projection 2026	130,413	24,701	98,668	73,628	90,997	418,407	
Population Projection 2027	130,914	24,793	98,922	73,752	91,552	419,933	
Population Projection 2028	131,352	24,886	99,144	73,834	92,071	421,287	
Population Projection 2029	131,807	24,969	99,330	73,967	92,510	422,583	
Population Projection 2030	132,223	25,038	99,540	74,079	92,881	423,761	
Population Projection 2031	132,648	25,107	99,702	74,183	93,210	424,850	
Population Projection 2032	133,008	25,163	99,886	74,309	93,550	425,916	
Population Projection 2033	133,366	25,185	100,092	74,447	93,891	426,981	
Population Projection 2034	133,746	25,206	100,295	74,576	94,244	428,067	
Population Projection 2035	134,121	25,238	100,515	74,720	94,497	429,091	
Population Projection 2036	134,512	25,268	100,721	74,838	94,761	430,100	
Population Projection 2037	134,865	25,295	100,936	75,017	95,080	431,193	
Population Projection 2038	135,225	25,301	101,157	75,191	95,412	432,286	
Population Projection 2039	135,510	25,319	101,360	75,395	95,796	433,380	
Population Projection 2040	135,876	25,312	101,618	75,602	96,153	434,561	
Population change 2022-26	2,361	551	1,512	933	2,909	8,266	
Population change 2022-31	4,596	957	2,546	1,488	5,122	14,709	
Population change 2022-36	6,460	1,118	3,565	2,143	6,673	19,959	
Population change 2022-40	7,824	1,162	4,462	2,907	8,065	24,420	

Notes

Population estimates / projections sourced from Experian Micromarketer 2020

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Convenience goods quantitative retail capacity modelling

Study Interval years

Table CV3 — Per capita spend on convenience goods

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12
2020 Total Expenditure per Person (in 2020 prices)	2,706	3,256	2,842	2,857	2,915
Spend estimate 2021	2,982	3,588	3,132	3,148	3,212
Spend estimate 2022	2,940	3,538	3,088	3,104	3,167
Spend estimate 2023	2,743	3,301	2,881	2,896	2,955
Spend estimate 2024	2,677	3,222	2,812	2,827	2,884
Spend estimate 2025	2,667	3,209	2,801	2,816	2,873
Spend estimate 2026	2,669	3,212	2,804	2,818	2,876
Spend estimate 2027	2,672	3,215	2,806	2,821	2,878
Spend estimate 2028	2,675	3,218	2,809	2,824	2,881
Spend estimate 2029	2,677	3,222	2,812	2,827	2,884
Spend estimate 2030	2,683	3,228	2,818	2,832	2,890
Spend estimate 2031	2,688	3,234	2,823	2,838	2,896
Spend estimate 2032	2,693	3,241	2,829	2,844	2,902
Spend estimate 2033	2,699	3,247	2,835	2,849	2,907
Spend estimate 2034	2,704	3,254	2,840	2,855	2,913
Spend estimate 2035	2,710	3,260	2,846	2,861	2,919
Spend estimate 2036	2,715	3,267	2,852	2,867	2,925
Spend estimate 2037	2,721	3,273	2,857	2,872	2,931
Spend estimate 2038	2,726	3,280	2,863	2,878	2,937
Spend estimate 2039	2,731	3,287	2,869	2,884	2,942
Spend estimate 2040	2,737	3,293	2,874	2,890	2,948

Notes

Expenditure growth rates applied as follows:	2020-21	10.20%	
	2021-22	-1.40%	
	2022-23	-6.70%	
	2023-24	-2.40%	
	2024-25	-0.40%	
	2025-29	0.10%	(per annum)
	2029-40	0.20%	(per annum)

Source: Experian Retail Planner Briefing Note 20, February 2023, Figures 1a & 1b

Study Interval years

Table CV4 — Per capita spend on convenience goods at assessment years, with deductions for Special Forms of Trading (SFT)

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12
2022 (£)	2,940	3,538	3,088	3,104	3,167
2022 SFT deduction (%)	13.9%	13.9%	13.9%	13.9%	13.9%
2022 SFT (£)	409	492	429	432	440
2022 including SFT deduction (£)	2,532	3,046	2,659	2,673	2,727
2026 (£)	2,669	3,212	2,804	2,818	2,876
2026 SFT deduction (%)	14.5%	14.5%	14.5%	14.5%	14.5%
2026 SFT (£)	387	466	407	409	417
2026 including SFT deduction (£)	2,282	2,746	2,397	2,410	2,459
2031 (£)	2,688	3,234	2,823	2,838	2,896
2031 SFT deduction (%)	15.2%	15.2%	15.2%	15.2%	15.2%
2031 SFT (£)	409	492	429	431	440
2031 including SFT deduction (£)	2,280	2,743	2,394	2,407	2,456
2036 (£)	2,715	3,267	2,852	2,867	2,925
2036 SFT deduction (%)	15.6%	15.6%	15.6%	15.6%	15.6%
2036 SFT (£)	424	510	445	447	456
2036 including SFT deduction (£m)	2,292	2,757	2,407	2,419	2,469
2040 (£)	2,737	3,293	2,874	2,890	2,948
2040 SFT deduction (%)	15.9%	15.9%	15.9%	15.9%	15.9%
2040 SFT (£)	435	524	457	459	469
2040 including SFT deduction (£m)	2,302	2,770	2,417	2,430	2,480

Note: SFT deduction informed by household telephone survey results.



Table CV5 — Total convenience goods spend potential

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12	Total
2022 (£m)	324.17	73.56	258.32	194.30	240.22	1,090.58
2026 (£m)	297.64	67.83	236.51	177.42	223.73	1,003.13
2031 (£m)	302.37	68.86	238.70	178.54	228.89	1,017.36
2036 (£m)	308.24	69.67	242.41	181.07	233.92	1,035.31
2040 (£m)	312.75	70.10	245.65	183.73	238.41	1,050.64
Growth in spend potential 2022-26 (£m)	-26.53	-5.73	-21.81	-16.88	-16.50	-87.45
Growth in spend potential 2022-31 (£m)	-21.80	-4.70	-19.62	-15.76	-11.34	-73.22
Growth in spend potential 2022-36 (£m)	-15.93	-3.89	-15.91	-13.24	-6.30	-55.27
Growth in spend potential 2022-40 (£m)	-11.42	-3.46	-12.67	-10.58	-1.81	-39.94

Notes

Source: Table CV2, Table CV4

Table CV6 — Baseline convenience goods market shares, 2022

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12
	Reading East	Twyford	Bracknell	Sandhurst	Wokingham town

**Zone 1 Reading East**

Defined town / district / village centres in Wokingham Borough:

**Woodley**

Waitrose, Crockhamwell Road, Woodley, RG5 3JW	9.56%	1.36%	0.00%	0.00%	0.29%
Lidl, Headley Road, Woodley, RG5 4JA	7.56%	1.83%	0.00%	0.00%	0.00%
Iceland, Crockhamwell Road, Woodley, RG5 3JP	1.39%	0.05%	0.00%	0.00%	0.00%
Other stores, Woodley town centre	0.33%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total - Woodley town centre</b>	<b>18.84%</b>	<b>3.25%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.29%</b>

**Lower Earley**

Asda, Chalfont Way, Lower Earley, RG6 5TT	17.12%	0.90%	0.19%	0.00%	3.51%
M&S (Foodhall), The Square, Chalfont Way, Lower Earley, RG6 5HJ	0.60%	0.25%	0.00%	0.00%	0.50%
Other stores, Lower Earley town centre	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total - Lower Earley town centre</b>	<b>17.71%</b>	<b>1.15%</b>	<b>0.19%</b>	<b>0.00%</b>	<b>4.01%</b>

Shinfield Road - all stores	0.51%	0.05%	0.00%	0.00%	0.44%
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**Other locations:**

Aldi, London Road, Earley, Reading, RG6 1LA	9.17%	10.34%	0.00%	0.00%	1.71%
M&S (Foodhall), London Road, Woodley, Reading, RG6 1BG	3.33%	3.05%	0.00%	0.00%	0.00%
Tesco Express, Loddon Vale Centre, Sandford, Woodley, RG5 4UL	1.24%	0.00%	0.00%	0.00%	0.19%
All other locations, zone 1	1.64%	0.26%	0.00%	0.00%	0.03%
<b>Sub-total - other zone 1</b>	<b>15.38%</b>	<b>13.65%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>1.93%</b>

<b>Total, zone 1</b>	<b>52.44%</b>	<b>18.10%</b>	<b>0.19%</b>	<b>0.00%</b>	<b>6.66%</b>
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**Zone 6a Twyford**

Defined town / district / village centres in Wokingham Borough:

**Twyford**

Waitrose, London Road, Twyford, RG10 9EH	0.23%	35.05%	0.00%	0.00%	0.66%
Tesco Express, London Road, Twyford RG10 9EH	0.00%	0.69%	0.00%	0.00%	0.04%
<b>Sub-total, Twyford village centre</b>	<b>0.23%</b>	<b>35.74%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.70%</b>

**Other locations:**

A&I Store, Victoria Road, Wargrave, RG10 8AG	0.00%	1.51%	0.00%	0.00%	0.00%
All other locations, zone 6a	0.00%	1.55%	0.00%	0.00%	0.00%
<b>Sub-total - other zone 6a</b>	<b>0.00%</b>	<b>3.06%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>

<b>Total, zone 6a</b>	<b>0.23%</b>	<b>38.81%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.70%</b>
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**Zone 10 Bracknell**

Note: no defined town / district / village centres in Wokingham Borough in this zone

**Town centres:**

Bracknell town centre	0.00%	0.00%	14.47%	0.00%	0.34%
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**Other locations:**

Tesco Superstore, County Lane, Warfield, Bracknell, RG42 3JP	0.23%	0.46%	25.21%	0.00%	0.00%
Tesco Superstore, Whitton Road, Martins Heron, Bracknell, RG12 9TZ	0.00%	0.00%	17.45%	0.20%	0.00%
Sainsbury's Superstore, Ringmead, Bracknell, RG12 7SS	0.00%	0.00%	20.44%	3.71%	0.00%
Aldi, Birch Hill, Bracknell, RG12 7DE	0.00%	0.00%	9.48%	0.47%	0.00%
Morrisons, The Peel Centre, Bracknell, RG12 1EN	0.00%	0.00%	2.63%	0.73%	0.00%
Co-op, Forest Road, Binfield, Bracknell, RG42 4HP	0.00%	0.00%	1.67%	0.00%	0.14%
All other locations, zone 10	0.00%	0.00%	4.26%	0.00%	0.94%

<b>Total, zone 10</b>	<b>0.23%</b>	<b>0.46%</b>	<b>95.63%</b>	<b>5.11%</b>	<b>1.42%</b>
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Continued overleaf /

Table CV6 — Baseline convenience goods market shares, 2022 (continued)

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12
	Reading East	Twyford	Bracknell	Sandhurst	Wokingham town

#### Zone 11 Crowthorne & Sandhurst

Note: no defined town / district / village centres in Wokingham Borough in this zone

##### Crowthorne

Lidl, High Street, Crowthorne, RG45 7AZ	0.00%	0.00%	0.18%	8.19%	0.00%
Co-op, High Street, Crowthorne, RG45 7AF	0.00%	0.00%	0.00%	3.84%	0.00%
Tesco Express, Greenwood Road, Crowthorne, RG45 6QX	0.00%	0.00%	0.00%	1.24%	0.03%
Other locations, Crowthorne	0.00%	0.00%	0.00%	0.37%	0.14%
<b>Sub-total, Crowthorne</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.18%</b>	<b>13.64%</b>	<b>0.17%</b>

##### Sandhurst - Meadows Centre

Tesco Extra, The Meadows, College Town, Sandhurst, GU47 0FD	0.00%	0.00%	0.18%	32.73%	0.00%
M&S, The Meadows Centre, College Town, Sandhurst, GU47 0FD	0.00%	0.00%	0.00%	2.89%	0.03%
<b>Sub-total, Meadows Centre</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.18%</b>	<b>35.61%</b>	<b>0.03%</b>

##### Sandhurst - other

Aldi, Yorktown Road, College Town, Sandhurst, GU47 0PU	0.00%	0.00%	0.00%	5.03%	0.00%
Other locations, Sandhurst	0.00%	0.00%	0.00%	3.01%	0.00%
<b>Sub-total, Sandhurst</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>8.04%</b>	<b>0.00%</b>

##### Yateley

Waitrose, Tresham Crescent, Yateley, GU46 6FR	0.00%	0.00%	0.00%	3.69%	0.00%
Co-op, Plough Road, Yateley, GU46 7UW	0.00%	0.00%	0.00%	1.24%	0.00%
Other locations, Yateley	0.00%	0.00%	0.00%	0.77%	0.00%
<b>Sub-total, Yateley</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>5.70%</b>	<b>0.00%</b>

##### Bagshot

Waitrose, London Road, Bagshot, GU19 5DG	0.00%	0.00%	0.18%	4.27%	0.00%
Other locations, Bagshot	0.00%	0.00%	0.00%	0.85%	0.00%
<b>Sub-total, Bagshot</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.18%</b>	<b>5.12%</b>	<b>0.00%</b>

All other locations, zone 11	0.00%	0.00%	0.00%	2.67%	0.00%
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<b>Total, zone 11</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.55%</b>	<b>70.78%</b>	<b>0.21%</b>
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#### Zone 12 Wokingham town & surrounds

Defined town / district / village centres in Wokingham Borough:

##### Wokingham town centre

Aldi, Wellington Road, Wokingham, RG40 2EX	1.22%	0.68%	0.90%	0.58%	18.30%
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.00%	0.05%	0.00%	2.88%	12.22%
Co-op, Market Place, Wokingham, RG40 1AL	0.00%	0.00%	0.00%	0.00%	1.07%
Other locations, Wokingham town centre	0.00%	0.00%	0.00%	0.00%	0.37%
<b>Sub-total, Wokingham town centre</b>	<b>1.22%</b>	<b>0.73%</b>	<b>0.90%</b>	<b>3.46%</b>	<b>31.96%</b>

##### Winnersh district centre

Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	13.98%	10.09%	0.00%	0.26%	11.09%
Other locations, Winnersh district centre	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total, Winnersh district centre</b>	<b>13.98%</b>	<b>10.09%</b>	<b>0.00%</b>	<b>0.26%</b>	<b>11.09%</b>

##### Other locations:

Tesco Superstore, Finchampstead Road, Wokingham, RG40 2NS	1.90%	0.90%	0.32%	2.98%	28.74%
Morrisons, Woollahill Shopping Centre, Wokingham, RG41 3SW	0.29%	3.27%	0.00%	0.32%	5.36%
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	0.41%	0.71%	0.38%	0.37%	5.07%
Other locations, Wokingham town	0.41%	0.00%	0.00%	0.00%	3.90%
<b>Sub-total, Wokingham town (outside town centre)</b>	<b>3.01%</b>	<b>4.89%</b>	<b>0.71%</b>	<b>3.67%</b>	<b>43.07%</b>

Other locations, zone 12 (outside Wokingham town)	0.00%	0.00%	0.00%	0.00%	1.04%
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<b>Total, zone 12</b>	<b>18.21%</b>	<b>15.71%</b>	<b>1.60%</b>	<b>7.39%</b>	<b>87.16%</b>
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<b>TOTAL FOR STUDY AREA</b>	<b>71.11%</b>	<b>73.07%</b>	<b>97.97%</b>	<b>83.28%</b>	<b>96.14%</b>
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#### Outside study area

##### Reading

Tesco Extra, Napier Road, Reading, RG1 8DF	4.20%	4.17%	0.00%	0.00%	0.29%
Sainsbury's Superstore, Bath Road, Calcot, RG31 7SA	0.87%	1.04%	0.00%	0.00%	0.83%
Morrisons, Off Basingstoke Road, Reading, RG2 0HB	4.42%	0.00%	0.00%	0.00%	1.15%
Aldi, Basingstoke Road, Reading, RG2 0NT	5.71%	0.00%	0.00%	0.00%	0.88%
Other locations, Reading	7.93%	0.40%	0.00%	1.98%	0.70%
<b>Sub-total, Reading</b>	<b>23.12%</b>	<b>5.61%</b>	<b>0.00%</b>	<b>1.98%</b>	<b>3.86%</b>

##### Henley-on-Thames

Tesco Superstore, Reading Road, Henley-on-Thames, RG9 4HA	3.65%	8.10%	0.00%	0.00%	0.00%
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	0.00%	6.28%	0.00%	0.00%	0.00%
Other locations, Henley-on-Thames	0.00%	1.36%	0.00%	0.00%	0.00%
<b>Sub-total, Henley-on-Thames</b>	<b>3.65%</b>	<b>15.75%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>

##### Camberley / Blackwater

Sainsbury's Superstore, Blackwater Valley Road, Camberley, GU15 3YN	0.00%	0.00%	0.00%	9.48%	0.00%
Lidl, London Road, Blackwater, GU17 9AP	0.00%	0.00%	0.00%	1.71%	0.00%
<b>Sub-total, Camberley / Blackwater</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>11.19%</b>	<b>0.00%</b>

All other locations outside study area	2.12%	5.57%	2.03%	3.55%	0.00%
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<b>TOTAL FOR OUTSIDE STUDY AREA</b>	<b>28.89%</b>	<b>26.93%</b>	<b>2.03%</b>	<b>16.72%</b>	<b>3.86%</b>
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<b>OVERALL TOTAL</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>
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Source: NEMS Household Survey results.

Table CV7a — Baseline convenience goods spending patterns, 2022

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12	TOTAL	TOTAL %
	Reading East	Twyford	Bracknell	Sandhurst	Wokingham town		
<b>TOTAL AVAILABLE CONVENIENCE GOODS SPEND, 2022</b>	<b>324.17</b>	<b>73.56</b>	<b>258.32</b>	<b>194.30</b>	<b>240.22</b>	<b>1,090.58</b>	<b>100.00%</b>

#### Zone 1 Reading East

Defined town / district / village centres in Wokingham Borough:

##### Woodley

Waitrose, Crockhamwell Road, Woodley, RG5 3JW	31.00	1.00	0.00	0.00	0.70	<b>32.71</b>	<b>3.00%</b>
Lidl, Headley Road, Woodley, RG5 4JA	24.49	1.35	0.00	0.00	0.00	<b>25.84</b>	<b>2.37%</b>
Iceland, Crockhamwell Road, Woodley, RG5 3JP	4.52	0.04	0.00	0.00	0.00	<b>4.56</b>	<b>0.42%</b>
Other stores, Woodley town centre	1.06	0.00	0.00	0.00	0.00	<b>1.06</b>	<b>0.10%</b>
<i>Sub-total - Woodley town centre</i>	<i>61.07</i>	<i>2.39</i>	<i>0.00</i>	<i>0.00</i>	<i>0.70</i>	<b>64.16</b>	<b>5.88%</b>

##### Lower Earley

Asda, Chalfont Way, Lower Earley, RG6 5TT	55.48	0.66	0.50	0.00	8.43	<b>65.08</b>	<b>5.97%</b>
M&S (Foodhall), The Square, Chalfont Way, Lower Earley, RG6 5HJ	1.93	0.19	0.00	0.00	1.20	<b>3.31</b>	<b>0.30%</b>
Other stores, Lower Earley town centre	0.00	0.00	0.00	0.00	0.00	<b>0.00</b>	<b>0.00%</b>
<i>Sub-total - Lower Earley town centre</i>	<i>57.41</i>	<i>0.85</i>	<i>0.50</i>	<i>0.00</i>	<i>9.62</i>	<b>68.39</b>	<b>6.27%</b>

Shinfield Road - all stores	1.66	0.04	0.00	0.00	1.05	<b>2.75</b>	<b>0.25%</b>
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##### Other locations:

Aldi, London Road, Earley, Reading, RG6 1LA	29.74	7.60	0.00	0.00	4.10	<b>41.45</b>	<b>3.80%</b>
M&S (Foodhall), London Road, Woodley, Reading, RG6 1BG	10.79	2.24	0.00	0.00	0.00	<b>13.03</b>	<b>1.20%</b>
Tesco Express, Loddon Vale Centre, Sandford, Woodley, RG5 4UL	4.01	0.00	0.00	0.00	0.44	<b>4.46</b>	<b>0.41%</b>
All other locations, zone 1	5.31	0.19	0.00	0.00	0.08	<b>5.58</b>	<b>0.51%</b>
<i>Sub-total - other zone 1</i>	<i>49.85</i>	<i>10.04</i>	<i>0.00</i>	<i>0.00</i>	<i>4.63</i>	<b>64.52</b>	<b>5.92%</b>

<b>Total, zone 1</b>	<b>169.99</b>	<b>13.31</b>	<b>0.50</b>	<b>0.00</b>	<b>16.01</b>	<b>199.81</b>	<b>18.32%</b>
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#### Zone 6a Twyford

Defined town / district / village centres in Wokingham Borough:

##### Twyford

Waitrose, London Road, Twyford, RG10 9EH	0.74	25.79	0.00	0.00	1.59	<b>28.12</b>	<b>2.58%</b>
Tesco Express, London Road, Twyford RG10 9EH	0.00	0.51	0.00	0.00	0.09	<b>0.60</b>	<b>0.05%</b>
<i>Sub-total, Twyford village centre</i>	<i>0.74</i>	<i>26.30</i>	<i>0.00</i>	<i>0.00</i>	<i>1.67</i>	<b>28.71</b>	<b>2.63%</b>

##### Other locations:

A&I Store, Victoria Road, Wargrave, RG10 8AG	0.00	1.11	0.00	0.00	0.00	<b>1.11</b>	<b>0.10%</b>
All other locations, zone 6a	0.00	1.14	0.00	0.00	0.00	<b>1.14</b>	<b>0.10%</b>
<i>Sub-total - other zone 6a</i>	<i>0.00</i>	<i>2.25</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<b>2.25</b>	<b>0.21%</b>

<b>Total, zone 6a</b>	<b>0.74</b>	<b>28.55</b>	<b>0.00</b>	<b>0.00</b>	<b>1.67</b>	<b>30.97</b>	<b>2.84%</b>
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#### Zone 10 Bracknell

Note: no defined town / district / village centres in Wokingham Borough in this zone

##### Town centres:

Bracknell town centre	0.00	0.00	37.39	0.00	0.82	<b>38.21</b>	<b>3.50%</b>
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##### Other locations:

Tesco Superstore, County Lane, Warfield, Bracknell, RG42 3JP	0.74	0.34	65.13	0.00	0.00	<b>66.21</b>	<b>6.07%</b>
Tesco Superstore, Whitton Road, Martins Heron, Bracknell, RG12 9TZ	0.00	0.00	45.08	0.39	0.00	<b>45.47</b>	<b>4.17%</b>
Sainsbury's Superstore, Ringmead, Bracknell, RG12 7SS	0.00	0.00	52.80	7.21	0.00	<b>60.01</b>	<b>5.50%</b>
Aldi, Birch Hill, Bracknell, RG12 7DE	0.00	0.00	24.50	0.91	0.00	<b>25.41</b>	<b>2.33%</b>
Morrisons, The Peel Centre, Bracknell, RG12 1EN	0.00	0.00	6.79	1.41	0.00	<b>8.21</b>	<b>0.75%</b>
Co-op, Forest Road, Binfield, Bracknell, RG42 4HP	0.00	0.00	4.31	0.00	0.33	<b>4.64</b>	<b>0.43%</b>
All other locations, zone 10	0.00	0.00	11.02	0.00	2.27	<b>13.28</b>	<b>1.22%</b>

<b>Total, zone 10</b>	<b>0.74</b>	<b>0.34</b>	<b>247.02</b>	<b>9.92</b>	<b>3.41</b>	<b>261.43</b>	<b>23.97%</b>
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Table CV7a — Baseline convenience goods spending patterns, 2022 (continued)

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12	TOTAL	TOTAL %
	Reading East	Twyford	Bracknell	Sandhurst	Wokingham town		
<b>TOTAL AVAILABLE CONVENIENCE GOODS SPEND, 2022</b>	<b>324.17</b>	<b>73.56</b>	<b>258.32</b>	<b>194.30</b>	<b>240.22</b>	<b>1,090.58</b>	<b>100.00%</b>

#### Zone 11 Crowthorne & Sandhurst

Note: no defined town / district / village centres in Wokingham Borough in this zone

##### Crowthorne

Lidl, High Street, Crowthorne, RG45 7AZ	0.00	0.00	0.47	15.91	0.00	16.38	1.50%
Co-op, High Street, Crowthorne, RG45 7AF	0.00	0.00	0.00	7.46	0.00	7.46	0.68%
Tesco Express, Greenwood Road, Crowthorne, RG45 6QX	0.00	0.00	0.00	2.41	0.08	2.49	0.23%
Other locations, Crowthorne	0.00	0.00	0.00	0.73	0.33	1.05	0.10%
<b>Sub-total, Crowthorne</b>	<b>0.00</b>	<b>0.00</b>	<b>0.47</b>	<b>26.50</b>	<b>0.41</b>	<b>27.38</b>	<b>2.51%</b>

##### Sandhurst - Meadows Centre

Tesco Extra, The Meadows, College Town, Sandhurst, GU47 0FD	0.00	0.00	0.47	63.59	0.00	64.06	5.87%
M&S, The Meadows Centre, College Town, Sandhurst, GU47 0FD	0.00	0.00	0.00	5.61	0.08	5.69	0.52%
<b>Sub-total, Meadows Centre</b>	<b>0.00</b>	<b>0.00</b>	<b>0.47</b>	<b>69.19</b>	<b>0.08</b>	<b>69.75</b>	<b>6.40%</b>

##### Sandhurst - other

Aldi, Yorktown Road, College Town, Sandhurst, GU47 0PU	0.00	0.00	0.00	9.77	0.00	9.77	0.90%
Other locations, Sandhurst	0.00	0.00	0.00	5.86	0.00	5.86	0.54%
<b>Sub-total, Sandhurst</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>15.63</b>	<b>0.00</b>	<b>15.63</b>	<b>1.43%</b>

##### Yateley

Waitrose, Tresham Cresent, Yateley, GU46 6FR	0.00	0.00	0.00	7.17	0.00	7.17	0.66%
Co-op, Plough Road, Yateley, GU46 7UW	0.00	0.00	0.00	2.42	0.00	2.42	0.22%
Other locations, Yateley	0.00	0.00	0.00	1.49	0.00	1.49	0.14%
<b>Sub-total, Yateley</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>11.08</b>	<b>0.00</b>	<b>11.08</b>	<b>1.02%</b>

##### Bagshot

Waitrose, London Road, Bagshot, GU19 5DG	0.00	0.00	0.47	8.29	0.00	8.77	0.80%
Other locations, Bagshot	0.00	0.00	0.00	1.65	0.00	1.65	0.15%
<b>Sub-total, Bagshot</b>	<b>0.00</b>	<b>0.00</b>	<b>0.47</b>	<b>9.94</b>	<b>0.00</b>	<b>10.41</b>	<b>0.95%</b>

All other locations, zone 11

<b>Total, zone 11</b>	<b>0.00</b>	<b>0.00</b>	<b>1.42</b>	<b>137.53</b>	<b>0.49</b>	<b>139.45</b>	<b>12.79%</b>
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#### Zone 12 Wokingham town & surrounds

Defined town / district / village centres in Wokingham Borough:

##### Wokingham town centre

Aldi, Wellington Road, Wokingham, RG40 2EX	3.95	0.50	2.31	1.13	43.96	51.86	4.75%
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.00	0.04	0.00	5.59	29.35	34.98	3.21%
Co-op, Market Place, Wokingham, RG40 1AL	0.00	0.00	0.00	0.00	2.57	2.57	0.24%
Other locations, Wokingham town centre	0.00	0.00	0.00	0.00	0.90	0.90	0.08%
<b>Sub-total, Wokingham town centre</b>	<b>3.95</b>	<b>0.54</b>	<b>2.31</b>	<b>6.72</b>	<b>76.78</b>	<b>90.31</b>	<b>8.28%</b>

##### Winnersh district centre

Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	45.32	7.43	0.00	0.51	26.64	79.90	7.33%
Other locations, Winnersh district centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00%
<b>Sub-total, Winnersh district centre</b>	<b>45.32</b>	<b>7.43</b>	<b>0.00</b>	<b>0.51</b>	<b>26.64</b>	<b>79.90</b>	<b>7.33%</b>

Other locations:

Tesco Superstore, Finchampstead Road, Wokingham, RG40 2NS	6.17	0.66	0.84	5.79	69.03	82.49	7.56%
Morrisons, Woollahill Shopping Centre, Wokingham, RG41 3SW	0.93	2.41	0.00	0.62	12.89	16.84	1.54%
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	1.34	0.52	0.99	0.72	12.17	15.74	1.44%
Other locations, Wokingham town	1.31	0.00	0.00	0.00	9.37	10.68	0.98%
<b>Sub-total, Wokingham town (outside town centre)</b>	<b>9.75</b>	<b>3.60</b>	<b>1.83</b>	<b>7.13</b>	<b>103.46</b>	<b>125.76</b>	<b>11.53%</b>
Other locations, zone 12 (outside Wokingham town)	0.00	0.00	0.00	0.00	2.49	2.49	0.23%

<b>Total, zone 12</b>	<b>59.03</b>	<b>11.56</b>	<b>4.14</b>	<b>14.37</b>	<b>209.37</b>	<b>298.46</b>	<b>27.37%</b>
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<b>TOTAL FOR STUDY AREA</b>	<b>230.51</b>	<b>53.76</b>	<b>253.08</b>	<b>161.82</b>	<b>230.96</b>	<b>930.12</b>	<b>85.29%</b>
<b>Of which, Total for Wokingham Borough (zones 1, 6a and 12)</b>	<b>229.76</b>	<b>53.42</b>	<b>4.64</b>	<b>14.37</b>	<b>227.05</b>	<b>529.24</b>	<b>-</b>

#### Outside study area

##### Reading

Tesco Extra, Napier Road, Reading, RG1 8DF	13.60	3.07	0.00	0.00	0.70	17.37	1.59%
Sainsbury's Superstore, Bath Road, Calcot, RG31 7SA	2.82	0.76	0.00	0.00	2.00	5.59	0.51%
Morrisons, Off Basingstoke Road, Reading, RG2 0HB	14.32	0.00	0.00	0.00	2.77	17.09	1.57%
Aldi, Basingstoke Road, Reading, RG2 0NT	18.51	0.00	0.00	0.00	2.10	20.61	1.89%
Other locations, Reading	25.70	0.29	0.00	3.85	1.69	31.54	2.89%
<b>Sub-total, Reading</b>	<b>74.95</b>	<b>4.13</b>	<b>0.00</b>	<b>3.85</b>	<b>9.26</b>	<b>92.19</b>	<b>8.45%</b>

##### Henley-on-Thames

Tesco Superstore, Reading Road, Henley-on-Thames, RG9 4HA	11.84	5.96	0.00	0.00	0.00	17.80	1.63%
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	0.00	4.62	0.00	0.00	0.00	4.62	0.42%
Other locations, Henley-on-Thames	0.00	1.00	0.00	0.00	0.00	1.00	0.09%
<b>Sub-total, Henley-on-Thames</b>	<b>11.84</b>	<b>11.58</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>23.42</b>	<b>2.15%</b>

##### Camberley / Blackwater

Sainsbury's Superstore, Blackwater Valley Road, Camberley, GU15 3YN	0.00	0.00	0.00	18.41	0.00	18.41	1.69%
Lidl, London Road, Blackwater, GU17 9AP	0.00	0.00	0.00	3.33	0.00	3.33	0.31%
<b>Sub-total, Camberley / Blackwater</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>21.74</b>	<b>0.00</b>	<b>21.74</b>	<b>1.99%</b>

All other locations outside study area

<b>TOTAL FOR OUTSIDE STUDY AREA</b>	<b>93.67</b>	<b>19.81</b>	<b>5.24</b>	<b>32.48</b>	<b>9.26</b>	<b>160.46</b>	<b>14.71%</b>
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<b>OVERALL TOTAL</b>	<b>324.17</b>	<b>73.56</b>	<b>258.32</b>	<b>194.30</b>	<b>240.22</b>	<b>1090.58</b>	<b>100.00%</b>
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Source: Table CV5, Table CV6

Table CV7b — Baseline convenience goods spending patterns, 2026

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12	TOTAL	TOTAL %
	Reading East	Twyford	Bracknell	Sandhurst	Wokingham town		
<b>TOTAL AVAILABLE CONVENIENCE GOODS SPEND, 2026</b>	<b>297.64</b>	<b>67.83</b>	<b>236.51</b>	<b>177.42</b>	<b>223.73</b>	<b>1,003.13</b>	<b>100.00%</b>

#### Zone 1 Reading East

Defined town / district / village centres in Wokingham Borough:

##### Woodley

Waitrose, Crockhamwell Road, Woodley, RG5 3JW	28.47	0.92	0.00	0.00	0.65	<b>30.05</b>	<b>3.00%</b>
Lidl, Headley Road, Woodley, RG5 4JA	22.49	1.24	0.00	0.00	0.00	<b>23.73</b>	<b>2.37%</b>
Iceland, Crockhamwell Road, Woodley, RG5 3JP	4.15	0.03	0.00	0.00	0.00	<b>4.18</b>	<b>0.42%</b>
Other stores, Woodley town centre	0.97	0.00	0.00	0.00	0.00	<b>0.97</b>	<b>0.10%</b>
<i>Sub-total - Woodley town centre</i>	<i>56.08</i>	<i>2.20</i>	<i>0.00</i>	<i>0.00</i>	<i>0.65</i>	<b>58.93</b>	<b>5.87%</b>

##### Lower Earley

Asda, Chalfont Way, Lower Earley, RG6 5TT	50.94	0.61	0.46	0.00	7.85	<b>59.86</b>	<b>5.97%</b>
M&S (Foodhall), The Square, Chalfont Way, Lower Earley, RG6 5HJ	1.77	0.17	0.00	0.00	1.11	<b>3.06</b>	<b>0.30%</b>
Other stores, Lower Earley town centre	0.00	0.00	0.00	0.00	0.00	<b>0.00</b>	<b>0.00%</b>
<i>Sub-total - Lower Earley town centre</i>	<i>52.72</i>	<i>0.78</i>	<i>0.46</i>	<i>0.00</i>	<i>8.96</i>	<b>62.92</b>	<b>6.27%</b>

Shinfield Road - all stores	1.52	0.03	0.00	0.00	0.98	<b>2.54</b>	<b>0.25%</b>
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##### Other locations:

Aldi, London Road, Earley, Reading, RG6 1LA	27.31	7.01	0.00	0.00	3.82	<b>38.14</b>	<b>3.80%</b>
M&S (Foodhall), London Road, Woodley, Reading, RG6 1BG	9.91	2.07	0.00	0.00	0.00	<b>11.98</b>	<b>1.19%</b>
Tesco Express, Loddon Vale Centre, Sandford, Woodley, RG5 4UL	3.68	0.00	0.00	0.00	0.41	<b>4.10</b>	<b>0.41%</b>
All other locations, zone 1	4.87	0.17	0.00	0.00	0.08	<b>5.13</b>	<b>0.51%</b>
<i>Sub-total - other zone 1</i>	<i>45.77</i>	<i>9.26</i>	<i>0.00</i>	<i>0.00</i>	<i>4.31</i>	<b>59.34</b>	<b>5.92%</b>

<b>Total, zone 1</b>	<b>156.08</b>	<b>12.28</b>	<b>0.46</b>	<b>0.00</b>	<b>14.91</b>	<b>183.72</b>	<b>18.31%</b>
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#### Zone 6a Twyford

Defined town / district / village centres in Wokingham Borough:

##### Twyford

Waitrose, London Road, Twyford, RG10 9EH	0.68	23.78	0.00	0.00	1.48	<b>25.94</b>	<b>2.59%</b>
Tesco Express, London Road, Twyford RG10 9EH	0.00	0.47	0.00	0.00	0.08	<b>0.55</b>	<b>0.05%</b>
<i>Sub-total, Twyford village centre</i>	<i>0.68</i>	<i>24.25</i>	<i>0.00</i>	<i>0.00</i>	<i>1.56</i>	<b>26.49</b>	<b>2.64%</b>

##### Other locations:

A&I Store, Victoria Road, Wargrave, RG10 8AG	0.00	1.02	0.00	0.00	0.00	<b>1.02</b>	<b>0.10%</b>
All other locations, zone 6a	0.00	1.05	0.00	0.00	0.00	<b>1.05</b>	<b>0.10%</b>
<i>Sub-total - other zone 6a</i>	<i>0.00</i>	<i>2.08</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<b>2.08</b>	<b>0.21%</b>

<b>Total, zone 6a</b>	<b>0.68</b>	<b>26.33</b>	<b>0.00</b>	<b>0.00</b>	<b>1.56</b>	<b>28.57</b>	<b>2.85%</b>
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#### Zone 10 Bracknell

Note: no defined town / district / village centres in Wokingham Borough in this zone

##### Town centres:

Bracknell town centre	0.00	0.00	34.23	0.00	0.76	<b>34.99</b>	<b>3.49%</b>
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##### Other locations:

Tesco Superstore, County Lane, Warfield, Bracknell, RG42 3JP	0.68	0.31	59.63	0.00	0.00	<b>60.62</b>	<b>6.04%</b>
Tesco Superstore, Whitton Road, Martins Heron, Bracknell, RG12 9TZ	0.00	0.00	41.27	0.35	0.00	<b>41.63</b>	<b>4.15%</b>
Sainsbury's Superstore, Ringmead, Bracknell, RG12 7SS	0.00	0.00	48.34	6.59	0.00	<b>54.93</b>	<b>5.48%</b>
Aldi, Birch Hill, Bracknell, RG12 7DE	0.00	0.00	22.43	0.83	0.00	<b>23.26</b>	<b>2.32%</b>
Morrisons, The Peel Centre, Bracknell, RG12 1EN	0.00	0.00	6.22	1.29	0.00	<b>7.51</b>	<b>0.75%</b>
Co-op, Forest Road, Binfield, Bracknell, RG42 4HP	0.00	0.00	3.95	0.00	0.30	<b>4.25</b>	<b>0.42%</b>
All other locations, zone 10	0.00	0.00	10.09	0.00	2.11	<b>12.20</b>	<b>1.22%</b>

<b>Total, zone 10</b>	<b>0.68</b>	<b>0.31</b>	<b>226.17</b>	<b>9.06</b>	<b>3.18</b>	<b>239.40</b>	<b>23.86%</b>
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Continued overleaf /

Table CV7b— Baseline convenience goods spending patterns, 2026 (continued)

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12	TOTAL	TOTAL %
	Reading East	Twyford	Bracknell	Sandhurst	Wokingham town		
<b>TOTAL AVAILABLE CONVENIENCE GOODS SPEND, 2026</b>	<b>297.64</b>	<b>67.83</b>	<b>236.51</b>	<b>177.42</b>	<b>223.73</b>	<b>1,003.13</b>	<b>100.00%</b>
<b>Zone 11 Crowthorne &amp; Sandhurst</b>							
<i>Note: no defined town / district / village centres in Wokingham Borough in this zone</i>							
<b>Crowthorne</b>							
Lidl, High Street, Crowthorne, RG45 7AZ	0.00	0.00	0.43	14.53	0.00	<b>14.96</b>	<b>1.49%</b>
Co-op, High Street, Crowthorne, RG45 7AF	0.00	0.00	0.00	6.81	0.00	<b>6.81</b>	<b>0.68%</b>
Tesco Express, Greenwood Road, Crowthorne, RG45 6QX	0.00	0.00	0.00	2.20	0.08	<b>2.28</b>	<b>0.23%</b>
Other locations, Crowthorne	0.00	0.00	0.00	0.66	0.30	<b>0.97</b>	<b>0.10%</b>
<i>Sub-total, Crowthorne</i>	<i>0.00</i>	<i>0.00</i>	<i>0.43</i>	<i>24.20</i>	<i>0.38</i>	<b>25.01</b>	<b>2.49%</b>
<b>Sandhurst - Meadows Centre</b>							
Tesco Extra, The Meadows, College Town, Sandhurst, GU47 0FD	0.00	0.00	0.43	58.06	0.00	<b>58.50</b>	<b>5.83%</b>
M&S, The Meadows Centre, College Town, Sandhurst, GU47 0FD	0.00	0.00	0.00	5.12	0.08	<b>5.20</b>	<b>0.52%</b>
<i>Sub-total, Meadows Centre</i>	<i>0.00</i>	<i>0.00</i>	<i>0.43</i>	<i>63.18</i>	<i>0.08</i>	<b>63.69</b>	<b>6.35%</b>
<b>Sandhurst - other</b>							
Aldi, Yorktown Road, College Town, Sandhurst, GU47 0PU	0.00	0.00	0.00	8.92	0.00	<b>8.92</b>	<b>0.89%</b>
Other locations, Sandhurst	0.00	0.00	0.00	5.35	0.00	<b>5.35</b>	<b>0.53%</b>
<i>Sub-total, Sandhurst</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>14.27</i>	<i>0.00</i>	<b>14.27</b>	<b>1.42%</b>
<b>Yateley</b>							
Waitrose, Tresham Cresent, Yateley, GU46 6FR	0.00	0.00	0.00	6.55	0.00	<b>6.55</b>	<b>0.65%</b>
Co-op, Plough Road, Yateley, GU46 7UW	0.00	0.00	0.00	2.21	0.00	<b>2.21</b>	<b>0.22%</b>
Other locations, Yateley	0.00	0.00	0.00	1.36	0.00	<b>1.36</b>	<b>0.14%</b>
<i>Sub-total, Yateley</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>10.12</i>	<i>0.00</i>	<b>10.12</b>	<b>1.01%</b>
<b>Bagshot</b>							
Waitrose, London Road, Bagshot, GU19 5DG	0.00	0.00	0.43	7.57	0.00	<b>8.01</b>	<b>0.80%</b>
Other locations, Bagshot	0.00	0.00	0.00	1.50	0.00	<b>1.50</b>	<b>0.15%</b>
<i>Sub-total, Bagshot</i>	<i>0.00</i>	<i>0.00</i>	<i>0.43</i>	<i>9.08</i>	<i>0.00</i>	<b>9.51</b>	<b>0.95%</b>
All other locations, zone 11	0.00	0.00	0.00	4.75	0.00	<b>4.75</b>	<b>0.47%</b>
<b>Total, zone 11</b>	<b>0.00</b>	<b>0.00</b>	<b>1.30</b>	<b>125.58</b>	<b>0.46</b>	<b>127.34</b>	<b>12.69%</b>
<b>Zone 12 Wokingham town &amp; surrounds</b>							
<b>Defined town / district / village centres in Wokingham Borough:</b>							
<b>Wokingham town centre</b>							
Aldi, Wellington Road, Wokingham, RG40 2EX	3.63	0.46	2.12	1.03	40.94	<b>48.18</b>	<b>4.80%</b>
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.00	0.03	0.00	5.11	27.33	<b>32.47</b>	<b>3.24%</b>
Co-op, Market Place, Wokingham, RG40 1AL	0.00	0.00	0.00	0.00	2.40	<b>2.40</b>	<b>0.24%</b>
Other locations, Wokingham town centre	0.00	0.00	0.00	0.00	0.84	<b>0.84</b>	<b>0.08%</b>
<i>Sub-total, Wokingham town centre</i>	<i>3.63</i>	<i>0.50</i>	<i>2.12</i>	<i>6.14</i>	<i>71.50</i>	<b>83.89</b>	<b>8.36%</b>
<b>Winnersh district centre</b>							
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	41.61	6.85	0.00	0.47	24.81	<b>73.74</b>	<b>7.35%</b>
Other locations, Winnersh district centre	0.00	0.00	0.00	0.00	0.00	<b>0.00</b>	<b>0.00%</b>
<i>Sub-total, Winnersh district centre</i>	<i>41.61</i>	<i>6.85</i>	<i>0.00</i>	<i>0.47</i>	<i>24.81</i>	<b>73.74</b>	<b>7.35%</b>
<b>Other locations:</b>							
Tesco Superstore, Finchampstead Road, Wokingham, RG40 2NS	5.67	0.61	0.77	5.29	64.29	<b>76.62</b>	<b>7.64%</b>
Morrisons, Wooseshill Shopping Centre, Wokingham, RG41 3SW	0.85	2.22	0.00	0.56	12.00	<b>15.64</b>	<b>1.56%</b>
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	1.23	0.48	0.90	0.66	11.33	<b>14.61</b>	<b>1.46%</b>
Other locations, Wokingham town	1.21	0.00	0.00	0.00	8.73	<b>9.93</b>	<b>0.99%</b>
<i>Sub-total, Wokingham town (outside town centre)</i>	<i>8.95</i>	<i>3.32</i>	<i>1.67</i>	<i>6.51</i>	<i>96.35</i>	<b>116.80</b>	<b>11.64%</b>
Other locations, zone 12 (outside Wokingham town)	0.00	0.00	0.00	0.00	2.32	<b>2.32</b>	<b>0.23%</b>
<b>Total, zone 12</b>	<b>54.20</b>	<b>10.66</b>	<b>3.79</b>	<b>13.12</b>	<b>194.99</b>	<b>276.75</b>	<b>27.59%</b>
<b>TOTAL FOR STUDY AREA</b>	<b>211.64</b>	<b>49.57</b>	<b>231.72</b>	<b>147.76</b>	<b>215.10</b>	<b>855.79</b>	<b>85.31%</b>
<i>Of which, Total for Wokingham Borough (zones 1, 6a and 12)</i>	<i>210.96</i>	<i>49.26</i>	<i>4.25</i>	<i>13.12</i>	<i>211.46</i>	<b>489.04</b>	<b>-</b>
<b>Outside study area</b>							
<b>Reading</b>							
Tesco Extra, Napier Road, Reading, RG1 8DF	12.49	2.83	0.00	0.00	0.65	<b>15.97</b>	<b>1.59%</b>
Sainsbury's Superstore, Bath Road, Calcot, RG31 7SA	2.59	0.70	0.00	0.00	1.86	<b>5.16</b>	<b>0.51%</b>
Morrisons, Off Basingstoke Road, Reading, RG2 0HB	13.14	0.00	0.00	0.00	2.58	<b>15.73</b>	<b>1.57%</b>
Aldi, Basingstoke Road, Reading, RG2 0NT	16.99	0.00	0.00	0.00	1.96	<b>18.95</b>	<b>1.89%</b>
Other locations, Reading	23.60	0.27	0.00	3.52	1.57	<b>28.96</b>	<b>2.89%</b>
<i>Sub-total, Reading</i>	<i>68.82</i>	<i>3.80</i>	<i>0.00</i>	<i>3.52</i>	<i>6.63</i>	<b>84.77</b>	<b>8.45%</b>
<b>Henley-on-Thames</b>							
Tesco Superstore, Reading Road, Henley-on-Thames, RG9 4HA	10.87	5.50	0.00	0.00	0.00	<b>16.37</b>	<b>1.63%</b>
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	0.00	4.26	0.00	0.00	0.00	<b>4.26</b>	<b>0.42%</b>
Other locations, Henley-on-Thames	0.00	0.92	0.00	0.00	0.00	<b>0.92</b>	<b>0.09%</b>
<i>Sub-total, Henley-on-Thames</i>	<i>10.87</i>	<i>10.68</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<b>21.55</b>	<b>2.15%</b>
<b>Camberley / Blackwater</b>							
Sainsbury's Superstore, Blackwater Valley Road, Camberley, GU15 3YN	0.00	0.00	0.00	16.81	0.00	<b>16.81</b>	<b>1.68%</b>
Lidl, London Road, Blackwater, GU17 9AP	0.00	0.00	0.00	3.04	0.00	<b>3.04</b>	<b>0.30%</b>
<i>Sub-total, Camberley / Blackwater</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>19.85</i>	<i>0.00</i>	<b>19.85</b>	<b>1.98%</b>
All other locations outside study area	6.32	3.78	4.79	6.29	0.00	<b>21.18</b>	<b>2.11%</b>
<b>TOTAL FOR OUTSIDE STUDY AREA</b>	<b>86.00</b>	<b>18.27</b>	<b>4.79</b>	<b>29.66</b>	<b>8.63</b>	<b>147.35</b>	<b>14.69%</b>
<b>OVERALL TOTAL</b>	<b>297.64</b>	<b>67.83</b>	<b>236.51</b>	<b>177.42</b>	<b>223.73</b>	<b>1003.13</b>	<b>100.00%</b>

Source: Table CV5, Table CV6

Table CV7c — Baseline convenience goods spending patterns, 2031

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12	TOTAL	TOTAL %
	Reading East	Twyford	Bracknell	Sandhurst	Wokingham town		
<b>TOTAL AVAILABLE CONVENIENCE GOODS SPEND, 2031</b>	<b>302.37</b>	<b>68.86</b>	<b>238.70</b>	<b>178.54</b>	<b>228.89</b>	<b>1,017.36</b>	<b>100.00%</b>

#### Zone 1 Reading East

Defined town / district / village centres in Wokingham Borough:

##### Woodley

Waitrose, Crockhamwell Road, Woodley, RG5 3JW	28.92	0.94	0.00	0.00	0.67	<b>30.53</b>	<b>3.00%</b>
Lidl, Headley Road, Woodley, RG5 4JA	22.84	1.26	0.00	0.00	0.00	<b>24.11</b>	<b>2.37%</b>
Iceland, Crockhamwell Road, Woodley, RG5 3JP	4.22	0.03	0.00	0.00	0.00	<b>4.25</b>	<b>0.42%</b>
Other stores, Woodley town centre	0.99	0.00	0.00	0.00	0.00	<b>0.99</b>	<b>0.10%</b>
<i>Sub-total - Woodley town centre</i>	<i>56.97</i>	<i>2.23</i>	<i>0.00</i>	<i>0.00</i>	<i>0.67</i>	<b>59.87</b>	<b>5.88%</b>

##### Lower Earley

Asda, Chalfont Way, Lower Earley, RG6 5TT	51.75	0.62	0.46	0.00	8.03	<b>60.87</b>	<b>5.98%</b>
M&S (Foodhall), The Square, Chalfont Way, Lower Earley, RG6 5HJ	1.80	0.17	0.00	0.00	1.14	<b>3.11</b>	<b>0.31%</b>
Other stores, Lower Earley town centre	0.00	0.00	0.00	0.00	0.00	<b>0.00</b>	<b>0.00%</b>
<i>Sub-total - Lower Earley town centre</i>	<i>53.55</i>	<i>0.79</i>	<i>0.46</i>	<i>0.00</i>	<i>9.17</i>	<b>63.98</b>	<b>6.29%</b>

Shinfield Road - all stores	1.55	0.03	0.00	0.00	1.00	<b>2.58</b>	<b>0.25%</b>
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##### Other locations:

Aldi, London Road, Earley, Reading, RG6 1LA	27.74	7.12	0.00	0.00	3.91	<b>38.77</b>	<b>3.81%</b>
M&S (Foodhall), London Road, Woodley, Reading, RG6 1BG	10.06	2.10	0.00	0.00	0.00	<b>12.16</b>	<b>1.20%</b>
Tesco Express, Loddon Vale Centre, Sandford, Woodley, RG5 4UL	3.74	0.00	0.00	0.00	0.42	<b>4.16</b>	<b>0.41%</b>
All other locations, zone 1	4.95	0.18	0.00	0.00	0.08	<b>5.21</b>	<b>0.51%</b>
<i>Sub-total - other zone 1</i>	<i>46.49</i>	<i>9.40</i>	<i>0.00</i>	<i>0.00</i>	<i>4.41</i>	<b>60.31</b>	<b>5.93%</b>

<b>Total, zone 1</b>	<b>158.56</b>	<b>12.46</b>	<b>0.46</b>	<b>0.00</b>	<b>15.25</b>	<b>186.74</b>	<b>18.36%</b>
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#### Zone 6a Twyford

Defined town / district / village centres in Wokingham Borough:

##### Twyford

Waitrose, London Road, Twyford, RG10 9EH	0.69	24.14	0.00	0.00	1.51	<b>26.34</b>	<b>2.59%</b>
Tesco Express, London Road, Twyford RG10 9EH	0.00	0.48	0.00	0.00	0.08	<b>0.56</b>	<b>0.05%</b>
<i>Sub-total, Twyford village centre</i>	<i>0.69</i>	<i>24.62</i>	<i>0.00</i>	<i>0.00</i>	<i>1.59</i>	<b>26.90</b>	<b>2.64%</b>

##### Other locations:

A&I Store, Victoria Road, Wargrave, RG10 8AG	0.00	1.04	0.00	0.00	0.00	<b>1.04</b>	<b>0.10%</b>
All other locations, zone 6a	0.00	1.07	0.00	0.00	0.00	<b>1.07</b>	<b>0.11%</b>
<i>Sub-total - other zone 6a</i>	<i>0.00</i>	<i>2.11</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<b>2.11</b>	<b>0.21%</b>

<b>Total, zone 6a</b>	<b>0.69</b>	<b>26.72</b>	<b>0.00</b>	<b>0.00</b>	<b>1.59</b>	<b>29.01</b>	<b>2.85%</b>
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#### Zone 10 Bracknell

Note: no defined town / district / village centres in Wokingham Borough in this zone

##### Town centres:

Bracknell town centre	0.00	0.00	34.55	0.00	0.78	<b>35.33</b>	<b>3.47%</b>
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##### Other locations:

Tesco Superstore, County Lane, Warfield, Bracknell, RG42 3JP	0.69	0.31	60.18	0.00	0.00	<b>61.19</b>	<b>6.01%</b>
Tesco Superstore, Whitton Road, Martins Heron, Bracknell, RG12 9TZ	0.00	0.00	41.66	0.36	0.00	<b>42.01</b>	<b>4.13%</b>
Sainsbury's Superstore, Ringmead, Bracknell, RG12 7SS	0.00	0.00	48.79	6.63	0.00	<b>55.42</b>	<b>5.45%</b>
Aldi, Birch Hill, Bracknell, RG12 7DE	0.00	0.00	22.64	0.83	0.00	<b>23.47</b>	<b>2.31%</b>
Morrisons, The Peel Centre, Bracknell, RG12 1EN	0.00	0.00	6.28	1.30	0.00	<b>7.58</b>	<b>0.74%</b>
Co-op, Forest Road, Binfield, Bracknell, RG42 4HP	0.00	0.00	3.99	0.00	0.31	<b>4.30</b>	<b>0.42%</b>
All other locations, zone 10	0.00	0.00	10.18	0.00	2.16	<b>12.34</b>	<b>1.21%</b>

<b>Total, zone 10</b>	<b>0.69</b>	<b>0.31</b>	<b>228.26</b>	<b>9.12</b>	<b>3.25</b>	<b>241.63</b>	<b>23.75%</b>
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Table CV7c— Baseline convenience goods spending patterns, 2031 (continued)

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12	TOTAL	TOTAL %
	Reading East	Twyford	Bracknell	Sandhurst	Wokingham town		
<b>TOTAL AVAILABLE CONVENIENCE GOODS SPEND, 2031</b>	<b>302.37</b>	<b>68.86</b>	<b>238.70</b>	<b>178.54</b>	<b>228.89</b>	<b>1,017.36</b>	<b>100.00%</b>

#### Zone 11 Crowthorne & Sandhurst

Note: no defined town / district / village centres in Wokingham Borough in this zone

<b>Crowthorne</b>							
Lidl, High Street, Crowthorne, RG45 7AZ	0.00	0.00	0.44	14.62	0.00	15.06	1.48%
Co-op, High Street, Crowthorne, RG45 7AF	0.00	0.00	0.00	6.85	0.00	6.85	0.67%
Tesco Express, Greenwood Road, Crowthorne, RG45 6QX	0.00	0.00	0.00	2.21	0.08	2.29	0.23%
Other locations, Crowthorne	0.00	0.00	0.00	0.67	0.31	0.98	0.10%
<i>Sub-total, Crowthorne</i>	<i>0.00</i>	<i>0.00</i>	<i>0.44</i>	<i>24.35</i>	<i>0.39</i>	<i>25.18</i>	<i>2.47%</i>
<b>Sandhurst - Meadows Centre</b>							
Tesco Extra, The Meadows, College Town, Sandhurst, GU47 0FD	0.00	0.00	0.44	58.43	0.00	58.87	5.79%
M&S, The Meadows Centre, College Town, Sandhurst, GU47 0FD	0.00	0.00	0.00	5.15	0.08	5.23	0.51%
<i>Sub-total, Meadows Centre</i>	<i>0.00</i>	<i>0.00</i>	<i>0.44</i>	<i>63.58</i>	<i>0.08</i>	<i>64.10</i>	<i>6.30%</i>
<b>Sandhurst - other</b>							
Aldi, Yorktown Road, College Town, Sandhurst, GU47 0PU	0.00	0.00	0.00	8.97	0.00	8.97	0.88%
Other locations, Sandhurst	0.00	0.00	0.00	5.38	0.00	5.38	0.53%
<i>Sub-total, Sandhurst</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>14.36</i>	<i>0.00</i>	<i>14.36</i>	<i>1.41%</i>
<b>Yateley</b>							
Waitrose, Tresham Cresent, Yateley, GU46 6FR	0.00	0.00	0.00	6.59	0.00	6.59	0.65%
Co-op, Plough Road, Yateley, GU46 7UW	0.00	0.00	0.00	2.22	0.00	2.22	0.22%
Other locations, Yateley	0.00	0.00	0.00	1.37	0.00	1.37	0.13%
<i>Sub-total, Yateley</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>10.18</i>	<i>0.00</i>	<i>10.18</i>	<i>1.00%</i>
<b>Bagshot</b>							
Waitrose, London Road, Bagshot, GU19 5DG	0.00	0.00	0.44	7.62	0.00	8.06	0.79%
Other locations, Bagshot	0.00	0.00	0.00	1.51	0.00	1.51	0.15%
<i>Sub-total, Bagshot</i>	<i>0.00</i>	<i>0.00</i>	<i>0.44</i>	<i>9.13</i>	<i>0.00</i>	<i>9.57</i>	<i>0.94%</i>
All other locations, zone 11	0.00	0.00	0.00	4.78	0.00	4.78	0.47%
<b>Total, zone 11</b>	<b>0.00</b>	<b>0.00</b>	<b>1.31</b>	<b>126.37</b>	<b>0.47</b>	<b>128.16</b>	<b>12.60%</b>

#### Zone 12 Wokingham town & surrounds

Defined town / district / village centres in Wokingham Borough:

<b>Wokingham town centre</b>							
Aldi, Wellington Road, Wokingham, RG40 2EX	3.69	0.47	2.14	1.04	41.88	49.22	4.84%
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.00	0.03	0.00	5.14	27.96	33.13	3.26%
Co-op, Market Place, Wokingham, RG40 1AL	0.00	0.00	0.00	0.00	2.45	2.45	0.24%
Other locations, Wokingham town centre	0.00	0.00	0.00	0.00	0.86	0.86	0.08%
<i>Sub-total, Wokingham town centre</i>	<i>3.69</i>	<i>0.50</i>	<i>2.14</i>	<i>6.18</i>	<i>73.15</i>	<i>85.66</i>	<i>8.42%</i>
<b>Winnersh district centre</b>							
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	42.27	6.95	0.00	0.47	25.38	75.08	7.38%
Other locations, Winnersh district centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00%
<i>Sub-total, Winnersh district centre</i>	<i>42.27</i>	<i>6.95</i>	<i>0.00</i>	<i>0.47</i>	<i>25.38</i>	<i>75.08</i>	<i>7.38%</i>
<b>Other locations:</b>							
Tesco Superstore, Finchampstead Road, Wokingham, RG40 2NS	5.76	0.62	0.77	5.32	65.77	78.24	7.69%
Morrisons, Wooseshill Shopping Centre, Wokingham, RG41 3SW	0.87	2.25	0.00	0.57	12.28	15.97	1.57%
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	1.25	0.49	0.91	0.66	11.60	14.91	1.47%
Other locations, Wokingham town	1.23	0.00	0.00	0.00	8.93	10.15	1.00%
<i>Sub-total, Wokingham town (outside town centre)</i>	<i>9.10</i>	<i>3.37</i>	<i>1.69</i>	<i>6.55</i>	<i>98.58</i>	<i>119.28</i>	<i>11.72%</i>
Other locations, zone 12 (outside Wokingham town)	0.00	0.00	0.00	0.00	2.38	2.38	0.23%
<b>Total, zone 12</b>	<b>55.06</b>	<b>10.82</b>	<b>3.83</b>	<b>13.20</b>	<b>199.49</b>	<b>282.39</b>	<b>27.76%</b>
<b>TOTAL FOR STUDY AREA</b>	<b>215.01</b>	<b>50.32</b>	<b>233.86</b>	<b>148.69</b>	<b>220.06</b>	<b>867.94</b>	<b>85.31%</b>
<b>Of which, Total for Wokingham Borough (zones 1, 6a and 12)</b>	<b>214.31</b>	<b>50.01</b>	<b>4.29</b>	<b>13.20</b>	<b>216.34</b>	<b>498.14</b>	<b>-</b>

#### Outside study area

<b>Reading</b>							
Tesco Extra, Napier Road, Reading, RG1 8DF	12.69	2.87	0.00	0.00	0.67	16.23	1.60%
Sainsbury's Superstore, Bath Road, Calcot, RG31 7SA	2.63	0.71	0.00	0.00	1.91	5.25	0.52%
Morrisons, Off Basingstoke Road, Reading, RG2 0HB	13.35	0.00	0.00	0.00	2.64	15.99	1.57%
Aldi, Basingstoke Road, Reading, RG2 0NT	17.26	0.00	0.00	0.00	2.00	19.27	1.89%
Other locations, Reading	23.97	0.28	0.00	3.54	1.61	29.40	2.89%
<i>Sub-total, Reading</i>	<i>69.91</i>	<i>3.86</i>	<i>0.00</i>	<i>3.54</i>	<i>8.83</i>	<i>86.14</i>	<i>8.47%</i>
<b>Henley-on-Thames</b>							
Tesco Superstore, Reading Road, Henley-on-Thames, RG9 4HA	11.04	5.58	0.00	0.00	0.00	16.62	1.63%
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	0.00	4.33	0.00	0.00	0.00	4.33	0.43%
Other locations, Henley-on-Thames	0.00	0.94	0.00	0.00	0.00	0.94	0.09%
<i>Sub-total, Henley-on-Thames</i>	<i>11.04</i>	<i>10.84</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>21.89</i>	<i>2.15%</i>
<b>Camberley / Blackwater</b>							
Sainsbury's Superstore, Blackwater Valley Road, Camberley, GU15 3YN	0.00	0.00	0.00	16.92	0.00	16.92	1.66%
Lidl, London Road, Blackwater, GU17 9AP	0.00	0.00	0.00	3.06	0.00	3.06	0.30%
<i>Sub-total, Camberley / Blackwater</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>19.98</i>	<i>0.00</i>	<i>19.98</i>	<i>1.96%</i>
All other locations outside study area	6.42	3.84	4.84	6.33	0.00	21.42	2.11%
<b>TOTAL FOR OUTSIDE STUDY AREA</b>	<b>87.37</b>	<b>18.54</b>	<b>4.84</b>	<b>29.85</b>	<b>8.83</b>	<b>149.42</b>	<b>14.69%</b>
<b>OVERALL TOTAL</b>	<b>302.37</b>	<b>68.86</b>	<b>238.70</b>	<b>178.54</b>	<b>228.89</b>	<b>1017.36</b>	<b>100.00%</b>

Source: Table CV5, Table CV6

Table CV7d — Baseline convenience goods spending patterns, 2036

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12	TOTAL	TOTAL %
	Reading East	Twyford	Bracknell	Sandhurst	Wokingham town		
<b>TOTAL AVAILABLE CONVENIENCE GOODS SPEND, 2036</b>	<b>308.24</b>	<b>69.67</b>	<b>242.41</b>	<b>181.07</b>	<b>233.92</b>	<b>1,035.31</b>	<b>100.00%</b>

#### Zone 1 Reading East

Defined town / district / village centres in Wokingham Borough:

##### Woodley

Waitrose, Crockhamwell Road, Woodley, RG5 3JW	29.48	0.95	0.00	0.00	0.68	<b>31.11</b>	<b>3.01%</b>
Lidl, Headley Road, Woodley, RG5 4JA	23.29	1.28	0.00	0.00	0.00	<b>24.56</b>	<b>2.37%</b>
Iceland, Crockhamwell Road, Woodley, RG5 3JP	4.30	0.04	0.00	0.00	0.00	<b>4.33</b>	<b>0.42%</b>
Other stores, Woodley town centre	1.01	0.00	0.00	0.00	0.00	<b>1.01</b>	<b>0.10%</b>
<i>Sub-total - Woodley town centre</i>	<i>58.07</i>	<i>2.26</i>	<i>0.00</i>	<i>0.00</i>	<i>0.68</i>	<b>61.02</b>	<b>5.89%</b>

##### Lower Earley

Asda, Chalfont Way, Lower Earley, RG6 5TT	52.76	0.63	0.47	0.00	8.21	<b>62.06</b>	<b>5.99%</b>
M&S (Foodhall), The Square, Chalfont Way, Lower Earley, RG6 5HJ	1.84	0.18	0.00	0.00	1.16	<b>3.17</b>	<b>0.31%</b>
Other stores, Lower Earley town centre	0.00	0.00	0.00	0.00	0.00	<b>0.00</b>	<b>0.00%</b>
<i>Sub-total - Lower Earley town centre</i>	<i>54.59</i>	<i>0.80</i>	<i>0.47</i>	<i>0.00</i>	<i>9.37</i>	<b>65.24</b>	<b>6.30%</b>

Shinfield Road - all stores	1.58	0.04	0.00	0.00	1.02	<b>2.64</b>	<b>0.25%</b>
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##### Other locations:

Aldi, London Road, Earley, Reading, RG6 1LA	28.28	7.20	0.00	0.00	4.00	<b>39.48</b>	<b>3.81%</b>
M&S (Foodhall), London Road, Woodley, Reading, RG6 1BG	10.26	2.13	0.00	0.00	0.00	<b>12.38</b>	<b>1.20%</b>
Tesco Express, Loddon Vale Centre, Sandford, Woodley, RG5 4UL	3.81	0.00	0.00	0.00	0.43	<b>4.25</b>	<b>0.41%</b>
All other locations, zone 1	5.05	0.18	0.00	0.00	0.08	<b>5.31</b>	<b>0.51%</b>
<i>Sub-total - other zone 1</i>	<i>47.40</i>	<i>9.51</i>	<i>0.00</i>	<i>0.00</i>	<i>4.51</i>	<b>61.41</b>	<b>5.93%</b>

<b>Total, zone 1</b>	<b>161.64</b>	<b>12.61</b>	<b>0.47</b>	<b>0.00</b>	<b>15.59</b>	<b>190.30</b>	<b>18.38%</b>
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#### Zone 6a Twyford

Defined town / district / village centres in Wokingham Borough:

##### Twyford

Waitrose, London Road, Twyford, RG10 9EH	0.71	24.42	0.00	0.00	1.55	<b>26.67</b>	<b>2.58%</b>
Tesco Express, London Road, Twyford RG10 9EH	0.00	0.48	0.00	0.00	0.08	<b>0.57</b>	<b>0.05%</b>
<i>Sub-total, Twyford village centre</i>	<i>0.71</i>	<i>24.90</i>	<i>0.00</i>	<i>0.00</i>	<i>1.63</i>	<b>27.24</b>	<b>2.63%</b>

##### Other locations:

A&I Store, Victoria Road, Wargrave, RG10 8AG	0.00	1.05	0.00	0.00	0.00	<b>1.05</b>	<b>0.10%</b>
All other locations, zone 6a	0.00	1.08	0.00	0.00	0.00	<b>1.08</b>	<b>0.10%</b>
<i>Sub-total - other zone 6a</i>	<i>0.00</i>	<i>2.13</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<b>2.13</b>	<b>0.21%</b>

<b>Total, zone 6a</b>	<b>0.71</b>	<b>27.04</b>	<b>0.00</b>	<b>0.00</b>	<b>1.63</b>	<b>29.37</b>	<b>2.84%</b>
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#### Zone 10 Bracknell

Note: no defined town / district / village centres in Wokingham Borough in this zone

##### Town centres:

Bracknell town centre	0.00	0.00	35.08	0.00	0.80	<b>35.88</b>	<b>3.47%</b>
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##### Other locations:

Tesco Superstore, County Lane, Warfield, Bracknell, RG42 3JP	0.71	0.32	61.12	0.00	0.00	<b>62.14</b>	<b>6.00%</b>
Tesco Superstore, Whitton Road, Martins Heron, Bracknell, RG12 9TZ	0.00	0.00	42.30	0.36	0.00	<b>42.67</b>	<b>4.12%</b>
Sainsbury's Superstore, Ringmead, Bracknell, RG12 7SS	0.00	0.00	49.55	6.72	0.00	<b>56.27</b>	<b>5.44%</b>
Aldi, Birch Hill, Bracknell, RG12 7DE	0.00	0.00	22.99	0.85	0.00	<b>23.84</b>	<b>2.30%</b>
Morrisons, The Peel Centre, Bracknell, RG12 1EN	0.00	0.00	6.37	1.32	0.00	<b>7.69</b>	<b>0.74%</b>
Co-op, Forest Road, Binfield, Bracknell, RG42 4HP	0.00	0.00	4.05	0.00	0.32	<b>4.37</b>	<b>0.42%</b>
All other locations, zone 10	0.00	0.00	10.34	0.00	2.21	<b>12.54</b>	<b>1.21%</b>

<b>Total, zone 10</b>	<b>0.71</b>	<b>0.32</b>	<b>231.81</b>	<b>9.25</b>	<b>3.32</b>	<b>245.40</b>	<b>23.70%</b>
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Table CV7d— Baseline convenience goods spending patterns, 2036 (continued)

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12	TOTAL	TOTAL %
	Reading East	Twyford	Bracknell	Sandhurst	Wokingham town		
<b>TOTAL AVAILABLE CONVENIENCE GOODS SPEND, 2036</b>	<b>308.24</b>	<b>69.67</b>	<b>242.41</b>	<b>181.07</b>	<b>233.92</b>	<b>1,035.31</b>	<b>100.00%</b>
<b>Zone 11 Crowthorne &amp; Sandhurst</b>							
<i>Note: no defined town / district / village centres in Wokingham Borough in this zone</i>							
<b>Crowthorne</b>							
Lidl, High Street, Crowthorne, RG45 7AZ	0.00	0.00	0.45	14.83	0.00	15.27	1.47%
Co-op, High Street, Crowthorne, RG45 7AF	0.00	0.00	0.00	6.95	0.00	6.95	0.67%
Tesco Express, Greenwood Road, Crowthorne, RG45 6QX	0.00	0.00	0.00	2.24	0.08	2.33	0.22%
Other locations, Crowthorne	0.00	0.00	0.00	0.68	0.32	0.99	0.10%
<i>Sub-total, Crowthorne</i>	<i>0.00</i>	<i>0.00</i>	<i>0.45</i>	<i>24.69</i>	<i>0.40</i>	<i>25.54</i>	<i>2.47%</i>
<b>Sandhurst - Meadows Centre</b>							
Tesco Extra, The Meadows, College Town, Sandhurst, GU47 0FD	0.00	0.00	0.45	59.26	0.00	59.70	5.77%
M&S, The Meadows Centre, College Town, Sandhurst, GU47 0FD	0.00	0.00	0.00	5.22	0.08	5.31	0.51%
<i>Sub-total, Meadows Centre</i>	<i>0.00</i>	<i>0.00</i>	<i>0.45</i>	<i>64.48</i>	<i>0.08</i>	<i>65.01</i>	<i>6.28%</i>
<b>Sandhurst - other</b>							
Aldi, Yorktown Road, College Town, Sandhurst, GU47 0PU	0.00	0.00	0.00	9.10	0.00	9.10	0.88%
Other locations, Sandhurst	0.00	0.00	0.00	5.46	0.00	5.46	0.53%
<i>Sub-total, Sandhurst</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>14.56</i>	<i>0.00</i>	<i>14.56</i>	<i>1.41%</i>
<b>Yateley</b>							
Waitrose, Tresham Cresent, Yateley, GU46 6FR	0.00	0.00	0.00	6.68	0.00	6.68	0.65%
Co-op, Plough Road, Yateley, GU46 7UW	0.00	0.00	0.00	2.25	0.00	2.25	0.22%
Other locations, Yateley	0.00	0.00	0.00	1.39	0.00	1.39	0.13%
<i>Sub-total, Yateley</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>10.32</i>	<i>0.00</i>	<i>10.32</i>	<i>1.00%</i>
<b>Bagshot</b>							
Waitrose, London Road, Bagshot, GU19 5DG	0.00	0.00	0.45	7.73	0.00	8.17	0.79%
Other locations, Bagshot	0.00	0.00	0.00	1.53	0.00	1.53	0.15%
<i>Sub-total, Bagshot</i>	<i>0.00</i>	<i>0.00</i>	<i>0.45</i>	<i>9.26</i>	<i>0.00</i>	<i>9.71</i>	<i>0.94%</i>
All other locations, zone 11	0.00	0.00	0.00	4.84	0.00	4.84	0.47%
<b>Total, zone 11</b>	<b>0.00</b>	<b>0.00</b>	<b>1.34</b>	<b>128.16</b>	<b>0.48</b>	<b>129.98</b>	<b>12.55%</b>
<b>Zone 12 Wokingham town &amp; surrounds</b>							
<b>Defined town / district / village centres in Wokingham Borough:</b>							
<b>Wokingham town centre</b>							
Aldi, Wellington Road, Wokingham, RG40 2EX	3.76	0.47	2.17	1.05	42.80	50.26	4.85%
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.00	0.04	0.00	5.21	28.58	33.82	3.27%
Co-op, Market Place, Wokingham, RG40 1AL	0.00	0.00	0.00	0.00	2.51	2.51	0.24%
Other locations, Wokingham town centre	0.00	0.00	0.00	0.00	0.88	0.88	0.08%
<i>Sub-total, Wokingham town centre</i>	<i>3.76</i>	<i>0.51</i>	<i>2.17</i>	<i>6.26</i>	<i>74.76</i>	<i>87.47</i>	<i>8.45%</i>
<b>Winnersh district centre</b>							
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	43.09	7.03	0.00	0.48	25.94	76.55	7.39%
Other locations, Winnersh district centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00%
<i>Sub-total, Winnersh district centre</i>	<i>43.09</i>	<i>7.03</i>	<i>0.00</i>	<i>0.48</i>	<i>25.94</i>	<i>76.55</i>	<i>7.39%</i>
<b>Other locations:</b>							
Tesco Superstore, Finchampstead Road, Wokingham, RG40 2NS	5.87	0.63	0.79	5.40	67.22	79.90	7.72%
Morrisons, Wooseshill Shopping Centre, Wokingham, RG41 3SW	0.88	2.28	0.00	0.58	12.55	16.29	1.57%
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	1.27	0.50	0.93	0.67	11.85	15.22	1.47%
Other locations, Wokingham town	1.25	0.00	0.00	0.00	9.12	10.37	1.00%
<i>Sub-total, Wokingham town (outside town centre)</i>	<i>9.27</i>	<i>3.41</i>	<i>1.71</i>	<i>6.64</i>	<i>100.74</i>	<i>121.78</i>	<i>11.76%</i>
Other locations, zone 12 (outside Wokingham town)	0.00	0.00	0.00	0.00	2.43	2.43	0.23%
<b>Total, zone 12</b>	<b>56.13</b>	<b>10.95</b>	<b>3.88</b>	<b>13.39</b>	<b>203.88</b>	<b>288.22</b>	<b>27.84%</b>
<b>TOTAL FOR STUDY AREA</b>	<b>219.18</b>	<b>50.91</b>	<b>237.49</b>	<b>150.80</b>	<b>224.90</b>	<b>883.28</b>	<b>85.32%</b>
<b>Of which, Total for Wokingham Borough (zones 1, 6a and 12)</b>	<b>218.47</b>	<b>50.59</b>	<b>4.35</b>	<b>13.39</b>	<b>221.10</b>	<b>507.90</b>	<b>-</b>
<b>Outside study area</b>							
<b>Reading</b>							
Tesco Extra, Napier Road, Reading, RG1 8DF	12.93	2.91	0.00	0.00	0.68	16.52	1.60%
Sainsbury's Superstore, Bath Road, Calcot, RG31 7SA	2.69	0.72	0.00	0.00	1.95	5.35	0.52%
Morrisons, Off Basingstoke Road, Reading, RG2 0HB	13.61	0.00	0.00	0.00	2.70	16.31	1.58%
Aldi, Basingstoke Road, Reading, RG2 0NT	17.60	0.00	0.00	0.00	2.05	19.65	1.90%
Other locations, Reading	24.44	0.28	0.00	3.59	1.64	29.95	2.89%
<i>Sub-total, Reading</i>	<i>71.27</i>	<i>3.91</i>	<i>0.00</i>	<i>3.59</i>	<i>9.02</i>	<i>87.79</i>	<i>8.48%</i>
<b>Henley-on-Thames</b>							
Tesco Superstore, Reading Road, Henley-on-Thames, RG9 4HA	11.26	5.65	0.00	0.00	0.00	16.90	1.63%
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	0.00	4.38	0.00	0.00	0.00	4.38	0.42%
Other locations, Henley-on-Thames	0.00	0.95	0.00	0.00	0.00	0.95	0.09%
<i>Sub-total, Henley-on-Thames</i>	<i>11.26</i>	<i>10.97</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>22.23</i>	<i>2.15%</i>
<b>Camberley / Blackwater</b>							
Sainsbury's Superstore, Blackwater Valley Road, Camberley, GU15 3YN	0.00	0.00	0.00	17.16	0.00	17.16	1.66%
Lidl, London Road, Blackwater, GU17 9AP	0.00	0.00	0.00	3.10	0.00	3.10	0.30%
<i>Sub-total, Camberley / Blackwater</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>20.26</i>	<i>0.00</i>	<i>20.26</i>	<i>1.96%</i>
All other locations outside study area	6.54	3.88	4.91	6.42	0.00	21.76	2.10%
<b>TOTAL FOR OUTSIDE STUDY AREA</b>	<b>89.06</b>	<b>18.76</b>	<b>4.91</b>	<b>30.27</b>	<b>9.02</b>	<b>152.03</b>	<b>14.68%</b>
<b>OVERALL TOTAL</b>	<b>308.24</b>	<b>69.67</b>	<b>242.41</b>	<b>181.07</b>	<b>233.92</b>	<b>1035.31</b>	<b>100.00%</b>

Source: Table CV5, Table CV6

Table CV7e — Baseline convenience goods spending patterns, 2040

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12	TOTAL	TOTAL %
	Reading East	Twyford	Bracknell	Sandhurst	Wokingham town		
<b>TOTAL AVAILABLE CONVENIENCE GOODS SPEND, 2040</b>	<b>312.75</b>	<b>70.10</b>	<b>245.65</b>	<b>183.73</b>	<b>238.41</b>	<b>1,050.64</b>	<b>100.00%</b>

#### Zone 1 Reading East

Defined town / district / village centres in Wokingham Borough:

##### Woodley

Waitrose, Crockhamwell Road, Woodley, RG5 3JW	29.91	0.96	0.00	0.00	0.70	<b>31.56</b>	<b>3.00%</b>
Lidl, Headley Road, Woodley, RG5 4JA	23.63	1.28	0.00	0.00	0.00	<b>24.91</b>	<b>2.37%</b>
Iceland, Crockhamwell Road, Woodley, RG5 3JP	4.36	0.04	0.00	0.00	0.00	<b>4.40</b>	<b>0.42%</b>
Other stores, Woodley town centre	1.02	0.00	0.00	0.00	0.00	<b>1.02</b>	<b>0.10%</b>
<i>Sub-total - Woodley town centre</i>	<i>58.92</i>	<i>2.28</i>	<i>0.00</i>	<i>0.00</i>	<i>0.70</i>	<b>61.89</b>	<b>5.89%</b>

##### Lower Earley

Asda, Chalfont Way, Lower Earley, RG6 5TT	53.53	0.63	0.48	0.00	8.36	<b>63.00</b>	<b>6.00%</b>
M&S (Foodhall), The Square, Chalfont Way, Lower Earley, RG6 5HJ	1.86	0.18	0.00	0.00	1.19	<b>3.22</b>	<b>0.31%</b>
Other stores, Lower Earley town centre	0.00	0.00	0.00	0.00	0.00	<b>0.00</b>	<b>0.00%</b>
<i>Sub-total - Lower Earley town centre</i>	<i>55.39</i>	<i>0.81</i>	<i>0.48</i>	<i>0.00</i>	<i>9.55</i>	<b>66.23</b>	<b>6.30%</b>

Shinfield Road - all stores	1.60	0.04	0.00	0.00	1.04	<b>2.68</b>	<b>0.25%</b>
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##### Other locations:

Aldi, London Road, Earley, Reading, RG6 1LA	28.69	7.25	0.00	0.00	4.07	<b>40.01</b>	<b>3.81%</b>
M&S (Foodhall), London Road, Woodley, Reading, RG6 1BG	10.41	2.14	0.00	0.00	0.00	<b>12.55</b>	<b>1.19%</b>
Tesco Express, Loddon Vale Centre, Sandford, Woodley, RG5 4UL	3.87	0.00	0.00	0.00	0.44	<b>4.31</b>	<b>0.41%</b>
All other locations, zone 1	5.12	0.18	0.00	0.00	0.08	<b>5.38</b>	<b>0.51%</b>
<i>Sub-total - other zone 1</i>	<i>48.09</i>	<i>9.57</i>	<i>0.00</i>	<i>0.00</i>	<i>4.60</i>	<b>62.25</b>	<b>5.93%</b>

<b>Total, zone 1</b>	<b>164.00</b>	<b>12.69</b>	<b>0.48</b>	<b>0.00</b>	<b>15.89</b>	<b>193.05</b>	<b>18.37%</b>
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#### Zone 6a Twyford

Defined town / district / village centres in Wokingham Borough:

##### Twyford

Waitrose, London Road, Twyford, RG10 9EH	0.72	24.57	0.00	0.00	1.57	<b>26.86</b>	<b>2.56%</b>
Tesco Express, London Road, Twyford RG10 9EH	0.00	0.49	0.00	0.00	0.09	<b>0.57</b>	<b>0.05%</b>
<i>Sub-total, Twyford village centre</i>	<i>0.72</i>	<i>25.06</i>	<i>0.00</i>	<i>0.00</i>	<i>1.66</i>	<b>27.44</b>	<b>2.61%</b>

##### Other locations:

A&I Store, Victoria Road, Wargrave, RG10 8AG	0.00	1.06	0.00	0.00	0.00	<b>1.06</b>	<b>0.10%</b>
All other locations, zone 6a	0.00	1.09	0.00	0.00	0.00	<b>1.09</b>	<b>0.10%</b>
<i>Sub-total - other zone 6a</i>	<i>0.00</i>	<i>2.15</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<b>2.15</b>	<b>0.20%</b>

<b>Total, zone 6a</b>	<b>0.72</b>	<b>27.21</b>	<b>0.00</b>	<b>0.00</b>	<b>1.66</b>	<b>29.58</b>	<b>2.82%</b>
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#### Zone 10 Bracknell

Note: no defined town / district / village centres in Wokingham Borough in this zone

##### Town centres:

Bracknell town centre	0.00	0.00	35.55	0.00	0.81	<b>36.37</b>	<b>3.46%</b>
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##### Other locations:

Tesco Superstore, County Lane, Warfield, Bracknell, RG42 3JP	0.72	0.32	61.93	0.00	0.00	<b>62.97</b>	<b>5.99%</b>
Tesco Superstore, Whittin Road, Martins Heron, Bracknell, RG12 9TZ	0.00	0.00	42.87	0.37	0.00	<b>43.24</b>	<b>4.12%</b>
Sainsbury's Superstore, Ringmead, Bracknell, RG12 7SS	0.00	0.00	50.21	6.82	0.00	<b>57.03</b>	<b>5.43%</b>
Aldi, Birch Hill, Bracknell, RG12 7DE	0.00	0.00	23.30	0.86	0.00	<b>24.16</b>	<b>2.30%</b>
Morrisons, The Peel Centre, Bracknell, RG12 1EN	0.00	0.00	6.46	1.34	0.00	<b>7.80</b>	<b>0.74%</b>
Co-op, Forest Road, Binfield, Bracknell, RG42 4HP	0.00	0.00	4.10	0.00	0.32	<b>4.43</b>	<b>0.42%</b>
All other locations, zone 10	0.00	0.00	10.48	0.00	2.25	<b>12.73</b>	<b>1.21%</b>

<b>Total, zone 10</b>	<b>0.72</b>	<b>0.32</b>	<b>234.91</b>	<b>9.38</b>	<b>3.39</b>	<b>248.71</b>	<b>23.67%</b>
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Table CV7e— Baseline convenience goods spending patterns, 2040 (continued)

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12	TOTAL	TOTAL %
	Reading East	Twyford	Bracknell	Sandhurst	Wokingham town		
<b>TOTAL AVAILABLE CONVENIENCE GOODS SPEND, 2040</b>	<b>312.75</b>	<b>70.10</b>	<b>245.65</b>	<b>183.73</b>	<b>238.41</b>	<b>1,050.64</b>	<b>100.00%</b>
<b>Zone 11 Crowthorne &amp; Sandhurst</b>							
<i>Note: no defined town / district / village centres in Wokingham Borough in this zone</i>							
<b>Crowthorne</b>							
Lidl, High Street, Crowthorne, RG45 7AZ	0.00	0.00	0.45	15.04	0.00	15.49	1.47%
Co-op, High Street, Crowthorne, RG45 7AF	0.00	0.00	0.00	7.05	0.00	7.05	0.67%
Tesco Express, Greenwood Road, Crowthorne, RG45 6QX	0.00	0.00	0.00	2.28	0.08	2.36	0.22%
Other locations, Crowthorne	0.00	0.00	0.00	0.69	0.32	1.01	0.10%
<i>Sub-total, Crowthorne</i>	<i>0.00</i>	<i>0.00</i>	<i>0.45</i>	<i>25.06</i>	<i>0.41</i>	<i>25.91</i>	<i>2.47%</i>
<b>Sandhurst - Meadows Centre</b>							
Tesco Extra, The Meadows, College Town, Sandhurst, GU47 0FD	0.00	0.00	0.45	60.13	0.00	60.58	5.77%
M&S, The Meadows Centre, College Town, Sandhurst, GU47 0FD	0.00	0.00	0.00	5.30	0.08	5.38	0.51%
<i>Sub-total, Meadows Centre</i>	<i>0.00</i>	<i>0.00</i>	<i>0.45</i>	<i>65.43</i>	<i>0.08</i>	<i>65.96</i>	<i>6.28%</i>
<b>Sandhurst - other</b>							
Aldi, Yorktown Road, College Town, Sandhurst, GU47 0PU	0.00	0.00	0.00	9.24	0.00	9.24	0.88%
Other locations, Sandhurst	0.00	0.00	0.00	5.54	0.00	5.54	0.53%
<i>Sub-total, Sandhurst</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>14.77</i>	<i>0.00</i>	<i>14.77</i>	<i>1.41%</i>
<b>Yateley</b>							
Waitrose, Tresham Cresent, Yateley, GU46 6FR	0.00	0.00	0.00	6.78	0.00	6.78	0.65%
Co-op, Plough Road, Yateley, GU46 7UW	0.00	0.00	0.00	2.28	0.00	2.28	0.22%
Other locations, Yateley	0.00	0.00	0.00	1.41	0.00	1.41	0.13%
<i>Sub-total, Yateley</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>10.48</i>	<i>0.00</i>	<i>10.48</i>	<i>1.00%</i>
<b>Bagshot</b>							
Waitrose, London Road, Bagshot, GU19 5DG	0.00	0.00	0.45	7.84	0.00	8.29	0.79%
Other locations, Bagshot	0.00	0.00	0.00	1.56	0.00	1.56	0.15%
<i>Sub-total, Bagshot</i>	<i>0.00</i>	<i>0.00</i>	<i>0.45</i>	<i>9.40</i>	<i>0.00</i>	<i>9.85</i>	<i>0.94%</i>
All other locations, zone 11	0.00	0.00	0.00	4.91	0.00	4.91	0.47%
<b>Total, zone 11</b>	<b>0.00</b>	<b>0.00</b>	<b>1.35</b>	<b>130.05</b>	<b>0.49</b>	<b>131.89</b>	<b>12.55%</b>
<b>Zone 12 Wokingham town &amp; surrounds</b>							
<b>Defined town / district / village centres in Wokingham Borough:</b>							
<b>Wokingham town centre</b>							
Aldi, Wellington Road, Wokingham, RG40 2EX	3.82	0.48	2.20	1.07	43.63	51.19	4.87%
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.00	0.04	0.00	5.29	29.12	34.45	3.28%
Co-op, Market Place, Wokingham, RG40 1AL	0.00	0.00	0.00	0.00	2.56	2.56	0.24%
Other locations, Wokingham town centre	0.00	0.00	0.00	0.00	0.89	0.89	0.09%
<i>Sub-total, Wokingham town centre</i>	<i>3.82</i>	<i>0.51</i>	<i>2.20</i>	<i>6.36</i>	<i>76.20</i>	<i>89.08</i>	<i>8.48%</i>
<b>Winnersh district centre</b>							
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	43.72	7.08	0.00	0.49	26.44	77.73	7.40%
Other locations, Winnersh district centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00%
<i>Sub-total, Winnersh district centre</i>	<i>43.72</i>	<i>7.08</i>	<i>0.00</i>	<i>0.49</i>	<i>26.44</i>	<i>77.73</i>	<i>7.40%</i>
<b>Other locations:</b>							
Tesco Superstore, Finchampstead Road, Wokingham, RG40 2NS	5.95	0.63	0.80	5.47	68.51	81.37	7.74%
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.90	2.30	0.00	0.58	12.79	16.56	1.58%
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	1.29	0.50	0.94	0.68	12.08	15.49	1.47%
Other locations, Wokingham town	1.27	0.00	0.00	0.00	9.30	10.57	1.01%
<i>Sub-total, Wokingham town (outside town centre)</i>	<i>9.41</i>	<i>3.43</i>	<i>1.74</i>	<i>6.74</i>	<i>102.68</i>	<i>123.99</i>	<i>11.80%</i>
Other locations, zone 12 (outside Wokingham town)	0.00	0.00	0.00	0.00	2.47	2.47	0.24%
<b>Total, zone 12</b>	<b>56.95</b>	<b>11.02</b>	<b>3.94</b>	<b>13.58</b>	<b>207.79</b>	<b>293.27</b>	<b>27.91%</b>
<b>TOTAL FOR STUDY AREA</b>	<b>222.38</b>	<b>51.23</b>	<b>240.67</b>	<b>153.01</b>	<b>229.22</b>	<b>896.51</b>	<b>85.33%</b>
<b>Of which, Total for Wokingham Borough (zones 1, 6a and 12)</b>	<b>221.67</b>	<b>50.91</b>	<b>4.41</b>	<b>13.58</b>	<b>225.34</b>	<b>515.91</b>	<b>-</b>
<b>Outside study area</b>							
<b>Reading</b>							
Tesco Extra, Napier Road, Reading, RG1 8DF	13.12	2.93	0.00	0.00	0.70	16.74	1.59%
Sainsbury's Superstore, Bath Road, Calcot, RG31 7SA	2.73	0.73	0.00	0.00	1.98	5.44	0.52%
Morrisons, Off Basingstoke Road, Reading, RG2 0HB	13.81	0.00	0.00	0.00	2.75	16.56	1.58%
Aldi, Basingstoke Road, Reading, RG2 0NT	17.86	0.00	0.00	0.00	2.09	19.94	1.90%
Other locations, Reading	24.80	0.28	0.00	3.64	1.67	30.39	2.89%
<i>Sub-total, Reading</i>	<i>72.31</i>	<i>3.93</i>	<i>0.00</i>	<i>3.64</i>	<i>9.19</i>	<i>89.08</i>	<i>8.48%</i>
<b>Henley-on-Thames</b>							
Tesco Superstore, Reading Road, Henley-on-Thames, RG9 4HA	11.42	5.68	0.00	0.00	0.00	17.10	1.63%
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	0.00	4.41	0.00	0.00	0.00	4.41	0.42%
Other locations, Henley-on-Thames	0.00	0.95	0.00	0.00	0.00	0.95	0.09%
<i>Sub-total, Henley-on-Thames</i>	<i>11.42</i>	<i>11.04</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>22.46</i>	<i>2.14%</i>
<b>Camberley / Blackwater</b>							
Sainsbury's Superstore, Blackwater Valley Road, Camberley, GU15 3YN	0.00	0.00	0.00	17.41	0.00	17.41	1.66%
Lidl, London Road, Blackwater, GU17 9AP	0.00	0.00	0.00	3.15	0.00	3.15	0.30%
<i>Sub-total, Camberley / Blackwater</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>20.56</i>	<i>0.00</i>	<i>20.56</i>	<i>1.96%</i>
All other locations outside study area	6.64	3.91	4.98	6.52	0.00	22.03	2.10%
<b>TOTAL FOR OUTSIDE STUDY AREA</b>	<b>90.37</b>	<b>18.88</b>	<b>4.98</b>	<b>30.71</b>	<b>9.19</b>	<b>154.13</b>	<b>14.67%</b>
<b>OVERALL TOTAL</b>	<b>312.75</b>	<b>70.10</b>	<b>245.65</b>	<b>183.73</b>	<b>238.41</b>	<b>1050.64</b>	<b>100.00%</b>

Source: Table CV5, Table CV6

Table CV8 - Foodstore trading performance

	Gross floorspace (sq.m)	Net floorspace (sq.m)	Net convenience ratio (%)	Net convenience (sq.m)	Average sales density (£ per sq.m)	Benchmark convenience turnover (£m)	Survey-derived turnover (£m)	Inflow (%)	Inflow (£m)	Survey-derived turnover incl inflow (£m)	Difference to benchmark conv turnover (£m)
<b>Zone 1 Reading East</b>											
Defined town / district / village centres in Wokingham Borough:											
<b>Woodley</b>											
Waltrose, Crockhamwell Road, Woodley, RG5 3JW	-	1,526	84%	1,282	14,737	18.89	32.71	0%	0.00	32.71	<b>13.82</b>
Lidl, Headley Road, Woodley, RG5 4JA	-	959	80%	767	8,739	6.70	25.84	0%	0.00	25.84	<b>19.14</b>
Iceland, Crockhamwell Road, Woodley, RG5 3JP	-	530	95%	503	7,446	3.75	4.56	0%	0.00	4.56	<b>0.81</b>
<i>Sub-total - Woodley town centre</i>	-	<b>3,015</b>	-	<b>2,552</b>	-	<b>29.34</b>	<b>63.10</b>	-	<b>0.00</b>	<b>63.10</b>	-
<b>Lower Earley</b>											
Asda, Chalfont Way, Lower Earley, RG6 5TT	-	4,860	60%	2,916	14,245	41.54	65.08	0%	0.00	65.08	<b>23.54</b>
M&S (Foodhall), The Square, Chalfont Way, Lower Earley, RG6 5HJ	1,297	707	95%	672	11,092	7.45	3.31	0%	0.00	3.31	<b>-4.14</b>
<i>Sub-total - Lower Earley town centre</i>	-	<b>5,567</b>	-	<b>3,588</b>	-	<b>48.99</b>	<b>68.39</b>	-	<b>0.00</b>	<b>68.39</b>	-
<b>Other locations:</b>											
M&S (Foodhall), London Road, Woodley, Reading, RG6 1BG	1,394	741	95%	704	11,092	7.81	41.45	0%	0.00	41.45	<b>33.64</b>
Tesco Express, Loddon Vale Centre, Sandford, Woodley, RG5 4UL	264	135	95%	128	14,072	7.45	13.03	0%	0.00	13.03	<b>11.23</b>
<i>Sub-total - other zone 1</i>	-	<b>876</b>	-	<b>632</b>	-	<b>9.61</b>	<b>54.48</b>	-	<b>0.00</b>	<b>54.48</b>	-
<b>Total, zone 1</b>	-	<b>9,457</b>	-	<b>6,972</b>	-	<b>87.94</b>	<b>185.97</b>	-	<b>0.00</b>	<b>185.97</b>	-
<b>Zone 6a Twyford</b>											
Defined town / district / village centres in Wokingham Borough:											
<b>Twyford</b>											
Waltrose, London Road, Twyford, RG10 9EH	-	2,824	84%	2,372	14,737	34.96	28.12	0%	0.00	28.12	<b>-6.85</b>
Tesco Express, London Road, Twyford RG10 9EH*	-	200	95%	190	14,072	2.67	0.60	0%	0.00	0.60	<b>-2.08</b>
<i>Sub-total, Twyford village centre</i>	-	<b>3,024</b>	-	<b>2,562</b>	-	<b>37.64</b>	<b>28.71</b>	-	<b>0.00</b>	<b>28.71</b>	-
<b>Other locations:</b>											
A&I Store, Victoria Road, Wargrave, RG10 8AG	-	100	95%	95	4,000	0.38	1.11	0%	0.00	1.11	<b>0.73</b>
<i>Sub-total - other zone 6a</i>	-	<b>100</b>	-	<b>95</b>	-	<b>0.38</b>	<b>1.11</b>	-	<b>0.00</b>	<b>1.11</b>	-
<b>Total, zone 6a</b>	-	<b>3,124</b>	-	<b>2,657</b>	-	<b>38.02</b>	<b>29.82</b>	-	<b>0.00</b>	<b>29.82</b>	-
<b>Zone 12 Wokingham town &amp; surrounds</b>											
Defined town / district / village centres in Wokingham Borough:											
<b>Wokingham town centre</b>											
Aldi, Wellington Road, Wokingham, RG40 2EX	1,631	1,125	80%	900	11,017	9.92	51.86	5%	2.73	54.59	<b>44.67</b>
Waltrose, Rectory Road, Wokingham, RG40 1BB	-	2,247	84%	1,887	14,737	27.62	34.98	5%	1.84	36.82	<b>9.00</b>
Co-op, Market Place, Wokingham, RG40 1AL*	-	200	89%	178	10,988	1.96	2.57	5%	0.14	2.71	<b>0.75</b>
<i>Sub-total, Wokingham town centre</i>	-	<b>3,572</b>	-	<b>2,966</b>	-	<b>39.69</b>	<b>89.41</b>	-	<b>4.71</b>	<b>94.11</b>	-
<b>Winnersh district centre</b>											
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	-	3,747	65%	2,436	12,479	30.39	79.90	5%	4.21	84.11	<b>53.71</b>
<i>Sub-total, Winnersh district centre</i>	-	<b>3,747</b>	-	<b>2,436</b>	-	<b>30.39</b>	<b>79.90</b>	-	<b>4.21</b>	<b>84.11</b>	-
<b>Other locations:</b>											
Tesco Superstore, Finchampstead Road, Wokingham, RG40 2NS	-	2,964	70%	2,075	14,072	29.20	82.49	5%	4.34	86.83	<b>57.64</b>
Morrisons, Woodeshill Shopping Centre, Wokingham, RG41 3SW	-	1,924	74%	1,424	12,940	16.42	16.84	0%	0.00	16.84	<b>-1.58</b>
Lidl, Molly Millers Lane, Wokingham, RG41 2RU	-	929	80%	743	8,739	6.49	15.74	0%	0.00	15.74	<b>9.25</b>
<i>Sub-total, Wokingham town (outside town centre)</i>	-	<b>5,817</b>	-	<b>4,242</b>	-	<b>54.11</b>	<b>115.08</b>	-	<b>4.34</b>	<b>119.42</b>	-
<b>Total, zone 12</b>	-	<b>13,136</b>	-	<b>9,643</b>	-	<b>124.20</b>	<b>284.39</b>	-	<b>13.25</b>	<b>297.64</b>	-
<b>Wokingham town (zone 12)</b>											
Total convenience goods floorspace — main foodstores	9,643	sq.m net							9,629	sq.m net	
Convenience goods benchmark turnover — main foodstores	124.20	£m							125.95	£m	
Estimated sales density for Borough	12.880	£ per sq.m							13.081	£ per sq.m	
<b>Rest of Borough (zones 1 and 6a)</b>											
Total convenience goods floorspace — main foodstores											
Convenience goods benchmark turnover — main foodstores											
Estimated sales density for Borough											

\*please note floorspace figures for these stores are approximate

Table CV9 - Convenience goods floorspace commitments

Address	Gross area (sq.m)	Net sales (sq.m)	Notes	Assumed sales density (£)	Est. turnover 2026 £m	Est. turnover 2031 £m	Est. turnover 2036 £m	Est. turnover 2040 £m
<b>Wokingham town</b>								
South Wokingham, Montague Park	250	100	See appendix	6,000	0.6	0.6	0.6	0.6
South Wokingham, south of railway line	330	132	See appendix	6,000	0.8	0.8	0.8	0.8
Sub-total	-	232		-	1.4	1.4	1.4	1.4
<b>Rest of the Borough</b>								
Lidl, Shinfield	2,038	1,305	222656	8,739	11.4	11.4	11.4	11.4
Arborfield, district centre (foodstore)	4,000	2,240	See appendix	12,767	28.6	28.7	28.7	28.7
Arborfield, district centre (other floorspace)	3,500	980	See appendix	6,000	5.9	5.9	5.9	5.9
Arborfield, southern neighbourhood centre	500	200	See appendix	6,000	1.2	1.2	1.2	1.2
Dobbies, Shinfield	-	133	See appendix	3,000	0.4	0.4	0.4	0.4
Sub-total		4,858		-	47.5	47.6	47.6	47.6
<b>TOTAL</b>	-	<b>5,090</b>		-	<b>48.9</b>	<b>49.0</b>	<b>49.0</b>	<b>49.0</b>

Notes

Commitments data provided by Wokingham Borough Council and reviewed by Firstplan. Please see separate appendix for details of all assumptions which have been made in respect of amount of comparison and convenience goods floorspace derived from each planning commitment.

Commitments have been subject to sales efficiency growth rates as set out in Experian Retail Planner 20, as follows:

2026-29                      0.10% per annum  
2029 onwards            0% per annum

It is assumed that all commitments will commence trading by 2026.

**Table CV10a — Convenience goods capacity forecasts for Wokingham town**

	2022	2026	2031	2036*	2040*
A) Residents' spending in Wokingham town (zone 12) (£m)	298.46	276.75	282.39	288.22	293.27
B) Existing shop floorspace in Wokingham town (zone 12) (sq.m net)	9,643	9,643	9,643	9,643	9,643
C) Sales per sq.m net	30.951	12,649	12,674	12,674	12,674
D) Sales from existing floorspace (£m)	298.46	121.97	122.22	122.22	122.22
E) Sales from committed floorspace (£m)	0.00	1.39	1.40	1.40	1.40
F) Residual spending to support new convenience goods floorspace (£m)	0.00	153.39	158.78	164.61	169.66
G) Sales per sq.m net in new shops (£) (based on large store format)	13,000	12,767	12,805	12,805	12,805
<b>H) Capacity for new floorspace (sq.m net)</b>	<b>0</b>	<b>12,014</b>	<b>12,399</b>	<b>12,855</b>	<b>13,249</b>
<b>I) Capacity for new floorspace (sq.m net, rounded)</b>	<b>0</b>	<b>12,000</b>	<b>12,400</b>	<b>12,900</b>	<b>13,200</b>

**Key to Table CV10a:**  
Row A - the total turnover of all 'main' foodstores (as listed in Table CV6 / Table CV7a-e)  
Row B - the total floorspace of all 'main' foodstores (as listed in Table CV6 / Table CV7a-e)  
Row C - for 2022, turnover per sq.m of 'main' foodstore floorspace (Row A divided by Row B). Figures for subsequent figures show the 'benchmark' performance of convenience goods floorspace in zone 12 (source: Table CV8)  
Row D - Row B multiplied by Row C  
Row E - turnover from 'commitments' for new convenience goods retail floorspace (source: Table CV9)  
Row F - Row A less Row D and Row E to provide the residual spending which could be used to support the development of new convenience goods retail floorspace  
Row G - Assumed turnover per sq.m of new convenience goods floorspace, informed by performance of existing 'main' foodstore floorspace (as shown in Row C). Sales efficiency applied as per footnote to Table CV9  
Row H - the quantum of convenience goods floorspace required at each interval period (Row F divided by Row G)  
Row I - Row H, rounded to the nearest hundred.

\*Note — Figures for 2036 and 2040 should be considered indicative only and subject to future review.

**Table CV10b — Convenience goods capacity forecasts for remainder of Borough (excluding Wokingham town)**

	2022	2026	2031	2036*	2040*
A) Residents' spending in rest of Borough (zones 1/ 6a) (£m)	230.78	212.29	215.75	219.68	222.64
B) Existing shop floorspace in rest of Borough (zones 1/ 6a) (sq.m net)	9,629	9,629	9,629	9,629	9,629
C) Sales per sq.m net	23.967	12,846	12,872	12,872	12,872
D) Sales from existing floorspace (£m)	230.78	123.70	123.95	123.95	123.95
E) Sales from committed floorspace (£m)	0.00	47.48	47.62	47.62	47.62
F) Residual spending to support new convenience goods floorspace (£m)	0.00	41.11	44.18	48.11	51.07
G) Sales per sq.m net in new shops (£) (based on large store format)	13,000	12,767	12,805	12,805	12,805
<b>H) Capacity for new floorspace (sq.m net)</b>	<b>0</b>	<b>3,220</b>	<b>3,450</b>	<b>3,757</b>	<b>3,988</b>
<b>I) Capacity for new floorspace (sq.m net, rounded)</b>	<b>0</b>	<b>3,200</b>	<b>3,500</b>	<b>3,800</b>	<b>4,000</b>

**Key to Table CV10b:**  
Row A - the total turnover of all 'main' foodstores (as listed in Table CV6 / Table CV7a-e)  
Row B - the total floorspace of all 'main' foodstores (as listed in Table CV6 / Table CV7a-e)  
Row C - for 2022, turnover per sq.m of 'main' foodstore floorspace (Row A divided by Row B). Figures for subsequent figures show the 'benchmark' performance of convenience goods floorspace in zone 1/6a (source: Table CV8)  
Row D - Row B multiplied by Row C  
Row E - turnover from 'commitments' for new convenience goods retail floorspace (source: Table CV9)  
Row F - Row A less Row D and Row E to provide the residual spending which could be used to support the development of new convenience goods retail floorspace  
Row G - Assumed turnover per sq.m of new convenience goods floorspace, informed by performance of existing 'main' foodstore floorspace (as shown in Row C). Sales efficiency applied as per footnote to Table CV9  
Row H - the quantum of convenience goods floorspace required at each interval period (Row F divided by Row G)  
Row I - Row H, rounded to the nearest hundred.

\*Note — Figures for 2036 and 2040 should be considered indicative only and subject to future review.

**Table CV11c — Total estimated convenience goods floorspace capacity for Wokingham Borough**

	2022	2026	2031	2036*	2040*
Estimated comparison goods floorspace capacity — Wokingham town (sq.m net, rounded)	0	12,000	12,400	12,900	13,200
Estimated comparison goods floorspace capacity — Rest of Borough (sq.m net, rounded)	0	3,200	3,500	3,800	4,000
<b>TOTAL (sq.m net, rounded)</b>	<b>0</b>	<b>15,200</b>	<b>15,900</b>	<b>16,700</b>	<b>17,200</b>

\*Note — Figures for 2036 and 2040 should be considered indicative only and subject to future review.



Firstplan for Wokingham Borough Council  
**Wokingham Retail & Leisure Study — 2022 Update**  
 Convenience goods quantitative retail capacity modelling

**Table CV8X - Foodstore trading performance (with adjusted sales densities)**

	Gross floorspace (sq.m)	Net floorspace (sq.m)	Net convenience ratio (%)	Net convenience (sq.m)	Average sales density (£ per sq.m)	Benchmark convenience turnover (£m)	Survey-derived turnover (£m)	Inflow (%)	Inflow (£m)	Survey-derived turnover incl inflow (£m)	Difference to benchmark conv turnover (£m)
<b>Zone 1 Reading East</b>											
<b>Defined town / district / village centres in Wokingham Borough:</b>											
<b>Woodley</b>											
Waitrose, Crockhamwell Road, Woodley, RG5 3JW	-	1,526	84%	1,282	15,724	20.16	32.71	0%	0.00	32.71	12.55
Lidl, Headley Road, Woodley, RG5 4JA	-	959	80%	767	9,325	7.15	25.84	0%	0.00	25.84	18.69
Iceland, Crockhamwell Road, Woodley, RG5 3JP	-	530	95%	503	7,945	4.00	4.56	0%	0.00	4.56	0.56
<b>Sub-total - Woodley town centre</b>	-	3,015	-	2,552	-	31.31	63.10	-	0.00	63.10	-
<b>Lower Earley</b>											
Asda, Chalfont Way, Lower Earley, RG6 5TT	-	4,860	60%	2,916	15,199	44.32	65.08	0%	0.00	65.08	20.75
M&S (Foodhall), The Square, Chalfont Way, Lower Earley, RG6 5HJ	1,297	707	95%	672	11,835	7.95	3.31	0%	0.00	3.31	-4.64
<b>Sub-total - Lower Earley town centre</b>	-	5,567	-	3,588	-	52.27	68.39	-	0.00	68.39	-
<b>Other locations:</b>											
M&S (Foodhall), London Road, Woodley, Reading, RG6 1BG	1,394	741	95%	704	11,835	8.33	41.45	0%	0.00	41.45	33.12
Tesco Express, Loddon Vale Centre, Sandford, Woodley, RG5 4UL	264	135	95%	128	15,015	1.92	13.03	0%	0.00	13.03	11.11
<b>Sub-total - other zone 1</b>	-	876	-	832	-	10.26	54.48	-	0.00	54.48	-
<b>Total, zone 1</b>	-	9,457	-	6,972	-	93.83	185.97	-	0.00	185.97	-
<b>Zone 6a Twyford</b>											
<b>Defined town / district / village centres in Wokingham Borough:</b>											
<b>Twyford</b>											
Waitrose, London Road, Twyford, RG10 9EH	-	2,824	84%	2,372	15,724	37.30	28.12	0%	0.00	28.12	-9.19
Tesco Express, London Road, Twyford RG10 9EH*	-	200	95%	190	15,015	2.85	0.60	0%	0.00	0.60	-2.26
<b>Sub-total, Twyford village centre</b>	-	3,024	-	2,562	-	40.16	28.71	-	0.00	28.71	-
<b>Other locations:</b>											
A&I Store, Victoria Road, Wargrave, RG10 8AG	-	100	95%	95	4,000	0.38	1.11	0%	0.00	1.11	0.73
<b>Sub-total - other zone 6a</b>	-	100	-	95	-	0.38	1.11	-	0.00	1.11	-
<b>Total, zone 6a</b>	-	3,124	-	2,657	-	40.54	29.82	-	0.00	29.82	-
<b>Zone 12 Wokingham town &amp; surrounds</b>											
<b>Defined town / district / village centres in Wokingham Borough:</b>											
<b>Wokingham town centre</b>											
Aldi, Wellington Road, Wokingham, RG40 2EX	1,631	1,125	80%	900	11,755	10.58	51.86	5%	2.73	54.59	44.00
Waitrose, Rectory Road, Wokingham, RG40 1BB	-	2,247	84%	1,887	15,724	29.68	34.98	5%	1.84	36.82	7.14
Co-op, Market Place, Wokingham, RG40 1AL*	-	200	89%	178	11,724	2.09	2.57	5%	0.14	2.71	0.62
<b>Sub-total, Wokingham town centre</b>	-	3,872	-	2,966	-	42.35	89.41	-	4.71	94.11	-
<b>Winnersh district centre</b>											
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	-	3,747	65%	2,436	13,315	32.43	79.90	5%	4.21	84.11	51.68
<b>Sub-total, Winnersh district centre</b>	-	3,747	-	2,436	-	32.43	79.90	-	4.21	84.11	-
<b>Other locations:</b>											
Tesco Superstore, Finchampstead Road, Wokingham, RG40 2NS	-	2,964	70%	2,075	15,015	31.15	82.49	5%	4.34	86.83	55.68
Morrisons, Woodeshill Shopping Centre, Wokingham, RG41 3SW	-	1,924	74%	1,424	13,807	19.66	16.84	0%	0.00	16.84	-2.82
Lidl, Molly Millers Lane, Wokingham, RG41 2RU	-	929	80%	743	9,325	6.93	15.74	0%	0.00	15.74	8.61
<b>Sub-total, Wokingham town (outside town centre)</b>	-	5,817	-	4,242	-	57.74	115.08	-	4.34	119.42	-
<b>Total, zone 12</b>	-	13,136	-	9,643	-	132.52	284.39	-	13.25	297.64	-
<b>Wokingham town (zone 12)</b>											
Total convenience goods floorspace — main foodstores	9,643	sq.m net							9,629	sq.m net	
Convenience goods benchmark turnover — main foodstores	132.52	£m							134.37	£m	
Estimated sales density for Borough	13,742	£ per sq.m							13,954	£ per sq.m	
<b>Rest of Borough (zones 1 and 6a)</b>											
Total convenience goods floorspace — main foodstores											
Convenience goods benchmark turnover — main foodstores											
Estimated sales density for Borough											

\*please note floorspace figures for these stores are approximate

Note - in this model, UK average sales densities (as applied in Table CV6) subject to a +6.7% uplift to reflect the higher than average per capita spend on convenience goods relative to the UK average across the majority of the study area.

Table CV9X - Convenience goods floorspace commitments (with adjusted sales densities)

Address	Gross area (sq.m)	Net sales (sq.m)	Notes	Assumed sales density (£)	Est. turnover 2026 £m	Est. turnover 2031 £m	Est. turnover 2036 £m	Est. turnover 2040 £m
<b>Wokingham town</b>								
South Wokingham, Montague Park	250	100	See appendix	6,402	0.6	0.8	0.6	0.6
South Wokingham, south of railway line	330	132	See appendix	6,402	0.8	0.8	0.8	0.8
Sub-total	-	232			1.5	1.7	1.5	1.5
<b>Rest of the Borough</b>								
Lidl, Shinfield	2,038	1,305	222656	9,325	12.2	12.2	12.2	12.2
Arborfield, district centre (foodstore)	4,000	2,240	See appendix	13,623	30.5	30.6	30.6	30.6
Arborfield, district centre (other floorspace)	3,500	980	See appendix	6,402	6.3	6.3	6.3	6.3
Arborfield, southern neighbourhood centre	500	200	See appendix	6,402	1.3	1.3	1.3	1.3
Dobbies, Shinfield	-	133	See appendix	6,402	0.9	0.9	0.9	0.9
Sub-total		4,858			51.1	51.2	51.2	51.2
<b>TOTAL</b>	<b>-</b>	<b>5,090</b>		<b>-</b>	<b>52.6</b>	<b>52.9</b>	<b>52.7</b>	<b>52.7</b>

Notes

Commitments data provided by Wokingham Borough Council and reviewed by Firstplan. Please see separate appendix for details of all assumptions which have been made in respect of amount of comparison and convenience goods floorspace derived from each planning commitment.

Commitments have been subject to sales efficiency growth rates as set out in Experian Retail Planner 20, as follows:

2026-29                      0.10% per annum  
2029 onwards              0% per annum

It is assumed that all commitments will commence trading by 2026.

Table CV10aX — Convenience goods capacity forecasts for Wokingham town (with adjusted sales densities)

	2026	2031	2036*	2040*
A) Residents' spending in Wokingham town (zone 12) (£m)	276.75	282.39	288.22	293.27
B) Existing shop floorspace in Wokingham town (zone 12) (sq.m net)	9,643	9,643	9,643	9,643
C) Sales per sq.m net	13,496	13,523	13,523	13,523
D) Sales from existing floorspace (£m)	130.15	130.41	130.41	130.41
E) Sales from committed floorspace (£m)	1.49	1.70	1.49	1.49
F) Residual spending to support new convenience goods floorspace (£m)	145.12	150.29	156.33	161.38
G) Sales per sq.m net in new shops (£) (based on large store format)	13,623	13,663	13,663	13,663
<b>H) Capacity for new floorspace (sq.m net)</b>	<b>10,653</b>	<b>11,000</b>	<b>11,441</b>	<b>11,811</b>
<b>I) Capacity for new floorspace (sq.m net, rounded)</b>	<b>10,700</b>	<b>11,000</b>	<b>11,400</b>	<b>11,800</b>

**Key to Table CV10a:**  
Row A - the total turnover of all 'main' foodstores (as listed in Table CV6 / Table CV7a-e)  
Row B - the total floorspace of all 'main' foodstores (as listed in Table CV6 / Table CV7a-e)  
Row C - adjusted 'benchmark' performance of convenience goods floorspace in zone 12 (source: Table CV8X)  
Row D - Row B multiplied by Row C  
Row E - turnover from 'commitments' for new convenience goods retail floorspace (source: Table CV9X)  
Row F - Row A less Row D and Row E to provide the residual spending which could be used to support the development of new convenience goods retail floorspace  
Row G - Assumed turnover per sq.m of new convenience goods floorspace, informed by performance of existing 'main' foodstore floorspace (as shown in Row C). Sales efficiency applied as per footnote to Table CV9  
Row H - the quantum of convenience goods floorspace required at each interval period (Row F divided by Row G)  
Row I - Row H, rounded to the nearest hundred.

\*Note — Figures for 2036 and 2040 should be considered indicative only and subject to future review.

Table CV10bX — Convenience goods capacity forecasts for remainder of Borough (excluding Wokingham town) (with adjusted sales densities)

	2026	2031	2036*	2040*
A) Residents' spending in rest of Borough (zones 1/ 6a) (£m)	212.29	215.75	219.68	222.64
B) Existing shop floorspace in rest of Borough (zones 1/ 6a) (sq.m net)	9,629	9,629	9,629	9,629
C) Sales per sq.m net	13,704	13,732	13,732	13,732
D) Sales from existing floorspace (£m)	131.96	132.23	132.23	132.23
E) Sales from committed floorspace (£m)	51.09	51.24	51.24	51.24
F) Residual spending to support new convenience goods floorspace (£m)	29.24	32.28	36.21	39.17
G) Sales per sq.m net in new shops (£) (based on large store format)	13,623	13,663	13,663	13,663
<b>H) Capacity for new floorspace (sq.m net)</b>	<b>2,146</b>	<b>2,363</b>	<b>2,650</b>	<b>2,867</b>
<b>I) Capacity for new floorspace (sq.m net, rounded)</b>	<b>2,100</b>	<b>2,400</b>	<b>2,700</b>	<b>2,900</b>

**Key to Table CV10b:**  
Row A - the total turnover of all 'main' foodstores (as listed in Table CV6 / Table CV7a-e)  
Row B - the total floorspace of all 'main' foodstores (as listed in Table CV6 / Table CV7a-e)  
Row C - adjusted 'benchmark' performance of convenience goods floorspace in zones 1 & 6a (source: Table CV8X)  
Row D - Row B multiplied by Row C  
Row E - turnover from 'commitments' for new convenience goods retail floorspace (source: Table CV9X)  
Row F - Row A less Row D and Row E to provide the residual spending which could be used to support the development of new convenience goods retail floorspace  
Row G - Assumed turnover per sq.m of new convenience goods floorspace, informed by performance of existing 'main' foodstore floorspace (as shown in Row C). Sales efficiency applied as per footnote to Table CV9  
Row H - the quantum of convenience goods floorspace required at each interval period (Row F divided by Row G)  
Row I - Row H, rounded to the nearest hundred.

\*Note — Figures for 2036 and 2040 should be considered indicative only and subject to future review.

Table CV11cX — Total estimated convenience goods floorspace capacity for Wokingham Borough

	2026	2031	2036*	2040*
Estimated comparison goods floorspace capacity — Wokingham town (sq.m net, rounded)	10,700	11,000	11,400	11,800
Estimated comparison goods floorspace capacity — Rest of Borough (sq.m net, rounded)	2,100	2,400	2,700	2,900
<b>TOTAL (sq.m net, rounded)</b>	<b>12,800</b>	<b>13,400</b>	<b>14,100</b>	<b>14,700</b>

\*Note — Figures for 2036 and 2040 should be considered indicative only and subject to future review.

**Appendix 3**

**Leisure goods expenditure growth tabulations**

Table L1 — Postcode sectors for survey zones

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12
Postcode sectors	RG1 3	RG9 2	RG12 0	GU15 4	RG2 9
	RG1 4	RG9 3	RG12 1	GU17 0	RG40 1
	RG1 5	RG10 0	RG12 2	GU19 5	RG40 2
	RG2 7	RG10 8	RG12 7	GU46 6	RG40 3
	RG2 8	RG10 9	RG12 8	GU46 7	RG40 4
	RG4 5		RG12 9	GU47 0	RG40 5
	RG4 6		RG42 1	GU47 8	RG41 1
	RG5 3		RG42 2	GU47 9	RG41 2
	RG6 1		RG42 3	RG45 6	RG41 3
	RG6 3		RG42 4	RG45 7	RG41 4
	RG6 4		RG42 5		RG41 5
	RG6 5		RG42 6		RG7 1
	RG6 6		RG42 7		
	RG6 7		SL5 8		
	RG5 4				

Table L2 — Population projections						Study Interval years	
	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12	Total	
Population Estimate 2020	127,630	23,960	95,227	71,982	84,834	403,633	
Population Projection 2021	127,325	23,948	96,625	72,387	87,155	407,440	
Population Projection 2022	128,052	24,150	97,156	72,695	88,088	410,141	
Population Projection 2023	128,737	24,316	97,602	72,998	88,926	412,579	
Population Projection 2024	129,303	24,473	98,026	73,237	89,687	414,726	
Population Projection 2025	129,897	24,591	98,377	73,446	90,360	416,671	
Population Projection 2026	130,413	24,701	98,668	73,628	90,997	418,407	
Population Projection 2027	130,914	24,793	98,922	73,752	91,552	419,933	
Population Projection 2028	131,352	24,886	99,144	73,834	92,071	421,287	
Population Projection 2029	131,807	24,969	99,330	73,967	92,510	422,583	
Population Projection 2030	132,223	25,038	99,540	74,079	92,881	423,761	
Population Projection 2031	132,648	25,107	99,702	74,183	93,210	424,850	
Population Projection 2032	133,008	25,163	99,886	74,309	93,550	425,916	
Population Projection 2033	133,366	25,185	100,092	74,447	93,891	426,981	
Population Projection 2034	133,746	25,206	100,295	74,578	94,244	428,067	
Population Projection 2035	134,121	25,238	100,515	74,720	94,497	429,091	
Population Projection 2036	134,512	25,268	100,721	74,838	94,761	430,100	
Population Projection 2037	134,865	25,295	100,936	75,017	95,080	431,193	
Population Projection 2038	135,225	25,301	101,157	75,191	95,412	432,286	
Population Projection 2039	135,510	25,319	101,360	75,395	95,796	433,380	
Population Projection 2040	135,876	25,312	101,618	75,602	96,153	434,561	
Population change 2022-26	2,361	551	1,512	933	2,909	8,266	
Population change 2022-31	4,596	957	2,546	1,488	5,122	14,709	
Population change 2022-36	6,460	1,118	3,565	2,143	6,673	19,959	
Population change 2022-40	7,824	1,162	4,462	2,907	8,065	24,420	

Notes  
Population estimates / projections sourced from Experian Micromarketer 2020

Study Interval years

Table L3a — Per capita spend on cultural services

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12
2020 Total Expenditure per Person (in 2020 prices)	235	351	254	263	301
Spend estimate 2021	146	218	158	163	187
Spend estimate 2022	190	284	206	213	244
Spend estimate 2023	243	363	263	272	312
Spend estimate 2024	231	345	250	259	296
Spend estimate 2025	231	344	249	258	295
Spend estimate 2026	230	344	249	258	295
Spend estimate 2027	230	343	248	257	294
Spend estimate 2028	229	342	248	257	294
Spend estimate 2029	231	346	250	259	297
Spend estimate 2030	234	349	253	262	299
Spend estimate 2031	236	353	255	264	302
Spend estimate 2032	239	356	258	267	305
Spend estimate 2033	241	360	260	270	309
Spend estimate 2034	243	363	263	272	312
Spend estimate 2035	246	367	266	275	315
Spend estimate 2036	248	371	268	278	318
Spend estimate 2037	251	374	271	281	321
Spend estimate 2038	253	378	274	283	324
Spend estimate 2039	256	382	276	286	328
Spend estimate 2040	258	386	279	289	331

Table L3b — Recreation and sporting services

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12
2020 Total Expenditure per Person (in 2020 prices)	177	200	181	198	238
Spend estimate 2021	110	180	112	123	148
Spend estimate 2022	143	235	147	160	193
Spend estimate 2023	183	300	187	205	246
Spend estimate 2024	174	285	178	195	234
Spend estimate 2025	174	285	178	194	234
Spend estimate 2026	173	284	177	194	233
Spend estimate 2027	173	283	177	193	233
Spend estimate 2028	173	283	177	193	232
Spend estimate 2029	174	286	178	195	234
Spend estimate 2030	176	289	180	197	237
Spend estimate 2031	178	291	182	199	239
Spend estimate 2032	180	294	184	201	242
Spend estimate 2033	181	297	186	203	244
Spend estimate 2034	183	300	187	205	246
Spend estimate 2035	185	303	189	207	249
Spend estimate 2036	187	306	191	209	251
Spend estimate 2037	189	309	193	211	254
Spend estimate 2038	191	312	195	213	256
Spend estimate 2039	193	316	197	215	259
Spend estimate 2040	195	319	199	218	262

Table L3c — Restaurants and cafes

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12
2020 Total Expenditure per Person (in 2020 prices)	1,025	1,270	986	1,031	1,116
Spend estimate 2021	637	789	612	640	693
Spend estimate 2022	831	1,029	799	836	904
Spend estimate 2023	1,061	1,314	1,020	1,067	1,155
Spend estimate 2024	1,008	1,249	969	1,014	1,097
Spend estimate 2025	1,006	1,246	967	1,012	1,095
Spend estimate 2026	1,016	1,259	977	1,022	1,106
Spend estimate 2027	1,026	1,271	987	1,032	1,117
Spend estimate 2028	1,036	1,284	997	1,042	1,128
Spend estimate 2029	1,047	1,297	1,007	1,053	1,139
Spend estimate 2030	1,056	1,308	1,016	1,062	1,150
Spend estimate 2031	1,065	1,320	1,025	1,072	1,160
Spend estimate 2032	1,075	1,332	1,034	1,081	1,170
Spend estimate 2033	1,085	1,344	1,043	1,091	1,181
Spend estimate 2034	1,094	1,356	1,053	1,101	1,192
Spend estimate 2035	1,104	1,368	1,062	1,111	1,202
Spend estimate 2036	1,114	1,381	1,072	1,121	1,213
Spend estimate 2037	1,124	1,393	1,082	1,131	1,224
Spend estimate 2038	1,134	1,406	1,091	1,141	1,235
Spend estimate 2039	1,145	1,418	1,101	1,151	1,246
Spend estimate 2040	1,155	1,431	1,111	1,162	1,257

Notes

Base year data (2020) sourced from Experian Micromarketer

Expenditure growth rates applied as follows:

2020-21	-37.90%	2024-25	-0.20%
2021-22	30.50%	2025-29	1.00%
2022-23	27.70%	2029-40	0.90%
2023-24	-5.00%		

Source: Experian Retail Planner Briefing Note 20, February 2023, Figures 1a & 1b

Table L4a — Total spend potential on cultural services

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12	Total
2022 (£m)	24.39	6.87	20.00	15.49	21.49	88.24
2026 (£m)	30.01	8.49	24.54	18.96	26.82	108.82
2031 (£m)	31.32	8.86	25.45	19.60	28.19	113.42
2036 (£m)	33.38	9.37	27.02	20.79	30.12	120.68
2040 (£m)	35.09	9.76	28.37	21.85	31.81	126.88
Growth in spend potential 2022-26 (£m)	5.62	1.62	4.54	3.47	5.33	20.59
Growth in spend potential 2022-31 (£m)	6.94	1.99	5.45	4.11	6.70	25.19
Growth in spend potential 2022-36 (£m)	9.00	2.50	7.02	5.29	8.64	32.44
Growth in spend potential 2022-40 (£m)	10.70	2.89	8.37	6.36	10.32	38.64

Source: Table L2, Table L3a

Table L4b — Total spend potential on recreation & sporting services

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12	Total
2022 (£m)	18.37	5.68	14.25	11.66	16.99	66.95
2026 (£m)	22.60	7.01	17.49	14.28	21.21	82.59
2031 (£m)	23.59	7.32	18.13	14.76	22.29	86.09
2036 (£m)	25.14	7.74	19.25	15.65	23.82	91.60
2040 (£m)	26.43	8.07	20.21	16.45	25.15	96.31
Growth in spend potential 2022-26 (£m)	4.24	1.34	3.24	2.61	4.22	15.64
Growth in spend potential 2022-31 (£m)	5.22	1.64	3.88	3.09	5.30	19.14
Growth in spend potential 2022-36 (£m)	6.78	2.06	5.00	3.98	6.83	24.66
Growth in spend potential 2022-40 (£m)	8.06	2.39	5.96	4.79	8.16	29.36

Source: Table L2, Table L3b

Table L4c — Total spend potential on restaurants and cafes

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12	Total
2022 (£m)	106.37	24.86	77.63	60.74	79.67	349.26
2026 (£m)	132.47	31.09	96.41	75.23	100.64	435.83
2031 (£m)	141.33	33.14	102.19	79.50	108.13	464.29
2036 (£m)	149.88	34.89	107.96	83.88	114.96	491.57
2040 (£m)	156.93	36.22	112.90	87.83	120.91	514.78
Growth in spend potential 2022-26 (£m)	26.10	6.23	18.78	14.49	20.97	86.57
Growth in spend potential 2022-31 (£m)	34.96	8.29	24.55	18.76	28.46	115.03
Growth in spend potential 2022-36 (£m)	43.52	10.03	30.33	23.14	35.30	142.31
Growth in spend potential 2022-40 (£m)	50.56	11.37	35.26	27.09	41.24	165.52

Source: Table L2, Table L3c

Table L4d — Total spending growth potential in commercial leisure sectors

	Zone 1	Zone 6a	Zone 10	Zone 11	Zone 12	Total
Total growth in spend potential 2022-26 (£m)	35.96	9.19	26.55	20.57	30.52	122.79
Total growth in spend potential 2022-31 (£m)	47.12	11.92	33.88	25.97	40.47	159.36
Total growth in spend potential 2022-36 (£m)	59.29	14.59	42.35	32.42	50.76	199.41
Total growth in spend potential 2022-40 (£m)	69.33	16.65	49.59	38.23	59.72	233.53

Source: Table L3a,b,c

## **Appendix 4**

### **Household telephone survey questions**



- QA Are you the person responsible for the main food shopping in your household?
- Q01 Where did your household last undertake a main food and grocery shop?
- Q02 Which online retailer or delivery app do you normally use for your main food shopping?
- Q03 How do you normally travel to (STORE MENTIONED AT Q01) when doing main food shopping?
- Q04 When you undertake your main food and grocery shopping at (STORE / CENTRE MENTIONED AT Q01), do you or other members of your household usually visit other shops, services, or leisure facilities on the same shopping trip?
- Q05 Where did your household go the time before that for a main food and grocery shop? *Was it the same, or different, and if so, please specify*
- Q06 Which online retailer or delivery app did you use for your main food shopping on that occasion?
- Q07 Thinking about COVID-19 and any impact it had on your main food and grocery shopping patterns, which of the following best describes how COVID-19 impacted on your food and grocery shopping patterns?
- Q08 Approximately how much money does your household normally spend on a main food and grocery shop?
- Q09 How often does your household do a main food and grocery shop?
- Q10 Where did your household last undertake small-scale / top-up food and grocery shopping?
- Q11 Which online retailer or delivery app do you normally use for your top up food shopping?
- Q12 Where did your household shop the time before that for 'top up'/small-scale food and grocery shopping? *Was it the same, or different, and if different please specify*
- Q13 Which online retailer or delivery app did you use for your top up food shopping on that occasion?
- Q14 Thinking about COVID-19 and any impact it had on your small-scale top-up food shopping patterns, which of the following best describes how COVID-19 impacted on your small-scale top-up food shopping patterns?
- Q15 Approximately how much money does your household normally spend on small-scale/ 'top up' food and grocery shop?
- Q16 How often does your household normally do its small-scale / 'top up' food shopping?
- Q17 Does your household also spend money on food and groceries in small shops?
- Q18 Where are these small shops located?
- Q19 Approximately how much money does your household spend on food and groceries on a typical trip to these small shops?
- Q20 How often do you normally visit these other small shops for food and groceries shopping?
- Q21 So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes?
- Q22 What is the main reason you choose to shop at (LOCATION MENTIONED AT Q21) for your clothing and footwear shopping?
- Q23 And the time before that, where did you go to make a purchase of clothes or shoes?
- Q24 Thinking about COVID-19 and any impact it had on your clothing and footwear shopping patterns, which of the following best describes how COVID-19 impacted on your clothing and footwear shopping patterns?
- Q25 Which of the following has your household bought in the last 10 years?
- Q26A Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?
- Q26B And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings?
- Q27A Now can you tell me where your household last made a purchase of DIY and decorating goods?
- Q27B And the time before that, where did your household go to make a purchase of DIY and decorating goods?
- Q28A Can you tell me where you or your household last made a purchase of electrical items such as televisions, washing machines and computers?
- Q28B And the time before that, where you or your household last made a purchase of electrical items such as televisions, washing machines or computers?
- Q29A Can you tell me where you or your household last made a purchase of health, beauty or chemist items?
- Q29B And the time before that, where did you or your household go to make a purchase of health, beauty or chemist items?
- Q30A Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?
- Q30B And the time before that, where did you or your household go to make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?

Q31A	Can you tell me where you or your household last made a purchase of other non-food items such as books, physical entertainment products e.g. CDs, vinyl or DVD/Blu-Ray, jewellery or china and glass items?
Q31B	And the time before that, where did you or your household go to make a purchase of other non-food items such as books, physical entertainment products e.g. CDs, vinyl or DVD/Blu-Ray, jewellery or china and glass items?
Q32	Do you visit any of the following town, district or village centres?
Q33A	How often do you visit (MAIN CENTRE AT Q32)?
Q33B	How often do you visit (SECOND CENTRE AT Q32)?
Q34A	What is usually your main purpose of your trip to (MAIN CENTRE AT Q32)?
Q34B	What is usually your main purpose of your trip to (SECOND CENTRE AT Q32)?
Q35A	When you visit (MAIN CENTRE AT Q32), what other activities or services do you use?
Q35B	When you visit (SECOND CENTRE AT Q32), what other activities or services do you use?
Q36A	What do you like about (MAIN CENTRE AT Q32)?
Q36B	What do you like about (SECOND CENTRE AT Q32)?
Q37A	What do you dislike about (MAIN CENTRE AT Q32)?
Q37B	What do you dislike about (SECOND CENTRE AT Q32)?
Q38A	How do you think (MAIN CENTRE AT Q32) could be improved?
Q38B	How do you think (SECOND CENTRE AT Q32) could be improved?
Q39A	How do you normally travel to (MAIN CENTRE AT Q32)?
Q39B	How do you normally travel to (SECOND CENTRE AT Q32)?
Q40A	How long do you typically spend in (MAIN CENTRE AT Q32)?
Q40B	How long do you typically spend in (SECOND CENTRE AT Q32)?
Q41	Are you aware of the regeneration projects which have recently been completed in Wokingham Town Centre, for example at Peach Place and Elms Field?
Q42	Which of the following describes how the regeneration projects have impacted on how you visit Wokingham town centre?
Q43	Do you or your household take part in any of the following leisure / cultural activities?
Q44	Where do you go most often to visit cafes?
Q45	Where do you go most often to visit restaurants / dine out?
Q46	Where do you go most often to visit pubs and bars?
Q47	Where do you go most often to visit the cinema?
Q48	Where do you go most often to visit arts and cultural venues such as going to the theatre, watching live music, or visiting art galleries, exhibitions or, museums?
Q49	Where do you go most often to visit children's soft play venues?
Q50	Which entertainment venues do you visit most often? (e.g. for bowling, ice skating, escape rooms, bingo, indoor golf)
Q51	Where do you go most often to visit health & fitness facilities?
GEN	Gender of respondent:
AGE	Could I ask how old you are please?
PEO1	How many people are there in your household who are aged between 0-15 years; and 16 years or over?

## **Appendix 5**

**Household telephone survey results**

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
Q01 Where did your household last undertake a main food and grocery shop?												
Aldi, Birch Hill, Bracknell, RG12 7DE	2.4%	12	0.0%	0	10.4%	12	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Earley, Reading, RG6 1LA	3.4%	17	8.0%	13	0.0%	0	0.0%	0	1.8%	2	6.5%	2
Aldi, Wellington Road, Wokingham, RG40 2EX	3.9%	19	0.0%	0	1.0%	1	0.5%	0	18.6%	18	0.0%	0
Aldi, Winklebury Way, Basingstoke, RG23 8BB	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Yorktown Road, College Town, Sandhurst, GU47 0PU	0.5%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, RG6 5TT	5.5%	27	14.7%	24	0.0%	0	0.0%	0	3.1%	3	0.9%	0
Asda, Honey End Lane, Tilehurst, Reading, RG30 4EL	0.5%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.5%	3	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0
Co-op, High Street, Crowthorne, RG45 7AF	0.5%	3	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0
Iceland (Food Warehouse), Reading Link Retail Park, Reading, RG2 0SN	0.7%	4	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Crockhamwell Road, Woodley, RG5 3JP	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Basingstoke Road, Reading, RG2 0SJ	0.3%	2	0.9%	1	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Lidl, Headley Road, Woodley, RG5 4JA	2.4%	12	7.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne, RG45 7AZ	1.0%	5	0.0%	0	0.4%	0	4.7%	4	0.0%	0	0.0%	0
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	0.8%	4	0.4%	1	0.0%	0	0.5%	0	2.6%	2	1.5%	0
M&S (FOODHALL), London Road, Woodley, Reading, RG6 1BG	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S (Foodhall), The Square, Chalfont Way, Lower Earley, RG6 5HJ	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S (Royal Berkshire NHS Hospital), London Road, Reading, RG1 5AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
M&S, Broad Street, Reading, RG1 2BH	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, The Meadows Centre, College Town, Sandhurst, GU47 0FD	0.8%	4	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0
Morrisons, Off Basingstoke Road, Reading, RG2 0HB	1.0%	5	2.0%	3	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Morrisons, The Peel Centre, Bracknell, RG12 1EN	0.9%	4	0.0%	0	3.4%	4	0.5%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	2	3.0%	1
Sainsbury's Local, Bell Street Henley-On-Thames, RG9 2BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Sainsbury's Local, Norries Barn, Ashridge Road, Wokingham, RG40 1PH	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Sainsbury's Superstore, Bath Road, Calcot, RG31 7SA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Sainsbury's Superstore, Blackwater Valley Road, Watchmoore Park, Camberley, GU15 3YN	1.4%	7	0.0%	0	0.0%	0	7.5%	7	0.0%	0	0.0%	0
Sainsbury's Superstore, Broad Street, Reading, RG1 2BH	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	6.6%	33	11.5%	19	0.0%	0	0.0%	0	11.7%	11	10.4%	3

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
Sainsbury's Superstore, Ringmead, off Bagshot Road, Birch Hill, Bracknell, RG12 7SS	4.1%	21	0.0%	0	14.3%	17	4.2%	4	0.0%	0	0.0%	0
Tesco Express (Esso Garage), Marlow Road, High Wycombe, HP11 1TA	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Greenwood Road, Crowthorne, RG45 6QX	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, College Town, Sandhurst, GU47 0FD	6.0%	30	0.0%	0	0.4%	0	31.4%	30	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell, RG42 3JP	6.3%	32	0.4%	1	26.4%	31	0.0%	0	0.0%	0	0.9%	0
Tesco Superstore, Finchampstead Road, Wokingham, RG40 2NS	6.9%	35	3.1%	5	0.7%	1	1.5%	1	28.2%	27	0.9%	0
Tesco Superstore, Newland Street, High Wycombe, HP11 2BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Tesco Superstore, Reading Road, Henley-on-Thames, RG9 4HA	1.8%	9	3.8%	6	0.0%	0	0.0%	0	0.0%	0	9.6%	3
Tesco Superstore, Whitton Road, Martins Heron, Bracknell, RG12 9TZ	3.5%	17	0.0%	0	15.0%	17	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bond Way, Bracknell, RG12 1RQ	2.5%	13	0.0%	0	10.8%	13	0.0%	0	0.0%	0	0.0%	0
Waitrose, Church Street, Caversham, Reading, RG4 8AY	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crockhamwell Road, Woodley, RG5 3JW	1.8%	9	4.6%	8	0.0%	0	0.0%	0	0.6%	1	2.8%	1
Waitrose, Moorbridge Road, Maidenhead, SL6 8AF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Waitrose, Rectory Road, Wokingham, RG40 1BB	3.2%	16	0.0%	0	0.0%	0	4.3%	4	12.4%	12	0.0%	0
Aldi, Basingstoke Road, Reading, RG2 0NT	2.1%	11	5.4%	9	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Aldi, London Road, Blackwater, Camberley, GU17 0AA	0.4%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
M&S, The Avenue, The Lexicon, Bracknell, RG12 1BD	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Road, Reading, RG1 8DF	2.2%	11	5.4%	9	0.0%	0	0.0%	0	0.6%	1	5.1%	2
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Waitrose, London Road, Bagshot, GU19 5DG	0.7%	4	0.0%	0	0.4%	0	3.4%	3	0.0%	0	0.0%	0
Waitrose, London Road, Twyford, RG10 9EH	2.5%	12	0.4%	1	0.0%	0	0.0%	0	1.3%	1	34.0%	11
Waitrose, Tresham Cresent, Yateley, GU46 6FR	0.5%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Bracknell Town Centre (includes Lexicon Bracknell & Princess Square)	0.5%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre Internet / delivery	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Aldi, Vastern Court, Reading, RG1 8AL	16.0%	80	20.7%	34	12.5%	15	17.3%	16	12.3%	12	11.8%	4
Co-op, Plough Road, Yateley, GU46 7UW	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Plough Road, Yateley, GU46 7UW	0.4%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Farmfoods, Winklebury Way, Basingstoke, RG23 8BB	0.7%	4	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bath Road, Calcot, Reading, RG30 2HB	0.4%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
Lidl, London Road, Blackwater, GU17 9AP	0.4%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, Fleet, GU51 1GY	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Eastern Green, Penzance, TR18 3AP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Sainsbury's Superstore, Redding Way, Knaphill, Woking, GU21 2QT	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Waitrose, London Road, Sunningdale, Ascot, SL5 0HD	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		502		164		116		95		95		31
Sample:		502		101		101		100		100		100

## Q02 Which retailer did you use for your last main food online / delivery shop?

Those who said 'Internet / delivery' at Q01

Amazon	0.6%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0
Asda	16.4%	13	22.5%	8	0.0%	0	33.4%	5	0.0%	0	0.0%	0
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	0
Morrisons	1.5%	1	2.1%	1	0.0%	0	0.0%	0	2.8%	0	4.5%	0
Ocado	17.3%	14	13.6%	5	3.0%	0	22.2%	4	43.0%	5	4.5%	0
Sainsbury's	19.7%	16	31.9%	11	0.0%	0	14.0%	2	10.6%	1	38.7%	1
Tesco	34.9%	28	27.8%	9	64.9%	9	22.2%	4	38.1%	4	29.6%	1
Waitrose	6.5%	5	2.1%	1	16.0%	2	5.2%	1	5.6%	1	18.1%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abel & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local milkman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milk & More	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.9%	2	0.0%	0	16.0%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:		80		34		15		16		12		4
Sample:		66		15		8		16		12		15

## Q03 How do you normally travel to (STORE MENTIONED AT Q01) when doing main food shopping?

Not those who said 'Internet / delivery' at Q01

Car / van (as driver)	78.8%	332	80.2%	105	81.0%	82	71.9%	57	79.3%	66	82.1%	22
Car / van (as passenger)	8.2%	35	6.0%	8	8.4%	9	14.5%	11	5.9%	5	7.0%	2
Bus, minibus or coach	2.2%	9	2.0%	3	0.4%	0	4.0%	3	2.2%	2	3.8%	1
Motorcycle, scooter or moped	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Walk	9.8%	41	11.7%	15	8.5%	9	9.6%	8	10.4%	9	4.7%	1
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.5%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	2.3%	1
Mobility scooter / disability vehicle	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
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		422		130		102		79		83		27
Sample:		436		86		93		84		88		85

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
<b>Q04 When you undertake your main food and grocery shopping at (STORE MENTIONED AT Q01), do you or other members of your household usually visit other shops, services, or leisure facilities on the same shopping trip? [MR]</b>												
<i>Not those who said 'Internet / delivery' at Q01</i>												
Yes - NON-FOOD shopping	15.5%	65	21.8%	28	16.2%	17	9.7%	8	7.8%	6	23.2%	6
Yes - other FOOD shopping	14.8%	63	20.2%	26	6.5%	7	19.9%	16	10.1%	8	20.0%	5
Yes - visiting the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Yes - visiting the Post Office	0.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.7%	0
Yes - visiting financial service such as bank / building society etc.	1.4%	6	2.6%	3	0.4%	0	0.0%	0	2.7%	2	0.0%	0
Yes - visiting health service such as doctor, dentist, hospital	0.8%	3	0.5%	1	0.0%	0	0.0%	0	1.9%	2	4.1%	1
Yes - other service (e.g. hairdresser, travel agent, laundrette, estate agent, recycling, etc.)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	4.6%	1
Yes - leisure activity (e.g. leisure centre, gym, cinema, park, etc)	3.5%	15	5.6%	7	2.4%	2	2.9%	2	2.2%	2	2.8%	1
Yes - buy fuel	5.1%	22	3.4%	4	9.9%	10	5.1%	4	2.2%	2	4.4%	1
Yes - travelling to / from school / college / university	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Yes - travelling to / from work	1.9%	8	1.0%	1	0.8%	1	3.6%	3	1.5%	1	7.2%	2
Yes - go for a walk / walk the dog	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	0
Yes - visiting church / place of worship	0.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	0
Yes - visiting family / friends	1.4%	6	0.0%	0	2.3%	2	3.4%	3	0.4%	0	1.8%	0
Yes - visiting library	0.8%	3	0.5%	1	1.3%	1	0.0%	0	0.7%	1	3.2%	1
Yes - visiting pubs / bars / cafés / restaurants	1.5%	7	0.5%	1	2.0%	2	0.6%	0	2.9%	2	3.5%	1
Yes - window shopping / browsing	0.9%	4	0.5%	1	2.1%	2	1.2%	1	0.0%	0	0.0%	0
Yes - click and collect	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	62.0%	262	62.5%	82	59.8%	61	58.7%	46	72.3%	60	46.0%	13
(Don't know / can't remember)	1.0%	4	0.0%	0	2.4%	2	0.0%	0	2.2%	2	0.0%	0
Weighted base:		422		130		102		79		83		27
Sample:		436		86		93		84		88		85

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
Q05 Where did your household go the time before that for a main food and grocery shop?												
Aldi, Birch Hill, Bracknell, RG12 7DE	1.6%	8	0.0%	0	6.3%	7	0.9%	1	0.0%	0	0.0%	0
Aldi, London Road, Earley, Reading, RG6 1LA	4.2%	21	8.9%	15	0.0%	0	0.0%	0	1.8%	2	14.9%	5
Aldi, Wellington Road, Wokingham, RG40 2EX	4.3%	21	2.3%	4	0.8%	1	0.5%	0	16.8%	16	0.9%	0
Aldi, Winklebury Way, Basingstoke, RG23 8BB	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Yorktown Road, College Town, Sandhurst, GU47 0PU	0.8%	4	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, RG6 5TT	5.3%	27	13.4%	22	0.4%	0	0.0%	0	4.2%	4	0.9%	0
Asda, Honey End Lane, Tilehurst, Reading, RG30 4EL	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Co-op, Forest Road, Binfield, Bracknell, RG42 4HP	0.5%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Crowthorne, RG45 7AF	0.5%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Co-op, Market Place, Wokingham, RG40 1AL	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Iceland (Food Warehouse), Reading Link Retail Park, Reading, RG2 0SN	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Crockhamwell Road, Woodley, RG5 3JP	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Basingstoke Road, Reading, RG2 0SJ	0.5%	2	1.2%	2	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Lidl, Headley Road, Woodley, RG5 4JA	1.9%	9	5.2%	9	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Lidl, High Street, Crowthorne, RG45 7AZ	1.6%	8	0.0%	0	0.0%	0	8.3%	8	0.0%	0	0.0%	0
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	1.5%	7	0.0%	0	0.7%	1	0.0%	0	7.0%	7	0.0%	0
M&S (FOODHALL), London Road, Woodley, Reading, RG6 1BG	1.1%	5	2.4%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	1
M&S (Foodhall), The Square, Chalfont Way, Lower Earley, RG6 5HJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.5%	0
M&S, High Street, Maidenhead, SL6 1PY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Morrisons (Daily), Birch Hill Shopping Centre, Bracknell, RG12 7DE	0.8%	4	0.0%	0	2.1%	2	0.0%	0	1.9%	2	0.0%	0
Morrisons, Off Basingstoke Road, Reading, RG2 0HB	1.5%	8	4.3%	7	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Morrisons, Summit Avenue, Southwood, Farnborough, GU14 0NA	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Morrisons, Temple End, High Wycombe, HP13 5XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Morrisons, The Peel Centre, Bracknell, RG12 1EN	0.5%	2	0.0%	0	1.3%	2	0.9%	1	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	1.5%	8	0.0%	0	0.0%	0	0.5%	0	6.4%	6	3.9%	1
Sainsbury's Local, Bell Street Henley-On-Thames, RG9 2BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Sainsbury's Local, Norries Barn, Ashridge Road, Wokingham, RG40 1PH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's Local, Shinfield Road, Reading, RG2 8EX	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bath Road, Calcot, RG31 7SA	0.9%	4	1.6%	3	0.0%	0	0.0%	0	1.8%	2	0.0%	0

Column %ges.



# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
Sainsbury's Superstore, Blackwater Valley Road, Watchmoore Park, Camberley, GU15 3YN	1.8%	9	0.0%	0	0.0%	0	9.3%	9	0.0%	0	0.0%	0
Sainsbury's Superstore, Broad Street, Reading, RG1 2BH	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	7.3%	37	14.0%	23	0.0%	0	0.5%	0	10.4%	10	10.1%	3
Sainsbury's Superstore, Ringmead, off Bagshot Road, Birch Hill, Bracknell, RG12 7SS	5.4%	27	0.0%	0	21.2%	25	2.4%	2	0.0%	0	0.0%	0
Tesco Express (Esso Garage), Marlow Road, High Wycombe, HP11 1TA	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Greenwood Road, Crowthorne, RG45 6QX	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Tesco Express, Yorktown Road, Sandhurst, GU47 9DX	0.4%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Tesco Extra, The Meadows, College Town, Sandhurst, GU47 0FD	5.8%	29	0.0%	0	0.0%	0	30.6%	29	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell, RG42 3JP	4.5%	23	0.0%	0	19.6%	23	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Finchampstead Road, Wokingham, RG40 2NS	6.3%	32	0.4%	1	0.0%	0	4.2%	4	27.9%	27	0.9%	0
Tesco Superstore, Reading Road, Henley-on-Thames, RG9 4HA	1.4%	7	3.0%	5	0.0%	0	0.0%	0	0.0%	0	6.7%	2
Tesco Superstore, Whitton Road, Martins Heron, Bracknell, RG12 9TZ	3.7%	19	0.0%	0	16.1%	19	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bond Way, Bracknell, RG12 1RQ	1.5%	7	0.0%	0	6.4%	7	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crockhamwell Road, Woodley, RG5 3JW	2.8%	14	8.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Moorbridge Road, Maidenhead, SL6 8AF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Waitrose, Rectory Road, Wokingham, RG40 1BB	1.8%	9	0.0%	0	0.0%	0	0.5%	0	9.1%	9	0.0%	0
Aldi, Basingstoke Road, Reading, RG2 0NT	1.7%	8	5.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Blackwater, Camberley, GU17 0AA	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Co-op, The Square, Bagshot, GU19 5AY	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
M&S (Foodhall), Washway Road, Woodley, Reading, RG6 1BG	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, The Avenue, The Lexicon, Bracknell, RG12 1BD	0.2%	1	0.0%	0	0.4%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Extra, Napier Road, Reading, RG1 8DF	0.8%	4	1.7%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2
Waitrose, London Road, Bagshot, GU19 5DG	0.7%	4	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0
Waitrose, London Road, Twyford, RG10 9EH	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	8
Waitrose, Tresham Crescent, Yateley, GU46 6FR	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Bracknell Town Centre (includes Lexicon Bracknell & Princess	1.0%	5	0.0%	0	4.2%	5	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
Square)												
Henley-On-Thames Town Centre (Henley Town Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Woodley Town Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	15.5%	78	20.7%	34	15.6%	18	16.6%	16	7.7%	7	8.9%	3
Costco, South Oak Way, Green Park, Reading, RG2 6UE	0.5%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bath Road, Calcot, Reading, RG30 2HB	0.4%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Lidl, London Road, Blackwater, GU17 9AP	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
M&S (BP Garage), Bracknell Road, Crowthorne, RG45 6ST	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, Fleet, GU51 1GY	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Tesco Superstore, Dedworth Road, Windsor, SL4 4JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Yateley Town Centre	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
(Don't know / varies / can't remember)	0.9%	5	0.4%	1	1.5%	2	1.9%	2	0.0%	0	1.1%	0
Weighted base:		502		164		116		95		95		31
Sample:		502		101		101		100		100		100

## Q06 Which retailer did you use for that main food online / delivery shop?

Those who said 'Internet / delivery' at Q05

Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	12.1%	9	22.5%	8	0.0%	0	11.5%	2	0.0%	0	0.0%	0
Co-op	2.3%	2	0.0%	0	0.0%	0	0.0%	0	24.8%	2	0.0%	0
Iceland	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	0
Morrisons	5.2%	4	4.2%	1	12.8%	2	0.0%	0	4.5%	0	0.0%	0
Ocado	9.3%	7	13.6%	5	2.4%	0	0.0%	0	28.1%	2	6.0%	0
Sainsbury's	15.1%	12	18.9%	6	2.4%	0	12.2%	2	25.8%	2	41.0%	1
Tesco	38.0%	30	36.7%	12	40.9%	7	53.9%	9	7.9%	1	22.8%	1
Waitrose	11.6%	9	4.2%	1	15.2%	3	22.4%	4	8.9%	1	24.2%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abel & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local milkman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milk & More	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	6.1%	5	0.0%	0	26.2%	5	0.0%	0	0.0%	0	0.0%	0
Weighted base:	78		34		18		16		7		3	
Sample:	66		15		12		16		10		13	

## Q07 Thinking about COVID-19 and any impact it has had on your main food shopping - which ONE of the following statements best describes how Covid has impacted your main food shopping? [PR]

I did my main food shopping in a supermarket before Covid-19 and have continued to do so	64.1%	322	59.0%	97	60.6%	70	62.4%	59	77.1%	73	68.9%	21
I did my main food shopping in a supermarket before Covid-19 but now do ALL of my main food shopping online or via apps	6.4%	32	4.9%	8	9.5%	11	11.7%	11	0.7%	1	4.0%	1
I did my main food shopping in a supermarket before Covid-19 but now do SOME of my main food shopping online or via apps	13.4%	67	13.3%	22	13.8%	16	13.9%	13	12.3%	12	14.7%	5
I did my main food shopping online before Covid-19 and continued this during and after the pandemic	9.5%	48	12.8%	21	12.5%	15	9.6%	9	2.6%	2	1.6%	0
(None of the above)	6.6%	33	10.1%	17	3.6%	4	2.4%	2	7.3%	7	10.8%	3
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	502		164		116		95		95		31	
Sample:	502		101		101		100		100		100	

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
Meanscore: [£]												
Q08 Approximately how much money does your household normally spend on a main food and grocery shop?												
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
£11 - £15	0.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.5%	0
£16 - £20	0.8%	4	0.9%	1	0.0%	0	2.8%	3	0.0%	0	0.0%	0
£21 - £25	1.5%	8	1.2%	2	0.4%	0	0.0%	0	3.7%	4	5.7%	2
£26 - £30	1.9%	10	1.5%	2	4.6%	5	1.5%	1	0.3%	0	0.0%	0
£31 - £35	0.6%	3	0.8%	1	0.0%	0	0.9%	1	0.7%	1	1.1%	0
£36 - £40	4.9%	24	4.1%	7	5.3%	6	9.2%	9	1.9%	2	3.0%	1
£41 - £45	1.7%	8	3.1%	5	1.4%	2	1.4%	1	0.0%	0	0.5%	0
£46 - £50	9.3%	47	12.2%	20	9.6%	11	3.3%	3	11.7%	11	3.0%	1
£51 - £60	6.3%	32	4.5%	7	5.5%	6	6.8%	6	6.9%	7	15.5%	5
£61 - £70	5.7%	28	6.2%	10	6.6%	8	6.9%	7	2.2%	2	6.5%	2
£71 - £80	10.5%	53	11.6%	19	17.0%	20	6.3%	6	4.6%	4	12.1%	4
£81 - £90	6.2%	31	8.7%	14	3.2%	4	7.5%	7	3.8%	4	7.3%	2
£91 - £100	19.1%	96	21.1%	35	22.0%	26	17.8%	17	13.9%	13	17.3%	5
£101 - £110	1.1%	6	0.8%	1	2.1%	2	0.0%	0	1.9%	2	0.0%	0
£111 - £120	5.5%	27	7.6%	12	2.1%	2	7.4%	7	4.1%	4	5.0%	2
£121 - £130	3.2%	16	4.3%	7	0.4%	0	3.3%	3	5.7%	5	0.0%	0
£131 - £140	1.7%	8	2.4%	4	0.0%	0	2.8%	3	1.8%	2	0.0%	0
£141 - £150	7.7%	39	3.9%	6	5.3%	6	7.9%	8	16.9%	16	7.6%	2
£151 - £175	1.6%	8	0.4%	1	2.7%	3	0.0%	0	2.6%	2	5.4%	2
£176 - £200	2.0%	10	0.8%	1	4.8%	6	0.0%	0	3.5%	3	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
£301+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	6.6%	33	4.1%	7	3.2%	4	10.9%	10	11.2%	11	5.2%	2
(Refused)	1.4%	7	0.0%	0	2.4%	3	1.8%	2	1.2%	1	4.5%	1
Mean:	89.87		85.40		87.52		87.77		104.73		86.23	
Weighted base:	502		164		116		95		95		31	
Sample:	502		101		101		100		100		100	

**Meanscore: [Number of visits per week]****Q09 How often does your household do a main food and grocery shop?**

Daily	0.8%	4	0.0%	0	2.8%	3	0.5%	0	0.0%	0	1.1%	0
At least two times a week	5.8%	29	5.6%	9	4.3%	5	5.7%	5	5.7%	5	12.7%	4
At least once a week	77.9%	391	78.4%	129	82.4%	96	74.0%	70	75.6%	72	76.6%	24
At least once a fortnight	11.0%	55	11.9%	20	5.9%	7	18.3%	17	10.4%	10	5.5%	2
At least once a month	2.7%	13	1.6%	3	3.5%	4	1.4%	1	4.9%	5	2.0%	1
At least every two months	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.6%	8	2.5%	4	1.0%	1	0.0%	0	2.2%	2	2.1%	1
Mean:	1.03		0.99		1.16		0.99		0.96		1.15	
Weighted base:	502		164		116		95		95		31	
Sample:	502		101		101		100		100		100	

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
Q10 Where did your household last undertake small-scale / top-up food and grocery shopping?												
Aldi, Birch Hill, Bracknell, RG12 7DE	1.5%	8	0.0%	0	6.7%	8	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Earley, Reading, RG6 1LA	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Aldi, Wellington Road, Wokingham, RG40 2EX	1.6%	8	0.0%	0	0.0%	0	0.0%	0	8.2%	8	1.5%	0
Aldi, Yorktown Road, College Town, Sandhurst, GU47 0PU	1.9%	9	0.0%	0	0.0%	0	9.9%	9	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, RG6 5TT	2.7%	14	8.0%	13	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading, RG30 4EL	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Budgens, Cavendish Road, Emmer Green, Caversham, RG4 8XU	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Beechey Place, Wokingham, RG40 1LQ	1.0%	5	0.0%	0	0.0%	0	0.0%	0	5.1%	5	0.0%	0
Co-op, Bramshill Close, Arborfield, Reading, RG2 9PL	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Co-op, Erleigh Road, East Reading, RG1 5NL	1.1%	5	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Falcon Way, Bracknell, RG12 8QD	0.9%	5	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0
Co-op, Finchampstead Road, Wokingham, RG40 3RB	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Co-op, Forest Road, Binfield, Bracknell, RG42 4HP	0.9%	4	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, Frimley Road, Camberley, GU15 2QN	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Co-op, High Street, Crowthorne, RG45 7AF	0.6%	3	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Co-op, London Road, Wokingham, RG40 1YD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Co-op, Paley Court, Howlett Grove, Wokingham, RG42 1DL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Co-op, Rectory Row, Easthampstead, Bracknell, RG12 7BN	0.9%	5	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0
Iceland, Crockhamwell Road, Woodley, RG5 3JP	1.9%	9	5.6%	9	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Lidl, Basingstoke Road, Reading, RG2 0SJ	0.6%	3	0.8%	1	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Lidl, Headley Road, Woodley, RG5 4JA	0.7%	4	1.7%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Lidl, High Street, Crowthorne, RG45 7AZ	1.4%	7	0.0%	0	0.0%	0	7.3%	7	0.0%	0	0.0%	0
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	0.8%	4	0.8%	1	0.0%	0	0.0%	0	2.8%	3	0.0%	0
M&S (BP Garage), Finchchapstead Road, Wokingham, RG40 2NS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
M&S (BP GARAGE), London Road, Woodley, Reading, RG6 1BG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
M&S (BP Garage), New Bath Road, Twyford, RG10 9QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
M&S (BP Garage), Wokingham Road, Reading, RG6 1JU	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S (FOODHALL), London Road, Woodley, Reading, RG6 1BG	1.9%	9	5.1%	8	0.0%	0	0.0%	0	0.0%	0	3.5%	1
M&S (Foodhall), The Square, Chalfont Way,	0.5%	3	1.3%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
Lower Earley, RG6 5HJ												
M&S, High Street, Maidenhead, SL6 1PY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
M&S, The Meadows Centre, College Town, Sandhurst, GU47 0FD	0.9%	4	0.0%	0	0.0%	0	4.2%	4	0.3%	0	0.0%	0
Morrisons, Off Basingstoke Road, Reading, RG2 0HB	2.3%	11	6.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	1.1%	5	0.0%	0	0.0%	0	0.5%	0	5.1%	5	0.0%	0
One Stop, Barkham Ride, Finchampstead, Wokingham, RG40 4HB	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Sainsbury's Local, Bell Street Henley-On-Thames, RG9 2BA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Sainsbury's Local, Harpdon Parade, Village Way, Yateley, GU46 7SB	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Sainsbury's Local, Maiden Place, Lower Earley, RG6 3HE	0.5%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Norries Barn, Ashridge Road, Wokingham, RG40 1PH	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Sainsbury's Local, Shinfield Road, Reading, RG2 8EX	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.5%	0
Sainsbury's Local, The Hermitage, High Street, Ascot, SL5 7HD	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bath Road, Calcot, RG31 7SA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Sainsbury's Superstore, Blackwater Valley Road, Watchmoore Park, Camberley, GU15 3YN	0.5%	3	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Broad Street, Reading, RG1 2BH	0.6%	3	0.9%	1	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	1.8%	9	2.3%	4	0.0%	0	0.0%	0	4.9%	5	1.5%	0
Sainsbury's Superstore, Ringmead, off Bagshot Road, Birch Hill, Bracknell, RG12 7SS	2.8%	14	0.0%	0	11.5%	13	0.9%	1	0.0%	0	0.0%	0
Tesco Express, Greenwood Road, Crowthorne, RG45 6QX	1.0%	5	0.0%	0	0.0%	0	4.9%	5	0.3%	0	0.0%	0
Tesco Express, Horndean Road, Forest Park, Bracknell, RG12 0XQ	1.0%	5	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kingfisher Parade, Darby Green, Blackwater, GU17 0LL	0.4%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Tesco Express, Loddon Vale Centre, Sandford, Woodley, RG5 4UL	2.2%	11	5.5%	9	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Tesco Express, London Road, Reading, RG10 9EH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Tesco Express, Silverdale Road, Earley, RG6 7NG	0.5%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Yorktown Road, Sandhurst, GU47 9DX	0.7%	4	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0
Tesco Extra, The Meadows, College Town, Sandhurst, GU47 0FD	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell, RG42 3JP	3.2%	16	0.0%	0	13.8%	16	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore,	2.2%	11	0.0%	0	0.0%	0	0.0%	0	11.5%	11	0.0%	0

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
Finchampstead Road, Wokingham, RG40 2NS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Tesco Superstore, Reading Road, Henley-on-Thames, RG9 4HA	2.1%	11	0.0%	0	7.5%	9	1.9%	2	0.0%	0	0.0%	0
Tesco Superstore, Whitton Road, Martins Heron, Bracknell, RG12 9TZ	0.6%	3	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bond Way, Bracknell, RG12 1RQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Waitrose, Church Street, Caversham, Reading, RG4 8AY	3.9%	19	11.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crockhamwell Road, Woodley, RG5 3JW	2.8%	14	0.0%	0	0.0%	0	3.2%	3	11.4%	11	0.5%	0
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Basingstoke Road, Reading, RG2 0NT	0.5%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Aldi, London Road, Blackwater, Camberley, GU17 0AA	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S (Foodhall), Washway Road, Woodley, Reading, RG6 1BG	0.8%	4	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0
M&S, The Avenue, The Lexicon, Bracknell, RG12 1BD	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Road, Reading, RG1 8DF	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	0.8%	4	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	2.1%	11	0.0%	0	0.0%	0	0.0%	0	0.3%	0	33.5%	10
Waitrose, Twyford, RG10 9EH	1.8%	9	0.0%	0	0.0%	0	9.5%	9	0.0%	0	0.0%	0
Waitrose, Tresham Crescent, Yateley, GU46 6FR	1.0%	5	0.0%	0	4.2%	5	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre (includes Lexicon Bracknell & Princess Square)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Henley-On-Thames Town Centre (Henley Town Centre)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Wokingham Town Centre Internet / delivery	2.0%	10	2.7%	4	1.8%	2	3.4%	3	0.3%	0	0.0%	0
A&I Store, Victoria Road, Wargrave, RG10 8AG	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	4
Aldi, Vastern Court, Reading, RG1 8AL	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Charvil Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Co-op (Texaco Garage), New Bath Road, Charvil, RG10 9RL	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Co-op (Texaco Garage), Reading Road, Yateley, GU46 7UH	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Co-op, Guildford Road, Lightwater, GU18 5SA	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, Plough Road, Yateley, GU46 7UW	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Co-op, Upper College Ride, Camberley, GU15 4HE	0.4%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Co-op, Yeovil Road, Owlsmoor, Sandhurst, GU47 0TF	0.4%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Co-op, Yorktown Road, Sandhurst, GU47 9DU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Dobbies Garden Centre, Hare Hatch, Twyford, RG10 9SW												

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
Dukes Ride Food & Wine, Duke's Ride, Crowthorne, RG45 6DS	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%
Great Hollands Local Centre, Bracknell	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Hare Hatch Sheeplands Garden Centre & Farm Shop, London Road, Hare Hatch, RG10 9HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Lockey Farm Shop, Sindlesham Road, Arboretum, RG2 9JH	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%
Londis, Bath Road, A4, Charvil, RG10 9UP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%
Londis, New Road, North Ascot, SL5 8QH	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%
North Ascot Local Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%
Premier, Sherwood Road, Winnersh, RG41 5NH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Spar, Binfield Road, Bracknell, RG42 2AP	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%
Spar, Crown Row, Bracknell, RG12 0TH	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%
Tesco Express (Esso Garage), Church Street, Caversham, Reading, RG4 8AU	0.7%	4	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%
Tesco Express, Shinfield Road, Reading, RG2 8HA	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Whitley Street, Reading, RG2 0EG	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Today's Local, Christchurch Road, Reading, RG2 7AZ	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, King Edward Street, Goswell Hill, Windsor, SL4 1TG	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%
(Don't know / varies / can't remember)	3.7%	19	1.2%	2	5.2%	6	6.5%	6	3.8%	4	3.1%
(Don't do this type of shopping)	22.4%	112	30.0%	49	19.0%	22	16.8%	16	21.1%	20	15.7%
Weighted base:	502			164		116		95		95	
Sample:	502			101		101		100		100	

## Q11 Which retailer did you use for your last top-up online / delivery shop?

Those who said 'Internet / delivery' at Q10

Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda	18.0%	2	0.0%	0	0.0%	0	55.7%	2	0.0%	0	0.0%
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's	7.0%	1	15.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco	9.1%	1	0.0%	0	20.9%	0	14.8%	0	0.0%	0	0.0%
Waitrose	3.2%	0	0.0%	0	0.0%	0	0.0%	0	99.9%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abel & Cole	4.8%	0	0.0%	0	0.0%	0	14.8%	0	0.0%	0	0.0%
Local milkman	36.8%	4	84.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Milk & More	4.8%	0	0.0%	0	0.0%	0	14.8%	0	0.0%	0	0.0%
(Don't know / varies)	16.4%	2	0.0%	0	79.1%	2	0.0%	0	0.0%	0	0.0%
Weighted base:		10		4		2		3		0	
Sample:		9		2		2		4		1	

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
Q12 Where did your household shop the time before that for top-up food and grocery shopping?												
Not those that said '(Don't do this type of shopping)' or '(Don't know / can't remember)' at Q10												
Aldi, Baker Street, High Wycombe, HP11 2RX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birch Hill, Bracknell, RG12 7DE	1.6%	6	0.0%	0	6.8%	6	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Earley, Reading, RG6 1LA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Aldi, St Michaels Retail Park, Basingstoke, RG22 4AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wellington Road, Wokingham, RG40 2EX	2.2%	8	0.0%	0	0.0%	0	0.7%	0	10.1%	7	1.2%	0
Aldi, Winklebury Way, Basingstoke, RG23 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Yorktown Road, College Town, Sandhurst, GU47 0PU	1.3%	5	0.0%	0	0.0%	0	6.7%	5	0.0%	0	0.0%	0
Asda, Brighton Way, Brighton Hill, Basingstoke, RG22 4DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, RG6 5TT	4.0%	15	13.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Holmers Farm Way, High Wycombe, HP12 4NU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading, RG30 4EL	0.5%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Telford Drive, Slough, SL1 9LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Budgens (BP Garage), The Square, Chalfont Way, Earley, RG6 5HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens (BP Garage), West Wycombe Road, High Wycombe, HP12 3AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens (Esso Garage), Cookham Road, Maidenhead, SL6 7EU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens (Shell Garage), Farnborough Road, Farnborough, GU14 8BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens (Shell Garage), John Nike Way, Bracknell, RG12 8TN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Cavendish Road, Emmer Green, Caversham, RG4 8XU	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Eton, SL4 6AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Highway Avenue, Maidenhead, SL6 5AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Budgens, Longmead, Windsor, SL4 5QB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Texaco Garage), Aldermaston Road South, Basingstoke, RG21 6BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Texaco Garage), Bridge Road, Maidenhead, SL6 8NH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Texaco Garage), Grove Road, Basingstoke, RG21 3AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Arthur Road Windsor, SL4 1RX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Beechey Place, Wokingham, RG40 1LQ	1.1%	4	0.0%	0	0.0%	0	0.0%	0	5.9%	4	0.0%	0
Co-op, Bramshill Close, Arborfield, Reading, RG2 9PL	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0

Column %ges.



# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
Co-op, Bywood, Hanworth, Bracknell, RG12 7RF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cliveden View, Shifford Crescent, Maidenhead, SL6 7UA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cox Green Lane, Maidenhead, SL6 3EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dedworth Road, Dedworth, Windsor, SL4 5BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Erleigh Road, East Reading, RG1 5NL	1.4%	5	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Falcon Way, Bracknell, RG12 8QD	0.6%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Finchampstead Road, Wokingham, RG40 3RB	1.1%	4	0.0%	0	0.0%	0	0.0%	0	5.9%	4	0.0%	0
Co-op, Forest Road, Binfield, Bracknell, RG42 4HP	1.1%	4	0.0%	0	3.1%	3	0.0%	0	1.7%	1	0.0%	0
Co-op, Frimley Road, Camberley, GU15 2QN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Crowthorne, RG45 7AF	2.0%	7	0.0%	0	0.0%	0	10.2%	7	0.0%	0	0.0%	0
Co-op, Kings Road, South Ham, Basingstoke, RG22 6DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Limes Park, Basingstoke, RG24 9RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Reading, RG1 3NU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Wokingham, RG40 1YD	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Co-op, Market Place, Wokingham, RG40 1AL	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Co-op, Paley Court, Howlett Grove, Wokingham, RG42 1DL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Co-op, Plomer Green Lane, Downley, High Wycombe, HP13 5TN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queens Road, North Camp, Farnborough, GU14 6DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rectory Row, Easthampstead, Bracknell, RG12 7BN	1.4%	5	0.0%	0	5.8%	5	0.0%	0	0.0%	0	0.0%	0
Co-op, Shinfield Road (Whiteknights Campus), Reading, RG6 6DD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, South View Avenue, Caversham, RG4 5BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Thames Valley Park, Sonning, RG6 1WG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Twist Way, off Long Furlong Drive, Slough, SL2 2LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Victoria Road, Mortimer Common, Reading, RG7 3SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wallingford Road, Basingstoke, RG24 9QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Woburn Avenue, Farnborough, GU14 7EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland (Food Warehouse), Reading Link Retail Park, Reading, RG2 0SN	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Broad Street Mall, Oxford Road, Reading, RG1 7QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Chalfont Square, Lower Earley, Reading, RG6 5HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Crockhamwell Road, Woodley, RG5 3JP	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
Iceland, High Street, High Wycombe, HP11 2AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Queensmead, Farnborough, GU14 7SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, St Martins Precinct, Church Street, Caversham, RG4 8BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Basingstoke Road, Reading, RG2 0SJ	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Charles Street, Camberley, GU15 3GP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Farnham Road, Slough, SL2 1BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Gastons Wood, Basingstoke, RG24 8TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Headley Road, Woodley, RG5 4JA	2.7%	10	8.0%	9	0.0%	0	0.0%	0	0.0%	0	3.2%
Lidl, High Street, Crowthorne, RG45 7AZ	1.6%	6	0.0%	0	0.0%	0	8.2%	6	0.0%	0	0.0%
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	1.5%	6	1.1%	1	0.5%	0	1.3%	1	4.1%	3	0.0%
Lidl, Oxford Road, Reading, RG30 1AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Slough Retail Park, Bath Road, Slough, SL1 5AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Solartron Road, Farnborough, GU14 7QJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Stafferton Way, Maidenhead, SL6 1AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, West Richardson Street, High Wycombe, HP11 2SB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Worting Road, Basingstoke, RG22 6PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S (BP Garage), Finchchapstead Road, Wokingham, RG40 2NS	0.8%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%
M&S (BP Garage), Grove Road, Harrow Way, Basingstoke, RG21 3HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S (BP GARAGE), London Road, Woodley, Reading, RG6 1BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S (BP Garage), New Bath Road, Twyford, RG10 9QA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%
M&S (BP Garage), Prospect Road, Farnborough, GU14 8JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S (BP Garage), Straight Road, Old Windsor, SL4 2SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S (BP Garage), Wokingham Road, Reading, RG6 1JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S (FOODHALL), London Road, Woodley, Reading, RG6 1BG	3.3%	12	9.0%	10	0.0%	0	0.0%	0	0.0%	0	7.6%
M&S (Foodhall), The Square, Chalfont Way, Lower Earley, RG6 5HJ	0.8%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S (Foodhall), Wycombe Retail Park, High Wycombe, HP11 1FY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S (Royal Berkshire NHS Hospital), London Road, Reading, RG1 5AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S (Simply Food), Chineham Shopping Centre, Basingstoke, RG24 8BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S (Simply Food), Reading Station, Reading,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
RG1 1LZ												
M&S (Simply Food), Spittal Street, Marlow, SL7 1DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, Broad Street, Reading, RG1 2BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, High Street, Maidenhead, SL6 1PY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, Paddington House, Festival Place, Basingstoke, RG21 7LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, Peascod Street, Windsor, SL4 1DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, The Eden Centre, High Wycombe, HP11 2DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, The Meadows Centre, College Town, Sandhurst, GU47 0FD	0.8%	3	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0
Morrisons (Daily), Birch Hill Shopping Centre, Bracknell, RG12 7DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons (Daily), Parlaunt Road, Foxborough, Langley, Slough, SL3 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons (Daily), West End Road, Mortimer Common, Reading, RG7 3SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Morrisons, Off Basingstoke Road, Reading, RG2 0HB	0.7%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Summit Avenue, Southwood, Farnborough, GU14 0NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Temple End, High Wycombe, HP13 5XX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Peel Centre, Bracknell, RG12 1EN	0.8%	3	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	2.7%	10	3.3%	4	0.0%	0	0.0%	0	9.0%	6	0.0%	0
Morrisons, Worting Road, Basingstoke, RG21 8BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Barkham Road, Wokingham, RG41 2XP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Caroline Court, Cranbourne Lane, Basingstoke, RG21 3NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Caversham Road, Reading, RG1 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Eton Wick Road, Eton Wick, SL4 6LT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Langley Road, Slough, SL3 7DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Micklefield Road, High Wycombe, HP13 7HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Mirador Crescent, Slough, SL2 5JX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Barkham Ride, Finchampstead, Wokingham, RG40 4HB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
One Stop, Basingstoke Road, Spencers Wood, RG7 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Greys Road, Henley-on-Thames, RG9 1QW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Marlow Bottom, Marlow, SL7 3NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sherborne Road, Basingstoke, RG21 5TF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Stanford Road, Basingstoke, RG22 4LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bell Street Henley-On-Thames,	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
RG9 2BA												
Sainsbury's Local, Harpdon Parade, Village Way, Yateley, GU46 7SB	0.5%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Marlow, SL7 1AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, King Street, Maidenhead, SL6 1DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Maiden Place, Lower Earley, RG6 3HE	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Norries Barn, Ashridge Road, Wokingham, RG40 1PH	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Sainsbury's Local, Shinfield Road, Reading, RG2 8EX	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Sainsbury's Local, The Hermitage, High Street, Ascot, SL5 7HD	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Wootton Way, Maidenhead, SL6 4QZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bath Road, Calcot, RG31 7SA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Sainsbury's Superstore, Blackwater Valley Road, Watchmoore Park, Camberley, GU15 3YN	1.1%	4	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0
Sainsbury's Superstore, Broad Street, Reading, RG1 2BH	0.6%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	0.8%	3	0.6%	1	0.0%	0	0.0%	0	2.5%	2	2.5%	1
Sainsbury's Superstore, Oxford Road, High Wycombe, HP11 2DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Providence Place, Maidenhead, SL6 8AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Queensmead, Farnborough, GU14 7GL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Ringmead, off Bagshot Road, Birch Hill, Bracknell, RG12 7SS	4.9%	18	0.0%	0	18.5%	16	2.3%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Station Mall, Basingstoke, RG21 7DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Uxbridge Road, Slough, SL1 1SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Basingstoke, RG22 4TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, West Street, Marlow, SL7 2NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso Garage), Amersham Road, High Wycombe, HP13 5AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso Garage), London Road, Slough, SL3 7HR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso Garage), Marlow Road, High Wycombe, HP11 1TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso Garage), Reading Road, Yateley, GU46 7UH	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
Maidenhead, SL6 4AQ											
Tesco Express, Burnham Lane, Slough, SL1 6LE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Carpenters Dow, Basingstoke, RG24 9DR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Chapel Lane, High Wycombe, HP12 4BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Clarence Road Windsor, SL4 3QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Cove Road Farnborough, GU14 0EU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Furze Platt Road, Maidenhead, SL6 7NH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Grassmere Parade, Slough, SL2 5HZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Greenwood Road, Crowthorne, RG45 6QX	0.5%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%
Tesco Express, Hampstead House, Basingstoke, RG21 7LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Hatters Lane, High Wycombe, HP13 7LY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Horndean Road, Forest Park, Bracknell, RG12 0XQ	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%
Tesco Express, Kingfisher Parade, Darby Green, Blackwater, GU17 0LL	0.6%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%
Tesco Express, Loddon Vale Centre, Sandford, Woodley, RG5 4UL	2.1%	8	6.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, London Road, High Wycombe, HP11 1LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, London Road, Reading, RG10 9EH	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	6.2%
Tesco Express, Lychpit Local Centre, Basingstoke, RG24 8TF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, New Road, High Wycombe, HP12 4RQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Oakridge Road, Basingstoke, RG21 5SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Parlaunt Road Slough, SL3 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Peascod Street Windsor, SL4 1EA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Plomer Green Lane, High Wycombe, HP13 5UW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Reading Road, Burghfield Common, Reading, RG7 3JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Silverdale Road, Earley, RG6 7NG	0.5%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Windsor Road, Slough, SL1 2EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Yorktown Road, Sandhurst, GU47 9DX	0.7%	3	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%
Tesco Extra, Brunel Way, Slough, SL1 1XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, The Meadows, College Town, Sandhurst, GU47 0FD	1.4%	5	0.0%	0	0.0%	0	7.3%	5	0.0%	0	0.0%

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
Tesco Superstore, Chineham Shopping Centre, Basingstoke, RG24 8BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, County Lane, Warfield, Bracknell, RG42 3JP	2.9%	11	0.0%	0	12.3%	11	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Finchampstead Road, Wokingham, RG40 2NS	2.8%	10	0.0%	0	0.0%	0	0.0%	0	14.4%	10	0.0%
Tesco Superstore, Newland Street, High Wycombe, HP11 2BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Reading Road, Henley-on-Thames, RG9 4HA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%
Tesco Superstore, Whitton Road, Martins Heron, Bracknell, RG12 9TZ	3.4%	13	0.0%	0	14.5%	13	0.0%	0	0.0%	0	0.0%
Waitrose, Bond Way, Bracknell, RG12 1RQ	1.4%	5	0.0%	0	6.0%	5	0.0%	0	0.0%	0	0.0%
Waitrose, Church Street, Caversham, Reading, RG4 8AY	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Crockhamwell Road, Woodley, RG5 3JW	4.0%	15	13.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Moorbridge Road, Maidenhead, SL6 8AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Rectory Road, Wokingham, RG40 1BB	2.3%	9	0.0%	0	0.0%	0	0.7%	0	11.4%	8	0.0%
Aldi, Basingstoke Road, Reading, RG2 0NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Blackwater, Camberley, GU17 0AA	0.6%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%
Co-op, The Square, Bagshot, GU19 5AY	0.5%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%
M&S (Foodhall), Washway Road, Woodley, Reading, RG6 1BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S, The Avenue, The Lexicon, Bracknell, RG12 1BD	1.4%	5	0.0%	0	5.2%	5	0.0%	0	0.8%	1	0.0%
Tesco Extra, Napier Road, Reading, RG1 8DF	1.2%	4	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%
Waitrose, London Road, Bagshot, GU19 5DG	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%
Waitrose, London Road, Twyford, RG10 9EH	2.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.1%
Waitrose, Tresham Crescent, Yateley, GU46 6FR	1.6%	6	0.0%	0	0.0%	0	8.0%	6	0.0%	0	0.0%
Ascot Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beaconsfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bracknell Town Centre (includes Lexicon Bracknell & Princess Square)	1.3%	5	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London / West End (includes City Of London, Covent Garden & Westfield London)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crowthorne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Didcot Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Egham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farnborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fleet Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Henley-On-Thames Town Centre (Henley Town Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
High Wycombe Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1	Zone 10	Zone 11	Zone 12	Zone 6A					
Centre												
Hook Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Earley District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre, Reading (Rushey Way)												
Maidenhead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shinfield Road, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tadley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taplow Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Town Centre (NOT Winners Triangle)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Woodley Town Centre	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
Internet / delivery	3.3%	12	4.5%	5	2.4%	2	6.3%	5	0.5%	0	0.0%	0
A&T Store, Victoria Road, Wargrave, RG10 8AG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1
Aldi, Vastern Court, Reading, RG1 8AL	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashridge Manor Garden Centre & Food Market, Forest Road, Wokingham, RG40 5QY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Bagshot Town Centre	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Barkham Village Store, Bearwood Road, Barkham, RG41 4SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bullbrook Local Centre, Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Convenience, Dean Parade, Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charvil Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Co-op (Texaco Garage), New Bath Road, Charvil, RG10 9RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Co-op (Texaco Garage), Reading Road, Yateley, GU46 7UH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Guildford Road, Lightwater, GU18 5SA	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Co-op, Plough Road, Yateley, GU46 7UW	0.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Co-op, School Green, Shinfield, RG2 9EE	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Co-op, Upper College Ride, Camberley, GU15 4HE	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Co-op, Wokingham Road, Earley, Reading, RG6 7JB	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Yeovil Road, Owlsmoor, Sandhurst, GU47 0TF	1.2%	4	0.0%	0	0.0%	0	6.0%	4	0.0%	0	0.0%	0
Co-op, Yorktown Road, Sandhurst, GU47 9DU	1.0%	4	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0
Costco, South Oak Way, Green Park, Reading, RG2 6UE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darby Green Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Hare Hatch, Twyford, RG10 9SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dukes Ride Food & Wine, Duke's Ride, Crowthorne,	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0

Column %ges.

Wokingham Household Survey  
for Firstplan

Weighted:

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
RG45 6DS												
Emmbrook Local Centre, Wokingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Winklebury Way, Basingstoke, RG23 8BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fernygrove Farm Shop, Hawthorn Lane, Hawthorn Hill, RG42 6HN	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Forest Park Local Centre, Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Hollands Local Centre, Bracknell	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Hare Hatch Sheeplands Garden Centre & Farm Shop, London Road, Hare Hatch, RG10 9HW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Hare Hatch Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harmans Water Local Centre, Bracknell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HK Superstore, Crockhamwell Road, Woodley, RG5 3JH	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurst Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knowl Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bath Road, Calcot, Reading, RG30 2HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Blackwater, GU17 9AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lockey Farm Shop, Sindlesham Road, Arborfield, RG2 9JH	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Londis, Bath Road, A4, Charvil, RG10 9UP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Londis, Frimley High Street, Frimley, GU16 7HN	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Londis, New Road, North Ascot, SL5 8QH	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
M&S (BP Garage), Bracknell Road, Crowthorne, RG45 6ST	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
M&S (Simply Food), Wokingham Road, Bracknell, RG42 1NB	0.4%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, Fleet, GU51 1GY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Ascot Local Centre	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Northumberland Avenue, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Road, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Brecon Road, Woodley, RG5 4PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Sherwood Road, Winnersh, RG41 5NH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Rances Lane, Wokingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Farmers Market, Great Knollys Street, Reading, RG1 7HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reeves Butchers, Reading Road, Yateley, GU46 7UH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Eastern Green, Penzance, TR18 3AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Redding Way, Knaphill, Woking, GU21 2QT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiplake Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Binfield Road, Bracknell, RG42 2AP	0.4%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Spar, Crown Row, Bracknell, RG12 0TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0



# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
Spencers Wood Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Squire's Garden Centre, Heathlands Road, Wokingham, RG40 3AS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%
Sunninghill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express (Esso Garage), Church Street, Caversham, Reading, RG4 8AU	1.0%	4	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%
Tesco Express, Shinfield Road, Reading, RG2 8HA	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%
Tesco Express, Whitley Street, Reading, RG2 0EG	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Dedworth Road, Windsor, SL4 4JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Wellington Farm Shop, Welsh Lane, Riseley, RG27 0LT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Today's Local, Christchurch Road, Reading, RG2 7AZ	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tolhurst Organic, Hardwick Road, Whitchurch-on-Thames, RG8 7RD	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, King Edward Street, Goswell Hill, Windsor, SL4 1TG	0.4%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%
Waitrose, London Road, Sunningdale, Ascot, SL5 0HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wargrave Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Yateley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies / can't remember)	4.3%	16	7.7%	9	2.4%	2	2.5%	2	2.4%	2	6.8%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Same place as before)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	371			113		88		73		71	
Sample:	385			74		76		81		76	

## Q13 Which retailer did you use for that top-up online / delivery shop?

Those who said 'Internet / delivery' at Q12

Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda	15.0%	2	0.0%	0	0.0%	0	39.5%	2	0.0%	0	0.0%
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ocado	15.0%	2	0.0%	0	0.0%	0	39.5%	2	0.0%	0	0.0%
Sainsbury's	8.5%	1	13.7%	1	0.0%	0	0.0%	0	99.9%	0	0.0%
Tesco	7.6%	1	0.0%	0	20.9%	0	10.5%	0	0.0%	0	0.0%
Waitrose	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%
Abel & Cole	9.8%	1	13.7%	1	0.0%	0	10.5%	0	0.0%	0	0.0%
Local milkman	30.6%	4	72.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Milk & More	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	13.7%	2	0.0%	0	79.1%	2	0.0%	0	0.0%	0	0.0%
Weighted base:	12			5		2		5		0	
Sample:	10			3		2		4		1	

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
<b>Q14 Thinking about COVID-19 and any impact it has had on your top-up food shopping - which ONE of the following statements best describes how Covid has impacted your top-up food shopping? [PR]</b> <i>Not those that said '(Don't do this type of shopping)' or '(Don't know / varies / can't remember)' at Q10</i>												
I did my top-up shopping in a supermarket before Covid-19 and have continued to do so	89.0%	330	85.2%	97	91.0%	80	85.7%	63	95.3%	68	90.9%	23
I did my top-up shopping in a supermarket before Covid-19 but now do ALL of my top-up shopping online or via apps	0.4%	2	0.6%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
I did my top-up shopping in a supermarket before Covid-19 but now do SOME of my top-up shopping online or via apps	3.6%	13	5.0%	6	0.5%	0	8.7%	6	0.5%	0	1.8%	0
I did my top-up shopping online before Covid-19 and continued this during and after the pandemic	3.0%	11	3.3%	4	4.3%	4	3.8%	3	0.9%	1	0.0%	0
(None of the above)	4.1%	15	5.8%	7	4.3%	4	0.7%	0	3.3%	2	7.3%	2
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		371		113		88		73		71		25
Sample:		385		74		76		81		76		78

Meanscore: [£]

**Q15 Approximately how much money does your household normally spend on small-scale/ 'top up' food and grocery shop?***Not those that said '(Don't do this type of shopping)' or '(Don't know / varies / can't remember)' at Q10*

£1 - £5	8.8%	33	13.7%	15	9.9%	9	5.2%	4	3.3%	2	8.5%	2
£6 - £10	18.3%	68	15.4%	17	18.4%	16	26.5%	19	15.6%	11	14.6%	4
£11 - £15	16.2%	60	14.4%	16	22.1%	20	8.7%	6	15.5%	11	26.8%	7
£16 - £20	18.4%	68	20.4%	23	14.5%	13	20.2%	15	17.5%	12	20.7%	5
£21 - £25	7.1%	26	3.5%	4	12.5%	11	8.2%	6	6.7%	5	2.5%	1
£26 - £30	7.3%	27	10.4%	12	4.8%	4	5.5%	4	8.3%	6	5.5%	1
£31 - £35	2.9%	11	3.5%	4	0.9%	1	3.0%	2	4.1%	3	3.0%	1
£36 - £40	4.7%	17	3.3%	4	4.2%	4	5.5%	4	6.3%	5	6.0%	2
£41 - £45	0.2%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.2%	0
£46 - £50	2.7%	10	4.4%	5	3.3%	3	0.0%	0	2.2%	2	2.5%	1
£51 - £60	2.7%	10	4.4%	5	0.0%	0	3.5%	3	3.2%	2	0.0%	0
£61 - £70	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.8%	3	1.1%	1	0.0%	0	0.0%	0	1.7%	1	1.3%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	8.4%	31	5.0%	6	6.4%	6	11.8%	9	14.7%	11	3.2%	1
(Refused)	1.2%	5	0.6%	1	2.6%	2	0.0%	0	0.8%	1	3.7%	1
Mean:		21.10		21.89		18.34		20.68		23.97		20.75
Weighted base:		371		113		88		73		71		25
Sample:		385		74		76		81		76		78

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1	Zone 10	Zone 11	Zone 12	Zone 6A
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Meanscore: [Number of visits per week]

**Q16 How often does your household normally do its small-scale / 'top up' food shopping?***Not those that said '(Don't do this type of shopping)' or '(Don't know / varies / can't remember)' at Q10*

Daily	4.5%	17	4.4%	5	9.1%	8	2.5%	2	2.2%	2	0.7%	0
At least two times a week	24.9%	92	16.6%	19	31.8%	28	24.1%	18	27.8%	20	32.1%	8
At least once a week	49.3%	183	61.4%	70	37.7%	33	50.2%	37	42.6%	30	51.7%	13
At least once a fortnight	13.1%	48	9.6%	11	11.3%	10	12.5%	9	23.1%	17	8.1%	2
At least once a month	3.4%	12	2.2%	2	5.9%	5	4.3%	3	1.7%	1	1.3%	0
At least every two months	0.2%	1	0.6%	1	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
(Don't know / varies)	4.7%	17	5.2%	6	4.1%	4	6.3%	5	2.5%	2	6.2%	2

Mean:	1.45	1.38	1.80	1.32	1.29	1.33
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Weighted base:	371	113	88	73	71	25
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Sample:	385	74	76	81	76	78
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**Q17 Does your household also spend money on food and groceries in small shops?**

Yes	22.4%	112	14.7%	24	22.0%	26	22.1%	21	34.2%	33	28.6%	9
No	77.6%	390	85.3%	140	78.0%	91	77.9%	74	65.8%	63	71.4%	22

Weighted base:	502	164	116	95	95	31
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Sample:	502	101	101	100	100	100
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# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
Q18 Where are these small shops located?												
Those who said 'Yes' at Q17												
Co-op, Forest Road, Binfield, Bracknell, RG42 4HP	0.4%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Reading, RG1 3NU	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Co-op, Market Place, Wokingham, RG40 1AL	1.6%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Tesco Express, Greenwood Road, Crowthorne, RG45 6QX	0.4%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.8%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre (includes Lexicon Bracknell & Princess Square)	6.3%	7	0.0%	0	27.7%	7	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	6.5%	7	0.0%	0	0.0%	0	34.7%	7	0.0%	0	0.0%	0
Fleet Town Centre	0.8%	1	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0
Henley-On-Thames Town Centre (Henley Town Centre)	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	0
Lower Earley District Centre, Reading (Rushey Way)	0.3%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Maidenhead Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Reading Town Centre	1.7%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	2	1.9%	0
Sandhurst Town Centre	0.4%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Shinfield Road, Reading	0.3%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Twyford Village Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	1
Wokingham Town Centre	22.4%	25	22.1%	5	6.5%	2	8.7%	2	48.5%	16	6.6%	1
Woodley Town Centre	9.4%	10	43.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashridge Manor Garden Centre & Food Market, Forest Road, Wokingham, RG40 5QY	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	1.9%	0
Bagshot Town Centre	0.4%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Barkham Village Store, Bearwood Road, Barkham, RG41 4SY	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Bullbrook Local Centre, Bracknell	0.4%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Central Convenience, Dean Parade, Camberley	0.4%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Charvil Village Centre	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	1
Darby Green Village Centre	0.4%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Emmbrook Local Centre, Wokingham	0.3%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Fernygrove Farm Shop, Hawthorn Lane, Hawthorn Hill, RG42 6HN	1.1%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Forest Park Local Centre, Bracknell	0.7%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Frimley Town Centre	0.4%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Great Hollands Local Centre, Bracknell	5.0%	6	0.0%	0	21.7%	6	0.0%	0	0.0%	0	0.0%	0
Hare Hatch Sheeplands Garden Centre & Farm Shop, London Road, Hare Hatch, RG10 9HW	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	0
Hare Hatch Village Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1
Harmans Water Local Centre, Bracknell	0.7%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.9%	1	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0
Hurst Village Centre	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	1
Knowl Hill Village Centre	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	0
Lockey Farm Shop, Sindlesham Road, Arborfield, RG2 9JH	1.6%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Londis, New Road, North Ascot, SL5 8QH	0.7%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
North Ascot Local Centre	0.4%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
Northumberland Avenue, Reading	3.3%	4	15.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Road, Reading	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Premier, Brecon Road, Woodley, RG5 4PS	1.1%	1	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rances Lane, Wokingham	0.7%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Reading Farmers Market, Great Knollys Street, Reading, RG1 7HD	0.6%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reeves Butchers, Reading Road, Yateley, GU46 7UH	0.9%	1	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0
Shiplake Village Centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0
Spencers Wood Village Centre	3.1%	3	0.0%	0	0.0%	0	0.0%	0	10.6%	3	0.0%	0
Sunninghill Village Centre	0.7%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
The Wellington Farm Shop, Welsh Lane, Riseley, RG27 0LT	0.3%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Wargrave Village Centre	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	2
Yateley Town Centre	5.8%	7	0.0%	0	6.5%	2	23.2%	5	0.0%	0	0.0%	0
(Don't know / varies / can't remember)	8.5%	10	11.0%	3	9.1%	2	6.4%	1	9.4%	3	1.9%	0
Weighted base:		112		24		26		21		33		9
Sample:		130		14		22		35		35		24

Meanscore: [£]

## Q19 Approximately how much money does your household spend on food and groceries on a typical trip to these small shops?

Those who said 'Yes' at Q17 excluding those that said '(Don't know / varies / can't remember)' at Q18

£1 - £5	16.6%	17	24.0%	5	25.7%	6	4.9%	1	9.2%	3	25.0%	2
£6 - £10	18.1%	19	5.8%	1	8.6%	2	7.4%	1	36.8%	11	34.7%	3
£11 - £15	6.7%	7	0.0%	0	20.5%	5	4.9%	1	2.0%	1	6.7%	1
£16 - £20	14.8%	15	15.7%	3	12.4%	3	22.9%	4	13.4%	4	5.3%	0
£21 - £25	8.2%	8	9.1%	2	0.0%	0	15.5%	3	8.1%	2	12.0%	1
£26 - £30	7.8%	8	0.0%	0	17.1%	4	14.2%	3	4.2%	1	0.0%	0
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	1.8%	2	0.0%	0	0.0%	0	6.8%	1	1.1%	0	1.9%	0
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	2.1%	2	0.0%	0	3.3%	1	2.5%	0	3.1%	1	0.0%	0
£51 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.3%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	22.1%	23	45.4%	10	12.4%	3	16.6%	3	19.2%	6	12.5%	1
(Refused)	1.4%	1	0.0%	0	0.0%	0	4.3%	1	2.0%	1	0.0%	0
Mean:	16.74			13.17		15.75		23.03		16.48		12.82
Weighted base:	103			22		23		20		29		9
Sample:	121			11		21		33		33		23

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

Total	Zone 1	Zone 10	Zone 11	Zone 12	Zone 6A
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Meanscore: [Number of visits per week]

**Q20 How often do you normally visit these other small shops for food and groceries shopping?***Those who said 'Yes' at Q17 excluding those that said '(Don't know / varies / can't remember)' at Q18*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	7.6%	8	0.0%	0	13.4%	3	4.9%	1	11.7%	3	3.4%	0
At least once a week	27.7%	28	14.9%	3	25.7%	6	26.5%	5	35.7%	11	40.9%	4
At least once a fortnight	23.3%	24	39.7%	9	14.3%	3	20.4%	4	17.3%	5	34.1%	3
At least once a month	28.3%	29	29.8%	6	36.2%	8	30.2%	6	22.8%	7	17.8%	2
At least every two months	2.7%	3	0.0%	0	3.3%	1	2.5%	0	5.0%	1	0.0%	0
Less often	2.4%	2	0.0%	0	7.1%	2	0.0%	0	2.2%	1	1.9%	0
(Don't know / varies)	7.9%	8	15.7%	3	0.0%	0	15.5%	3	5.3%	2	1.9%	0
Mean:	0.69		0.52		0.72		0.66		0.80		0.72	
Weighted base:	103		22		23		20		29		9	
Sample:	121		11		21		33		33		23	

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
Q21 So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes?												
Asda, Chalfont Way, Lower Earley, RG6 5TT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading, RG30 4EL	0.5%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
M&S, Broad Street, Reading, RG1 2BH	0.4%	2	0.9%	1	0.0%	0	0.0%	0	0.3%	0	0.5%	0
M&S, The Meadows Centre, College Town, Sandhurst, GU47 0FD	3.6%	18	0.4%	1	1.4%	2	13.8%	13	2.2%	2	1.1%	0
Morrisons, Off Basingstoke Road, Reading, RG2 0HB	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Sainsbury's Superstore, Blackwater Valley Road, Watchmoore Park, Camberley, GU15 3YN	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	1.2%	6	3.1%	5	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's Superstore, Ringmead, off Bagshot Road, Birch Hill, Bracknell, RG12 7SS	0.3%	2	0.0%	0	0.7%	1	0.9%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, College Town, Sandhurst, GU47 0FD	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell, RG42 3JP	0.5%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Whitton Road, Martins Heron, Bracknell, RG12 9TZ	0.5%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
M&S, The Avenue, The Lexicon, Bracknell, RG12 1BD	0.6%	3	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Road, Reading, RG1 8DF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Basingstoke Town Centre	0.4%	2	0.0%	0	0.0%	0	0.9%	1	1.3%	1	0.0%	0
Bracknell Town Centre (includes Lexicon Bracknell & Princess Square)	20.7%	104	9.1%	15	54.0%	63	8.3%	8	18.6%	18	2.6%	1
Camberley Town Centre	2.5%	12	0.4%	1	0.0%	0	10.9%	10	1.3%	1	0.5%	0
Central London / West End (includes City Of London, Covent Garden & Westfield London)	0.4%	2	0.0%	0	0.8%	1	0.5%	0	0.0%	0	2.8%	1
Crowthorne Village Centre	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Farnborough Town Centre	0.3%	2	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0
Henley-On-Thames Town Centre (Henley Town Centre)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	3
Marlow Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Oxford City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Reading Town Centre	12.1%	61	23.0%	38	2.5%	3	3.8%	4	11.6%	11	17.4%	5
Sandhurst Town Centre	0.5%	3	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Wokingham Town Centre	3.2%	16	0.4%	1	1.4%	2	1.4%	1	12.8%	12	0.9%	0
Woodley Town Centre	0.7%	4	1.6%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Brunel Retail Park, Rose Kiln Lane, Reading (B&M, Dreams, Halfords & Shoe Zone)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Forbury Retail Park, Kenavon Drive, Reading (DFS, Homesense, Bensons for Beds, Furniture Village & more)	0.8%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading (B&Q, Currys, Smyths, TK Maxx &	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
more)												
The Peel Centre, Skimped Hill Lane, Bracknell (Currys, Carpetright, Next, Pets at Home & more)	1.3%	6	0.8%	1	1.4%	2	2.4%	2	1.3%	1	0.0%	0
Abroad	0.5%	3	0.0%	0	0.4%	0	2.3%	2	0.0%	0	0.0%	0
Internet / delivery	27.7%	139	31.4%	52	19.8%	23	24.4%	23	30.1%	29	40.9%	13
Mail order / catalogue	0.3%	2	0.0%	0	0.4%	0	0.0%	0	0.0%	0	4.2%	1
Internet - Click & Collect	1.6%	8	2.9%	5	0.0%	0	1.9%	2	1.0%	1	2.0%	1
Bath City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Bicester Village Outlet Shopping Centre, Pingle Drive, Bicester, OX26 6WD	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Burford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Carlisle City Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Clarks Village Shopping Outlet, Street, BA16 0BB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Dobbies Garden Centre, Hare Hatch, Twyford, RG10 9SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Durham City Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Guildford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Hare Hatch Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Horsham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Looe Town Centre	0.5%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Matalan, Frimley Road, Camberley, GU16 7PN	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Next Home, London Road, Camberley, GU15 3XS	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Reading Link Retail Park, Rose Kiln Lane, Reading, RG2 0SN	1.4%	7	3.9%	6	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Sonning Golf Club, Duffield Road, Sonning on Thames, Reading, RG4 6GJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Stamford Town Centre	0.8%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke on Trent Town Centre	0.5%	3	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge, KT13 0XF	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
The Meadows Centre, College Town, Sandhurst, GU47 0FD	0.6%	3	0.0%	0	0.0%	0	2.3%	2	0.6%	1	0.0%	0
Trago Mills, Two Waters Foot, Liskeard, PL14 6HY	0.7%	4	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.7%	29	10.3%	17	3.1%	4	1.0%	1	6.0%	6	4.8%	1
(Don't do this type of shopping)	4.1%	20	1.6%	3	3.7%	4	9.9%	9	3.6%	3	2.0%	1
Weighted base:	502			164		116		95		95		31
Sample:	502			101		101		100		100		100



# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
<b>Q22 What is the main reason you choose to shop at (LOCATION MENTIONED AT Q21) for your clothing and footwear shopping?</b>												
<i>Not those that said '(Don't do this type of shopping)' or '(Don't know / can't remember)' at Q21</i>												
Internet shopping is convenient	19.5%	88	24.4%	35	12.3%	13	15.4%	13	23.5%	20	21.3%	6
Near to home	18.6%	84	21.0%	30	25.5%	28	13.3%	11	15.8%	14	4.3%	1
Choice of shops nearby selling non-food goods	14.2%	64	9.5%	14	14.0%	15	17.9%	15	14.5%	12	26.6%	8
Lower prices	5.6%	25	1.3%	2	5.8%	6	9.1%	8	8.3%	7	7.4%	2
Delivery service	5.4%	24	5.4%	8	2.7%	3	7.8%	7	3.5%	3	13.9%	4
Value for money	3.4%	16	3.1%	4	6.6%	7	4.3%	4	0.4%	0	0.0%	0
Holiday shopping	3.4%	15	5.8%	8	2.3%	2	3.2%	3	2.1%	2	0.6%	0
Accessibility by public transport	2.7%	12	5.5%	8	2.3%	2	0.6%	0	0.0%	0	4.2%	1
Easy to get to by car	2.6%	12	5.0%	7	1.5%	2	2.1%	2	0.4%	0	2.2%	1
Choice of shops selling food goods	2.4%	11	0.9%	1	4.5%	5	2.1%	2	3.2%	3	0.0%	0
Nice shopping environment	2.3%	11	2.2%	3	3.7%	4	1.1%	1	1.7%	1	3.3%	1
More choice online	2.2%	10	2.3%	3	2.2%	2	1.1%	1	3.4%	3	1.6%	0
Car parking provision	2.1%	10	2.3%	3	0.0%	0	2.1%	2	4.9%	4	1.2%	0
Habit / always use it / preference for retailer	1.8%	8	1.3%	2	2.3%	2	2.1%	2	2.1%	2	1.2%	0
Convenient at the time	1.4%	6	0.9%	1	0.0%	0	3.3%	3	2.5%	2	0.6%	0
Good quality goods	1.2%	6	1.0%	1	1.5%	2	2.7%	2	0.0%	0	0.6%	0
Can do my food shopping there at the same time	1.0%	5	2.6%	4	0.4%	0	0.0%	0	0.4%	0	0.0%	0
Near to work	0.7%	3	0.5%	1	0.7%	1	0.0%	0	2.1%	2	0.0%	0
Meet friends / family members there	0.7%	3	0.0%	0	2.6%	3	0.0%	0	0.4%	0	0.0%	0
Car parking prices	0.6%	3	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Safety (during the evening / night time)	0.5%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Good product range	0.4%	2	0.0%	0	0.4%	0	1.7%	1	0.0%	0	0.0%	0
I study there	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Specific shop I like is there	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Offer good sizes	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Has a M&S store	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Mail order shopping is convenient	0.3%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	3.3%	1
Don't have to pay for parking online	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0
Free parking	0.2%	1	0.0%	0	0.4%	0	0.6%	0	0.0%	0	0.0%	0
Get free returns online	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Change of scenery	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Close to friends / relatives	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Has a Sports Direct store	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
The Click & Collect service is free	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good internal layout	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use online as lack of shops in the area	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Has a John Lewis store	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Entertainment / events	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Has a Primark store	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Loyalty card / points scheme	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Had a voucher to use	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Only one in the area / no other choice	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Provision of leisure facilities nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good service / friendly staff	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No reason)	2.6%	12	4.0%	6	2.3%	3	2.0%	2	0.7%	1	3.9%	1
(Don't know)	0.4%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.3%	1
Weighted base:		453		145		108		85		86		29
Sample:		451		88		94		91		90		88

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
<b>Q23 And the time before that, where did you go to make a purchase of clothes or shoes?</b>												
<i>Not those that said '(Don't do this type of shopping)' or '(Don't know / can't remember)' at Q21</i>												
Asda, Chalfont Way, Lower Earley, RG6 5TT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.6%	0
M&S, Broad Street, Reading, RG1 2BH	0.7%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	0
M&S, High Street, Maidenhead, SL6 1PY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
M&S, The Meadows Centre, College Town, Sandhurst, GU47 0FD	2.9%	13	0.0%	0	2.3%	2	11.3%	10	1.5%	1	0.0%	0
Morrisons, Off Basingstoke Road, Reading, RG2 0HB	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bath Road, Calcot, RG31 7SA	1.0%	4	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Blackwater Valley Road, Watchmoore Park, Camberley, GU15 3YN	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	0.9%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	4	1.6%	0
Sainsbury's Superstore, Ringmead, off Bagshot Road, Birch Hill, Bracknell, RG12 7SS	0.3%	1	0.0%	0	0.4%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, College Town, Sandhurst, GU47 0FD	1.1%	5	0.0%	0	0.0%	0	5.9%	5	0.0%	0	0.0%	0
Tesco Superstore, Finchampstead Road, Wokingham, RG40 2NS	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tesco Superstore, Whitton Road, Martins Heron, Bracknell, RG12 9TZ	1.1%	5	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.0%	0
M&S, The Avenue, The Lexicon, Bracknell, RG12 1BD	0.4%	2	0.0%	0	0.4%	0	0.0%	0	1.4%	1	0.0%	0
Tesco Extra, Napier Road, Reading, RG1 8DF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Bracknell Town Centre (includes Lexicon Bracknell & Princess Square)	19.1%	86	5.5%	8	48.5%	53	10.5%	9	17.8%	15	5.8%	2
Camberley Town Centre	3.5%	16	0.0%	0	0.0%	0	14.3%	12	4.1%	4	0.6%	0
Central London / West End (includes City Of London, Covent Garden & Westfield London)	0.3%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	3.6%	1
Crowthorne Village Centre	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Farnborough Town Centre	0.3%	1	0.0%	0	0.7%	1	0.6%	0	0.0%	0	0.0%	0
Henley-On-Thames Town Centre (Henley Town Centre)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	2
High Wycombe Town Centre	0.7%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Oxford City Centre	0.6%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	15.1%	68	33.5%	49	0.4%	0	2.7%	2	14.3%	12	16.3%	5
Sandhurst Town Centre	1.5%	7	0.0%	0	0.0%	0	8.2%	7	0.0%	0	0.0%	0
Staines Town Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Taplow Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Windsor Town Centre	0.7%	3	0.0%	0	1.8%	2	1.0%	1	0.0%	0	0.6%	0
Wokingham Town Centre	4.5%	20	2.7%	4	1.5%	2	1.1%	1	13.6%	12	7.3%	2
Woodley Town Centre	0.6%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Forbury Retail Park, Kenavon Drive, Reading (DFS, Homesense, Bensons for Beds, Furniture Village & more)	0.9%	4	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading (B&Q, Currys, Smyths, TK Maxx & more)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
The Peel Centre, Skimped Hill Lane, Bracknell (Currys, Carpetright, Next, Pets at Home & more)	1.3%	6	0.9%	1	2.6%	3	0.0%	0	2.1%	2	0.0%	0
Abroad	0.5%	2	0.0%	0	0.0%	0	0.6%	0	1.4%	1	2.2%	1
Internet / delivery	29.1%	132	31.5%	46	27.0%	29	29.0%	25	26.8%	23	31.4%	9
Mail order / catalogue	0.3%	2	0.0%	0	0.4%	0	0.0%	0	0.0%	0	3.9%	1
Internet - Click & Collect	1.4%	6	2.3%	3	0.4%	0	0.0%	0	2.1%	2	2.2%	1
Bicester Village Outlet Shopping Centre, Pingle Drive, Bicester, OX26 6WD	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Bristol City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Designer Outlet Cheshire Oaks, Kinsey Road, Ellesmere Port, CH65 9JJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Hyde End Road, Shinfield, Reading, RG2 9ER	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Frimley Town Centre	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Grasmere Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Guildford Town Centre	0.4%	2	0.0%	0	0.7%	1	0.6%	0	0.4%	0	0.0%	0
Next Home, London Road, Camberley, GU15 3XS	0.2%	1	0.0%	0	0.0%	0	0.6%	0	0.4%	0	0.0%	0
Reading Link Retail Park, Rose Kiln Lane, Reading, RG2 0SN	0.6%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, South Street, Farnham, GU9 7RP	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge, KT13 0XF	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
The Meadows Centre, College Town, Sandhurst, GU47 0FD	0.9%	4	0.0%	0	0.0%	0	4.0%	3	0.7%	1	0.0%	0
(Don't know / can't remember)	5.6%	25	8.1%	12	6.4%	7	5.3%	5	1.5%	1	2.3%	1
Weighted base:		453		145		108		85		86		29
Sample:		451		88		94		91		90		88

## Q24 Thinking about COVID-19 and any impact it has had on your clothing and footwear shopping - which ONE of the following statements best describes how Covid has impacted your clothing and footwear shopping? [PR]

Not those that said '(Don't do this type of shopping)' or '(Don't know / can't remember)' at Q21

I purchased clothes / footwear in physical stores before Covid and continue to do so	51.4%	233	53.3%	77	51.9%	56	46.3%	39	57.9%	50	36.3%	10
I purchased clothes / footwear in physical stores before Covid but now do ALL of my shopping online for them	3.1%	14	4.0%	6	1.8%	2	3.3%	3	2.5%	2	3.8%	1
I purchased clothes / footwear in physical stores before Covid but now do SOME of my shopping online for them	26.1%	118	19.6%	28	30.5%	33	30.9%	26	25.0%	22	31.3%	9
I purchased clothes / footwear online before Covid and continued doing this during and after the pandemic	12.1%	55	8.0%	12	13.5%	15	17.5%	15	10.0%	9	16.9%	5
(None of the above)	6.1%	28	12.5%	18	2.3%	2	2.0%	2	2.4%	2	11.7%	3
(Don't know)	1.2%	6	2.6%	4	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Weighted base:	453			145		108		85		86		29
Sample:	451			88		94		91		90		88

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
Q25AWhere did your household last purchase furniture, carpets or soft household furnishings?												
M&S, Broad Street, Reading, RG1 2BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
M&S, The Meadows Centre, College Town, Sandhurst, GU47 0FD	1.6%	8	0.0%	0	3.8%	4	3.3%	3	0.6%	1	0.0%	0
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	0.9%	4	2.3%	4	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Bracknell Town Centre (includes Lexicon Bracknell & Princess Square)	3.9%	20	0.0%	0	6.1%	7	4.6%	4	8.6%	8	0.0%	0
Camberley Town Centre	0.5%	2	0.0%	0	0.0%	0	1.9%	2	0.6%	1	0.0%	0
Central London / West End (includes City Of London, Covent Garden & Westfield London)	0.3%	2	0.8%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Farnborough Town Centre	0.4%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Henley-On-Thames Town Centre (Henley Town Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
High Wycombe Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0	2.6%	1
Reading Town Centre	6.2%	31	8.0%	13	0.8%	1	3.4%	3	9.8%	9	14.7%	5
Sandhurst Town Centre	0.5%	3	0.0%	0	0.0%	0	2.4%	2	0.3%	0	0.0%	0
Twyford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Windsor Town Centre	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.5%	0
Winnersh Town Centre (NOT Winnersh Triangle)	0.7%	3	0.8%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Wokingham Town Centre	1.9%	9	0.0%	0	2.4%	3	0.5%	0	6.4%	6	0.0%	0
Woodley Town Centre	0.7%	4	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Rose Kiln Lane, Reading (B&M, Dreams, Halfords & Shoe Zone)	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Kenavon Drive, Reading (DFS, Homesense, Bensons for Beds, Furniture Village & more)	4.9%	25	7.5%	12	5.5%	6	1.9%	2	3.4%	3	3.5%	1
Pincent's Kiln Industrial Park, Theale, Reading (IKEA & Dunelm)	0.7%	3	1.6%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading (B&Q, Currys, Smyths, TK Maxx & more)	1.4%	7	2.5%	4	2.0%	2	0.0%	0	0.3%	0	0.9%	0
Reading Retail Park, Oxford Road, Reading (B&M, Carpetright, Halfords, Wickes & Pets at Home)	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	0	0.0%	0
The Peel Centre, Skimped Hill Lane, Bracknell (Currys, Carpetright, Next, Pets at Home & more)	1.8%	9	1.2%	2	4.5%	5	0.5%	0	0.3%	0	3.5%	1
B&Q, Invincible Road, Farnborough, GU14 7ST	0.7%	4	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell, RG42 1NB	0.6%	3	0.0%	0	2.1%	2	0.5%	0	0.0%	0	0.0%	0
IKEA, Pincent's Lane, Theale, Reading, RG31 7SD	7.9%	39	14.4%	24	0.7%	1	0.5%	0	13.2%	13	6.3%	2
Internet / delivery	14.6%	73	13.3%	22	11.7%	14	22.5%	21	15.1%	14	5.9%	2
Mail order / catalogue	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Internet - Click & Collect	0.3%	2	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.9%	0
Ash Vale Village Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ashby Carpets & Flooring, The Parade, Earley, Reading, RG6 7NZ	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
Bath Road Shopping Park, Bath Road, Slough, SL1 4DX	0.7%	4	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Bourne End Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Bridge Retail Park, Finchampstead Road, Wokingham, RG40 2NU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Carpetwise, Reading Road, Winnersh, RG41 5LR	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	0	0.5%
Cressex Business Park, High Wycombe, HP12 3RH	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.5%
Crossley Retail Park, Carpet Trades Way, Kidderminster, DY11 6DY	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Dobbies Garden Centre, Milbury Heath, Thornbury, GL12 8QH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
Dunelm, Invincible Road, Farnborough, GU14 7QU	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%
Dunelm, Pincents Lane, Theale, Reading, RG31 7SD	0.3%	2	0.4%	1	0.7%	1	0.0%	0	0.0%	0	0.5%
Goring-on-Thames Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Guildford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%
Hurst Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
IKEA, Ferry Road, Cardiff, CF11 0XR	0.5%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.8%	4	2.1%	3	0.0%	0	0.0%	0	0.6%	1	0.0%
Kingston upon Thames Town Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%
Middletons Showroom, Boulton Road, Reading, RG2 0NH	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Moss End Garden Village, Maidenhead Road, Warfield, RG42 6EJ	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%
Reading Link Retail Park, Rose Kiln Lane, Reading, RG2 0SN	0.5%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Ruislip Retail Park, Victoria Road, Ruislip, HA4 0QE	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%
Slough Retail Park, Bath Road, Slough, SL1 5AL	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.5%
Solartron Retail Park, Solartron Road, Farnborough, GU14 7QJ	1.4%	7	0.0%	0	0.0%	0	7.3%	7	0.0%	0	0.0%
Tesco Extra, Barnes Wallis Drive, Weybridge, KT13 0XF	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%
The Bishop Centre, Bath Road, Taplow, SL6 0NY	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%
The Meadows Centre, College Town, Sandhurst, GU47 0FD	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%
Vale Furnishers, Wharf Road, Ash Vale, GU12 5AS	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%
Yateley Town Centre	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%
(Don't know / can't remember)	16.6%	83	17.1%	28	22.0%	26	5.4%	5	19.3%	18	19.9%
(Don't do this type of shopping)	24.5%	123	19.0%	31	30.0%	35	34.0%	32	14.8%	14	33.8%
Weighted base:		502		164		116		95		95	
Sample:		502		101		101		100		100	

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
<b>Q25B And the time before that, where did your household purchase furniture, carpets, or soft household furnishings?</b>												
<i>Not those that said '(Don't do this type of shopping)' or '(Don't know / can't remember)' at Q25A</i>												
M&S, Broad Street, Reading, RG1 2BH	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0
M&S, The Meadows Centre, College Town, Sandhurst, GU47 0FD	1.4%	4	0.7%	1	0.0%	0	4.8%	3	0.9%	1	0.0%	0
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	1.5%	4	3.6%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Bracknell Town Centre (includes Lexicon Bracknell & Princess Square)	1.7%	5	0.0%	0	4.0%	2	1.5%	1	2.9%	2	1.2%	0
Camberley Town Centre	0.4%	1	0.0%	0	0.0%	0	1.7%	1	0.5%	0	0.0%	0
Central London / West End (includes City Of London, Covent Garden & Westfield London)	0.6%	2	1.2%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	0.5%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Farnborough Town Centre	0.2%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.2%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Henley-On-Thames Town Centre (Henley Town Centre)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
High Wycombe Town Centre	0.4%	1	0.0%	0	1.4%	1	0.0%	0	0.5%	0	1.2%	0
Reading Town Centre	7.8%	23	3.9%	4	5.6%	3	3.4%	2	14.4%	9	34.4%	5
Sandhurst Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Twyford Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1
Winnersh Town Centre (NOT Winnersh Triangle)	0.5%	2	1.2%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Wokingham Town Centre	2.9%	9	0.0%	0	0.8%	0	0.8%	0	12.2%	8	0.0%	0
Woodley Town Centre	1.3%	4	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackwater Shopping Park, Farnborough (Currys, Boots, TK Maxx, Bensons for Beds & more)	0.2%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Forbury Retail Park, Kenavon Drive, Reading (DFS, Homesense, Bensons for Beds, Furniture Village & more)	6.6%	20	7.4%	8	9.5%	5	3.2%	2	5.6%	4	7.6%	1
Pincents Kiln Industrial Park, Theale, Reading (IKEA & Dunelm)	2.0%	6	4.4%	5	1.4%	1	0.0%	0	0.9%	1	0.0%	0
Reading Gate Retail Park, Reading (B&Q, Currys, Smyths, TK Maxx & more)	4.3%	13	5.7%	6	8.6%	5	0.0%	0	2.7%	2	2.0%	0
Reading Retail Park, Oxford Road, Reading (B&M, Carpetright, Halfords, Wickes & Pets at Home)	0.8%	2	1.9%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0
The Peel Centre, Skimped Hill Lane, Bracknell (Currys, Carpetright, Next, Pets at Home & more)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	6.4%	1
B&Q, Invincible Road, Farnborough, GU14 7ST	1.2%	4	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Reading, RG2 0QG	1.3%	4	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Wokingham Road, Bracknell, RG42 1NB	0.8%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Lane, Theale, Reading, RG31 7SD	10.8%	32	18.1%	19	0.0%	0	0.0%	0	18.6%	12	8.5%	1
Abroad	3.8%	11	7.3%	8	0.0%	0	0.0%	0	5.6%	4	0.0%	0
Internet / delivery	17.6%	52	14.9%	16	27.5%	15	16.3%	9	16.7%	11	7.3%	1
Internet - Click & Collect	0.8%	3	1.2%	1	0.0%	0	1.7%	1	0.0%	0	2.0%	0
Bagshot Town Centre	0.2%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Bath Road Shopping Park,	1.3%	4	3.6%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	0

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
Bath Road, Slough, SL1 4DX												
Bourne End Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Bridge Retail Park, Finchampstead Road, Wokingham, RG40 2NU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Cardiff Bay Retail Park, Ferry Road, Cardiff, CF11 0JR	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Carpetwise, Reading Road, Winnersh, RG41 5LR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Dobbies Garden Centre, Milbury Heath, Thornbury, GL12 8QH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Dunelm, Invincible Road, Farnborough, GU14 7QU	0.2%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Dunelm, Pincents Lane, Theale, Reading, RG31 7SD	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	0.2%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
IKEA, Ferry Road, Cardiff, CF11 0XR	0.8%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	1.1%	3	1.9%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Kingston upon Thames Town Centre	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Reading Link Retail Park, Rose Kiln Lane, Reading, RG2 0SN	0.9%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Solartron Road, Farnborough, GU14 7QJ	2.0%	6	0.0%	0	0.0%	0	10.1%	6	0.0%	0	0.0%	0
The Bishop Centre, Bath Road, Taplow, SL6 0NY	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
The Meadows Centre, College Town, Sandhurst, GU47 0FD	2.9%	9	2.5%	3	4.4%	2	6.1%	4	0.0%	0	0.0%	0
Vale Furnishers, Wharf Road, Ash Vale, GU12 5AS	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	17.4%	52	8.9%	9	25.2%	14	33.2%	19	11.5%	7	12.2%	2
Weighted base:	296			105		56		58		63		14
Sample:	282			63		53		59		68		39

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
Q26AWhere did your household last purchase DIY or decorating goods?												
Lidl, High Street, Crowthorne, RG45 7AZ	0.5%	3	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0
Bracknell Town Centre (includes Lexicon Bracknell & Princess Square)	1.9%	10	0.0%	0	4.7%	5	2.4%	2	1.8%	2	0.5%	0
Camberley Town Centre	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Farnborough Town Centre	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Henley-On-Thames Town Centre (Henley Town Centre)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	9.0%	3
Reading Town Centre	0.4%	2	0.4%	1	0.0%	0	0.0%	0	1.3%	1	0.5%	0
Sandhurst Town Centre	2.5%	13	0.0%	0	0.7%	1	12.0%	11	0.6%	1	0.0%	0
Wokingham Town Centre	1.2%	6	0.0%	0	0.0%	0	0.9%	1	5.2%	5	0.5%	0
Woodley Town Centre	1.1%	5	2.4%	4	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Reading Gate Retail Park, Reading (B&Q, Currys, Smyths, TK Maxx & more)	2.3%	11	4.3%	7	0.0%	0	0.0%	0	4.5%	4	0.0%	0
Reading Retail Park, Oxford Road, Reading (B&M, Carpetright, Halfords, Wickes & Pets at Home)	1.0%	5	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Skimped Hill Lane, Bracknell (Currys, Carpetright, Next, Pets at Home & more)	0.5%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Winnersh Triangle, Gazelle Close, Winnersh, Reading (Pets at Home & Halfords)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
B&Q, Invincible Road, Farnborough, GU14 7ST	6.2%	31	0.0%	0	2.5%	3	27.6%	26	1.9%	2	0.0%	0
B&Q, Reading Gate Retail Park, Reading, RG2 0QG	22.1%	111	53.4%	88	1.7%	2	0.5%	0	16.1%	15	16.6%	5
Homebase, Wokingham Road, Bracknell, RG42 1NB	10.0%	50	0.0%	0	26.6%	31	8.9%	9	10.8%	10	1.5%	0
IKEA, Pincents Lane, Theale, Reading, RG31 7SD	0.8%	4	0.0%	0	2.1%	2	0.0%	0	1.9%	2	0.0%	0
The Range, Skimped Hill Lane, Bracknell, RG12 1EN	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
The Range, Vastern Road, Reading, RG1 8AL	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	5.4%	27	6.5%	11	0.0%	0	0.0%	0	11.4%	11	18.4%	6
Wickes, Reading Retail Park, Oxford Road, Reading, RG30 1PR	1.3%	6	3.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Western Road, Bracknell, RG12 1NS	6.4%	32	0.0%	0	17.4%	20	8.8%	8	3.7%	4	0.0%	0
Internet / delivery	2.7%	14	0.0%	0	0.8%	1	4.3%	4	7.6%	7	4.5%	1
Internet - Click & Collect	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Anglo Industrial Park, Fishponds Road, Wokingham, RG41 2AN	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Bath Road Shopping Park, Bath Road, Slough, SL1 4DX	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Brewers, Headley Park Ten, Woodley, RG5 4SW	0.5%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.5%	3	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough Road, Farnborough, GU14 8BL	0.5%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Hawley Lane Industrial Estate, Farnborough, GU14 8EH	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0

Column %ges.



# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
Headley Road East, Woodley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Homebase, Redding Way, Knaphill, Woking, GU21 2QT	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Homebase, Stafferton Way, Maidenhead, SL6 1AY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Howdens, Easthampstead Road, Bracknell, RG12 1NS	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Jewson, Reading Road, Henley-on-Thames, RG9 1BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Ladymead Retail Park, Europa Park Road, Guildford, GU1 1AJ	0.5%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Longacres Garden Centre, London Road, Bagshot, GU19 5JB	0.7%	4	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0
Molly Millars Lane, Wokingham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Rogers Hardware, Greenwood Road, Crowthorne, RG45 6QX	0.2%	1	0.0%	0	0.0%	0	0.5%	0	0.3%	0	0.0%	0
Screwfix, Hawley Lane, Farnborough, GU14 8EH	0.5%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Screwfix, Headley Road East, Woodley, RG5 4SW	1.1%	6	2.0%	3	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Screwfix, Hyperion Way, Reading, RG2 0HG	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Lawrence Way, Camberley, GU15 3DL	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Screwfix, Lyndhurst Road, Ascot, SL5 9FE	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Molly Millars Lane, Wokingham, RG41 2RX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	0
Screwfix, Western Road, Bracknell, RG12 1RW	0.6%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	1
Sunninghill Village Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Acre Road, Reading, RG2 0SU	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Western Road, Bracknell	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Wickes, Invincible Road, Farnborough, GU14 7QU	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Winterhill Retail Park, Snowdon Drive, Milton Keynes, MK6 1BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
(Don't know / can't remember)	7.9%	40	9.7%	16	6.4%	7	2.4%	2	13.8%	13	2.6%	1
(Don't do this type of shopping)	16.6%	84	10.9%	18	27.4%	32	11.1%	11	16.5%	16	24.1%	7
Weighted base:	502			164		116		95		95		31
Sample:	502			101		101		100		100		100

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
<b>Q26B And the time before that, where did your household purchase DIY or decorating goods?</b>												
<i>Not those that said '(Don't do this type of shopping)' or '(Don't know / can't remember)' at Q26A</i>												
Tesco Extra, Napier Road, Reading, RG1 8DF	0.7%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre (includes Lexicon Bracknell & Princess Square)	3.3%	12	0.0%	0	7.1%	5	3.9%	3	5.8%	4	0.0%	0
Camberley Town Centre	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	0.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Farnborough Town Centre	0.6%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Henley-On-Thames Town Centre (Henley Town Centre)	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	10.3%	2
Reading Town Centre	1.3%	5	3.5%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Sandhurst Town Centre	4.0%	15	0.0%	0	1.0%	1	17.0%	14	0.9%	1	0.0%	0
Wokingham Town Centre	2.0%	8	0.0%	0	2.2%	2	0.0%	0	8.7%	6	0.7%	0
Woodley Town Centre	0.3%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Forbury Retail Park, Kenavon Drive, Reading (DFS, Homesense, Bensons for Beds, Furniture Village & more)	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading (B&Q, Currys, Smyths, TK Maxx & more)	2.5%	9	4.9%	6	0.0%	0	0.0%	0	4.6%	3	0.0%	0
Reading Retail Park, Oxford Road, Reading (B&M, Carpetright, Halfords, Wickes & Pets at Home)	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0
The Peel Centre, Skimped Hill Lane, Bracknell (Currys, Carpetright, Next, Pets at Home & more)	0.6%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Winnersh Triangle, Gazelle Close, Winnersh, Reading (Pets at Home & Halfords)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
B&Q, Invincible Road, Farnborough, GU14 7ST	7.6%	29	0.0%	0	3.2%	2	30.0%	25	2.7%	2	0.0%	0
B&Q, Reading Gate Retail Park, Reading, RG2 0QG	27.4%	104	60.6%	79	4.6%	4	0.6%	0	16.5%	11	42.1%	10
Homebase, Wokingham Road, Bracknell, RG42 1NB	11.4%	43	1.0%	1	33.4%	26	6.4%	5	14.7%	10	4.8%	1
The Range, Vastern Road, Reading, RG1 8AL	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Gazelle Close, Winnersh, Wokingham, RG41 5HH	6.5%	25	8.5%	11	0.0%	0	0.0%	0	16.0%	11	13.8%	3
Wickes, Reading Retail Park, Oxford Road, Reading, RG30 1PR	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Wickes, Western Road, Bracknell, RG12 1NS	6.2%	23	0.0%	0	20.3%	16	5.2%	4	5.0%	3	1.3%	0
Internet / delivery	3.2%	12	0.0%	0	1.1%	1	4.4%	4	8.6%	6	7.9%	2
Internet - Click & Collect	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Anglo Industrial Park, Fishponds Road, Wokingham, RG41 2AN	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bath Road Shopping Park, Bath Road, Slough, SL1 4DX	0.4%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Brewers, Headley Park Ten, Woodley, RG5 4SW	0.7%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewers, Reform Road, Maidenhead, SL6 8DA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Farnborough Gate Retail Park, Farnborough Road, Farnborough, GU14 8BL	0.6%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Hawley Lane Industrial Estate, Farnborough,	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
GU14 8EH												
Headley Road East, Woodley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Homebase, Redding Way, Knaphill, Woking, GU21 2QT	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Homebase, Stafferton Way, Maidenhead, SL6 1AY	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	
Jewson, Reading Road, Henley-on-Thames, RG9 1BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Longacres Garden Centre, London Road, Bagshot, GU19 5JB	1.2%	4	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0
Molly Millars Lane, Wokingham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Moss End Garden Village, Maidenhead Road, Warfield, RG42 6EJ	0.6%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Rogers Hardware, Greenwood Road, Crowthorne, RG45 6QX	0.4%	2	0.0%	0	0.0%	0	1.6%	1	0.5%	0	0.0%	0
Screwfix, Headley Road East, Woodley, RG5 4SW	1.7%	6	2.5%	3	0.0%	0	0.0%	0	4.5%	3	1.3%	0
Screwfix, Hyperion Way, Reading, RG2 0HG	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Lyndhurst Road, Ascot, SL5 9FE	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Molly Millars Lane, Wokingham, RG41 2RX	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Screwfix, Western Road, Bracknell, RG12 1RW	1.6%	6	0.0%	0	6.8%	5	1.0%	1	0.0%	0	0.0%	0
Sunninghill Village Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Toolstation, Headley Road East, Woodley, RG5 4SW	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Invincible Road, Farnborough, GU14 7QU	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Wickes, Inkerman Road, Knaphill, Woking, GU21 2WB	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Wickes, Invincible Road, Farnborough, GU14 7QU	0.6%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Winterhill Retail Park, Snowdon Drive, Milton Keynes, MK6 1BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Yorktown Industrial Estate, Camberley, GU15 3BN	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	8.9%	34	11.3%	15	6.8%	5	12.4%	10	3.6%	2	4.8%	1
Weighted base:	379			131		77		82		66		23
Sample:	376			77		70		89		73		67

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
Q27AWhere did your household last purchase electrical items such as televisions, washing machines and computers?												
Asda, Chalfont Way, Lower Earley, RG6 5TT	0.9%	4	2.1%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Sainsbury's Superstore, Blackwater Valley Road, Watchmoore Park, Camberley, GU15 3YN	0.5%	3	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.3%	0	0.5%	0
Sainsbury's Superstore, Ringmead, off Bagshot Road, Birch Hill, Bracknell, RG12 7SS	0.3%	1	0.0%	0	0.4%	0	0.9%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, College Town, Sandhurst, GU47 0FD	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Tesco Superstore, Whitton Road, Martins Heron, Bracknell, RG12 9TZ	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Road, Reading, RG1 8DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Basingstoke Town Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre (includes Lexicon Bracknell & Princess Square)	2.0%	10	0.0%	0	4.2%	5	3.6%	3	1.3%	1	0.9%	0
Camberley Town Centre	0.8%	4	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0
Crowthorne Village Centre	3.1%	16	0.0%	0	1.5%	2	13.2%	13	1.3%	1	0.0%	0
Henley-On-Thames Town Centre (Henley Town Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
High Wycombe Town Centre	1.0%	5	0.0%	0	2.8%	3	0.0%	0	0.0%	0	5.1%	2
Maidenhead Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Reading Town Centre	10.7%	54	17.9%	29	2.9%	3	2.4%	2	14.8%	14	15.4%	5
Slough Town Centre	0.5%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.5%	0
Woodley Town Centre	1.8%	9	5.0%	8	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Blackwater Shopping Park, Farnborough (Currys, Boots, TK Maxx, Bensons for Beds & more)	1.9%	9	0.0%	0	0.0%	0	9.8%	9	0.0%	0	0.0%	0
Brunel Retail Park, Rose Kiln Lane, Reading (B&M, Dreams, Halfords & Shoe Zone)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Reading Gate Retail Park, Reading (B&Q, Currys, Smyths, TK Maxx & more)	9.0%	45	17.3%	28	2.1%	2	0.0%	0	12.4%	12	7.7%	2
Reading Retail Park, Oxford Road, Reading (B&M, Carpetright, Halfords, Wickes & Pets at Home)	1.0%	5	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Michael's Retail Park, The Harrow Way, Basingstoke (Currys, Aldi, Smyths, Tapi Carpets & more)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
The Peel Centre, Skimped Hill Lane, Bracknell (Currys, Carpetright, Next, Pets at Home & more)	9.7%	49	2.3%	4	24.2%	28	7.3%	7	9.2%	9	3.6%	1
B&Q, Reading Gate Retail Park, Reading, RG2 0QG	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Internet / delivery	29.4%	147	24.9%	41	29.8%	35	36.2%	34	30.9%	29	25.9%	8
Mail order / catalogue	0.3%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Internet - Click & Collect	1.1%	6	2.4%	4	0.0%	0	1.0%	1	0.3%	0	0.9%	0
Costco, South Oak Way, Reading, RG2 6UE	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.3%	0	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre,	1.6%	8	2.8%	5	0.8%	1	0.0%	0	0.3%	0	6.9%	2

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
High Wycombe, HP12 4NW												
Ladymead Retail Park, Europa Park Road, Guildford, GU1 1AJ	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Two Rivers Retail Park, Mustard Mill Road, Staines, TW18 4WA	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Wardley Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
West Quay Retail Park, Southampton, SO15 1BA	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Westgate Retail Park, Bath Road, Slough, SL1 5PS	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	7.3%	37	11.6%	19	8.0%	9	2.8%	3	4.7%	4	3.8%	1
(Don't do this type of shopping)	13.4%	67	7.4%	12	17.1%	20	14.2%	13	18.2%	17	14.5%	5
Weighted base:	502			164		116		95		95		31
Sample:	502			101		101		100		100		100

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
<b>Q27B And the time before that, where did your household purchase electrical items such as televisions, washing machines or computers?</b>												
<i>Not those that said '(Don't do this type of shopping)' or '(Don't know / can't remember)' at Q27A</i>												
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Sainsbury's Superstore, Ringmead, off Bagshot Road, Birch Hill, Bracknell, RG12 7SS	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, College Town, Sandhurst, GU47 0FD	0.3%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	3.6%	1
Tesco Superstore, Reading Road, Henley-on-Thames, RG9 4HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Tesco Extra, Napier Road, Reading, RG1 8DF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Bracknell Town Centre (includes Lexicon Bracknell & Princess Square)	0.8%	3	0.0%	0	1.0%	1	1.1%	1	1.7%	1	1.2%	0
Camberley Town Centre	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	3.0%	12	0.0%	0	1.5%	1	12.5%	10	0.9%	1	0.0%	0
Henley-On-Thames Town Centre (Henley Town Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
High Wycombe Town Centre	1.9%	7	0.5%	1	4.6%	4	0.0%	0	0.0%	0	10.6%	3
Maidenhead Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Reading Town Centre	11.3%	45	15.7%	21	4.7%	4	4.0%	3	17.7%	13	14.5%	4
Slough Town Centre	0.6%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Staines Town Centre	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.7%	0
Woodley Town Centre	1.8%	7	4.5%	6	0.0%	0	0.0%	0	0.4%	0	3.8%	1
Blackwater Shopping Park, Farnborough (Currys, Boots, TK Maxx, Bensons for Beds & more)	2.9%	12	0.0%	0	0.0%	0	14.6%	12	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading (B&Q, Currys, Smyths, TK Maxx & more)	11.9%	47	25.9%	34	0.0%	0	0.0%	0	13.7%	10	10.7%	3
Reading Retail Park, Oxford Road, Reading (B&M, Carpetright, Halfords, Wickes & Pets at Home)	1.3%	5	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Michael's Retail Park, The Harrow Way, Basingstoke (Currys, Aldi, Smyths, Tapi Carpets & more)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
The Peel Centre, Skimped Hill Lane, Bracknell (Currys, Carpetright, Next, Pets at Home & more)	11.1%	44	0.0%	0	31.5%	27	8.6%	7	13.3%	10	1.3%	0
B&Q, Reading Gate Retail Park, Reading, RG2 0QG	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	3.5%	14	7.7%	10	0.0%	0	0.0%	0	4.8%	4	0.0%	0
Internet / delivery	31.2%	124	23.8%	32	32.7%	29	40.3%	32	31.9%	23	34.0%	9
Mail order / catalogue	1.2%	5	2.9%	4	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Internet - Click & Collect	0.8%	3	0.5%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Costco, South Oak Way, Reading, RG2 6UE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough Road, Farnborough, GU14 8BL	0.6%	3	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	1.7%	7	0.5%	1	2.8%	2	1.1%	1	0.9%	1	8.4%	2
Ladymead Retail Park,	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0

Column %ges.

Wokingham Household Survey  
for Firstplan

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
Europa Park Road, Guildford, GU1 1AJ												
Westgate Retail Park, Bath Road, Slough, SL1 5PS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
(Don't know / can't remember)	12.0%	48	13.2%	18	16.3%	14	10.5%	8	9.6%	7	2.0%	0
Weighted base:		398		133		87		79		73		25
Sample:		404		85		78		82		83		76

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
Q28AWhere did your household last purchase health, beauty or chemist items?												
Aldi, Birch Hill, Bracknell, RG12 7DE	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Yorktown Road, College Town, Sandhurst, GU47 0PU	0.5%	3	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, RG6 5TT	2.6%	13	7.0%	12	0.0%	0	0.0%	0	1.3%	1	0.9%	0
Asda, West Meade, Farnborough, GU14 7LT	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Lidl, Basingstoke Road, Reading, RG2 0SJ	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne, RG45 7AZ	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Lidl, Molly Millars Lane, Wokingham, RG41 2RU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Morrisons, Off Basingstoke Road, Reading, RG2 0HB	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Blackwater Valley Road, Watchmoore Park, Camberley, GU15 3YN	0.4%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Broad Street, Reading, RG1 2BH	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	1.6%	8	0.4%	1	0.0%	0	0.0%	0	5.6%	5	5.8%	2
Sainsbury's Superstore, Ringmead, off Bagshot Road, Birch Hill, Bracknell, RG12 7SS	1.3%	6	0.0%	0	4.3%	5	1.4%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, College Town, Sandhurst, GU47 0FD	2.0%	10	0.0%	0	0.0%	0	10.5%	10	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell, RG42 3JP	2.6%	13	0.0%	0	11.3%	13	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Finchampstead Road, Wokingham, RG40 2NS	2.4%	12	0.0%	0	0.0%	0	1.0%	1	11.2%	11	0.9%	0
Tesco Superstore, Reading Road, Henley-on-Thames, RG9 4HA	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Tesco Superstore, Whitton Road, Martins Heron, Bracknell, RG12 9TZ	2.1%	10	0.0%	0	8.5%	10	0.5%	0	0.0%	0	0.0%	0
Waitrose, Bond Way, Bracknell, RG12 1RQ	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Moorbridge Road, Maidenhead, SL6 8AF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.8%	4	0.0%	0	0.0%	0	3.3%	3	0.7%	1	0.0%	0
Tesco Extra, Napier Road, Reading, RG1 8DF	0.7%	4	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Waitrose, London Road, Bagshot, GU19 5DG	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Waitrose, London Road, Twyford, RG10 9EH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Ascot Town Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre (includes Lexicon Bracknell & Princess Square)	12.5%	63	1.2%	2	43.5%	51	8.7%	8	1.8%	2	0.9%	0
Camberley Town Centre	1.9%	10	0.0%	0	0.0%	0	10.2%	10	0.0%	0	0.0%	0
Crowthorne Village Centre	1.9%	9	0.0%	0	0.0%	0	9.8%	9	0.0%	0	0.0%	0
Farnborough Town Centre	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Henley-On-Thames Town Centre (Henley Town Centre)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	3
Lower Earley District Centre, Reading (Rushev	2.1%	10	6.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.



# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
Way)												
Maidenhead Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Reading Town Centre	6.2%	31	17.0%	28	0.0%	0	1.9%	2	1.0%	1	1.5%	0
Sandhurst Town Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Shinfield Road, Reading	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford Village Centre	1.9%	10	0.4%	1	0.0%	0	0.0%	0	0.0%	0	28.7%	9
Windsor Town Centre	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Winnersh Town Centre	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
(NOT Winnersh Triangle)												
Woking Town Centre	0.8%	4	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Wokingham Town Centre	9.8%	49	0.0%	0	2.0%	2	3.4%	3	44.4%	42	4.9%	2
Woodley Town Centre	9.4%	47	24.9%	41	0.0%	0	0.0%	0	2.2%	2	13.5%	4
Blackwater Shopping Park, Farnborough (Currys, Boots, TK Maxx, Bensons for Beds & more)	0.4%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading (B&Q, Currys, Smyths, TK Maxx & more)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Homebase, The Meadows, Camberley, GU15 3XS	0.5%	3	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0
Internet / delivery	13.7%	69	18.1%	30	3.2%	4	17.1%	16	17.7%	17	7.7%	2
Mail order / catalogue	0.5%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Internet - Click & Collect	0.3%	2	0.0%	0	0.0%	0	0.5%	0	0.6%	1	2.0%	1
Bagshot Town Centre	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Binfield Village Centre	0.5%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Bullbrook Local Centre, Bracknell	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Caversham Local Centre, Reading	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christchurch Road Pharmacy, Christchurch Road, Reading, RG2 7AZ	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Plough Road, Yateley, GU46 7UW	0.4%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Costco, South Oak Way, Reading, RG2 6UE	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
David Pharmacy, New Road, Winkfield Row, Ascot, SL5 8QQ	0.9%	5	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0
Dukes Pharmacy, Duke's Ride, Crowthorne, RG45 6DS	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Earley Town Centre	0.8%	4	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Emmer Green Local Centre, Reading	0.5%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erleigh Road Pharmacy, Erleigh Road, Reading, RG1 5NN	0.5%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchampstead Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Hawley Village Centre	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Horsham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Lightwater Village Centre	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Loddon Vale Shopping Centre, Hurricane Way, Woodley, RG5 4UL	1.3%	6	2.8%	5	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Mortimer Common Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Owlsmoor Local Centre, Sandhurst	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Spencers Wood Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge, KT13 0XF	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Wargrave Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	3
Whitley Wood Local Centre, Reading	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	1.2%	6	0.0%	0	0.0%	0	6.3%	6	0.0%	0	0.0%	0
(Don't know / can't remember)	2.4%	12	1.3%	2	3.7%	4	3.8%	4	1.8%	2	0.5%	0

Column %ges.

Wokingham Household Survey  
for Firstplan

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
(Don't do this type of shopping)	4.7%	24	4.8%	8	10.4%	12	0.9%	1	2.2%	2	2.7%	1
Weighted base:		502		164		116		95		95		31
Sample:		502		101		101		100		100		100

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
<b>Q28B And the time before that, where did your household purchase health, beauty or chemist items?</b>												
<i>Not those that said '(Don't do this type of shopping)' or '(Don't know / can't remember)' at Q28A</i>												
Aldi, Birch Hill, Bracknell, RG12 7DE	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Earley, Reading, RG6 1LA	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Yorktown Road, College Town, Sandhurst, GU47 0PU	0.6%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, RG6 5TT	1.5%	7	4.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Meade, Farnborough, GU14 7LT	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Lidl, Basingstoke Road, Reading, RG2 0SJ	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Off Basingstoke Road, Reading, RG2 0HB	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Sainsbury's Superstore, Blackwater Valley Road, Watchmoore Park, Camberley, GU15 3YN	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Broad Street, Reading, RG1 2BH	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	2.9%	14	3.0%	5	0.0%	0	0.0%	0	8.6%	8	4.1%	1
Sainsbury's Superstore, Ringmead, off Bagshot Road, Birch Hill, Bracknell, RG12 7SS	1.5%	7	0.0%	0	5.0%	5	2.0%	2	0.0%	0	0.0%	0
Tesco Extra, The Meadows, College Town, Sandhurst, GU47 0FD	3.0%	14	0.0%	0	0.4%	0	14.8%	13	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell, RG42 3JP	2.0%	9	0.0%	0	9.4%	9	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Finchampstead Road, Wokingham, RG40 2NS	2.1%	10	0.0%	0	0.0%	0	3.5%	3	7.5%	7	0.0%	0
Tesco Superstore, Reading Road, Henley-on-Thames, RG9 4HA	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco Superstore, Whitton Road, Martins Heron, Bracknell, RG12 9TZ	1.9%	9	0.0%	0	8.9%	9	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bond Way, Bracknell, RG12 1RQ	0.4%	2	0.0%	0	1.6%	2	0.5%	0	0.0%	0	0.0%	0
Waitrose, Moorbridge Road, Maidenhead, SL6 8AF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.2%	1	0.0%	0	0.0%	0	0.5%	0	0.7%	1	0.0%	0
Aldi, London Road, Blackwater, Camberley, GU17 0AA	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Road, Reading, RG1 8DF	0.8%	4	2.2%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Waitrose, London Road, Bagshot, GU19 5DG	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Waitrose, London Road, Twyford, RG10 9EH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Waitrose, Tresham Crescent, Yateley, GU46 6FR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Ascot Town Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre (includes Lexicon Bracknell & Princess	14.6%	68	3.0%	5	45.8%	46	10.5%	10	9.1%	8	0.0%	0

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
Square)												
Camberley Town Centre	3.1%	14	0.0%	0	0.0%	0	15.7%	14	0.0%	0	0.0%	0
Central London / West End (includes City Of London, Covent Garden & Westfield London)	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	0.4%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Farnborough Town Centre	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Fleet Town Centre	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Henley-On-Thames Town Centre (Henley Town Centre)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	3
Lower Earley District Centre, Reading (Rushey Way)	1.7%	8	5.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Marlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Reading Town Centre	7.4%	35	17.1%	26	0.0%	0	0.5%	0	5.6%	5	8.6%	3
Sandhurst Town Centre	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Shinfield Road, Reading	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford Village Centre	2.3%	11	0.5%	1	0.0%	0	0.0%	0	0.4%	0	31.6%	9
Windsor Town Centre	0.4%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Winnersh Town Centre (NOT Winnersh Triangle)	0.4%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	0.8%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Wokingham Town Centre	8.5%	40	0.0%	0	2.3%	2	3.7%	3	36.3%	33	2.5%	1
Woodley Town Centre	9.2%	43	25.8%	40	0.0%	0	0.0%	0	0.4%	0	8.8%	3
Blackwater Shopping Park, Farnborough (Currys, Boots, TK Maxx, Bensons for Beds & more)	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading (B&Q, Currys, Smyths, TK Maxx & more)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
The Peel Centre, Skimped Hill Lane, Bracknell (Currys, Carpetright, Next, Pets at Home & more)	0.5%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Homebase, The Meadows, Camberley, GU15 3XS	0.5%	3	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Abroad	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Internet / delivery	16.3%	76	18.0%	28	10.9%	11	21.4%	19	16.1%	15	10.5%	3
Mail order / catalogue	0.6%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Internet - Click & Collect	0.4%	2	0.0%	0	0.0%	0	0.5%	0	0.6%	1	2.1%	1
Binfield Village Centre	0.6%	3	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Bullbrook Local Centre, Bracknell	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Caversham Local Centre, Reading	0.4%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Plough Road, Yateley, GU46 7UW	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Costco, South Oak Way, Reading, RG2 6UE	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
David Pharmacy, New Road, Winkfield Row, Ascot, SL5 8QQ	0.4%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Dukes Pharmacy, Duke's Ride, Crowthorne, RG45 6DS	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Earley Town Centre	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erleigh Road Pharmacy, Erleigh Road, Reading, RG1 5NN	0.7%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchampstead Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	0
Hawley Village Centre	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.4%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Lightwater Village Centre	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Lloyds Pharmacy, Tylers	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
Place, Pottery Road, Reading, RG30 6BW												
Loddon Vale Shopping Centre, Hurricane Way, Woodley, RG5 4UL	1.2%	6	2.5%	4	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Mortimer Common Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Owlsmoor Local Centre, Sandhurst	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Sunninghill Village Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge, KT13 0XF	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Wargrave Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	3
Whitley Wood Local Centre, Reading	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley Town Centre	1.0%	5	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0%	0
(Don't know / can't remember)	3.1%	14	4.7%	7	0.4%	0	0.9%	1	6.0%	6	0.6%	0
Weighted base:		466		155		100		91		91		30
Sample:		466		93		87		95		97		94

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1	Zone 10	Zone 11	Zone 12	Zone 6A						
<b>Q29AWhere did your household last purchase recreational goods such as sports equipment, bicycles, musical instruments or toys?</b>												
Asda, Chalfont Way, Lower Earley, RG6 5TT	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bath Road, Calcot, RG31 7SA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Tesco Extra, The Meadows, College Town, Sandhurst, GU47 0FD	0.6%	3	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell, RG42 3JP	0.5%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Whitton Road, Martins Heron, Bracknell, RG12 9TZ	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Road, Reading, RG1 8DF	0.5%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Bracknell Town Centre (includes Lexicon Bracknell & Princess Square)	4.0%	20	0.4%	1	12.2%	14	2.8%	3	2.4%	2	0.9%	0
Camberley Town Centre	1.3%	6	0.0%	0	0.0%	0	6.7%	6	0.0%	0	0.0%	0
Central London / West End (includes City Of London, Covent Garden & Westfield London)	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	0.9%	4	0.0%	0	0.4%	0	2.9%	3	1.3%	1	0.0%	0
Farnborough Town Centre	0.6%	3	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Fleet Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Henley-On-Thames Town Centre (Henley Town Centre)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
High Wycombe Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Maidenhead Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Reading Town Centre	4.4%	22	7.1%	12	0.0%	0	0.5%	0	9.4%	9	3.5%	1
Staines Town Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Windsor Town Centre	0.5%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Wokingham Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.5%	0
Woodley Town Centre	1.1%	5	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackwater Shopping Park, Farnborough (Currys, Boots, TK Maxx, Bensons for Beds & more)	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Brunel Retail Park, Rose Kiln Lane, Reading (B&M, Dreams, Halfords & Shoe Zone)	1.8%	9	5.0%	8	0.0%	0	0.0%	0	0.3%	0	0.9%	0
Forbury Retail Park, Kenavon Drive, Reading (DFS, Homesense, Bensons for Beds, Furniture Village & more)	1.1%	6	2.5%	4	0.7%	1	0.0%	0	0.6%	1	0.5%	0
Pincent's Kiln Industrial Park, Theale, Reading (IKEA & Dunelm)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Reading Gate Retail Park, Reading (B&Q, Currys, Smyths, TK Maxx & more)	4.5%	23	12.8%	21	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Reading Retail Park, Oxford Road, Reading (B&M, Carpetright, Halfords, Wickes & Pets at Home)	1.1%	6	2.7%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0
The Peel Centre, Skimped Hill Lane, Bracknell (Currys, Carpetright, Next, Pets at Home & more)	3.4%	17	0.0%	0	14.0%	16	1.0%	1	0.0%	0	0.0%	0
Winnersh Triangle, Gazelle Close, Winnersh, Reading (Pets at Home & Halfords)	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
Internet / delivery	19.6%	98	18.9%	31	17.3%	20	16.1%	15	22.8%	22	32.8%	10
Internet - Click & Collect	0.2%	1	0.0%	0	0.0%	0	0.5%	0	0.3%	0	0.0%	0
American Golf, Bath Road, Slough, SL1 4AA	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
American Golf, London Road, Camberley, GU15 3UZ	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Binfield Village Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Caversham Local Centre, Reading	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading, RG2 6UE	0.5%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallions Reach Shopping Park, Armada Way, Beckton, E6 7ER	0.7%	4	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0
Hartley Wintney Golf Club, Park Corner Road, Hartley Wintney, Hook, RG27 8PT	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Moss End Garden Village, Maidenhead Road, Warfield, RG42 6EJ	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Church End Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Smyths Toys, Princes Mead, Farnborough, GU14 7LT	0.6%	3	0.0%	0	2.4%	3	0.5%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge, KT13 0XF	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
The Bishop Centre, Bath Road, Taplow, SL6 0NY	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
The Caversham Golf Club, Chazey Heath, Reading, RG4 7UT	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Wood Local Centre, Reading	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	7.7%	39	13.6%	22	3.8%	4	4.3%	4	8.1%	8	0.0%	0
(Don't do this type of shopping)	38.1%	191	23.9%	39	39.5%	46	55.1%	52	39.8%	38	50.9%	16
Weighted base:		502		164		116		95		95		31
Sample:		502		101		101		100		100		100

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A			
<b>Q29B And the time before that, where did your household purchase recreational goods such as sports equipment, bicycles, musical instruments or toys?</b>													
<i>Not those that said '(Don't do this type of shopping)' or '(Don't know / can't remember)' at Q29A</i>													
Asda, Chalfont Way, Lower Earley, RG6 5TT	0.9%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	1.4%	4	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, The Meadows, College Town, Sandhurst, GU47 0FD	0.5%	1	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	
Tesco Superstore, County Lane, Warfield, Bracknell, RG42 3JP	0.9%	2	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	
Ascot Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	
Bracknell Town Centre (includes Lexicon Bracknell & Princess Square)	9.3%	25	1.9%	2	23.4%	15	9.2%	4	8.1%	4	1.9%	0	
Camberley Town Centre	3.2%	9	0.0%	0	0.0%	0	22.4%	9	0.0%	0	0.0%	0	
Central London / West End (includes City Of London, Covent Garden & Westfield London)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	
Crowthorne Village Centre	0.9%	2	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	
Farnborough Town Centre	1.0%	3	0.0%	0	0.0%	0	6.9%	3	0.0%	0	0.0%	0	
Henley-On-Thames Town Centre (Henley Town Centre)	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	2	
High Wycombe Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	
Reading Town Centre	7.1%	19	11.4%	12	0.0%	0	0.0%	0	13.3%	7	7.1%	1	
Tadley Town Centre	0.2%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	
Windsor Town Centre	1.4%	4	0.0%	0	5.0%	3	1.3%	0	0.0%	0	0.0%	0	
Woking Town Centre	0.2%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	
Wokingham Town Centre	1.1%	3	0.0%	0	0.0%	0	0.0%	0	5.8%	3	1.1%	0	
Woodley Town Centre	2.0%	5	5.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Brunel Retail Park, Rose Kiln Lane, Reading (B&M, Dreams, Halfords & Shoe Zone)	3.2%	9	8.0%	8	0.0%	0	0.0%	0	0.7%	0	1.9%	0	
Forbury Retail Park, Kenavon Drive, Reading (DFS, Homesense, Bensons for Beds, Furniture Village & more)	4.2%	11	10.4%	11	1.2%	1	0.0%	0	0.0%	0	0.0%	0	
Reading Gate Retail Park, Reading (B&Q, Currys, Smyths, TK Maxx & more)	9.2%	25	19.7%	20	3.5%	2	0.0%	0	5.0%	2	0.0%	0	
Reading Retail Park, Oxford Road, Reading (B&M, Carpetright, Halfords, Wickes & Pets at Home)	2.2%	6	4.3%	4	0.0%	0	0.0%	0	3.1%	2	0.0%	0	
The Peel Centre, Skimped Hill Lane, Bracknell (Currys, Carpetright, Next, Pets at Home & more)	5.4%	15	0.0%	0	18.0%	12	2.5%	1	3.7%	2	0.0%	0	
Internet / delivery	34.9%	95	23.5%	24	36.0%	24	39.5%	15	45.9%	23	59.1%	9	
Internet - Click & Collect	0.2%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	
American Golf, Bath Road, Slough, SL1 4AA	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
American Golf, London Road, Camberley, GU15 3UZ	0.2%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	
Binfield Village Centre	0.2%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	
Caversham Local Centre, Reading	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costco, South Oak Way, Reading, RG2 6UE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	
Farnham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	
Gallions Reach Shopping Park, Armada Way,	1.4%	4	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Column %ges.



# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
Beckton, E6 7ER												
Go Outdoors, Reading Road, Chineham, Basingstoke, RG24 8TW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.9%	0
Guildford Town Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	7.3%	4	0.0%	0
Hartley Wintney Golf Club, Park Corner Road, Hartley Wintney, Hook, RG27 8PT	0.2%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Moss End Garden Village, Maidenhead Road, Warfield, RG42 6EJ	0.2%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Princes Mead, Farnborough, GU14 7LT	0.2%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.7%	13	4.0%	4	6.4%	4	3.8%	1	5.3%	3	2.2%	0
Weighted base:	272		103		66		39		50		15	
Sample:	248		59		52		43		52		42	

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
<b>Q30AWhere did your household last purchase other non-food items such as books, physical entertainment products e.g. CDs, vinyl, DVDs, Blu-Rays, jewellery or china and glass items?</b>												
Asda, Chalfont Way, Lower Earley, RG6 5TT	0.4%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading, RG30 4EL	0.7%	4	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	1.1%	6	2.4%	4	0.0%	0	0.0%	0	0.6%	1	3.9%	1
Sainsbury's Superstore, Ringmead, off Bagshot Road, Birch Hill, Bracknell, RG12 7SS	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, College Town, Sandhurst, GU47 0FD	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Superstore, Finchampstead Road, Wokingham, RG40 2NS	0.5%	3	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Tesco Superstore, Whitton Road, Martins Heron, Bracknell, RG12 9TZ	0.6%	3	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
M&S, The Avenue, The Lexicon, Bracknell, RG12 1BD	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Road, Reading, RG1 8DF	1.0%	5	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre (includes Lexicon Bracknell & Princess Square)	4.6%	23	0.0%	0	17.5%	20	0.5%	0	2.2%	2	0.0%	0
Camberley Town Centre	2.6%	13	0.0%	0	0.0%	0	13.6%	13	0.0%	0	0.0%	0
Central London / West End (includes City Of London, Covent Garden & Westfield London)	0.7%	4	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	0.6%	3	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Henley-On-Thames Town Centre (Henley Town Centre)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	7.8%	2
Maidenhead Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Reading Town Centre	5.2%	26	9.1%	15	0.0%	0	1.0%	1	7.5%	7	9.4%	3
Sandhurst Town Centre	0.5%	3	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Twyford Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Windsor Town Centre	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	4.1%	20	0.9%	1	0.7%	1	2.0%	2	17.2%	16	0.0%	0
Woodley Town Centre	0.7%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pincent's Kiln Industrial Park, Theale, Reading (IKEA & Dunelm)	0.5%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading (B&Q, Currys, Smyths, TK Maxx & more)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
IKEA, Pincent's Lane, Theale, Reading, RG31 7SD	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.2%	6	1.6%	3	0.0%	0	1.4%	1	1.9%	2	0.0%	0
Internet / delivery	35.5%	178	37.4%	62	34.7%	40	31.3%	30	36.5%	35	38.4%	12
Mail order / catalogue	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Click & Collect	1.3%	6	3.1%	5	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5QY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Costco, South Oak Way, Reading, RG2 6UE	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Hare Hatch, Twyford, RG10 9SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
Matalan, Frimley Road, Camberley, GU16 7PN	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Sainsbury's Local, Maiden Place, Lower Earley, RG6 3HE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Salisbury Town Centre	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silchester Village Centre	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Tesco Extra, Barnes Wallis Drive, Weybridge, KT13 0XF	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Woodbridge Town Centre	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	3.7%	19	6.4%	10	0.7%	1	2.4%	2	2.8%	3	7.4%	2
(Don't do this type of shopping)	30.3%	152	24.1%	40	39.1%	46	35.8%	34	26.8%	26	24.4%	8
Weighted base:	502			164		116		95		95		31
Sample:	502			101		101		100		100		100

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
<b>Q30B And the time before that, where did your household purchase other non-food items such as books, physical entertainment products e.g. CDs, vinyl, DVDs, Blu-Rays, jewellery or china and glass items?</b>												
<i>Not those that said '(Don't do this type of shopping)' or '(Don't know / can't remember)' at Q30A</i>												
Asda, Chalfont Way, Lower Earley, RG6 5TT	1.0%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading, RG30 4EL	1.1%	4	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, King Street Lane, Winnersh, RG41 5AR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	0
Sainsbury's Superstore, Ringmead, off Bagshot Road, Birch Hill, Bracknell, RG12 7SS	0.5%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, College Town, Sandhurst, GU47 0FD	0.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell, RG42 3JP	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Finchampstead Road, Wokingham, RG40 2NS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Tesco Superstore, Whitton Road, Martins Heron, Bracknell, RG12 9TZ	1.0%	3	0.0%	0	3.5%	2	1.5%	1	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham, RG40 1BB	0.8%	3	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0
Tesco Extra, Napier Road, Reading, RG1 8DF	1.3%	4	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre (includes Lexicon Bracknell & Princess Square)	6.4%	21	0.0%	0	20.4%	14	8.3%	5	3.2%	2	0.0%	0
Camberley Town Centre	2.1%	7	0.0%	0	0.0%	0	12.0%	7	0.0%	0	0.0%	0
Central London / West End (includes City Of London, Covent Garden & Westfield London)	1.2%	4	3.3%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Crowthorne Village Centre	0.4%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Henley-On-Thames Town Centre (Henley Town Centre)	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	9.1%	2
High Wycombe Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Maidenhead Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Oxford City Centre	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Reading Town Centre	8.9%	29	16.0%	18	1.3%	1	0.8%	0	11.6%	8	9.5%	2
Sandhurst Town Centre	0.8%	3	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0
Twyford Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Windsor Town Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	3.6%	12	0.0%	0	0.0%	0	4.1%	2	13.4%	9	2.2%	0
Woodley Town Centre	1.0%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Pincents Kiln Industrial Park, Theale, Reading (IKEA & Dunelm)	0.8%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Lane, Theale, Reading, RG31 7SD	1.3%	4	3.3%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Abroad	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Internet / delivery	53.2%	176	45.9%	52	59.3%	42	52.2%	31	62.0%	41	47.6%	10
Internet - Click & Collect	2.9%	10	7.9%	9	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5QY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Caversham Local Centre, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Hare Hatch, Twyford,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
RG10 9SW											
Matalan, Frimley Road, Camberley, GU16 7PN	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Sainsbury's Local, Maiden Place, Lower Earley, RG6 3HE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%
Silchester Village Centre	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Tesco Extra, Barnes Wallis Drive, Weybridge, KT13 0XF	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%
Yateley Town Centre	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
(Don't know / can't remember)	7.2%	24	7.0%	8	10.5%	7	4.6%	3	6.4%	4	7.1%
Weighted base:	331		114		70		59		67		21
Sample:	333		68		67		60		71		67

## Q31 Do you visit any of the following town, district or village centres? [MR/PR]

Wokingham town centre	50.8%	255	44.4%	73	42.7%	50	43.5%	41	83.7%	80	36.4%	11
Woodley town centre	37.8%	190	86.9%	143	2.1%	2	2.8%	3	26.8%	25	53.0%	16
Lower Earley district centre (Rushey Way)	18.0%	90	37.6%	62	1.8%	2	0.9%	1	23.7%	23	9.2%	3
Shinfield Road, Reading	10.5%	53	18.2%	30	2.1%	2	3.7%	4	17.5%	17	0.0%	0
Winnersh (not Winnersh Triangle)	14.8%	74	22.3%	37	2.5%	3	3.8%	4	25.8%	25	21.0%	7
Twyford village centre	11.6%	58	12.0%	20	1.8%	2	0.5%	0	8.8%	8	88.2%	27
(Don't visit any of those centres)	25.9%	130	8.2%	14	51.0%	59	50.9%	48	5.9%	6	10.8%	3
Weighted base:	502		164		116		95		95		31	
Sample:	502		101		101		100		100		100	

## Q32 Which of those centres do you visit most often? [PR]

Not those that said '(Don't visit any of the above centres)' at Q31

Wokingham town centre	46.3%	172	7.2%	11	87.0%	50	86.7%	40	77.0%	69	8.3%	2
Woodley town centre	33.6%	125	75.2%	113	2.1%	1	3.9%	2	5.6%	5	12.4%	3
Lower Earley district centre (Rushey Way)	5.1%	19	9.2%	14	3.7%	2	1.8%	1	2.6%	2	0.0%	0
Shinfield Road, Reading	3.8%	14	4.3%	7	4.3%	2	6.5%	3	2.3%	2	0.0%	0
Winnersh (not Winnersh Triangle)	4.4%	16	2.2%	3	0.8%	0	1.0%	0	12.2%	11	4.4%	1
Twyford village centre	6.8%	25	1.9%	3	2.1%	1	0.0%	0	0.4%	0	74.9%	21
Weighted base:	372		151		57		47		90		28	
Sample:	364		94		45		46		94		85	

Meanscore: [Number of visits per week]

## Q33 How often do you visit (CENTRE MENTIONED AT Q32)?

Not those that said '(Don't visit any of the above centres)' at Q31

Daily	4.9%	18	5.5%	8	0.0%	0	0.0%	0	10.5%	9	1.2%	0
At least two times a week	18.0%	67	18.3%	28	0.0%	0	1.0%	0	29.4%	26	45.2%	13
At least once a week	26.3%	98	33.9%	51	13.6%	8	14.3%	7	24.2%	22	37.6%	10
At least once a fortnight	16.7%	62	22.7%	34	7.0%	4	17.7%	8	15.1%	14	6.5%	2
At least once a month	16.6%	62	13.8%	21	34.8%	20	22.7%	11	10.9%	10	2.3%	1
At least every two months	5.0%	19	2.1%	3	18.5%	11	3.9%	2	3.3%	3	0.0%	0
3 or 4 times a year	4.4%	16	1.8%	3	9.5%	5	11.5%	5	3.3%	3	0.0%	0
Twice a year	4.0%	15	1.9%	3	9.9%	6	9.9%	5	0.0%	0	6.0%	2
Once a year	2.2%	8	0.0%	0	5.8%	3	7.8%	4	1.4%	1	0.0%	0
Less often	1.6%	6	0.0%	0	0.8%	0	11.2%	5	0.0%	0	0.6%	0
(Don't know / varies)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.6%	0
Mean:	1.11		1.25		0.30		0.34		1.71		1.41	
Weighted base:	372		151		57		47		90		28	
Sample:	364		94		45		46		94		85	

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
<b>Q34 What is usually the main purpose of your trip to (CENTRE MENTIONED AT Q32)?</b>												
<i>Not those that said 'Don't visit any of the above centres' at Q31</i>												
FOOD shopping	31.9%	119	47.0%	71	11.7%	7	4.9%	2	22.9%	21	66.2%	18
NON-FOOD shopping	22.1%	82	16.7%	25	38.0%	22	28.4%	13	19.5%	17	16.6%	5
Leisure activity	12.0%	45	9.7%	15	20.8%	12	21.1%	10	8.1%	7	4.5%	1
Using services such as banks or dry cleaners	8.8%	33	6.5%	10	7.6%	4	5.2%	2	17.1%	15	3.5%	1
Visit friends / relatives	7.7%	28	9.9%	15	5.8%	3	6.0%	3	8.1%	7	0.6%	0
Window shopping / browsing	5.5%	21	2.5%	4	2.1%	1	20.6%	10	6.1%	5	2.3%	1
Visiting cafés / restaurants	3.0%	11	2.5%	4	8.9%	5	2.1%	1	0.6%	1	2.3%	1
Visiting health service such as doctor, dentist, hospital	2.8%	10	1.4%	2	2.3%	1	3.9%	2	5.2%	5	1.2%	0
Going for a walk / walk the dog	1.2%	5	0.5%	1	0.0%	0	1.0%	0	3.8%	3	0.0%	0
Travelling to / from school / college / university (includes school-run)	1.0%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0
Travelling to / from work	0.8%	3	0.0%	0	1.4%	1	0.0%	0	2.0%	2	1.7%	0
Visiting parks	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Visiting pubs / bars	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Visiting library	0.2%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.6%	0
Buying fuel (visiting petrol station)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Visiting place of worship	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Click and collect service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.2%	8	3.4%	5	0.0%	0	5.7%	3	0.0%	0	0.6%	0
Weighted base:		372		151		57		47		90		28
Sample:		364		94		45		46		94		85

## Q35 When you visit (CENTRE MENTIONED AT Q32), what other activities or services do you use? [MR]

*Those that said an activity at Q34*

NON-FOOD shopping	27.2%	99	31.5%	46	14.2%	8	12.4%	5	31.4%	28	41.3%	11
FOOD shopping	16.7%	61	19.3%	28	7.2%	4	8.5%	4	24.4%	22	11.2%	3
Leisure activity	15.0%	55	13.8%	20	12.5%	7	20.2%	9	17.3%	16	11.4%	3
Visiting cafés / restaurants	10.1%	37	13.1%	19	5.8%	3	8.0%	4	10.6%	9	5.5%	2
Using services such as banks or dry cleaners	10.0%	36	11.3%	17	4.9%	3	8.0%	4	11.2%	10	13.1%	4
Window shopping / browsing	6.8%	25	3.9%	6	9.7%	6	8.8%	4	10.7%	10	0.0%	0
Visiting health service such as doctor, dentist, hospital	6.6%	24	9.3%	14	0.0%	0	3.3%	1	5.1%	5	16.7%	5
Visiting library	5.5%	20	11.1%	16	0.0%	0	0.0%	0	4.3%	4	0.0%	0
Visit friends / relatives	4.4%	16	2.6%	4	6.4%	4	1.9%	1	8.4%	8	0.6%	0
Visiting parks	3.0%	11	2.6%	4	0.0%	0	0.0%	0	8.0%	7	0.0%	0
Going for a walk / walk the dog	2.3%	8	0.5%	1	0.0%	0	0.0%	0	7.8%	7	1.8%	0
Travelling to / from work	1.7%	6	0.0%	0	0.0%	0	0.0%	0	6.1%	5	2.3%	1
Visiting pubs / bars	0.8%	3	0.0%	0	0.0%	0	1.9%	1	2.4%	2	0.0%	0
Buying fuel (visiting petrol station)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Travelling to / from school / college / university (includes school-run)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Click and collect service	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Visiting place of worship	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No other activity)	31.3%	114	27.2%	40	51.4%	29	41.2%	18	21.7%	19	26.6%	7
(Don't know)	0.7%	3	0.5%	1	1.4%	1	2.2%	1	0.0%	0	0.6%	0
Weighted base:		364		146		57		44		90		28
Sample:		359		91		45		45		94		84

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
<b>Q36 What do you like about (CENTRE MENTIONED AT Q32)? [MR]</b>												
<i>Not those that said '(Don't visit any of the above centres)' at Q31</i>												
Close to home	34.4%	128	40.9%	62	2.9%	2	8.6%	4	53.3%	48	46.5%	13
Choice and range of shops	24.1%	90	27.2%	41	32.1%	18	15.4%	7	19.4%	17	20.8%	6
Nice atmosphere / friendly people	22.0%	82	14.0%	21	7.2%	4	47.2%	22	33.6%	30	15.9%	4
Environmental quality of centre (attractive place)	10.7%	40	5.0%	7	12.3%	7	19.0%	9	18.0%	16	1.7%	0
Compact / shops close together	10.7%	40	11.3%	17	6.2%	4	9.6%	5	14.5%	13	6.2%	2
Convenient car parking	10.5%	39	15.9%	24	3.7%	2	12.7%	6	3.7%	3	13.0%	4
Choice of leisure facilities (restaurants, pubs etc)	9.2%	34	3.1%	5	20.2%	12	11.7%	5	13.9%	12	1.1%	0
Familiar / know where everything is	6.0%	22	3.1%	5	10.7%	6	9.4%	4	7.5%	7	1.7%	0
Choice of supermarkets	4.8%	18	7.4%	11	0.8%	0	0.0%	0	5.7%	5	3.5%	1
Quiet / not too busy	4.4%	16	6.7%	10	4.1%	2	0.0%	0	3.3%	3	3.8%	1
Choice of services (hairdressers, banks etc)	3.4%	13	0.0%	0	4.3%	2	1.0%	0	10.7%	10	0.6%	0
Free car parking	3.0%	11	4.7%	7	0.0%	0	1.0%	0	2.3%	2	5.6%	2
Easy to get to by car	2.7%	10	3.1%	5	0.0%	0	1.0%	0	4.8%	4	2.3%	1
Close to work	2.6%	10	1.8%	3	0.0%	0	0.0%	0	8.0%	7	0.0%	0
Good market	2.6%	10	4.4%	7	0.8%	0	5.7%	3	0.0%	0	0.0%	0
Pedestrianised	1.8%	7	2.5%	4	0.0%	0	3.9%	2	1.4%	1	0.0%	0
Easily accessible by public transport	1.6%	6	0.8%	1	0.0%	0	1.0%	0	4.3%	4	1.2%	0
Close to friends / relatives	0.5%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1
The regeneration	0.5%	2	0.0%	0	0.0%	0	1.0%	0	1.7%	1	0.0%	0
Inexpensive parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	8.7%	33	8.4%	13	9.9%	6	8.8%	4	8.5%	8	8.9%	2
(Don't know)	2.0%	7	0.5%	1	7.0%	4	0.0%	0	2.9%	3	0.0%	0
Weighted base:		372		151		57		47		90		28
Sample:		364		94		45		46		94		85

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
<b>Q37 What do you dislike about (CENTRE MENTIONED AT Q32)? [MR]</b>												
<i>Not those that said 'Don't visit any of the above centres' at Q31</i>												
Lack of choice and range of non-food shops	17.0%	63	18.2%	27	0.8%	0	20.3%	9	25.6%	23	10.6%	3
Traffic congestion	8.1%	30	4.2%	6	2.7%	2	12.8%	6	14.3%	13	12.8%	4
Not enough parking spaces	7.0%	26	3.8%	6	13.2%	8	3.9%	2	11.2%	10	4.1%	1
Expensive car parking	6.7%	25	6.2%	9	4.1%	2	7.8%	4	9.4%	8	4.2%	1
Lack of choice and range of food shops	4.5%	17	4.7%	7	4.9%	3	2.1%	1	5.7%	5	2.9%	1
Inconveniently located car parking	2.6%	10	0.0%	0	9.5%	5	2.9%	1	3.1%	3	0.6%	0
Too many charity shops	2.3%	9	4.0%	6	1.4%	1	0.0%	0	1.7%	2	0.6%	0
Empty shops	2.2%	8	2.2%	3	0.0%	0	1.0%	0	4.7%	4	0.6%	0
Lack of choice of services (hairdressers, banks etc)	2.1%	8	2.5%	4	0.0%	0	0.0%	0	0.4%	0	13.3%	4
Expensive shops	2.0%	8	3.4%	5	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Poor security / don't feel safe	1.6%	6	0.5%	1	0.0%	0	0.0%	0	6.1%	5	0.0%	0
Too busy	1.3%	5	0.5%	1	4.1%	2	0.0%	0	1.9%	2	0.0%	0
Poor environmental quality of centre (unattractive place)	1.0%	4	1.8%	3	0.0%	0	1.0%	0	0.4%	0	0.6%	0
One-way system / traffic layout	0.8%	3	0.0%	0	2.1%	1	0.0%	0	1.9%	2	0.0%	0
The regeneration	0.7%	3	0.0%	0	2.9%	2	0.0%	0	1.0%	1	0.0%	0
Too far away from home	0.6%	2	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Homeless on the streets that need help	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Poor atmosphere	0.5%	2	0.8%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Shops don't open late	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Too many cafés	0.4%	2	0.8%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Needs more / better public toilets	0.3%	1	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Lack of choice of leisure facilities (cinema, gym, pubs etc)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	2.3%	1
Parking times are too short	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Uneven paving	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many restaurants	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Not accessible by public transport	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
People cycling where they shouldn't	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
No cycle routes	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Air pollution	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Shops too far apart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Parking on pavements is not controlled	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away from work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	42.8%	159	46.4%	70	51.1%	29	44.8%	21	28.1%	25	49.8%	14
(Don't know)	4.5%	17	4.7%	7	5.7%	3	5.5%	3	3.9%	4	0.6%	0
Weighted base:		372		151		57		47		90		28
Sample:		364		94		45		46		94		85



# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
<b>Q38 How do you think (CENTRE MENTIONED AT Q32) could be improved? [MR]</b>												
<i>Not those that said '(Don't visit any of the above centres)' at Q31</i>												
Increased general choice and range of shops	19.9%	74	23.5%	35	12.5%	7	15.9%	7	22.6%	20	13.3%	4
More / better parking	8.2%	31	0.8%	1	14.6%	8	12.2%	6	13.6%	12	11.2%	3
Improved non-food shops within the town centre	6.5%	24	7.0%	10	1.4%	1	7.0%	3	10.5%	9	1.2%	0
Less traffic congestion	6.0%	22	0.8%	1	7.8%	4	3.9%	2	12.2%	11	14.0%	4
Cheaper parking	5.7%	21	1.8%	3	4.9%	3	12.8%	6	10.2%	9	2.1%	1
Free parking	5.6%	21	7.3%	11	4.1%	2	6.5%	3	4.7%	4	0.6%	0
More independent shops	5.2%	19	2.2%	3	6.2%	4	0.0%	0	12.9%	12	2.9%	1
Improved food shops within the town centre	4.1%	15	5.4%	8	0.8%	0	2.1%	1	6.4%	6	0.0%	0
Better environment	3.2%	12	5.2%	8	0.0%	0	3.9%	2	2.4%	2	0.6%	0
A revamp	2.6%	10	3.9%	6	4.3%	2	1.8%	1	0.4%	0	0.6%	0
Improved quality of shops	2.6%	10	0.0%	0	2.9%	2	7.3%	3	5.1%	5	0.0%	0
Less empty shops	2.1%	8	0.5%	1	2.9%	2	0.0%	0	6.1%	5	0.0%	0
Better security	2.0%	7	0.5%	1	5.5%	3	0.0%	0	4.0%	4	0.0%	0
Improved leisure facilities	1.9%	7	3.1%	5	0.0%	0	0.0%	0	0.0%	0	8.8%	2
A bank / more banks	1.7%	6	2.9%	4	0.0%	0	0.0%	0	0.0%	0	6.8%	2
Improved traffic lights	1.2%	5	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Bring M&S back	1.1%	4	0.0%	0	3.7%	2	0.0%	0	2.4%	2	0.0%	0
Increased public transport	0.7%	3	0.0%	0	0.0%	0	1.0%	0	2.4%	2	0.0%	0
Better road access	0.6%	2	0.0%	0	2.7%	2	0.0%	0	0.6%	1	0.0%	0
Discount foodstores within the town centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
A KFC restaurant	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
A McDonald's restaurant	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Longer opening hours	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Longer parking hours	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.3%	1
Improve the pavements	0.4%	2	0.8%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Improved street cleaning	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seating	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Cleaner streets	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0
More / better public toilets	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0
More pedestrianisation	0.2%	1	0.0%	0	0.0%	0	1.0%	0	0.4%	0	0.0%	0
A speed camera	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrian crossings	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bring the bottle bank back	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Restaurants with outside areas	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
More / better doctors	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
More cycle routes	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Stop cycling on the pavement	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Stop parking on the pavement	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No improvements)	32.0%	119	32.2%	49	45.5%	26	34.6%	16	20.2%	18	37.2%	10
(Don't know)	8.0%	30	9.4%	14	9.1%	5	5.5%	3	8.1%	7	1.2%	0
Weighted base:		372		151		57		47		90		28
Sample:		364		94		45		46		94		85

**Q39 How do you normally travel to (CENTRE MENTIONED AT Q32)?***Not those that said '(Don't visit any of the above centres)' at Q31*

Car / van (as driver)	67.7%	252	55.8%	84	88.3%	50	91.2%	43	59.4%	53	77.2%	21
Car / van (as passenger)	4.1%	15	3.9%	6	2.3%	1	5.7%	3	5.1%	5	2.4%	1
Bus, minibus or coach	2.2%	8	3.9%	6	0.8%	0	0.0%	0	2.0%	2	0.6%	0
Motorcycle, scooter or moped	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	22.4%	83	34.3%	52	0.0%	0	0.0%	0	30.7%	28	14.7%	4
Taxi	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Train	1.4%	5	0.0%	0	7.2%	4	1.0%	0	0.0%	0	2.9%	1
Bicycle	0.9%	3	1.3%	2	0.0%	0	1.0%	0	0.4%	0	2.3%	1
Mobility scooter / disability vehicle	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
(Don't know / varies)	0.7%	3	0.0%	0	0.0%	0	1.0%	0	2.4%	2	0.0%	0
Weighted base:		372		151		57		47		90		28
Sample:		364		94		45		46		94		85

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
Meanscore: [Time in minutes]												
Q40 How long do you typically spend in (CENTRE MENTIONED AT Q32)?												
Not those that said '(Don't visit any of the above centres)' at Q31												
1 - 10 minutes	9.5%	35	9.5%	14	13.8%	8	10.4%	5	3.8%	3	17.7%	5
11 - 20 minutes	5.2%	19	9.9%	15	4.1%	2	0.0%	0	0.7%	1	5.6%	2
21 - 30 minutes	12.9%	48	12.0%	18	7.8%	4	6.8%	3	18.2%	16	21.3%	6
31 - 40 minutes	0.6%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0
41 - 50 minutes	2.5%	9	2.7%	4	0.0%	0	1.0%	0	3.9%	4	3.9%	1
51 - 60 minutes	24.5%	91	31.2%	47	16.9%	10	11.7%	5	21.2%	19	35.3%	10
61 - 70 minutes	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
71 - 80 minutes	1.2%	5	1.7%	2	0.0%	0	0.0%	0	2.0%	2	1.1%	0
81 - 90 minutes	13.2%	49	13.8%	21	9.3%	5	12.7%	6	17.3%	16	5.9%	2
Over 90 minutes	28.4%	106	17.0%	26	47.3%	27	57.3%	27	26.8%	24	8.0%	2
(Don't know / varies)	1.8%	7	0.5%	1	0.8%	0	0.0%	0	6.0%	5	0.6%	0
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		76.42		66.29		92.70		102.38		77.95		49.46
Weighted base:		372		151		57		47		90		28
Sample:		364		94		45		46		94		85

**Q41 Which of these centres do you visit second most often? [PR]***Not those that said '(Don't visit any of the above centres)' at Q31*

Wokingham town centre	11.5%	43	21.0%	32	0.0%	0	1.8%	1	7.0%	6	14.5%	4
Woodley town centre	13.6%	51	13.1%	20	1.4%	1	1.8%	1	22.5%	20	32.9%	9
Lower Earley district centre (Rushey Way)	11.8%	44	21.2%	32	0.0%	0	0.0%	0	12.8%	11	1.1%	0
Shinfield Road, Reading	3.1%	12	5.9%	9	0.0%	0	1.0%	0	2.4%	2	0.0%	0
Winnersh (not Winnersh Triangle)	7.1%	27	9.1%	14	4.3%	2	5.7%	3	6.5%	6	6.8%	2
Twyford village centre	4.8%	18	6.7%	10	1.5%	1	1.0%	0	0.4%	0	22.2%	6
(Don't visit any of those other centres)	48.1%	179	23.1%	35	92.8%	53	88.5%	41	48.5%	43	22.5%	6
Weighted base:		372		151		57		47		90		28
Sample:		364		94		45		46		94		85

**Meanscore: [Number of visits per week]****Q42 So, thinking of the centre you visit second most often - How often do you visit (CENTRE MENTIONED AT Q41)?***Those that said a centre at Q41*

Daily	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	0
At least two times a week	2.8%	5	1.7%	2	0.0%	0	0.0%	0	3.9%	2	7.2%	2
At least once a week	19.1%	37	16.5%	19	0.0%	0	0.0%	0	27.1%	12	24.2%	5
At least once a fortnight	13.8%	27	14.5%	17	0.0%	0	0.0%	0	9.4%	4	25.1%	5
At least once a month	28.0%	54	28.8%	33	51.3%	2	0.0%	0	27.5%	13	26.9%	6
At least every two months	11.4%	22	14.1%	16	0.0%	0	0.0%	0	7.9%	4	9.4%	2
3 or 4 times a year	13.2%	25	15.3%	18	0.0%	0	34.0%	2	11.0%	5	3.5%	1
Twice a year	3.7%	7	0.6%	1	0.0%	0	50.1%	3	7.7%	4	1.4%	0
Once a year	3.0%	6	2.9%	3	10.7%	0	15.9%	1	2.1%	1	0.8%	0
Less often	0.8%	2	0.0%	0	37.9%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.0%	8	5.5%	6	0.0%	0	0.0%	0	2.7%	1	0.8%	0
Mean:		0.46		0.41		0.15		0.03		0.56		0.67
Weighted base:		193		116		4		5		46		21
Sample:		196		71		5		5		49		66

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
<b>Q43 What is usually the main purpose of your trip to (CENTRE MENTIONED AT Q41)?</b>												
<i>Those that said a centre at Q41</i>												
FOOD shopping	36.4%	70	39.0%	45	0.0%	0	25.0%	1	40.3%	19	24.0%	5
NON-FOOD shopping	20.7%	40	18.1%	21	29.7%	1	0.0%	0	23.0%	11	33.2%	7
Window shopping / browsing	9.3%	18	11.3%	13	10.7%	0	59.1%	3	2.0%	1	1.6%	0
Leisure activity	8.4%	16	9.2%	11	59.6%	2	15.9%	1	0.7%	0	8.6%	2
Using services such as banks or dry cleaners	6.8%	13	6.7%	8	0.0%	0	0.0%	0	2.7%	1	18.7%	4
Visit friends / relatives	6.6%	13	4.4%	5	0.0%	0	0.0%	0	15.7%	7	1.6%	0
Travelling to / from work	2.8%	5	3.4%	4	0.0%	0	0.0%	0	2.7%	1	0.8%	0
Visiting health service such as doctor, dentist, hospital	2.6%	5	2.9%	3	0.0%	0	0.0%	0	0.7%	0	6.4%	1
Buying fuel (visiting petrol station)	1.3%	3	0.6%	1	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Travelling to / from school / college / university (includes school-run)	0.9%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Visiting library	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Going for a walk / walk the dog	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.8%	0
Visiting parks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Click and collect service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting place of worship	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting cafés / restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting pubs / bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.5%	7	4.3%	5	0.0%	0	0.0%	0	3.4%	2	0.8%	0
Weighted base:		193		116		4		5		46		21
Sample:		196		71		5		5		49		66

**Q44 When you visit (CENTRE MENTIONED AT Q41), what other activities or services do you use? [MR]**

Those that said an activity at Q43												
NON-FOOD shopping	19.9%	37	23.9%	27	10.7%	0	15.9%	1	8.3%	4	27.1%	6
FOOD shopping	18.0%	34	21.1%	23	0.0%	0	0.0%	0	15.4%	7	14.9%	3
Visit friends / relatives	7.2%	14	10.4%	12	0.0%	0	0.0%	0	3.9%	2	0.8%	0
Visiting cafés / restaurants	6.0%	11	4.9%	5	0.0%	0	0.0%	0	7.6%	4	10.6%	2
Buying fuel (visiting petrol station)	5.4%	10	7.5%	8	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Using services such as banks or dry cleaners	5.2%	10	4.6%	5	0.0%	0	0.0%	0	0.7%	0	20.1%	4
Leisure activity	4.9%	9	1.1%	1	0.0%	0	0.0%	0	12.2%	6	10.8%	2
Visiting health service such as doctor, dentist, hospital	3.1%	6	2.2%	2	0.0%	0	0.0%	0	6.4%	3	1.6%	0
Window shopping / browsing	1.5%	3	0.6%	1	0.0%	0	0.0%	0	4.6%	2	0.0%	0
Going for a walk / walk the dog	1.3%	2	0.0%	0	0.0%	0	0.0%	0	4.6%	2	1.6%	0
Visiting library	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Visiting parks	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Visiting place of worship	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travelling to / from work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Click and collect service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travelling to / from school / college / university (includes school-run)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No other activity)	44.1%	83	40.5%	45	89.3%	4	84.1%	5	51.2%	24	28.7%	6
(Don't know)	1.7%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Weighted base:		188		111		4		5		46		21
Sample:		192		69		5		5		48		65

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
<b>Q45 What do you like about (CENTRE MENTIONED AT Q41)? [MR]</b>												
<i>Those that said a centre at Q41</i>												
Choice and range of shops	25.1%	48	27.9%	32	0.0%	0	15.9%	1	21.0%	10	25.6%	5
Close to home	19.6%	38	19.3%	22	10.7%	0	9.0%	0	25.7%	12	12.3%	3
Choice of leisure facilities (restaurants, pubs etc)	8.7%	17	6.3%	7	59.6%	2	0.0%	0	14.1%	6	2.7%	1
Compact / shops close together	7.5%	15	7.5%	9	0.0%	0	0.0%	0	6.1%	3	14.2%	3
Nice atmosphere / friendly people	7.2%	14	5.2%	6	0.0%	0	15.9%	1	10.5%	5	9.7%	2
Choice of supermarkets	5.2%	10	4.6%	5	0.0%	0	9.0%	0	8.2%	4	2.1%	0
Convenient car parking	4.9%	9	3.4%	4	19.0%	1	0.0%	0	7.7%	4	5.8%	1
Environmental quality of centre (attractive place)	4.9%	9	3.5%	4	0.0%	0	0.0%	0	8.9%	4	5.9%	1
Familiar / know where everything is	3.0%	6	4.0%	5	0.0%	0	0.0%	0	1.4%	1	2.1%	0
Close to work	2.9%	6	4.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised	2.4%	5	2.3%	3	0.0%	0	0.0%	0	3.2%	1	2.1%	0
Late opening hours	2.0%	4	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	1.7%	3	1.7%	2	0.0%	0	0.0%	0	0.0%	0	6.6%	1
Free car parking	1.6%	3	1.2%	1	10.7%	0	0.0%	0	2.7%	1	0.0%	0
Easily accessible by public transport	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Cheap parking	0.4%	1	0.0%	0	0.0%	0	15.9%	1	0.0%	0	0.0%	0
Feel safe there	0.4%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good Sainsbury's store	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Good market	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Close to friends / relatives	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Easy to get to by car	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet / not too busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	19.7%	38	19.3%	22	10.7%	0	50.1%	3	13.2%	6	29.8%	6
(Don't know)	1.6%	3	0.0%	0	0.0%	0	0.0%	0	5.3%	2	2.9%	1
Weighted base:		193		116		4		5		46		21
Sample:		196		71		5		5		49		66

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
<b>Q46 What do you dislike about (CENTRE MENTIONED AT Q41)? [MR]</b>												
<i>Those that said a centre at Q41</i>												
Lack of choice and range of non-food shops	7.1%	14	7.4%	9	0.0%	0	0.0%	0	10.7%	5	1.6%	0
Traffic congestion	5.0%	10	4.6%	5	0.0%	0	0.0%	0	5.7%	3	7.8%	2
Expensive car parking	5.0%	10	1.2%	1	0.0%	0	0.0%	0	12.5%	6	11.3%	2
Inconveniently located car parking	4.7%	9	6.1%	7	0.0%	0	0.0%	0	4.1%	2	0.8%	0
Lack of choice and range of food shops	4.1%	8	4.6%	5	0.0%	0	0.0%	0	5.0%	2	1.6%	0
Poor environmental quality of centre (unattractive place)	3.4%	7	0.0%	0	0.0%	0	0.0%	0	8.6%	4	12.5%	3
Not enough parking spaces	1.7%	3	0.6%	1	0.0%	0	15.9%	1	3.7%	2	0.0%	0
Too many takeaways	1.0%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of choice of services (hairdressers, banks etc)	0.8%	2	1.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Empty shops	0.8%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Too many charity shops	0.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many cafés	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	4.3%	1
Traffic light system	0.6%	1	0.6%	1	10.7%	0	0.0%	0	0.0%	0	0.0%	0
Too busy	0.4%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uneven paving	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Poor atmosphere	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Not accessible by public transport	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Too many building works	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Too small	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Lack of choice of leisure facilities (cinema, gym, pubs etc)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Too far away from work	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
Too far away from home	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security / don't feel safe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops too far apart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	67.7%	131	76.3%	89	89.3%	4	84.1%	5	47.1%	22	57.3%	12
(Don't know)	2.3%	4	0.0%	0	0.0%	0	0.0%	0	8.4%	4	2.9%	1
Weighted base:		193		116		4		5		46		21
Sample:		196		71		5		5		49		66

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
<b>Q47 How do you think (CENTRE MENTIONED AT Q41) could be improved? [MR]</b>												
<i>Those that said a centre at Q41</i>												
Increased general choice and range of shops	10.4%	20	11.6%	14	0.0%	0	0.0%	0	12.1%	6	4.5%	1
More / better parking	6.1%	12	7.4%	9	0.0%	0	15.9%	1	3.4%	2	3.9%	1
Less traffic congestion	4.6%	9	4.4%	5	0.0%	0	0.0%	0	4.6%	2	7.0%	2
A revamp	4.1%	8	3.2%	4	0.0%	0	0.0%	0	5.2%	2	8.6%	2
Free parking	3.4%	7	0.6%	1	0.0%	0	0.0%	0	9.4%	4	6.8%	1
Cheaper parking	2.2%	4	1.2%	1	0.0%	0	0.0%	0	4.5%	2	3.7%	1
More independent shops	2.1%	4	0.0%	0	0.0%	0	0.0%	0	8.6%	4	0.8%	0
Improved non-food shops within the town centre	1.9%	4	1.1%	1	0.0%	0	0.0%	0	4.8%	2	0.8%	0
Less takeaways	1.5%	3	1.1%	1	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Improved food shops within the town centre	1.1%	2	0.6%	1	0.0%	0	0.0%	0	2.7%	1	0.8%	0
Improved leisure facilities	0.9%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Better environment	0.9%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Less empty shops	0.8%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Stop cycling on the pavement	0.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices in shops	0.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cycle routes	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
More / better restaurants	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Better road access	0.4%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
A bank / more banks	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Better security	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	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
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No improvements)	47.0%	91	52.4%	61	29.7%	1	84.1%	5	28.3%	13	52.0%	11
(Don't know)	16.8%	32	18.1%	21	70.3%	3	0.0%	0	14.4%	7	9.2%	2
Weighted base:		193		116		4		5		46		21
Sample:		196		71		5		5		49		66

**Q48 How do you normally travel to (CENTRE MENTIONED AT Q41)?***Those that said a centre at Q41*

Car / van (as driver)	81.0%	156	80.7%	94	89.3%	4	75.0%	4	80.2%	37	84.0%	18
Car / van (as passenger)	8.0%	15	9.2%	11	10.7%	0	25.0%	1	2.7%	1	8.0%	2
Bus, minibus or coach	1.3%	2	1.7%	2	0.0%	0	0.0%	0	0.7%	0	0.8%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	3.7%	7	3.4%	4	0.0%	0	0.0%	0	5.9%	3	2.1%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	2.4%	5	1.7%	2	0.0%	0	0.0%	0	3.9%	2	4.3%	1
Mobility scooter / disability vehicle	0.9%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.8%	5	3.4%	4	0.0%	0	0.0%	0	2.7%	1	0.8%	0
Weighted base:		193		116		4		5		46		21
Sample:		196		71		5		5		49		66

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
Meanscore: [Time in minutes]												
Q49 How long do you typically spend in (CENTRE MENTIONED AT Q41)?												
Those that said a centre at Q41												
1 - 10 minutes	7.1%	14	5.5%	6	0.0%	0	0.0%	0	13.0%	6	6.3%	1
11 - 20 minutes	5.2%	10	4.7%	5	0.0%	0	0.0%	0	4.1%	2	12.3%	3
21 - 30 minutes	19.4%	38	19.3%	22	19.0%	1	18.1%	1	21.4%	10	16.4%	4
31 - 40 minutes	1.2%	2	1.1%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
41 - 50 minutes	6.8%	13	7.8%	9	0.0%	0	0.0%	0	5.2%	2	8.0%	2
51 - 60 minutes	25.4%	49	29.1%	34	10.7%	0	15.9%	1	18.7%	9	25.1%	5
61 - 70 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
71 - 80 minutes	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0
81 - 90 minutes	6.4%	12	6.9%	8	10.7%	0	0.0%	0	4.5%	2	8.8%	2
Over 90 minutes	22.5%	43	21.1%	25	59.6%	2	15.9%	1	24.1%	11	20.9%	4
(Don't know / varies)	3.1%	6	0.0%	0	0.0%	0	50.1%	3	6.6%	3	0.8%	0
(Refused)	2.1%	4	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Mean:	64.38		63.29		116.81		87.46		58.73		68.55	
Weighted base:	193		116		4		5		46		21	
Sample:	196		71		5		5		49		66	

## Q50 Thinking about regeneration projects - Are you aware of the regeneration projects which have been recently completed in Wokingham Town Centre, for example at Peach Place and Elms Field?

Yes	61.4%	308	52.9%	87	61.2%	71	51.0%	49	87.4%	83	60.2%	19
No	38.6%	194	47.2%	78	38.8%	45	49.0%	47	12.6%	12	39.8%	12
Weighted base:		502		164		116		95		95		31
Sample:		502		101		101		100		100		100

## Q51 Which of any of the following statements describe how the regeneration projects has impacted on how you visit Wokingham Town Centre? You can state any that apply, not just one [MR/PR]

*Those who said 'Yes' at Q50*

I never used to visit Wokingham town centre but now I do	2.2%	7	0.0%	0	1.1%	1	1.0%	0	5.0%	4	6.7%	1
I previously visited the town centre but now visit more often in the daytime	11.3%	35	11.7%	10	3.6%	3	11.3%	5	19.0%	16	4.3%	1
I previously visited the town centre but now visit more often in the evening	11.7%	36	9.8%	9	4.5%	3	7.5%	4	24.9%	21	0.0%	0
I spend longer in the town centre	6.0%	18	5.1%	4	0.0%	0	6.5%	3	12.3%	10	3.4%	1
I use the town centre for a wider range of shopping and leisure activities or link shopping and leisure trips	10.8%	33	3.1%	3	3.6%	3	8.3%	4	25.8%	21	14.1%	3
(No change to how I visit the town centre)	70.9%	219	79.7%	69	87.8%	63	74.7%	36	43.9%	36	75.8%	14
Weighted base:		308		87		71		49		83		19
Sample:		304		56		53		54		86		55

## Q52 Do you or your household take part in any of the following leisure / cultural activities? [MR]

Cafes	64.3%	323	59.8%	98	63.6%	74	64.8%	62	73.5%	70	61.2%	19
Restaurants / dining out	76.5%	384	73.5%	121	82.7%	96	69.2%	66	81.2%	77	77.1%	24
Pubs / bars	53.7%	270	45.0%	74	57.3%	67	50.4%	48	67.3%	64	55.3%	17
Cinema	51.6%	259	48.1%	79	60.0%	70	51.8%	49	48.9%	46	46.2%	14
Arts / cultural venues e.g. Theatres, exhibitions, live music	41.3%	207	33.5%	55	44.6%	52	43.6%	41	47.1%	45	45.8%	14
Children's soft play centres	14.7%	74	13.1%	22	16.2%	19	18.4%	18	16.6%	16	0.0%	0
Entertainment venues – bowling, ice skating, escape rooms, bingo, indoor golf	28.2%	142	26.0%	43	29.0%	34	26.9%	26	36.9%	35	14.4%	4
Health & fitness clubs / gyms / leisure centres	30.2%	152	22.0%	36	36.1%	42	32.9%	31	35.7%	34	27.2%	8
(None of the above)	10.6%	53	13.6%	22	6.7%	8	13.2%	13	7.4%	7	11.2%	3
Weighted base:		502		164		116		95		95		31
Sample:		502		101		101		100		100		100

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
<b>Q53 Where do you go most often to visit cafes?</b>												
<i>Those that said 'Cafes' at Q52</i>												
Ascot Town Centre	2.0%	7	0.0%	0	8.8%	7	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.0%	3	2.7%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Bracknell Town Centre (includes Lexicon Bracknell & Princess Square)	13.7%	44	0.0%	0	52.8%	39	6.9%	4	1.3%	1	0.0%	0
Camberley Town Centre	4.7%	15	0.0%	0	0.0%	0	24.7%	15	0.0%	0	0.0%	0
Central London / West End (includes City Of London, Covent Garden & Westfield London)	1.3%	4	2.7%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	2.9%	9	0.0%	0	0.0%	0	15.4%	9	0.0%	0	0.0%	0
Farnborough Town Centre	1.7%	5	0.0%	0	0.0%	0	8.7%	5	0.0%	0	0.0%	0
Henley-On-Thames Town Centre (Henley Town Centre)	1.8%	6	2.0%	2	0.0%	0	0.0%	0	0.0%	0	20.9%	4
High Wycombe Town Centre	0.8%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Earley District Centre, Reading (Rushey Way)	1.4%	4	2.7%	3	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Maidenhead Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Oxford City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Reading Town Centre	7.5%	24	20.2%	20	0.0%	0	0.8%	0	5.1%	4	0.9%	0
Sandhurst Town Centre	0.6%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Twyford Village Centre	1.5%	5	0.0%	0	0.6%	0	0.0%	0	0.5%	0	21.6%	4
Windsor Town Centre	1.5%	5	0.0%	0	6.6%	5	0.0%	0	0.0%	0	0.0%	0
Winnersh Town Centre (NOT Winnersh Triangle)	0.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	25.0%	81	8.5%	8	9.0%	7	15.4%	9	75.9%	53	16.5%	3
Woodley Town Centre	15.4%	50	48.5%	48	0.0%	0	0.0%	0	0.0%	0	10.6%	2
Abroad	0.8%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	3.3%	1
Bagshot Town Centre	1.1%	4	0.0%	0	3.2%	2	2.2%	1	0.0%	0	0.0%	0
Binfield Village Centre	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Leisure Centre, Bagshot Road, Bracknell, RG12 9SE	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
California Country Park, Nine Mile Ride, Finchampstead, RG40 4HU	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Cantley Park, Twyford Road, Wokingham, RG40 5QG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Castle Royle, Bath Road, Knowl Hill, Reading, RG10 9XA	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Colchester City Centre	0.6%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dinton Pastures Country Park, Davis Street, Winnersh, RG10 0TH	0.6%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Hare Hatch, Twyford, RG10 9SW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Frimley Town Centre	0.2%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Holme Grange Craft Village, Heathlands Road, Wokingham, RG40 3AW	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater Village Centre	0.2%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Longacres Garden Centre, London Road, Bagshot, GU19 5JB	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, The Meadows, Marshall Road, Sandhurst, GU47 0FD	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Meadows Centre, Marshall Road, College Town, Sandhurst, GU47 0FD	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Oak Tree Garden Centre, Bracknell Road,	0.5%	2	0.0%	0	1.6%	1	0.0%	0	0.5%	0	0.0%	0

Column %ges.



# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
Winkfield, RG42 6LH												
Richmond Local Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Shinfield Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Squires Garden Centre, Heathlands Road, Wokingham, RG40 3AS	0.3%	1	0.0%	0	0.0%	0	0.8%	0	0.5%	0	0.0%	0
Sunninghill Village Centre	0.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Suttons Business Park, Suttons Park Avenue, Earley, Reading, RG6 1AA	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, College Town, Sandhurst, GU47 0FD	0.2%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Tesco Superstore, County Lane, Warfield, Bracknell, RG42 3JP	1.7%	5	0.0%	0	7.2%	5	0.0%	0	0.0%	0	0.0%	0
Wargrave Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	2
Warren Row Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Woodbridge Town Centre	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Woodhurst Park, Harvest Ride, Warfield, Bracknell, RG42 5AB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Worthing Town Centre	0.2%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Yateley Town Centre	1.3%	4	0.0%	0	0.0%	0	3.7%	2	2.6%	2	0.0%	0
(Don't know / can't remember)	5.3%	17	6.0%	6	1.8%	1	5.9%	4	8.6%	6	0.9%	0
Weighted base:	323			98		74		62		70		19
Sample:	331			62		66		64		77		62

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
<b>Q54 Where do you go most often to visit restaurants / dine out?</b>												
<i>Those that said 'Restaurants / dining out' at Q52</i>												
Ascot Town Centre	0.7%	3	0.6%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	0.7%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre (includes Lexicon Bracknell & Princess Square)	17.8%	68	0.0%	0	59.1%	57	14.2%	9	2.8%	2	0.0%	0
Camberley Town Centre	3.4%	13	0.0%	0	0.0%	0	19.8%	13	0.0%	0	0.0%	0
Central London / West End (includes City of London, Covent Garden & Westfield London)	2.7%	10	4.1%	5	1.4%	1	2.0%	1	3.1%	2	0.7%	0
Crowthorne Village Centre	1.1%	4	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0
Farnborough Town Centre	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Henley-On-Thames Town Centre (Henley Town Centre)	1.7%	7	0.0%	0	0.8%	1	0.0%	0	0.0%	0	24.5%	6
Lower Earley District Centre, Reading (Rushey Way)	1.8%	7	4.7%	6	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Maidenhead Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1
Reading Town Centre	17.0%	65	44.9%	54	0.0%	0	0.0%	0	10.8%	8	10.5%	3
Sandhurst Town Centre	0.4%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Twyford Village Centre	2.6%	10	4.3%	5	0.0%	0	0.0%	0	0.0%	0	19.6%	5
Windsor Town Centre	0.4%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.7%	0
Woking Town Centre	1.1%	4	0.0%	0	2.5%	2	0.0%	0	2.2%	2	0.0%	0
Wokingham Town Centre	23.7%	91	12.2%	15	11.0%	11	17.4%	11	67.8%	52	8.1%	2
Woodley Town Centre	5.3%	20	15.4%	19	0.0%	0	0.0%	0	1.6%	1	1.2%	0
Abroad	0.4%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Arborfield Cross Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Bagshot Town Centre	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Binfield Village Centre	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Blackwater Town Centre	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Chapter 5 Thai Restaurant, Frimley Road, Camberley, GU15 3EN	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Charvil Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Chobham Adventure Farm, Bagshot Road, Chobham, GU24 8DB	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Chobham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Crown & Cushion, Minley Road, Blackwater, Camberley, GU17 9UA	0.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Epsom Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Eversley Village Centre	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Farnham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Finchampstead Village Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	0	0.4%	0	0.0%	0
Frimley Town Centre	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Fullerton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Golden Retriever, Nine Mile Ride, Crowthorne, Bracknell, RG40 3DR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Hare Hatch Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Heron on the Ford, Landsend Lane, Twyford, RG10 0UE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Jalpari Of Woodley, Loddon Vale Centre, Woodley, Reading, RG5 4UL	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Maiden's Green Village Centre	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mattingley Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Northampton Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Oakingham Belle, Oak Avenue, Wokingham, RG40 1LH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Padstow Town Centre	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Rackstraws Farm, Yorktown												

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
Road, College Town, Sandhurst, GU47 0RT												
Red Lion, Red Lion Road, Chobham, Woking, GU24 8RG	0.5%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Ruscombe Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0
Shepherds House, Moss End, Warfield, Bracknell, RG42 6ER	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Sonning Village Centre	0.6%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Stoke Row Village Centre	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunninghill Village Centre	0.2%	1	0.0%	0	0.5%	0	0.7%	0	0.0%	0	0.0%	0
Swallowfield Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
The Cricketers Beefeater, London Road, Bagshot, GU19 5HR	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
The Duke of Edinburgh, Woodside Road, Woodside, SL4 2DP	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
The George, Loddon Bridge Road, Earley, Reading, RG6 7EN	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Horse And Groom, Bagshot Road, Bracknell, RG12 9RB	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
The Mill, Sonning Eye, Reading, RG4 6TY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
The Queens Oak, Church Lane, Finchampstead, RG40 4LS	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
The Rose & Crown, Woodside Road, Woodside, SL4 2DP	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
The Royal Foresters, London Road, Ascot, SL5 8DR	0.4%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Toby Carvery, Braywick Road, Maidenhead, SL6 1BN	0.6%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Toby Carvery, Portsmouth Road, Frimley, Camberley, GU15 1HS	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Wargrave Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
White Horse, Easthampstead Road, Wokingham, RG40 3AF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Yateley Town Centre	0.6%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0
Yattendon Village Centre	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	8.7%	33	7.6%	9	10.7%	10	12.4%	8	5.1%	4	6.6%	2
Weighted base:	384			121		96		66		77		24
Sample:	381			70		81		68		82		80

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
<b>Q55 Where do you go most often to visit pubs and bars?</b>												
<i>Those that said 'Pubs / bars' at Q52</i>												
Ascot Town Centre	1.5%	4	0.0%	0	6.2%	4	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre (includes Lexicon Bracknell & Princess Square)	10.9%	30	6.7%	5	25.7%	17	9.1%	4	4.8%	3	0.0%	0
Camberley Town Centre	1.0%	3	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0
Central London / West End (includes City Of London, Covent Garden & Westfield London)	1.1%	3	1.7%	1	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Crowthorne Village Centre	1.7%	5	0.0%	0	0.0%	0	9.6%	5	0.0%	0	0.0%	0
Henley-On-Thames Town Centre (Henley Town Centre)	1.8%	5	0.0%	0	0.7%	0	0.0%	0	0.0%	0	25.6%	4
Lower Earley District Centre, Reading (Rushey Way)	0.9%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Oxford City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Reading Town Centre	10.3%	28	33.4%	25	0.0%	0	0.0%	0	4.6%	3	0.0%	0
Sandhurst Town Centre	1.0%	3	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0
Shinfield Road, Reading	1.0%	3	1.0%	1	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Twyford Village Centre	2.8%	8	5.1%	4	0.0%	0	0.0%	0	0.0%	0	22.5%	4
Windsor Town Centre	0.6%	2	0.0%	0	1.2%	1	1.8%	1	0.0%	0	0.0%	0
Wokingham Town Centre	24.2%	65	6.3%	5	13.2%	9	18.3%	9	67.3%	43	1.0%	0
Woodley Town Centre	7.5%	20	27.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.9%	2	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0
Binfield Village Centre	1.8%	5	0.0%	0	6.2%	4	1.8%	1	0.0%	0	0.0%	0
Blackwater Town Centre	0.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Cannie Man, Bywood, Bracknell, RG12 7RF	0.2%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Caversham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Charvil Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Chazey Heath Village Centre	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Crooked Billet, Honey Hill, Wokingham, RG40 3BJ	0.4%	1	0.0%	0	1.2%	1	0.0%	0	0.5%	0	0.0%	0
Crown Wood, Opladen Way, Bracknell, RG12 0PE	1.8%	5	0.0%	0	7.2%	5	0.0%	0	0.0%	0	0.0%	0
Don Beni, Winkfield Row, Bracknell, RG42 6NH	0.2%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre	1.0%	3	0.0%	0	0.0%	0	3.8%	2	1.4%	1	0.0%	0
Frimley Town Centre	0.2%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	0.2%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Hawley Village Centre	0.2%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Heron on the Ford, Landsend Lane, Twyford, RG10 0UE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Hitchin Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Hurst Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Knowl Hill Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1
Littlewick Green Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Maiden's Green Village Centre	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Old Manor, Grenville Place, Bracknell, RG12 1BP	0.2%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Penzance Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1
Rackstraws Farm, Yorktown Road, College Town, Sandhurst, GU47 0RT	0.2%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Red Lion, Red Lion Road, Chobham, Woking, GU24 8RG	0.7%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0
Ruscombe Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sonning Village Centre	1.0%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	0
The Admiral Cunningham Hotel, Priestwood Court Road, Binfield, Bracknell, RG42 1TU	0.6%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
The Cricketers Beefeater,	0.2%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
London Road, Bagshot, GU19 5HR												
The Cricketers, Cricketers Lane, Warfield, Bracknell, RG42 6JT	0.6%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
The Duke of Edinburgh, Woodside Road, Woodside, SL4 2DP	0.6%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
The George, Loddon Bridge Road, Earley, Reading, RG6 7EN	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
The Royal Foresters, London Road, Ascot, SL5 8DR	0.7%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Waltham St Lawrence Village Centre, RG10 0JJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Warfield Village Centre	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Wargrave Village Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	2
Yateley Town Centre	2.7%	7	0.0%	0	0.0%	0	11.4%	5	2.8%	2	0.0%	0
Ye Olde Leathern Bottel, Barkham Road, Barkham, Wokingham, RG41 4BY	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
(Don't know / can't remember)	14.0%	38	10.8%	8	23.2%	15	18.5%	9	7.1%	5	6.1%	1
Weighted base:	270			74		67		48		64		17
Sample:	254			42		51		48		61		52

**Q56 Which cinema do you visit most often?***Those that said 'Cinema' at Q52*

Showcase Cinema de Lux, Loddon Bridge, Winnersh Triangle, RG41 5HG	41.7%	108	81.4%	64	11.8%	8	14.8%	7	42.4%	20	58.9%	8
Cineworld, Eagle Lane, Lexicon, Bracknell, RG12 1BG	19.4%	50	0.0%	0	59.0%	41	14.8%	7	3.9%	2	0.0%	0
Empire Cinema, Crest Road, High Wycombe, HP11 1UA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Everyman, Elms Road, Wokingham, RG40 2FE	8.9%	23	0.0%	0	0.0%	0	17.5%	9	30.9%	14	1.2%	0
Odeon, The Point, Skimped Hill Lane, Peel Centre, Bracknell, RG12 1EN	10.3%	27	3.4%	3	28.6%	20	3.7%	2	4.6%	2	0.0%	0
Regal Picturehouse, Boroma Way, Henley-on-Thames, RG9 2BZ	1.6%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	24.4%	4
Vue Cinema, Kingsmead Shopping Centre, Queensmead, Farnborough, GU14 7SR	0.5%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Vue Cinema, Knoll Road, Camberley, GU15 3SY	8.8%	23	0.0%	0	0.0%	0	46.4%	23	0.0%	0	0.0%	0
Vue Cinema, Riverside Road, Reading, RG1 2AG	6.3%	16	14.4%	11	0.0%	0	0.0%	0	8.8%	4	5.5%	1
Wycombe Community Cinema, Desborough Road, High Wycombe, HP11 2RQ	0.2%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Station Road, Didcot, OX11 7NE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Whitty Theatre, Luckley Road, Wokingham, RG40 3EU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
(Don't know / can't remember)	1.5%	4	0.0%	0	0.0%	0	0.0%	0	8.1%	4	1.2%	0
Weighted base:	259			79		70		49		46		14
Sample:	247			48		54		48		52		45

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
<b>Q57 Where do you go most often to visit arts and cultural venues such as going to the theatre, watching exhibitions or museums?</b>												
<i>Those that said 'Arts / cultural venues e.g. Theatres, exhibitions, live music' at Q52</i>												
Farnborough Air Sciences Trust Museum, Farnborough Road, Farnborough, GU14 6TF	0.8%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Camberley Theatre, Knoll Road, Camberley, GU15 3SY	2.1%	4	0.0%	0	0.0%	0	7.6%	3	2.8%	1	0.0%	0
Kenton Theatre, New Street, Henley-on-Thames, RG9 2BP	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Milestones Museum, Basingstoke Leisure Park, Basingstoke, RG22 6PG	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Progress Theatre, The Mount, Reading, RG1 5HL	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Museum, Blagrove Street, Reading, RG1 1QH	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
South Hill Park Arts Centre, Ringmead, Bracknell, RG12 7PA	6.8%	14	0.0%	0	15.6%	8	10.2%	4	3.5%	2	1.2%	0
The Anvil (Theatre), Churchill Way East, Basingstoke, RG21 7QR	0.4%	1	0.0%	0	0.0%	0	1.2%	0	0.7%	0	0.0%	0
The Haymarket, Wote Street, Basingstoke, RG21 7NW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
The Hexagon, Queens Walk, Berkshire, Reading, RG1 7UA	4.8%	10	14.2%	8	0.0%	0	0.0%	0	3.9%	2	2.3%	0
The Whitty Theatre, Luckley Road, Wokingham, RG40 3EU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Theatre Royal Windsor, Thames Street, Windsor, SL4 1PS	6.3%	13	2.3%	1	21.2%	11	0.0%	0	0.7%	0	3.2%	0
Wokingham Theatre, Twyford Road, Wokingham, RG40 5TU	3.5%	7	0.0%	0	8.4%	4	0.0%	0	6.2%	3	1.2%	0
Central London / West End (includes City Of London, Covent Garden & Westfield London)	45.6%	95	50.3%	28	37.3%	19	45.5%	19	44.4%	20	62.1%	9
Crowthorne Village Centre	0.2%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Henley-On-Thames Town Centre (Henley Town Centre)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1
Maidenhead Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Oxford City Centre	0.9%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Reading Town Centre	5.2%	11	11.3%	6	1.7%	1	0.0%	0	8.1%	4	0.0%	0
Winnersh Town Centre (NOT Winnersh Triangle)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Woking Town Centre	2.5%	5	0.0%	0	2.4%	1	9.7%	4	0.0%	0	0.0%	0
Wokingham Town Centre	1.7%	3	0.0%	0	0.9%	0	0.0%	0	6.8%	3	0.0%	0
Woodley Town Centre	0.6%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Nettlebed Village Centre	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Victoria Theatre, The Peacocks Centre, Woking, GU21 6GQ	0.6%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
St Sebastians Memorial Hall, Nine Mile Ride, Wokingham, RG40 3BA	0.2%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
The Mill, Sonning Eye, Reading, RG4 6TY	2.8%	6	3.8%	2	0.9%	0	2.1%	1	3.3%	1	6.7%	1
The Watermill Theatre and Restaurant, Bagnor, Newbury, RG20 8AE	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0
University Of Reading, Whiteknights, Reading, RG6 6AH	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total		Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
Walton-on-Thames Town Centre	0.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Yvonne Arnaud Theatre, Millbrook, Guildford, GU1 3UX	1.1%	2	0.0%	0	2.4%	1	2.3%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	8.4%	17	7.1%	4	9.4%	5	13.8%	6	5.1%	2	4.4%	1
Weighted base:	207			55		52		41		45		14
Sample:	225			38		48		42		50		47

## Q58 Where do you go most often to visit children's soft play venues?

*Those that said 'Children's soft play centres' at Q52*

Bracknell Town Centre (includes Lexicon Bracknell & Princess Square)	4.5%	3	0.0%	0	12.9%	2	4.9%	1	0.0%	0	0.0%	0
Camberley Town Centre	5.0%	4	0.0%	0	12.3%	2	7.6%	1	0.0%	0	0.0%	0
Farnborough Town Centre	7.1%	5	0.0%	0	0.0%	0	29.9%	5	0.0%	0	0.0%	0
Lower Earley District Centre, Reading (Rushey Way)	2.8%	2	0.0%	0	0.0%	0	0.0%	0	13.0%	2	0.0%	0
Sandhurst Town Centre	7.9%	6	0.0%	0	12.9%	2	19.5%	3	0.0%	0	0.0%	0
Wokingham Town Centre	18.4%	14	23.1%	5	12.3%	2	0.0%	0	39.6%	6	0.0%	0
Woodley Town Centre	5.1%	4	17.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Active Tots, Granary Court, Fair Oak Green, RG7 2DL	1.2%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0
Bracknell Leisure Centre, Bagshot Road, Bracknell, RG12 9SE	7.7%	6	0.0%	0	30.0%	6	0.0%	0	0.0%	0	0.0%	0
Bramley Village Centre	5.1%	4	17.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chobham Adventure Farm, Bagshot Road, Chobham, GU24 8DB	2.5%	2	0.0%	0	0.0%	0	10.4%	2	0.0%	0	0.0%	0
Jake's Playbarn, Yateley Road, Sandhurst, GU47 8JQ	4.0%	3	0.0%	0	12.9%	2	2.8%	0	0.0%	0	0.0%	0
Junglemania, Headley Park Nine, Woodley, Reading, RG5 4SQ	1.0%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mace Playce, Cuton Hall Lane, Chelmsford, CM2 6PB	1.7%	1	0.0%	0	0.0%	0	0.0%	0	7.8%	1	0.0%	0
Mad House Play & Party World, South Oak Way, Reading, RG2 6UL	1.7%	1	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monkey Mates, Old Forest Road, Winnersh, Wokingham, RG41 1HY	5.5%	4	5.8%	1	0.0%	0	2.8%	0	14.6%	2	0.0%	0
Morwellham Quay, Dukes Drive, Morwellham, PL19 8JL	0.7%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0
Pirates Landing, The Atrium, Park Street, Camberley, GU15 3GP	2.0%	2	0.0%	0	0.0%	0	4.9%	1	4.1%	1	0.0%	0
Totally Tots Play Cafe, Chandlers Lane, Yateley, GU46 7SZ	1.2%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	15.2%	11	27.3%	6	6.5%	1	4.9%	1	20.8%	3	0.0%	0
Weighted base:	74			22		19		18		16		0
Sample:	52			10		10		15		17		0

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
<b>Q59 Which entertainment venues do you visit most often? (e.g. for bowling, ice skating, escape rooms, bingo, indoor golf)</b>												
<i>Those that said 'Entertainment venues – bowling, ice skating, escape rooms, bingo, indoor golf' at Q52</i>												
Hollywood Bowl, The Point, Skimped Hill Lane, Bracknell, RG12 1EN	22.8%	32	32.9%	14	28.6%	10	24.3%	6	6.8%	2	0.0%	0
Ozone Ice Rink, Western Trade Centre, Bracknell, RG12 1RW	1.2%	2	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0
Spinners Crazy Golf & Bowling, Queens Walk, Reading, RG1 7QF	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Superbowl, Wellington Road, Wokingham, RG40 2NJ	18.7%	26	22.9%	10	0.0%	0	7.1%	2	41.0%	14	10.3%	0
Tenpin, The Atrium, Park Street, Camberley, GU15 3GP	2.6%	4	0.0%	0	0.0%	0	14.3%	4	0.0%	0	0.0%	0
Basingstoke Town Centre	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Bracknell Town Centre (includes Lexicon Bracknell & Princess Square)	9.9%	14	4.6%	2	30.9%	10	1.9%	0	1.6%	1	14.0%	1
Camberley Town Centre	2.3%	3	0.0%	0	7.2%	2	3.3%	1	0.0%	0	0.0%	0
Central London / West End (includes City Of London, Covent Garden & Westfield London)	4.6%	6	1.7%	1	6.9%	2	1.9%	0	6.6%	2	14.0%	1
Maidenhead Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	0
Oxford City Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	1
Reading Town Centre	1.9%	3	0.0%	0	0.0%	0	10.5%	3	0.0%	0	0.0%	0
Wokingham Town Centre	4.1%	6	0.0%	0	0.0%	0	0.0%	0	14.7%	5	14.0%	1
Woodley Town Centre	1.9%	3	6.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.6%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Bracknell Leisure Centre, Bagshot Road, Bracknell, RG12 9SE	0.3%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Caversham Lakes, Henley Road, Caversham, Reading, RG4 9RA	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.6%	1
Cheltenham Town Centre	2.8%	4	9.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	1.3%	2	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0
Guildford Town Centre	0.6%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Lavender Park Golf Centre, Swinley Road, Winkfield Row, Ascot, SL5 8BD	0.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
North Camp Local Centre, Farnborough	1.3%	2	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0
Skate Hangar, Montem Lane, Slough, SL1 2QG	1.2%	2	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0
Slough Ice Arena, Montem Lane, Slough, SL1 2QG	0.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
South Hill Park Arts Centre, Ringmead, Bracknell, RG12 7PA	0.3%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
The Peel Centre, Skimped Hill Lane, Bracknell, RG12 1EG	4.1%	6	8.7%	4	5.9%	2	0.0%	0	0.0%	0	0.0%	0
Top Golf, Moated Farm Drive, Addlestone, KT15 2DW	0.6%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Village Hotel, Bagshot Road, Bracknell, RG12 0QJ	0.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Wokingham Leisure Centre, Wellington Road, Wokingham, RG40 2AF	1.2%	2	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0
Wokingham Superbowl, Wellington Road, Wokingham, RG40 2NJ	1.1%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0
(Don't know / can't remember)	9.9%	14	13.8%	6	7.2%	2	10.5%	3	8.0%	3	3.7%	0
Weighted base:		142		43		34		26		35		4
Sample:		97		19		20		19		29		10

Column %ges.



# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
<b>Q60 Where do you go most often to visit health &amp; fitness facilities?</b>												
<i>Those that said 'Health &amp; fitness clubs / gyms / leisure centres' at Q52</i>												
Absolutely Fitness, Pyramid House, Easthampstead Road, Bracknell, RG12 1NS	0.3%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Gym, King's Road, Reading, RG1 3BY	0.5%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Nine Mile Ride, Bracknell, RG12 7PB	1.1%	2	0.0%	0	1.9%	1	2.7%	1	0.0%	0	0.0%	0
eActiv Health Lounge, Peach Place, Wokingham, RG40 1LY	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Energie Fitness, The Plaza, Denmark Street, Wokingham, RG40 2LD	2.5%	4	0.0%	0	1.9%	1	0.0%	0	9.0%	3	0.0%	0
Manor Health Club and Beauty, London Road, Wokingham, RG40 1ST	0.3%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
MAZFIT, Cedar House, Eastheath Avenue, Wokingham, RG41 2PR	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Nuffield Health, Denmark Street, Wokingham, RG40 2LD	2.6%	4	0.0%	0	0.0%	0	0.0%	0	11.6%	4	0.0%	0
Pure Gym, Caversham Road, Reading, RG1 8AD	0.8%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pure Gym, Shopping Centre, Princess Square, Bracknell, RG12 1LS	7.9%	12	0.0%	0	28.6%	12	0.0%	0	0.0%	0	0.0%	0
The Gym Group, Beneficial House, Easthampstead Road, Bracknell, RG12 1NS	2.7%	4	0.0%	0	9.8%	4	0.0%	0	0.0%	0	0.0%	0
The Shredquarters, Gresham Way, Reading, RG30 6AW	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	1
Village Gym Bracknell, Bagshot Road, Bracknell, RG12 0QJ	2.6%	4	0.0%	0	9.5%	4	0.0%	0	0.0%	0	0.0%	0
Bracknell Leisure Centre, Bagshot Road, Bracknell, RG12 9SE	8.0%	12	0.0%	0	27.0%	11	2.7%	1	0.0%	0	0.0%	0
Bulmershe Leisure Centre, Woodlands Avenue, Woodley, RG5 3EU	2.2%	3	6.9%	2	0.0%	0	0.0%	0	0.0%	0	9.4%	1
Loddon Valley Leisure Centre, Rushey Way, Earley, RG6 4GD	2.0%	3	3.5%	1	0.0%	0	0.0%	0	5.1%	2	0.0%	0
Rivermead Leisure Complex and Gym, Richfield Avenue, Reading, RG1 8EQ	0.5%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Reading Leisure Centre, Northumberland Avenue, Reading, RG2 8DH	4.2%	6	17.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Crispin's Leisure Centre, London Road, Wokingham, RG40 1SR	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Wokingham Leisure Centre, Wellington Road, Wokingham, RG40 2AF	7.6%	12	24.1%	9	0.0%	0	0.0%	0	7.0%	2	5.4%	0
Bracknell Town Centre (includes Lexicon Bracknell & Princess Square)	2.3%	4	0.0%	0	8.5%	4	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	7.1%	11	0.0%	0	0.0%	0	34.3%	11	0.0%	0	0.0%	0
Farnborough Town Centre	1.2%	2	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0
Henley-On-Thames Town Centre (Henley Town Centre)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	1

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A		
Lower Earley District Centre, Reading (Rushey Way)	2.4%	4	3.5%	1	0.0%	0	0.0%	0	6.0%	2	3.5%	0
Maidenhead Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	1
Oxford City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	1
Reading Town Centre	1.1%	2	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0
Sandhurst Town Centre	1.2%	2	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0
Shinfield Road, Reading	1.1%	2	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0
Twyford Village Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	1
Winnersh Town Centre (NOT Winnersh Triangle)	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Woking Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Wokingham Town Centre	4.9%	7	0.0%	0	0.0%	0	8.2%	3	14.3%	5	0.0%	0
Woodley Town Centre	0.5%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berystede Hotel, Bagshot Road, Sunninghill, Ascot, SL5 9JH	1.2%	2	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0
Bisham Abbey National Sports Centre, Marlow Road, Bisham, Marlow, SL7 1RR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Cantley Park Pavilion, The Lodge Cantley, Milton Road, Wokingham, RG40 5QG	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Castle Royle, Bath Road, Knowl Hill, Reading, RG10 9XA	1.6%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	22.3%	2
Coppid Beach Hotel, John Nike Way, Bracknell, RG12 8TF	0.5%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Crown Plaza, Wharfedale Road, Winnersh, Triangle, Reading, RG41 5TS	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Crowthorne Sports & Social Club, Wellington Road, Crowthorne, RG45 7LD	0.3%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Crowthorne Tennis Club, Nine Mile Ride, Ravenswood, RG40 3XA	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
David Lloyd, Southall Lane, Hounslow, TW5 9PE	0.3%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
David Lloyd, Thames Valley Business Park, Earley, Reading, RG6 1PT	1.6%	2	3.5%	1	0.0%	0	0.0%	0	1.7%	1	7.4%	1
Frogmore Leisure Centre, Potley Hill Road, Yateley, GU46 6AG	1.2%	2	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0
Great Hollands Community Centre, The Square, Great Hollands, Bracknell, RG12 8UX	0.3%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Hampshire Court Hotel, Centre Drive, Chineham, Basingstoke, RG24 8FY	0.3%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Nine Mile Ride Primary School, Finchampstead Road, Finchampstead, RG40 3RB	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Nivana Spa, Mole Road, Sindleshams, Wokingham, RG41 5DJ	3.4%	5	9.3%	3	0.0%	0	0.0%	0	5.3%	2	0.0%	0
Nuffield Health, Links Way, Farnborough, GU14 ONU	0.6%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Oakwood Climbing Centre, Waterloo Road, Bracknell, RG40 3DA	2.6%	4	10.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Physiocare Body Management, Church Street, Twyford, Reading, RG10 9DR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Places Leisure, Grand Avenue, Camberley, GU15 3OH	1.8%	3	0.0%	0	0.0%	0	8.6%	3	0.0%	0	0.0%	0

Column %ges.

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
Revive Health Club & Spa, Richfield Avenue, Reading, RG1 8BD	1.8%	3	7.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Ryeish Green Sports Hub, Hyde End Road, Ryeish Green, Reading, RG7 1EP	1.6%	2	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%
Wargrave Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Wellington Health & Fitness, Crowthorne, RG45 7PT	2.3%	4	0.0%	0	0.0%	0	11.3%	4	0.0%	0	0.0%
Windsor Leisure Centre, Clewer Mead, Stovell Road, Windsor, SL4 5JB	1.1%	2	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%
Woodford Park Leisure Centre, Haddon Drive, Woodley, Reading, RG5 4LY	0.5%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Yateleys Health and Fitness, School Lane, Yateley, GU46 6NW	0.3%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%
(Don't know / can't remember)	2.5%	4	2.0%	1	4.0%	2	0.0%	0	3.6%	1	2.0%
Weighted base:		152		36		42		31		34	
Sample:		135		20		31		24		34	

**GEN Gender of respondent:**

Male	36.9%	185	29.7%	49	36.5%	43	38.2%	36	46.7%	44	43.0%
Female	63.1%	317	70.3%	116	63.5%	74	61.8%	59	53.3%	51	57.0%
Weighted base:		502		164		116		95		95	
Sample:		502		101		101		100		100	

**AGE Could I ask how old you are please?**

18 – 24 years	8.5%	43	7.1%	12	10.5%	12	8.5%	8	9.5%	9	5.9%
25 – 34 years	14.3%	72	11.9%	20	14.7%	17	11.3%	11	22.8%	22	8.9%
35 – 44 years	21.7%	109	25.0%	41	24.1%	28	13.4%	13	23.6%	22	14.2%
45 – 54 years	18.4%	92	17.9%	29	18.6%	22	17.3%	16	19.4%	18	20.3%
55 – 64 years	17.6%	88	17.5%	29	18.1%	21	21.6%	21	13.3%	13	18.0%
65+ years	19.5%	98	20.6%	34	14.0%	16	28.0%	27	11.3%	11	32.7%
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		502		164		116		95		95	
Sample:		502		101		101		100		100	

**Meanscore: [Number of adults in household]****RES1Including yourself - how many people are there in your household aged 16 years or over?**

One	17.4%	88	22.6%	37	18.5%	22	7.8%	7	14.2%	13	25.7%
Two	45.3%	227	37.1%	61	49.9%	58	55.2%	53	47.2%	45	35.4%
Three	17.7%	89	22.1%	36	9.5%	11	17.4%	17	19.1%	18	21.5%
Four or more	10.2%	51	8.3%	14	13.9%	16	7.6%	7	13.3%	13	5.4%
(Refused)	9.4%	47	10.0%	16	8.3%	10	12.0%	11	6.2%	6	12.0%
Mean:		2.27		2.20		2.26		2.30		2.39	
Weighted base:		502		164		116		95		95	
Sample:		502		101		101		100		100	

**Meanscore: [Number of adults in household]****RES2And lastly how many people are there in your household aged up to 15?**

None	68.7%	345	71.2%	117	62.6%	73	74.4%	71	65.2%	62	72.5%
One	9.4%	47	3.0%	5	18.9%	22	6.1%	6	11.2%	11	11.6%
Two	8.2%	41	10.8%	18	10.2%	12	4.6%	4	6.6%	6	2.8%
Three	3.3%	16	2.3%	4	0.0%	0	2.8%	3	10.5%	10	0.0%
Four or more	0.7%	4	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
(Refused)	9.7%	49	10.4%	17	8.3%	10	12.0%	11	6.6%	6	13.1%
Mean:		0.43		0.45		0.43		0.27		0.60	
Weighted base:		502		164		116		95		95	
Sample:		502		101		101		100		100	

# Wokingham Household Survey for Firstplan

Weighted:

September 2022

	Total	Zone 1		Zone 10		Zone 11		Zone 12		Zone 6A	
QUOTA	Zone										
Zone 1		32.8%	164	100.0%	164	0.0%	0	0.0%	0	0.0%	0
Zone 10		23.2%	116	0.0%	0	100.0%	116	0.0%	0	0.0%	0
Zone 11		18.9%	95	0.0%	0	0.0%	0	100.0%	95	0.0%	0
Zone 12		18.9%	95	0.0%	0	0.0%	0	0.0%	0	100.0%	95
Zone 6A		6.2%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	31
Weighted base:		502		164		116		95		95	
Sample:		502		101		101		100		100	
PC	Postcode Sector										
GU15 4		0.8%	4	0.0%	0	0.0%	0	4.3%	4	0.0%	0
GU17 0		2.1%	10	0.0%	0	0.0%	0	10.9%	10	0.0%	0
GU19 5		1.1%	6	0.0%	0	0.0%	0	5.9%	6	0.0%	0
GU46 6		2.2%	11	0.0%	0	0.0%	0	11.4%	11	0.0%	0
GU46 7		0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
GU47 0		3.7%	19	0.0%	0	0.0%	0	19.6%	19	0.0%	0
GU47 8		1.2%	6	0.0%	0	0.0%	0	6.5%	6	0.0%	0
GU47 9		0.4%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0
RG1 3		0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
RG1 5		2.1%	10	6.4%	10	0.0%	0	0.0%	0	0.0%	0
RG10 0		1.8%	9	0.0%	0	0.0%	0	0.0%	0	29.9%	9
RG10 8		1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	7
RG10 9		2.1%	11	0.0%	0	0.0%	0	0.0%	0	34.1%	11
RG12 0		1.4%	7	0.0%	0	6.1%	7	0.0%	0	0.0%	0
RG12 1		1.0%	5	0.0%	0	4.1%	5	0.0%	0	0.0%	0
RG12 2		1.9%	9	0.0%	0	8.0%	9	0.0%	0	0.0%	0
RG12 7		2.9%	15	0.0%	0	12.5%	15	0.0%	0	0.0%	0
RG12 8		3.4%	17	0.0%	0	14.5%	17	0.0%	0	0.0%	0
RG12 9		2.8%	14	0.0%	0	12.1%	14	0.0%	0	0.0%	0
RG2 7		3.8%	19	11.5%	19	0.0%	0	0.0%	0	0.0%	0
RG2 8		2.1%	10	6.4%	10	0.0%	0	0.0%	0	0.0%	0
RG2 9		2.2%	11	0.0%	0	0.0%	0	0.0%	0	11.7%	11
RG4 5		1.8%	9	5.4%	9	0.0%	0	0.0%	0	0.0%	0
RG4 6		1.1%	5	3.2%	5	0.0%	0	0.0%	0	0.0%	0
RG40 1		4.2%	21	0.0%	0	0.0%	0	0.0%	0	22.2%	21
RG40 2		2.9%	15	0.0%	0	0.0%	0	0.0%	0	15.5%	15
RG40 3		0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3
RG40 4		1.7%	8	0.0%	0	0.0%	0	0.0%	0	8.8%	8
RG40 5		0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
RG41 1		1.7%	8	0.0%	0	0.0%	0	0.0%	0	8.7%	8
RG41 2		0.9%	4	0.0%	0	0.0%	0	0.0%	0	4.6%	4
RG41 3		1.2%	6	0.0%	0	0.0%	0	0.0%	0	6.3%	6
RG41 4		0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3
RG41 5		0.9%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5
RG42 1		0.7%	4	0.0%	0	3.2%	4	0.0%	0	0.0%	0
RG42 2		1.4%	7	0.0%	0	5.9%	7	0.0%	0	0.0%	0
RG42 3		1.1%	6	0.0%	0	5.0%	6	0.0%	0	0.0%	0
RG42 4		2.3%	12	0.0%	0	10.1%	12	0.0%	0	0.0%	0
RG42 6		0.9%	5	0.0%	0	4.0%	5	0.0%	0	0.0%	0
RG42 7		0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
RG45 6		4.9%	24	0.0%	0	0.0%	0	25.7%	24	0.0%	0
RG45 7		2.5%	13	0.0%	0	0.0%	0	13.3%	13	0.0%	0
RG5 3		7.4%	37	22.6%	37	0.0%	0	0.0%	0	0.0%	0
RG5 4		6.8%	34	20.8%	34	0.0%	0	0.0%	0	0.0%	0
RG6 1		0.7%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0
RG6 3		1.5%	8	4.7%	8	0.0%	0	0.0%	0	0.0%	0
RG6 4		2.3%	12	7.1%	12	0.0%	0	0.0%	0	0.0%	0
RG6 5		1.7%	9	5.2%	9	0.0%	0	0.0%	0	0.0%	0
RG6 7		1.4%	7	4.3%	7	0.0%	0	0.0%	0	0.0%	0
RG7 1		2.0%	10	0.0%	0	0.0%	0	0.0%	0	10.4%	10
RG9 2		0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	9.7%
RG9 3		0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	3.6%
SL5 8		3.2%	16	0.0%	0	13.8%	16	0.0%	0	0.0%	0
Weighted base:		502		164		116		95		95	
Sample:		502		101		101		100		100	

Table CM10a — Comparison goods floorspace capacity for Wokingham town

	2026	2031	2036**	2040**
A) Total Available Comparison Goods Expenditure (£m)	1,236.24	1,390.83	1,604.14	1,806.77
B) Market Share from Survey Area (%)	9%	9%	9%	9%
C) Comparison goods spending in Wokingham town centre (£m)	97.02	109.80	127.00	143.48
D) Comparison goods spending in Wokingham town retail parks / out-of-centre foodstores (£m)	17.44	19.71	22.77	25.69
<b>E) Total comparison goods spending (£m)</b>	<b>114.45</b>	<b>129.50</b>	<b>149.76</b>	<b>169.17</b>
F) Existing comparison goods retail floorspace at 2016 (sq.m net)	12,422	12,422	12,422	12,422
G) Sales per sq.m net (£)	9,551	10,795	12,393	13,841
H) Sales from Existing Floorspace (£m)	118.65	134.10	153.96	171.94
I) Sales from Committed Floorspace (£m)	0.93	1.04	1.19	1.33
J) Residual Spending to support new floorspace (£000)	-5.12	-5.64	-5.39	-4.10
K) Sales per sq.m net in new shops (£)	7,346	8,303	9,532	10,645
<b>L) Capacity for new floorspace (sq.m net)</b>	<b>-697</b>	<b>-679</b>	<b>-565</b>	<b>-385</b>
<b>M) Capacity for new floorspace (sq.m net, rounded)</b>	<b>-700</b>	<b>-700</b>	<b>-600</b>	<b>-400</b>

**Key to Table CM11a:**

Row A - the total available comparison goods expenditure available to the study area at the relevant interval year (source: Table CM1)  
Row B - the 'market share' claimed by stores in Wokingham town centre as a proportion of the total available comparison goods spend (source: Row C divided by Row A)  
Row C - the amount in monetary terms spent in Wokingham town centre based on the findings of the household telephone survey (source: Table CM8a-CM8e. Figures include non-food turnover in foodstores)  
Row D - the amount in monetary terms spent at retail parks and out-of-centre foodstores in Wokingham town, based on the findings of the household telephone survey (source: Table CM8a-CM8e)  
Row E - the sum of Row C and Row D  
Row F - estimated existing comparison goods floorspace (all locations) based on Experian Goad centre reports / Council information / third party data as applicable - see Table CM9  
Row G - the turnover per sq.m of existing comparison goods floorspace in Wokingham town. Allowance is made for this to improve at the rates shown below, based on Experian Retail Planner 19 Figure 4b - see below\*  
Row H - Row F multiplied by Row G (divided by 1,000,000 to convert to turnover figure in £m)  
Row I - turnover from 'commitments' for new comparison goods retail floorspace (no commitments identified - see Table CM10)  
Row J - Row E less Row H and Row I to provide the residual spending which could be used to support the development of new comparison goods retail floorspace  
Row K - Assumed turnover per sq.m of new comparison goods floorspace, informed by role and function of centre and performance of existing comparison goods floorspace (as shown in Row G)  
Row L - the quantum of comparison goods floorspace required at each interval period (Row J divided by Row K)  
Row M - Row L, rounded to the nearest hundred.

*Experian Retail Planner 20 Sales efficiency growth rates: (Figure 4b)	2022-23	3.4%	
	2023-24	-0.1%	
	2024-25	-0.4%	
	2025-29	2.0%	per annum
	2029-40	2.6%	per annum

\*\*Note — Figures for 2036 and 2040 should be considered indicative only and subject to future review.

Table CM10b — Comparison goods floorspace capacity for remainder of Borough (excluding Wokingham town)

	2026	2031	2036**	2040**
A) Total Available Comparison Goods Expenditure (£m)	1,236.24	1,390.83	1,604.14	1,806.77
B) Market Share from Survey Area (%)	7%	7%	7%	7%
C) Comparison goods spending in other town / district / village centres	86.74	97.81	112.90	127.04
D) Comparison goods spending in other retail parks / out-of-centre foodstores (£m)	0.00	0.00	0.00	0.00
<b>E) Total comparison goods spending (£m)</b>	<b>86.74</b>	<b>97.81</b>	<b>112.90</b>	<b>127.04</b>
F) Existing comparison goods retail floorspace at 2016 (sq.m net)	10,811	10,811	10,811	10,811
G) Sales per sq.m net (£)	8,383	9,475	10,878	12,149
H) Sales from Existing Floorspace (£m)	90.63	102.44	117.60	131.34
I) Sales from Committed Floorspace (£m)	6.91	7.75	8.89	9.93
J) Residual Spending to support new floorspace (£000)	-10.80	-12.37	-13.60	-14.23
K) Sales per sq.m net in new shops (£)	6,296	7,117	8,170	9,125
<b>L) Capacity for new floorspace (sq.m net)</b>	<b>-1,715</b>	<b>-1,739</b>	<b>-1,664</b>	<b>-1,560</b>
<b>M) Capacity for new floorspace (sq.m net, rounded)</b>	<b>-1,700</b>	<b>-1,700</b>	<b>-1,700</b>	<b>-1,600</b>

**Key to Table CM11b:**

Row A - the total available comparison goods expenditure available to the study area at the relevant interval year (source: Table CM1)  
Row B - the 'market share' claimed by stores/centres elsewhere in the Borough as a proportion of the total available comparison goods spend (source: Row C divided by Row A)  
Row C - the amount in monetary terms spent in the town centres of Woodley, Lower Earley, Winnersh, Twyford and Shinfield Road centres based on the findings of the household telephone survey (source: Table CM8a-CM8e. Figures include non-food turnover in foodstores)  
Row D - the amount in monetary terms spent at retail parks and out-of-centre foodstores elsewhere in Wokingham Borough, based on the findings of the household telephone survey (source: Table CM8a-CM8e). The only facility which draws noteworthy market share is Forbury Retail Park in Reading.  
Row E - the sum of Row C and Row D  
Row F - estimated existing comparison goods floorspace (all locations) based on Experian Goad centre reports / Council information / third party data as applicable - see Table CM9  
Row G - the turnover per sq.m of existing comparison goods floorspace elsewhere in Wokingham Borough. Allowance is made for this to improve at the rates shown below, based on Experian Retail Planner 19 Figure 4b - see footnote to Table CM11a\*  
Row H - Row F multiplied by Row G (divided by 1,000,000 to convert to turnover figure in £m)  
Row I - turnover from 'commitments' for new comparison goods retail floorspace (no commitments identified - see Table CM10)  
Row J - Row E less Row H and Row I to provide the residual spending which could be used to support the development of new comparison goods retail floorspace  
Row K - Assumed turnover per sq.m of new comparison goods floorspace, informed by role and function of centre and performance of existing comparison goods floorspace (as shown in Row G)  
Row L - the quantum of comparison goods floorspace required at each interval period (Row J divided by Row K)  
Row M - Row L, rounded to the nearest hundred.

\*\*Note — Figures for 2036 and 2040 should be considered indicative only and subject to future review.

Table CM11c — Total estimated comparison goods floorspace capacity for Wokingham Borough

	2026 (sq.m net)	2031 (sq.m net)	2036** (sq.m net)	2040** (sq.m net)
Estimated comparison goods floorspace capacity — Wokingham town	-700	-700	-600	-400
Estimated comparison goods floorspace capacity — Other town / district / village centres	-1,700	-1,700	-1,700	-1,600
<b>TOTAL</b>	<b>-2,400</b>	<b>-2,400</b>	<b>-2,300</b>	<b>-2,000</b>

Source: Table CM11a and CM11b. Figures are rounded to the nearest hundred.

\*\*Note — Figures for 2036 and 2040 should be considered indicative only and subject to future review.