

READING COMMERCIAL NEEDS ASSESSMENT

Volume D – Household Telephone Interview Survey Results (Weighted)

Prepared for:

Reading Borough Council

November 2024

lsh.co.uk

Weighted:

Reading Household Survey
for Lambert Smith Hampton

August 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q01 Where do you normally undertake your household's main food and grocery shopping?														
Excl. Nulls & SFT														
Aldi, Basingstoke Rd, Reading RG2 0NT	2.4%	15	5.7%	5	0.3%	0	0.0%	0	5.5%	7	0.4%	1	3.7%	1
Aldi, Bath Rd, Calcot, Reading RG30 2HB	5.6%	35	1.4%	1	15.8%	23	2.3%	2	6.4%	8	0.0%	0	0.0%	0
Aldi, London Rd, Earley, Reading RG6 1LA	5.0%	31	5.6%	5	1.3%	2	5.1%	5	0.0%	0	15.5%	19	2.1%	1
Aldi, Reading Gate Retail Park, Reading RG2 0GG	2.0%	12	2.7%	3	1.3%	2	0.5%	0	1.0%	1	4.4%	5	2.2%	1
Aldi, Vastern Rd, Reading RG1 8AL	2.3%	14	5.5%	5	0.0%	0	9.6%	9	0.0%	0	0.0%	0	0.0%	0
Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	10.6%	66	2.9%	3	0.0%	0	2.3%	2	25.4%	33	15.4%	18	25.1%	9
Asda (Tilehurst), Honey End Ln, Reading RG30 4EL	2.0%	13	0.9%	1	3.7%	5	2.2%	2	3.3%	4	0.0%	0	0.0%	0
Lidl, Basingstoke Rd, Reading RG2 0SJ	2.4%	15	1.4%	1	0.0%	0	0.0%	0	6.1%	8	2.0%	2	9.6%	3
Lidl, Bath Rd, Calcot, Reading RG30 2HB	3.2%	20	0.3%	0	9.1%	13	2.6%	3	3.2%	4	0.0%	0	0.0%	0
Lidl, Headley Rd, Woodley, Reading RG5 4JA	2.3%	14	1.4%	1	0.0%	0	0.0%	0	0.0%	0	10.8%	13	0.0%	0
Lidl, Molly Millars Ln, Wokingham RG41 2RU	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	3
Lidl, Oxford Rd, Reading RG30 1AS	1.0%	6	2.9%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Foodhall, Friar St, Reading RG1 1HE	1.1%	7	1.4%	1	0.3%	0	0.5%	0	0.3%	0	3.7%	4	0.0%	0
Marks and Spencer (M&S) Foodhall, The Square, Chalfont Way, Crofton Road, Earley, Reading RG6 5HJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Washway Road, Woodley, Reading RG6 1BG	0.7%	4	1.8%	2	0.0%	0	0.0%	0	0.7%	1	1.3%	2	0.0%	0
Morrisons Daily, Coronation Square, Southcote Ln, Reading RG30 3QN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Morrisons Daily, Crockhamwell Rd, Woodley, Reading RG5 3JP	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	3.5%	22	7.0%	7	0.0%	0	0.0%	0	8.0%	10	2.4%	3	5.3%	2
Sainsbury's Local, Bean Oak Barn, Norries, Ashridge Rd, Wokingham RG40 1PH	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lower Earley, Maiden Pl, Reading RG6 3HE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA	8.6%	53	2.7%	3	22.2%	32	5.1%	5	9.6%	13	0.0%	0	3.7%	1
Sainsbury's, Broad St, Reading RG1 2BH	1.3%	8	8.1%	8	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.5%	0
Sainsbury's, Friar St, Reading RG1 1DX	2.4%	15	7.5%	7	1.2%	2	2.0%	2	3.4%	4	0.0%	0	0.0%	0
Sainsbury's, King St Ln, Winnersh, Wokingham RG41 5AR	5.8%	36	1.3%	1	0.0%	0	2.1%	2	5.7%	7	15.4%	19	18.2%	7
Tesco Esso Express, Church St, Caversham, Reading RG4 8AU	1.1%	7	1.4%	1	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Crown St, Reading RG1 2SE	1.1%	7	7.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Flagstaff Rd, Reading RG2 6BW	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Rd,	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Reading RG1 5BA														
Tesco Express, Oxford Rd, Reading RG1 7PX	1.4%	9	1.4%	1	3.3%	5	0.5%	0	1.6%	2	0.0%	0	0.0%	0
Tesco Express, Shinfield Rd, Reading RG2 8HA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Tesco Express, Tilehurst Rd, Reading RG1 7TN	0.4%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	4.7%	29	2.0%	2	18.7%	27	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Rd, Reading RG1 8DF	6.8%	42	9.3%	9	1.3%	2	21.3%	21	5.0%	7	2.2%	3	5.0%	2
Tesco, Loddon Vale Centre, Hurricane Way, Woodley, Reading RG5 4UL	0.6%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Waitrose, Church St, Reading RG4 8AY	4.8%	30	1.4%	1	0.0%	0	29.0%	28	0.0%	0	0.0%	0	1.5%	1
Waitrose, Crockhamwell Rd, Woodley, Reading RG5 3JW	4.1%	25	0.0%	0	1.2%	2	0.0%	0	2.6%	3	16.8%	20	0.0%	0
Waitrose, Oxford Rd, Reading RG30 6WR	3.3%	20	1.6%	2	12.1%	17	0.0%	0	1.0%	1	0.0%	0	0.5%	0
Waitrose, Rectory Rd, Wokingham RG40 1BB	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Co-Op, London Road, Reading RG1 3NU	0.4%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Basingstoke Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Local shops, Henley-on-Thames	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wokingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Aldi, Dedworth Road, Windsor, SL4 4LH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Aldi, London Road, Newbury, RG14 1LA	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Erleigh Road, Reading, RG1 5NL	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Henley Road, Caversham, Reading, RG4 6DH	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Wood Lane, Sonning Common, Reading, RG4 9SL	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Green Park, Reading, RG2 6UE	1.4%	9	0.0%	0	0.0%	0	2.2%	2	3.3%	4	1.9%	2	0.0%	0
Iceland, Crockhamwell Road, Woodley, Reading, RG5 3JP	0.4%	3	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.7%	2	0.0%	0
Iceland, St Martins Centre, Caversham, RG4 8BA	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Lupton Road, Wallingford, OX10 9BS	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Newbury	0.5%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Eversley Road, Arborfield, RG2 9PQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Morrisons, Alexandra Road, Aldershot, GU11 1NX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Morrisons, Elvetham Heath Way, Fleet, GU51 1GY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Sainsbury's, London Road, Hook, RG27 9FW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Tesco Extra, Pinchington Lane, Newbury, RG14 7HB	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, County Lane, Warfield, Bracknell, RG42 3JP	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.5%	3	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	3.3%	1

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Tesco, Reading Road, Henley-on-Thames, RG9 4HA	0.4%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Hook, RG27 9JE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Waitrose, London Road, Twyford, Reading, RG10 9EH	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Waitrose, The Hart Shopping Centre, Fleet, GU51 3LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Waitrose, Tresham Crescent, Yateley, GU46 6FR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Weighted base:	620			93		143		96		131		120		36
Sample:	628			93		127		93		121		103		91

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q02 Where else do you undertake your household's main food shopping (in addition to STORE MENTIONED AT Q01)?														
<i>Excl. Nulls & SFT</i>														
Aldi, Basingstoke Rd, Reading RG2 0NT	3.9%	17	4.7%	4	1.2%	1	0.8%	0	9.8%	10	0.0%	0	11.1%	2
Aldi, Bath Rd, Calcot, Reading RG30 2HB	3.3%	15	1.7%	1	11.2%	11	0.8%	0	1.4%	1	0.6%	1	0.0%	0
Aldi, London Rd, Earley, Reading RG6 1LA	2.8%	13	0.0%	0	1.9%	2	3.5%	2	0.0%	0	9.9%	9	0.0%	0
Aldi, Reading Gate Retail Park, Reading RG2 0GG	1.8%	8	1.7%	1	0.0%	0	6.4%	4	2.0%	2	0.6%	1	1.0%	0
Aldi, Vastern Rd, Reading RG1 8AL	1.9%	9	1.7%	1	0.0%	0	11.5%	7	0.0%	0	0.0%	0	0.0%	0
Aldi, Wellington Rd, Wokingham RG40 2EX	0.5%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1
Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	5.6%	25	4.8%	4	0.0%	0	0.8%	0	11.1%	11	10.0%	9	5.8%	1
Asda (Tilehurst), Honey End Ln, Reading RG30 4EL	5.4%	24	0.0%	0	19.4%	19	0.0%	0	4.8%	5	0.0%	0	0.0%	0
Asda Express, Berkeley Avenue Reading RG1 6JT	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Filling Station, School Rd, Tilehurst, Reading RG31 5AL	0.8%	4	0.0%	0	1.7%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Lidl, Basingstoke Rd, Reading RG2 0SJ	1.0%	5	0.4%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	3.8%	1
Lidl, Bath Rd, Calcot, Reading RG30 2HB	4.0%	18	1.7%	1	6.9%	7	3.4%	2	7.7%	8	0.0%	0	0.0%	0
Lidl, Headley Rd, Woodley, Reading RG5 4JA	3.2%	15	1.1%	1	0.0%	0	4.3%	3	1.9%	2	10.5%	9	0.0%	0
Lidl, Molly Millars Ln, Wokingham RG41 2RU	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Lidl, Oxford Rd, Reading RG30 1AS	0.8%	4	0.4%	0	1.9%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Marks and Spencer (M&S) Foodhall, Friar St, Reading RG1 1HE	2.2%	10	6.1%	5	0.4%	0	0.0%	0	4.7%	5	0.0%	0	0.0%	0
Marks and Spencer (M&S) Foodhall, The Square, Chalfont Way, Crofton Road, Earley, Reading RG6 5HJ	2.3%	10	0.0%	0	1.7%	2	0.8%	0	6.2%	6	0.0%	0	9.1%	2
Marks and Spencer (M&S) Simply Food, BP, London Road Sonning Cutting, 709 London Rd, Reading RG6 1BG	0.8%	4	0.0%	0	0.0%	0	0.8%	0	0.5%	0	3.3%	3	0.0%	0
Marks and Spencer (M&S) Simply Food, Tilehurst Rd, High Street, Reading RG1 7TW	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Washway Road, Woodley, Reading RG6 1BG	2.5%	11	0.0%	0	0.0%	0	0.8%	0	4.1%	4	7.5%	6	0.0%	0
Morrisons Daily, Coronation Square, Southcote Ln, Reading RG30 3QN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	3.7%	17	6.3%	5	0.4%	0	0.8%	0	9.0%	9	0.0%	0	9.3%	2
Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA	5.9%	26	4.8%	4	13.9%	14	5.8%	4	1.8%	2	2.8%	2	3.8%	1
Sainsbury's, Broad St, Reading RG1 2BH	2.8%	13	16.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Friar St, Reading RG1 1DX	1.4%	6	0.0%	0	1.9%	2	0.0%	0	2.3%	2	2.5%	2	0.0%	0
Sainsbury's, King St Ln, Winnersh, Wokingham RG41 5AR	4.8%	21	1.7%	1	0.0%	0	0.0%	0	5.2%	5	13.6%	12	16.8%	3
Tesco Esso Express, Church St, Caversham, Reading RG4 8AU	0.4%	2	1.6%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0

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Tesco Express, London Rd, Reading RG1 5BA	0.9%	4	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Place, Reading RG1 2EG	0.6%	3	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oxford Rd, Reading RG1 7PX	0.4%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Shinfield Rd, Reading RG2 8HA	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Tesco Express, Silverdale Rd, Lower Earley, Earley, Reading RG6 7NG	1.0%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	2	2.8%	2	0.0%	0
Tesco Express, Tilehurst Rd, Reading RG1 7TN	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	3.4%	15	2.0%	2	10.8%	11	1.6%	1	2.0%	2	0.0%	0	0.0%	0
Tesco Extra, Napier Rd, Reading RG1 8DF	6.6%	29	11.8%	9	3.6%	4	22.2%	14	1.8%	2	0.6%	1	0.0%	0
Tesco, Loddon Vale Centre, Hurricane Way, Woodley, Reading RG5 4UL	1.1%	5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0
Waitrose, Church St, Reading RG4 8AY	3.8%	17	1.5%	1	0.0%	0	24.7%	16	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crockhamwell Rd, Woodley, Reading RG5 3JW	3.1%	14	0.0%	0	0.0%	0	0.8%	0	0.9%	1	14.2%	12	0.0%	0
Waitrose, Oxford Rd, Reading RG30 6WR	4.5%	20	0.0%	0	15.2%	15	0.0%	0	4.5%	5	0.0%	0	1.0%	0
Waitrose, Rectory Rd, Wokingham RG40 1BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Co-Op, London Road, Reading RG1 3NU	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Local shops, Emmer Green District Centre	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Reading Town Centre	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wokingham Road Local Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	3.9%	1
Aldi, London Road, Newbury, RG14 1LA	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, High Street, Theale, Reading, RG7 5AN	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Overdown Road, Reading, RG31 6PR	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, School Green, Shinfield, Reading, RG2 9EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Co-Op, School Road, Tilehurst, Reading, RG31 5AR	0.4%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Whitley Wood Road, Reading, RG2 8LQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Green Park, Reading, RG2 6UE	0.7%	3	0.0%	0	1.9%	2	0.0%	0	0.5%	0	0.0%	0	4.9%	1
Food Warehouse by Iceland, Reading Link Retail Park, Rose Kiln Lane, Reading, RG2 0SN	0.8%	4	1.6%	1	0.0%	0	0.8%	0	2.0%	2	0.0%	0	0.0%	0
Iceland, Broad Street Mall, Reading, RG1 7QE	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Crockhamwell Road, Woodley, Reading, RG5 3JP	1.7%	8	2.0%	2	0.0%	0	0.0%	0	0.0%	0	7.2%	6	0.0%	0
Iceland, St Martins Centre, Caversham, RG4 8BA	0.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Chalfont Way, Earley, Reading, RG6 5HJ	0.9%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	4.3%	1
Lidl, Farnham Road, Manor Park, Slough, SL2 1BT	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Crowthorne RG45 7AZ	0.5%	2	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0

Weighted:

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for Lambert Smith Hampton

August 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Marks and Spencer (M&S) Foodhall, Marshall Road, The Meadows, College Town, Sandhurst, GU47 0FD	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hectors Way, Newbury, RG14 5AB	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Knowsley Road, Tilehurst, Reading, RG31 6FA	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, Camberley, GU47 0FD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Tesco, Chineham Shopping Centre, Chineham, Basingstoke, RG24 8BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	11.3%	2
Tesco, Reading Road, Henley-on-Thames, RG9 4HA	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bell Street, Henley-on-Thames, RG9 2BA	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bond Way, Bracknell, RG12 1RQ	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Twyford, Reading, RG10 9EH	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0
Waitrose, The Hart Shopping Centre, Fleet, GU51 3LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Weighted base:	448		79		100		64		100		86		19	
Sample:	438		77		86		62		95		73		45	

Weighted:

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q03 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?														
<i>Excl. Nulls & SFT</i>														
Aldi, Basingstoke Rd, Reading RG2 0NT	1.5%	8	1.8%	1	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.6%	0
Aldi, Bath Rd, Calcot, Reading RG30 2HB	3.4%	18	1.8%	1	10.7%	14	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Aldi, London Rd, Earley, Reading RG6 1LA	0.6%	3	3.7%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Reading Gate Retail Park, Reading RG2 0GG	1.6%	8	3.5%	3	0.0%	0	0.0%	0	5.4%	6	0.0%	0	0.0%	0
Aldi, Vastern Rd, Reading RG1 8AL	1.0%	6	2.3%	2	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	4.8%	25	2.4%	2	1.4%	2	0.0%	0	17.6%	19	0.5%	1	7.0%	2
Asda (Tilehurst), Honey End Ln, Reading RG30 4EL	2.0%	11	0.0%	0	6.8%	9	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Asda Filling Station, School Rd, Tilehurst, Reading RG31 5AL	0.7%	4	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Basingstoke Rd, Reading RG2 0SJ	1.4%	7	0.0%	0	0.0%	0	0.0%	0	4.3%	5	2.4%	2	0.6%	0
Lidl, Bath Rd, Calcot, Reading RG30 2HB	2.1%	11	0.0%	0	5.5%	7	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Lidl, Headley Rd, Woodley, Reading RG5 4JA	1.4%	7	1.8%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	6	0.0%	0
Lidl, Molly Millars Ln, Wokingham RG41 2RU	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	2.7%	1
Lidl, Oxford Rd, Reading RG30 1AS	1.3%	7	2.2%	2	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Foodhall, Friar St, Reading RG1 1HE	2.1%	11	3.8%	3	1.6%	2	0.5%	0	2.3%	2	2.3%	2	3.4%	1
Marks and Spencer (M&S) Foodhall, The Square, Chalfont Way, Crofton Road, Earley, Reading RG6 5HJ	1.3%	7	0.0%	0	1.3%	2	0.0%	0	3.4%	4	0.0%	0	4.3%	1
Marks and Spencer (M&S) Simply Food, BP, London Road Sonning Cutting, 709 London Rd, Reading RG6 1BG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Station Rd, Reading RG1 1LZ	0.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Washway Road, Woodley, Reading RG6 1BG	2.6%	14	0.4%	0	0.0%	0	0.0%	0	2.7%	3	10.9%	11	0.0%	0
Morrisons Daily, Coronation Square, Southcote Ln, Reading RG30 3QN	0.7%	4	1.8%	1	1.5%	2	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	2.0%	10	0.0%	0	0.0%	0	0.0%	0	8.2%	9	0.0%	0	5.3%	2
Sainsbury's Local, Bean Oak Barn, Norries, Ashridge Rd, Wokingham RG40 1PH	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lower Earley, Maiden Pl, Reading RG6 3HE	2.2%	12	1.8%	1	0.0%	0	0.0%	0	6.1%	7	4.0%	4	0.0%	0
Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA	2.3%	12	2.1%	2	6.2%	8	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Sainsbury's, Broad St, Reading RG1 2BH	0.6%	3	1.8%	1	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Sainsbury's, Friar St, Reading RG1 1DX	2.5%	13	9.5%	7	2.4%	3	0.5%	0	0.4%	0	2.3%	2	0.6%	0
Sainsbury's, King St Ln, Winnersh, Wokingham RG41 5AR	1.6%	8	1.7%	1	0.0%	0	0.0%	0	2.3%	2	4.5%	4	1.2%	0

Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Tesco Esso Express, Church St, Caversham, Reading RG4 8AU	3.2%	17	1.2%	1	2.9%	4	11.4%	10	1.9%	2	0.0%	0	0.0%	0
Tesco Express, Crown St, Reading RG1 2SE	1.3%	7	5.5%	4	0.0%	0	0.0%	0	1.9%	2	0.0%	0	2.8%	1
Tesco Express, Loddon Vale Centre, Hurricane Way, Woodley, Reading RG5 4UL	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Tesco Express, London Rd, Reading RG1 5BA	0.7%	4	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Place, Reading RG1 2EG	0.5%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oxford Rd, Reading RG1 7PX	1.6%	8	0.0%	0	3.7%	5	4.1%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Shinfield Rd, Reading RG2 8HA	1.3%	7	0.0%	0	0.0%	0	0.0%	0	5.4%	6	0.0%	0	2.5%	1
Tesco Express, Silverdale Rd, Lower Earley, Earley, Reading RG6 7NG	1.3%	7	0.0%	0	0.0%	0	2.5%	2	2.3%	3	2.1%	2	0.0%	0
Tesco Express, Tilehurst Rd, Reading RG1 7TN	0.4%	2	0.4%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whitley St, Reading RG2 0EG	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	1.0%	5	3.6%	3	1.3%	2	0.5%	0	0.4%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Rd, Reading RG1 8DF	0.8%	4	4.0%	3	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0
Tesco, Loddon Vale Centre, Hurricane Way, Woodley, Reading RG5 4UL	3.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	18	0.0%	0
Waitrose, Church St, Reading RG4 8AY	4.2%	22	2.3%	2	0.0%	0	22.7%	21	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crockhamwell Rd, Woodley, Reading RG5 3JW	4.7%	25	0.0%	0	0.0%	0	0.0%	0	5.8%	6	18.7%	18	0.0%	0
Waitrose, Oxford Rd, Reading RG30 6WR	2.2%	12	0.0%	0	8.7%	11	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Co-Op, London Road, Reading RG1 3NU	2.5%	13	8.3%	6	0.0%	0	7.9%	7	0.0%	0	0.0%	0	0.0%	0
Local shops, Caversham District Centre	0.5%	3	0.4%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Cemetery Junction District Centre	0.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Earley Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0
Local shops, Emmer Green District Centre	1.6%	8	0.0%	0	0.0%	0	9.2%	8	0.0%	0	0.0%	0	0.0%	0
Local shops, Henley-on-Thames	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oxford Road West District Centre	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Reading Town Centre	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Tilehurst Triangle District Centre	0.8%	4	1.2%	1	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Whitley District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Aldi, Dedworth Road, Windsor, SL4 4LH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
B&M, Brunel Retail Park, Rose Kiln Lane, Reading, RG2 0HS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
B&M, Reading Retail Park, Reading, RG30 1PR	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Basingstoke Road, Three Mile Cross, Reading, RG7 1BA	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	3
Co-Op, Bramshill Close, Arborfield, Reading, RG2 9PL	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	3
Co-Op, Clayhill Road, Burghfield Common,	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0

Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Reading, RG7 3HF														
Co-Op, Englefield Place, Woodley, Reading, RG6 1HY	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Co-Op, Erleigh Road, Reading, RG1 5NL	1.1%	6	4.2%	3	0.0%	0	0.0%	0	0.4%	0	2.4%	2	0.0%	0
Co-Op, Henley Road, Caversham, Reading, RG4 6DH	2.5%	13	0.0%	0	0.0%	0	14.7%	13	0.0%	0	0.0%	0	0.0%	0
Co-Op, High Street, Theale, Reading, RG7 5AN	0.5%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Co-Op, Overdown Road, Reading, RG31 6PR	4.3%	23	0.0%	0	17.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, School Green, Shinfield, Reading, RG2 9EE	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	17.5%	5
Co-Op, School Road, Tilehurst, Reading, RG31 5AR	2.1%	11	0.0%	0	8.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, South View Avenue, Caversham, Reading, RG4 5BB	0.2%	1	0.0%	0	0.0%	0	1.1%	1	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	0.6%	0
Co-Op, Whitley Wood Road, Reading, RG2 8LQ	0.9%	5	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0	0.0%	0
Co-Op, Wood Lane, Sonning Common, Reading, RG4 9SL	1.2%	7	0.0%	0	0.0%	0	7.2%	7	0.0%	0	0.0%	0	0.0%	0
Iceland, Crockhamwell Road, Woodley, Reading, RG5 3JP	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Iceland, St Martins Centre, Caversham, RG4 8BA	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Chalfont Way, Earley, Reading, RG6 5HJ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Lidl, Dogflud Way, Farnham, GU9 7SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Lidl, High Street, Crowthorne RG45 7AZ	0.4%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodley	2.1%	11	0.0%	0	0.0%	0	2.2%	2	0.0%	0	9.1%	9	0.0%	0
Londis, Eversley Road, Arborfield, RG2 9PQ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2
Marks and Spencer (M&S) Simply Food, M4, Newbury, RG18 9XX	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham, RG41 3SW	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Barkham Ride, Finchampstead, Wokingham, RG40 4HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
One Stop, Basingstoke Road, Spencers Wood, Basingstoke, RG7 1AD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Premier, Christchurch Road, Reading RG2 7AZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Premier, Queens Road, Reading, RG1 4DG	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Punjab Foods, Erleigh Road, Reading, RG1 5NA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Southcote News, Southcote Farm Lane, Reading, RG30 3DT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Spencer Wood Stores, Basingstoke Road, Spencers Wood, Reading, RG7 1AD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Swallowfield Post Office and Parish Stores, The Street, Swallowfield, Reading, RG7 1QY	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Tesco Esso Express, Buckingham Drive, Emmer Green, Reading, RG4 8RZ	0.6%	3	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Knowsley Road, Tilehurst, Reading, RG31 6FA	1.7%	9	0.0%	0	6.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Reading Road, Burghfield Common, Reading, RG7 3JB	0.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury, RG14 7HB	0.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Road, Wokingham, RG40 2NS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Three Mile Cross Post Office, Basingstoke Road, Three Mile Cross, Reading, RG7 1AT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Waitrose, Basing View, Basingstoke, RG21 4YY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Waitrose, Bond Way, Bracknell, RG12 1RQ	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warings Bakery, Basingstoke Road, Spencers Wood, Reading, RG7 1AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
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%	0	0.6%	0
Weighted base:	527			72		128		91		109		98		29
Sample:	510			71		110		82		98		79		70

Weighted:

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q04 In addition to (STORE MENTIONED AT Q03), where else do you regularly use for your household's small scale top-up food shopping?														
<i>All those who do top-up shopping at Q03: AND Excl. Nulls & SFT</i>														
Aldi, Basingstoke Rd, Reading RG2 0NT	2.0%	5	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	10.2%	2
Aldi, Bath Rd, Calcot, Reading RG30 2HB	1.8%	5	0.0%	0	4.4%	2	0.0%	0	3.5%	3	0.0%	0	0.0%	0
Aldi, London Rd, Earley, Reading RG6 1LA	2.3%	6	2.6%	1	0.0%	0	0.0%	0	0.0%	0	11.3%	5	0.0%	0
Aldi, Reading Gate Retail Park, Reading RG2 0GG	1.4%	4	0.9%	0	0.0%	0	0.0%	0	3.7%	3	1.2%	1	0.0%	0
Aldi, Vastern Rd, Reading RG1 8AL	0.7%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	3.7%	9	0.0%	0	0.0%	0	0.0%	0	4.1%	3	11.8%	5	8.2%	1
Asda (Tilehurst), Honey End Ln, Reading RG30 4EL	0.5%	1	0.0%	0	1.6%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Asda Express (Shinfield), Arborfield Road, Reading RG2 9DY	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Asda Express, Berkeley Avenue Reading RG1 6JT	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1
Asda Filling Station, School Rd, Tilehurst, Reading RG31 5AL	0.5%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Basingstoke Rd, Reading RG2 0SJ	4.9%	13	2.6%	1	0.0%	0	1.2%	0	15.2%	11	0.0%	0	1.1%	0
Lidl, Bath Rd, Calcot, Reading RG30 2HB	4.3%	11	4.0%	1	14.0%	7	0.0%	0	3.5%	3	0.0%	0	0.0%	0
Lidl, Headley Rd, Woodley, Reading RG5 4JA	2.0%	5	0.0%	0	0.0%	0	1.2%	0	0.0%	0	10.3%	4	1.1%	0
Lidl, Molly Millars Ln, Wokingham RG41 2RU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Lidl, Oxford Rd, Reading RG30 1AS	1.1%	3	0.0%	0	3.7%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Marks and Spencer (M&S) Foodhall, Friar St, Reading RG1 1HE	1.3%	3	0.9%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Foodhall, The Square, Chalfont Way, Crofton Road, Earley, Reading RG6 5HJ	2.7%	7	0.0%	0	0.0%	0	0.0%	0	8.8%	6	1.2%	1	0.0%	0
Marks and Spencer (M&S) Simply Food, BP, London Road Sonning Cutting, 709 London Rd, Reading RG6 1BG	0.5%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.2%	1	1.1%	0
Marks and Spencer (M&S) Simply Food, Tilehurst Rd, High Street, Reading RG1 7TW	0.5%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Washway Road, Woodley, Reading RG6 1BG	2.1%	5	0.0%	0	0.0%	0	0.0%	0	5.4%	4	3.6%	2	0.0%	0
Marks and Spencer (M&S) Simply Food, Wokingham Road A329 Earley M5, Reading RG6 1JU	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0
Morrisons Daily, Coronation Square, Southcote Ln, Reading RG30 3QN	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	2.6%	7	0.0%	0	0.8%	0	0.0%	0	8.4%	6	0.0%	0	1.1%	0
Sainsbury's Local, Lower Earley, Maiden Pl, Reading RG6 3HE	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA	3.7%	9	0.0%	0	17.6%	9	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Sainsbury's, Broad St, Reading RG1 2BH	5.1%	13	20.1%	7	2.4%	1	0.0%	0	4.7%	3	3.6%	2	1.1%	0

Weighted:

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Sainsbury's, Friar St, Reading RG1 1DX	1.3%	3	4.9%	2	2.4%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King St Ln, Winnersh, Wokingham RG41 5AR	4.4%	11	0.0%	0	3.3%	2	0.0%	0	6.7%	5	7.2%	3	10.2%	2
Tesco Esso Express, Church St, Caversham, Reading RG4 8AU	3.5%	9	4.0%	1	0.0%	0	18.9%	8	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Crown St, Reading RG1 2SE	0.5%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Loddon Vale Centre, Hurricane Way, Woodley, Reading RG5 4UL	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Tesco Express, London Rd, Reading RG1 5BA	0.6%	2	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Place, Reading RG1 2EG	1.3%	3	4.0%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Tesco Express, Oxford Rd, Reading RG1 7PX	0.9%	2	0.0%	0	3.7%	2	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Shinfield Rd, Reading RG2 8HA	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	3.4%	1
Tesco Express, Silverdale Rd, Lower Earley, Earley, Reading RG6 7NG	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Tesco Express, Southcote Service Station, Bath Rd, Reading RG30 2EU	0.9%	2	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Tilehurst Rd, Reading RG1 7TN	0.7%	2	3.9%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Tesco Express, Whitley St, Reading RG2 0EG	1.3%	3	4.0%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	1.4%	4	0.0%	0	7.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Rd, Reading RG1 8DF	1.6%	4	4.0%	1	0.0%	0	6.6%	3	0.0%	0	0.0%	0	0.0%	0
Tesco, Loddon Vale Centre, Hurricane Way, Woodley, Reading RG5 4UL	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Waitrose, Church St, Reading RG4 8AY	1.3%	3	5.5%	2	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Crockhamwell Rd, Woodley, Reading RG5 3JW	2.0%	5	0.9%	0	0.0%	0	0.0%	0	2.5%	2	7.1%	3	0.0%	0
Waitrose, Oxford Rd, Reading RG30 6WR	1.9%	5	0.0%	0	4.8%	2	0.0%	0	3.5%	3	0.0%	0	0.0%	0
Waitrose, Rectory Rd, Wokingham RG40 1BB	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	5.5%	2	0.0%	0
Co-Op, London Road, Reading RG1 3NU	0.9%	2	3.7%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Emmer Green District Centre	2.3%	6	0.0%	0	0.0%	0	14.7%	6	0.0%	0	0.0%	0	0.0%	0
Local shops, Reading Town Centre	1.5%	4	1.8%	1	3.5%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Local shops, Shinfield Road District Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Aldi, London Road, Newbury, RG14 1LA	0.5%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Brunel Retail Park, Rose Kiln Lane, Reading, RG2 0HS	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Budgens, Basingstoke Road, Three Mile Cross, Reading, RG7 1BA	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	2
Co-Op, Bramshill Close, Arborfield, Reading, RG2 9PL	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	2
Co-Op, Englefield Place, Woodley, Reading, RG6 1HY	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0
Co-Op, Henley Road, Caversham, Reading, RG4 6DH	0.8%	2	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Co-Op, Overdown Road, Reading, RG31 6PR	2.4%	6	0.0%	0	12.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, School Green, Shinfield, Reading, RG2 9EE	1.4%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	10.4%	2
Co-Op, School Road, Tilehurst, Reading, RG31 5AR	0.2%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, South View Avenue, Caversham, Reading, RG4 5BB	0.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op, Whiteknights, Shinfield Road, Reading, RG6 6DD	0.5%	1	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Wokingham Road, Earley, Reading, RG6 7DT	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.2%	1	0.0%	0
Costco, South Oak Way, Green Park, Reading, RG2 6UE	1.5%	4	2.6%	1	0.0%	0	0.0%	0	2.5%	2	2.4%	1	0.0%	0
Iceland, Crockhamwell Road, Woodley, Reading, RG5 3JP	2.6%	7	3.9%	1	0.0%	0	0.0%	0	0.0%	0	12.1%	5	0.0%	0
Iceland, St Martins Centre, Caversham, RG4 8BA	1.3%	3	0.0%	0	0.0%	0	8.6%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Farnham Road, Manor Park, Slough, SL2 1BT	0.5%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Lockey Farm, Sindlesham Road, Arborfield, Arborfield Cross, Reading RG2 9JH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Londis, Eversley Road, Arborfield, RG2 9PQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
One Stop, Basingstoke Road, Spencers Wood, Basingstoke, RG7 1AD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1
Premier, Christchurch Road, Reading RG2 7AZ	0.1%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Esso Express, Buckingham Drive, Emmer Green, Reading, RG4 8RZ	1.9%	5	0.0%	0	0.0%	0	12.2%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Knowsley Road, Tilehurst, Reading, RG31 6FA	0.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Reading Road, Burghfield Common, Reading, RG7 3JB	1.0%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury, RG14 7HB	0.8%	2	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Reading Road, Henley-on-Thames, RG9 4HA	0.4%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
The Fruit Shop, Reading Road, Burghfield Common, Reading, RG7 3BL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Waitrose, Hyde End Road, Shinfield, Reading, RG2 9ER	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Waitrose, London Road, Twyford, Reading, RG10 9EH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Waitrose, Oxford Road, Newbury, RG14 1NB	0.8%	2	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0
Warings Bakery, Church Street, Reading, RG4 8AU	0.8%	2	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:	255			33		51		40		72		44		16
Sample:	256			34		44		37		66		36		39

Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Meanscore (%):														
Q05 Of all the money you spend on your main and top-up food shopping, what % share goes to your main food shopping?														
All those who do top-up shopping at Q03:														
10% or less	1.3%	7	3.1%	3	2.2%	3	0.0%	0	0.0%	0	1.5%	2	0.0%	0
11% to 20%	1.3%	7	4.5%	4	0.0%	0	0.5%	0	1.7%	2	0.0%	0	2.8%	1
21% to 30%	2.0%	11	1.5%	1	7.1%	9	0.0%	0	0.4%	0	0.0%	0	0.0%	0
31% to 40%	2.7%	15	7.2%	6	2.2%	3	0.0%	0	0.4%	0	5.6%	6	0.0%	0
41% to 50%	5.9%	33	8.5%	7	7.2%	10	4.5%	4	4.9%	6	3.6%	4	9.3%	3
51% to 60%	6.5%	37	4.6%	4	3.1%	4	10.5%	10	5.7%	7	10.1%	10	6.4%	2
61% to 70%	13.2%	74	10.8%	9	11.1%	15	10.1%	9	21.9%	26	12.3%	13	8.3%	2
71% to 80%	26.7%	149	19.6%	17	33.9%	45	17.3%	16	29.7%	35	24.7%	25	38.2%	11
81% to 90%	20.0%	112	19.1%	16	16.6%	22	31.7%	29	8.1%	9	26.3%	27	26.5%	8
91% to 100%	5.8%	32	4.5%	4	1.9%	2	10.6%	10	7.5%	9	6.5%	7	2.5%	1
(Don't know / varies)	12.1%	68	16.6%	14	11.7%	16	7.0%	6	17.9%	21	9.4%	10	3.6%	1
(Refused)	2.5%	14	0.0%	0	3.1%	4	7.7%	7	1.8%	2	0.0%	0	2.5%	1
Mean:	73.12		66.90		70.13		79.51		74.11		74.51		75.41	
Weighted base:	559		85		133		91		117		103		30	
Sample:	533		81		113		83		103		81		72	

Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q06 Where do you do most of your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)?														
<i>Excl. Nulls & SFT</i>														
Basingstoke Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.6%	0
Bracknell Town Centre	5.1%	22	2.1%	1	0.4%	0	3.5%	2	3.2%	3	16.6%	15	4.0%	1
Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Caversham District Centre	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Reading Town Centre	66.7%	293	49.3%	31	76.3%	85	79.1%	50	65.7%	58	62.0%	55	56.0%	13
Shinfield Road District Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
The Meadoway District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Wokingham Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	4.8%	1
Festival Place, Basingstoke (M&S, JD Sports, Clarks, Flying Tiger, H&M, Lush)	0.3%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading Relief Road (B&Q, TK Maxx, Smyths, Currys)	3.6%	16	4.5%	3	4.8%	5	3.5%	2	4.5%	4	0.6%	1	3.2%	1
Reading Retail Park, Oxford Rd, A329, Reading RG30 1PR (Wickes, Halfords, B&M Stores, Pets at Home)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
The Atrium, Camberley (H&M, Pandora, The Works)	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows Shopping Centre, Camberley (M&S, Tesco)	0.7%	3	0.5%	0	0.4%	0	0.0%	0	0.0%	0	1.7%	2	3.9%	1
Woking Shopping Centre, Woking (TK Maxx, Next, Moss Bros, Primark)	3.3%	15	8.3%	5	3.2%	4	0.0%	0	6.5%	6	0.0%	0	0.0%	0
Homebase Maidenhead, Stafferton Way, Maidenhead, SL6 1AY	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Basingstoke Rd, Reading RG2 0NT	0.3%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	2.9%	13	1.4%	1	0.0%	0	0.0%	0	6.5%	6	5.0%	4	7.5%	2
Asda (Tilehurst), Honey End Ln, Reading RG30 4EL	0.7%	3	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA	1.2%	5	0.0%	0	2.7%	3	0.0%	0	1.5%	1	0.0%	0	3.5%	1
Sainsbury's, Broad St, Reading RG1 2BH	0.3%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Friar St, Reading RG1 1DX	0.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King St Ln, Winnersh, Wokingham RG41 5AR	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0
Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	3.0%	13	10.1%	6	4.2%	5	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Tesco Extra, Napier Rd, Reading RG1 8DF	0.3%	1	0.5%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Rose Kiln Lane, Reading, RG2 0HS (Home bargains, B&M, Dreams, Pets at Home)	0.4%	2	0.0%	0	0.4%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Bangor	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Bournemouth	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Chobham	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Costco, S Oak Way, Reading RG2 6UE	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0

Column %ges.

Weighted:

Reading Household Survey for Lambert Smith Hampton

August 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Designer Outlet Swindon SN2 2DZ	0.5%	2	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Fleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Go Outdoors, Reading Rd, Chineham, Basingstoke RG24 8TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Marks and Spencer (M&S), Broad Street High Street, B376, Reading RG1 2BH	0.7%	3	2.5%	2	0.4%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Matalan, Rose Kiln Ln, Reading RG2 0SN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Newbury	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Ln, Newbury RG14 7HU	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark, Castle Square The Malls, Basingstoke RG21 7QU	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark, The Lexicon, Bracknell RG12 1DF	0.4%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark, The Oracle, Reading	0.4%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Headley Park, Headley Rd E, Woodley, Reading RG5 4SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sheffield	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, The Lexicon, 27 Braccan Walk, Bracknell RG12 1BE	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Oracle, Reading RG1 2AG	0.8%	3	2.1%	1	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Woodley Shopping Precinct	1.6%	7	2.0%	1	0.0%	0	0.8%	0	1.0%	1	5.0%	4	0.0%	0
Weighted base:	439			64		112		63		88		89		23
Sample:	441			66		98		61		87		71		58

Weighted:

Reading Household Survey
for Lambert Smith Hampton

August 2024

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q07 In addition to (LOCATION MENTIONED AT Q06), where else do you regularly shop for your household's men's, women's, children's and baby clothing and footwear purchases?														
<i>Excludes those answering don't know or don't do at Q06: AND Excl. Nulls & SFT</i>														
Basingstoke Town Centre	2.9%	7	0.0%	0	11.4%	5	1.1%	0	0.9%	0	1.1%	1	1.2%	0
Bracknell Town Centre	5.5%	13	0.9%	0	0.0%	0	6.1%	3	4.5%	2	13.7%	7	6.0%	1
Camberley	1.4%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	2	1.1%	1	6.3%	1
Caversham District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Central London	2.7%	6	2.7%	1	10.5%	5	0.0%	0	0.9%	0	0.0%	0	1.2%	0
Earley Town Centre	1.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	4.7%	2	0.0%	0
Emmer Green District Centre	0.2%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames	2.8%	7	0.0%	0	2.6%	1	7.0%	3	0.0%	0	4.7%	2	0.0%	0
Reading Town Centre	43.1%	103	38.5%	12	40.2%	19	65.3%	28	34.1%	18	43.1%	22	28.9%	4
Tilehurst Triangle District Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Wokingham Town Centre	3.0%	7	0.9%	0	0.0%	0	0.0%	0	8.0%	4	4.6%	2	2.4%	0
Festival Place, Basingstoke (M&S, JD Sports, Clarks, Flying Tiger, H&M, Lush)	0.6%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Kenavon Dr, Reading RG1 3HS (DFS, Hobbycraft, Homesense)	1.2%	3	4.2%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Reading Gate Retail Park, Reading Relief Road (B&Q, TK Maxx, Smyths, Currys)	1.9%	5	0.0%	0	3.6%	2	4.5%	2	0.9%	0	0.0%	0	3.5%	1
The Meadows Shopping Centre, Camberley (M&S, Tesco)	0.8%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.1%	1	5.8%	1
Woking Shopping Centre, Woking (TK Maxx, Next, Moss Bros, Primark)	2.9%	7	12.0%	4	0.0%	0	0.0%	0	0.0%	0	4.7%	2	5.3%	1
B&Q Farnborough, Invincible Road, Farnborough, GU14 7ST	0.6%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bath Rd, Calcot, Reading RG30 2HB	0.5%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	2.4%	6	4.2%	1	0.0%	0	0.0%	0	5.4%	3	1.1%	1	6.3%	1
Asda (Tilehurst), Honey End Ln, Reading RG30 4EL	1.2%	3	2.7%	1	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Lidl, Bath Rd, Calcot, Reading RG30 2HB	0.8%	2	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA	4.7%	11	8.9%	3	6.2%	3	1.1%	0	8.4%	4	0.0%	0	5.1%	1
Sainsbury's, King St Ln, Winnersh, Wokingham RG41 5AR	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	19.7%	3
Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	0.2%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Rd, Reading RG1 8DF	1.4%	3	4.0%	1	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0
Brunel Retail Park, Rose Kiln Lane, Reading, RG2 0HS (Home bargains, B&M, Dreams, Pets at Home)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Bicester	0.2%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Bury	0.9%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Costco, S Oak Way, Reading RG2 6UE	0.8%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Designer Outlet Swindon SN2 2DZ	0.2%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies, Floral Mile, Twyford, Hare Hatch, Reading RG10 9SW	0.4%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.1%	1	0.0%	0
Fleet	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Go Outdoors, Reading Rd,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0

Column %ges.

Weighted:

Reading Household Survey
for Lambert Smith Hampton

August 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Chineham, Basingstoke RG24 8TW														
High Wycombe	0.3%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Marks and Spencer (M&S), Broad Street High Street, B376, Reading RG1 2BH	0.7%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Rose Kiln Ln, Reading RG2 0SN	0.8%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury	1.1%	3	0.0%	0	4.5%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Oxford	1.5%	4	0.0%	0	0.0%	0	6.8%	3	0.9%	0	0.0%	0	1.2%	0
Poole	0.2%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Primark, The Oracle, Reading	1.3%	3	4.0%	1	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Reading Link Retail Park, A33 Rose Kiln Ln, Reading RG2 0SN	0.8%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
The Oracle, Reading RG1 2AG	2.1%	5	4.0%	1	3.6%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0
Wells, Somerset	0.2%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Western International Market, Hayes Rd, Hounslow, Southall UB2 5XJ	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0
Weymouth	0.2%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.5%	1	2.7%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.8%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Woodley Shopping Precinct	1.1%	3	0.0%	0	0.0%	0	1.1%	0	0.9%	0	3.1%	2	1.2%	0
Weighted base:	239			32		46		43		52		50		15
Sample:	236			33		40		43		45		40		35

Weighted:

Reading Household Survey for Lambert Smith Hampton

August 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q08 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?														
<i>Excl. Nulls & SFT</i>														
Basingstoke Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	0
Bracknell Town Centre	2.0%	2	0.0%	0	0.0%	0	13.6%	2	0.0%	0	0.0%	0	0.0%	0
Caversham District Centre	0.4%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	62.0%	70	64.5%	14	70.4%	17	70.2%	11	50.5%	11	57.6%	16	44.4%	1
Shinfield Road District Centre	0.4%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Tilehurst Triangle District Centre	1.6%	2	0.0%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Street Local Centre	1.6%	2	0.0%	0	0.0%	0	0.0%	0	8.4%	2	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading Relief Road (B&Q, TK Maxx, Smyths, Currys)	10.5%	12	6.0%	1	7.3%	2	13.1%	2	9.3%	2	17.0%	5	0.0%	0
The Atrium, Camberley (H&M, Pandora, The Works)	1.2%	1	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Shopping Centre, Woking (TK Maxx, Next, Moss Bros, Primark)	1.8%	2	0.0%	0	0.0%	0	0.0%	0	9.3%	2	0.0%	0	0.0%	0
Homebase Reading, Kenavon Drive, Reading, RG1 3DH	1.2%	1	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	2	33.1%	1
Asda (Tilehurst), Honey End Ln, Reading RG30 4EL	0.8%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bath Rd, Calcot, Reading RG30 2HB	1.6%	2	0.0%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Friar St, Reading RG1 1DX	3.2%	4	5.6%	1	0.0%	0	0.0%	0	0.0%	0	8.8%	2	0.0%	0
Sainsbury's, King St Ln, Winnersh, Wokingham RG41 5AR	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0
Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	1.2%	1	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Rd, Reading RG1 8DF	1.8%	2	0.0%	0	0.0%	0	0.0%	0	9.3%	2	0.0%	0	0.0%	0
Fleet	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	0
The Oracle, Reading RG1 2AG	3.7%	4	0.0%	0	7.3%	2	0.0%	0	11.0%	2	0.0%	0	0.0%	0
Woodley Shopping Precinct	0.7%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Weighted base:		113		22		25		16		22		27		2
Sample:		95		19		21		11		21		18		5

Weighted:

Reading Household Survey
for Lambert Smith Hampton

August 2024

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q09 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, iPad, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)? <i>Excl. Nulls & SFT</i>														
Bracknell Town Centre	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	39.6%	143	31.5%	15	39.9%	32	51.8%	33	34.1%	23	43.0%	34	26.4%	6
Shinfield Road District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Tilehurst Triangle District Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Wokingham Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.8%	1
Forbury Retail Park, Kenavon Dr, Reading RG1 3HS (DFS, Hobbycraft, Homesense)	0.5%	2	2.9%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading Relief Road (B&Q, TK Maxx, Smyths, Currys)	41.2%	149	38.4%	18	33.9%	27	42.0%	27	49.9%	33	35.0%	28	65.7%	16
Reading Retail Park, Oxford Rd, A329, Reading RG30 1PR (Wickes, Halfords, B&M Stores, Pets at Home)	2.1%	8	0.6%	0	6.1%	5	0.0%	0	0.0%	0	3.0%	2	0.0%	0
B&Q Reading, Acre Road, Reading Gate Retail Park, Reading, RG2 0QG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Wickes Reading, Basingstoke Road, Reading, RG2 0QZ	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes Slough, Petersfield Avenue, Slough, SL2 5EA	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
IKEA Reading, Pincents Kiln Industrial Park, Calcot, Reading RG31 7SD	0.4%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Reading Gate Retail Park, Reading RG2 0GG	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Aldi, Wellington Rd, Wokingham RG40 2EX	0.4%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	1.2%	4	0.0%	0	0.0%	0	0.0%	0	5.1%	3	1.3%	1	0.0%	0
Asda (Tilehurst), Honey End Ln, Reading RG30 4EL	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bath Rd, Calcot, Reading RG30 2HB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Lidl, Oxford Rd, Reading RG30 1AS	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	0.5%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA	1.3%	5	1.3%	1	4.6%	4	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Sainsbury's, Friar St, Reading RG1 1DX	1.1%	4	8.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King St Ln, Winnersh, Wokingham RG41 5AR	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0
Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Rd, Reading RG1 8DF	1.2%	4	2.8%	1	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Rose Kiln Lane, Reading, RG2 0HS (Home bargains, B&M, Dreams, Pets at Home)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.4%	1
Costco, S Oak Way, Reading RG2 6UE	2.3%	8	0.0%	0	6.8%	6	0.8%	0	3.4%	2	0.0%	0	0.0%	0
Fleet	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
High Wycombe	1.1%	4	0.0%	0	2.1%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0
John Lewis, Reading	0.5%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Newbury Retail Park, Pinchington Ln, Newbury RG14 7HU	0.4%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spencers Wood	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
St Michael's Retail Park, The Harrow Way, Basingstoke RG22 4AZ	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Skimped Hill Ln, Bracknell RG12 1EN	0.5%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Woodley Shopping Precinct	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0
Weighted base:		361		47		81		63		66		79		24
Sample:		388		52		74		64		71		62		65

Weighted:

Reading Household Survey
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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q10 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?														
<i>Excl. Nulls & SFT</i>														
Bracknell Town Centre	0.7%	2	2.8%	1	0.0%	0	0.9%	0	0.0%	0	0.7%	1	0.0%	0
Caversham District Centre	1.6%	6	0.0%	0	0.0%	0	10.7%	6	0.0%	0	0.0%	0	0.0%	0
Central London	0.5%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earley Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Emmer Green District Centre	0.4%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames	0.8%	3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	3.3%	2	0.0%	0
Oxford Road West District Centre	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	60.2%	209	62.9%	29	60.3%	49	68.5%	36	57.1%	43	60.7%	44	40.5%	7
The Meadway District Centre	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilehurst Triangle District Centre	0.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley District Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Wokingham Town Centre	1.3%	5	0.6%	0	0.0%	0	0.0%	0	0.6%	0	2.1%	2	12.7%	2
Reading Gate Retail Park, Reading Relief Road (B&Q, TK Maxx, Smyths, Currys)	2.7%	9	5.6%	3	4.3%	3	0.0%	0	4.5%	3	0.0%	0	0.0%	0
Reading Retail Park, Oxford Rd, A329, Reading RG30 1PR (Wickes, Halfords, B&M Stores, Pets at Home)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
B&Q Bracknell, Bagshot Road, Bracknell, RG12 9SE	0.4%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Basingstoke Rd, Reading RG2 0NT	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Aldi, London Rd, Earley, Reading RG6 1LA	0.5%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	7.3%	25	1.9%	1	0.0%	0	3.8%	2	13.8%	11	12.3%	9	16.0%	3
Asda (Tilehurst), Honey End Ln, Reading RG30 4EL	1.0%	3	0.0%	0	1.0%	1	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA	2.6%	9	2.9%	1	8.9%	7	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Sainsbury's, Broad St, Reading RG1 2BH	0.4%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Friar St, Reading RG1 1DX	0.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King St Ln, Winnersh, Wokingham RG41 5AR	1.4%	5	0.0%	0	2.1%	2	0.0%	0	0.0%	0	4.3%	3	0.0%	0
Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	2.8%	10	2.8%	1	10.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Rd, Reading RG1 8DF	3.6%	12	9.2%	4	0.0%	0	11.4%	6	2.7%	2	0.0%	0	0.0%	0
Tesco, Loddon Vale Centre, Hurricane Way, Woodley, Reading RG5 4UL	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Brunel Retail Park, Rose Kiln Lane, Reading, RG2 0HS (Home bargains, B&M, Dreams, Pets at Home)	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	4.6%	1
B&M, Brunel Retail Park, Rose Kiln Lane, Berkshire RG2 0HS	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Cambourne	0.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, S Oak Way, Reading RG2 6UE	0.5%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Fleet	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Oxford	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0

Weighted:

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Pangbourne	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southcote	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Swallowfird	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Tesco Extra, Pinchington Ln, Newbury RG14 7HB	0.4%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Rd, Wokingham RG40 2NS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Tesco, Reading Rd, Henley-on-Thames RG9 4HA	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Gastons, Reading Rd, Chineham RG24 8TW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Twyford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Waitrose, Oxford Rd, Reading RG30 6WR	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley Shopping Precinct	4.3%	15	0.0%	0	1.5%	1	0.0%	0	3.1%	2	14.4%	10	5.0%	1
Weighted base:	347			46		81		53		76		73		18
Sample:	359			51		74		53		75		59		47

Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q11 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?														
<i>Excl. Nulls & SFT</i>														
Basingstoke Town Centre	0.6%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	1.1%	3	4.1%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	38.7%	123	34.6%	14	33.4%	22	56.1%	32	20.1%	15	55.4%	36	26.1%	5
Tilehurst Triangle District Centre	1.5%	5	0.0%	0	4.2%	3	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Wokingham Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	2
Festival Place, Basingstoke (M&S, JD Sports, Clarks, Flying Tiger, H&M, Lush)	1.0%	3	3.4%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Kenavon Dr, Reading RG1 3HS (DFS, Hobbycraft, Homesense)	7.3%	23	5.2%	2	5.1%	3	11.4%	7	8.4%	6	7.2%	5	3.1%	1
Reading Gate Retail Park, Reading Relief Road (B&Q, TK Maxx, Smyths, Currys)	12.4%	40	7.7%	3	18.0%	12	7.9%	5	18.8%	14	9.3%	6	1.0%	0
Reading Retail Park, Oxford Rd, A329, Reading RG30 1PR (Wickes, Halfords, B&M Stores, Pets at Home)	10.1%	32	9.2%	4	17.7%	12	3.4%	2	16.8%	12	2.4%	2	4.6%	1
B&Q Reading, Acre Road, Reading Gate Retail Park, Reading, RG2 0QG	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Homebase Reading, Kenavon Drive, Reading, RG1 3DH	0.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bath Rd, Calcot, Reading RG30 2HB	0.6%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Rd, Earley, Reading RG6 1LA	1.5%	5	6.8%	3	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Vastern Rd, Reading RG1 8AL	0.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	3.5%	11	2.2%	1	0.0%	0	0.0%	0	10.8%	8	2.4%	2	5.3%	1
Lidl, Headley Rd, Woodley, Reading RG5 4JA	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Lidl, Oxford Rd, Reading RG30 1AS	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	0.4%	1	0.8%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA	1.8%	6	0.0%	0	6.9%	5	0.0%	0	1.2%	1	0.0%	0	1.0%	0
Sainsbury's, Friar St, Reading RG1 1DX	0.4%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, King St Ln, Winnersh, Wokingham RG41 5AR	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	13.9%	2
Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	1.7%	5	3.3%	1	3.0%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Tesco Extra, Napier Rd, Reading RG1 8DF	1.8%	6	3.3%	1	0.0%	0	4.3%	2	2.7%	2	0.0%	0	0.0%	0
Brunel Retail Park, Rose Kiln Lane, Reading, RG2 0HS (Home bargains, B&M, Dreams, Pets at Home)	2.5%	8	5.3%	2	0.0%	0	0.9%	0	3.1%	2	0.0%	0	17.9%	3
Costco, S Oak Way, Reading RG2 6UE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Cotswold Outdoor, Basingstoke Rd, Reading RG2 0HY	0.6%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Fleet	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Henry Street Garden Centre, Arborfield, Reading RG2 9JY	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	1

Weighted:

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Matalan, Rose Kiln Ln, Reading RG2 0SN	0.7%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Ln, Newbury RG14 7HU	0.4%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Gazelle Cl, Winnersh, Wokingham RG41 5HH	3.4%	11	0.8%	0	0.0%	0	0.0%	0	4.9%	4	9.2%	6	5.3%	1
Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Sainsbury's, Hectors Way, Newbury RG14 5AB	0.4%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sonning Common	0.7%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
The Oracle, Reading RG1 2AG	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Waitrose, Church St, Reading RG4 8AY	0.2%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Woodley Shopping Precinct	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4	0.0%	0
Yateley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Weighted base:		319		39		67		57		73		65		17
Sample:		290		41		57		46		61		48		37

Weighted:

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q12 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?														
<i>Excl. Nulls & SFT</i>														
Camberley	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Caversham District Centre	0.7%	3	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	2.0%	1
Earley Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Reading Town Centre	29.7%	117	29.4%	16	15.9%	14	43.7%	31	29.2%	21	32.6%	26	32.3%	9
Shinfield Road District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.7%	0
Tilehurst Triangle District Centre	1.1%	4	0.6%	0	3.2%	3	0.0%	0	0.6%	0	0.0%	0	2.8%	1
Whitley District Centre	0.5%	2	0.6%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Wokingham Road Local Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Wokingham Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Forbury Retail Park, Kenavon Dr, Reading RG1 3HS (DFS, Hobbycraft, Homesense)	12.1%	48	11.3%	6	12.4%	11	16.7%	12	10.6%	8	10.5%	8	10.0%	3
Reading Gate Retail Park, Reading Relief Road (B&Q, TK Maxx, Smyths, Currys)	15.6%	62	9.2%	5	9.0%	8	14.8%	11	25.1%	18	17.8%	14	20.8%	5
Reading Retail Park, Oxford Rd, A329, Reading RG30 1PR (Wickes, Halfords, B&M Stores, Pets at Home)	4.8%	19	3.1%	2	12.1%	11	0.0%	0	2.8%	2	3.7%	3	6.1%	2
The Meadows Shopping Centre, Camberley (M&S, Tesco)	0.6%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1
B&Q Reading, Acre Road, Reading Gate Retail Park, Reading, RG2 0QG	1.3%	5	0.0%	0	3.9%	3	0.7%	0	1.8%	1	0.0%	0	0.0%	0
Wickes Reading, Basingstoke Road, Reading, RG2 0QZ	0.3%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes Basingstoke, Winchester Road, Basingstoke, RG22 4AL	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA Reading, Pincents Kiln Industrial Park, Calcot, Reading RG31 7SD	17.0%	67	29.3%	16	23.0%	21	13.2%	9	9.4%	7	15.9%	13	6.2%	2
Homebase Reading, Kenavon Drive, Reading, RG1 3DH	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase Basingstoke, Winchester Road, Basingstoke, RG22 4AN	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	0.6%	2	0.0%	0	0.0%	0	0.7%	0	2.5%	2	0.0%	0	0.0%	0
Asda (Tilehurst), Honey End Ln, Reading RG30 4EL	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Sainsbury's, Friar St, Reading RG1 1DX	0.3%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Napier Rd, Reading RG1 8DF	0.6%	2	2.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Rose Kiln Lane, Reading, RG2 0HS (Home bargains, B&M, Dreams, Pets at Home)	0.7%	3	2.2%	1	0.0%	0	0.7%	0	0.6%	0	0.0%	0	3.1%	1
Beaconsfield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Berkshire Carpets, Northcourt Ave, Reading RG2 7HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Calcot	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Costco, S Oak Way, Reading	0.5%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

Reading Household Survey
for Lambert Smith Hampton

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
RG2 6UE														
Doncaster	0.5%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke RG24 8TW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Dunelm, Tilehurst, Theale, Reading RG31 7SD	3.5%	14	0.6%	0	7.5%	7	4.4%	3	2.5%	2	0.0%	0	6.8%	2
Fleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Guildford	0.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0
John Lewis, Reading	0.5%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Lower Earley District Centre, Earley, Reading RG6 5GA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Pangbourne	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Reading Rd, Henley-on-Thames RG9 4HA	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Wallingford	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Reading Retail Park, Oxford Rd, Reading RG30 1PR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Winnersh	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Woodley Shopping Precinct	1.6%	6	0.0%	0	0.0%	0	0.0%	0	2.5%	2	5.2%	4	0.7%	0
Weighted base:		394		53		90		72		73		80		26
Sample:		399		51		76		65		75		70		62

Weighted:

Reading Household Survey
for Lambert Smith Hampton

August 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q13 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?														
<i>Excl. Nulls & SFT</i>														
Bracknell Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Caversham District Centre	1.7%	9	0.0%	0	1.7%	2	6.8%	6	0.0%	0	0.5%	1	0.0%	0
Earley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Emmer Green District Centre	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Oxford Road West District Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	1.3%	7	2.4%	1	0.0%	0	0.0%	0	4.4%	4	0.9%	1	0.0%	0
Shinfield Road District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Tilehurst Triangle District Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley District Centre	0.3%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Wokingham Road Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Wokingham Town Centre	0.3%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Forbury Retail Park, Kenavon Dr, Reading RG1 3HS (DFS, Hobbycraft, Homesense)	0.7%	4	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Reading Gate Retail Park, Reading Relief Road (B&Q, TK Maxx, Smyths, Currys)	14.6%	74	18.0%	10	11.0%	13	13.3%	12	23.7%	23	11.2%	12	10.6%	4
Reading Retail Park, Oxford Rd, A329, Reading RG30 1PR (Wickes, Halfords, B&M Stores, Pets at Home)	6.4%	33	6.7%	4	14.0%	17	7.5%	7	5.3%	5	0.5%	1	0.0%	0
B&Q Reading, Acre Road, Reading Gate Retail Park, Reading, RG2 0QG	40.4%	205	36.8%	21	44.1%	53	39.4%	34	38.0%	37	36.7%	41	53.9%	19
B&Q Basingstoke, Winchester Road, Basingstoke, RG22 4BL	2.5%	13	5.2%	3	2.9%	3	0.6%	0	4.7%	5	0.5%	1	2.3%	1
Wickes Reading, Basingstoke Road, Reading, RG2 0QZ	2.1%	10	0.0%	0	6.1%	7	0.0%	0	0.0%	0	2.1%	2	2.3%	1
Wickes Basingstoke, Winchester Road, Basingstoke, RG22 4AL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.5%	1	0.0%	0
IKEA Reading, Pincent's Kiln Industrial Park, Calcot, Reading RG31 7SD	1.2%	6	4.6%	3	1.5%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Homebase Reading, Kenavon Drive, Reading, RG1 3DH	1.2%	6	3.9%	2	1.5%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Homebase Bracknell, Wokingham Road, Bracknell, RG42 1NB	0.7%	3	2.2%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.5%	0
Lidl, Basingstoke Rd, Reading RG2 0SJ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Lidl, Oxford Rd, Reading RG30 1AS	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	0.9%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0
Sainsbury's, Friar St, Reading RG1 1DX	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	0.4%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Loddon Vale Centre, Hurricane Way, Woodley, Reading RG5 4UL	0.3%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunei Retail Park, Rose Kiln Lane, Reading, RG2 0HS (Home bargains,	0.3%	1	1.6%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

Reading Household Survey
for Lambert Smith Hampton

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
B&M, Dreams, Pets at Home)														
Arborfield	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Ashridge Manor Garden Centre, Forest Rd, Wokingham RG40 5QY	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.5%	1
B&M, Reading Retail Park, Berkshire RG30 1PR	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies, Floral Mile, Twyford, Hare Hatch, Reading RG10 9SW	1.2%	6	0.0%	0	0.0%	0	1.7%	1	0.5%	0	3.5%	4	0.0%	0
Dobbies, Hyde End Rd, Shinfield, Reading RG2 9ER	0.9%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	4
Englefield Garden Centre, Theale, Englefield RG7 5ES	0.5%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henry Street Garden Centre, Arborfield, Reading RG2 9JY	1.9%	10	0.5%	0	1.0%	1	0.0%	0	1.4%	1	3.5%	4	8.2%	3
Hillier Garden Centre, Basingstoke Rd, Aldermaston, Reading RG7 4LD	0.4%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Gazelle Cl, Winnersh, Wokingham RG41 5HH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Playhatch Garden Centre, Henley Rd, Playhatch, Reading RG4 9RD	3.6%	18	0.0%	0	1.7%	2	14.7%	13	0.0%	0	3.0%	3	0.0%	0
Reading Link Retail Park, A33 Rose Kiln Ln, Reading RG2 0SN	0.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Headley Park, Headley Rd E, Woodley, Reading RG5 4SW	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
Screwfix, Hyperion Way, Reading RG2 0HG	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.5%	0
Screwfix, Molly Millars Ln, Wokingham RG41 2RX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Screwfix, Stadium Way, Tilehurst, Reading RG30 6BX	1.6%	8	0.0%	0	2.9%	4	5.5%	5	0.0%	0	0.0%	0	0.0%	0
Screwfix, Youngs Industrial Estate, Aldermaston, Reading RG7 4PW	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Heathlands Rd, Wokingham RG40 3AS	0.4%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Toolstation, Headley Park Ten, Woodley, Reading RG5 4SW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Toolstation, The Io Trade Centre, Deacon Way, Reading RG30 6AZ	0.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Reading Retail Park, Oxford Rd, Reading RG30 1PR	0.4%	2	0.0%	0	1.3%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Winnersh, Wokingham RG41 5HH	4.6%	23	0.0%	0	0.0%	0	0.0%	0	2.6%	3	18.1%	20	1.5%	1
Windsor	0.4%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh	1.0%	5	0.0%	0	0.0%	0	2.3%	2	0.5%	0	2.5%	3	0.0%	0
Winnersh Garden Centre, Winnersh, Reading RG41 5HG	2.2%	11	3.9%	2	0.0%	0	0.0%	0	3.2%	3	5.4%	6	0.0%	0
Woodley Shopping Precinct	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	2	1.4%	2	0.0%	0
Weighted base:	508			56		120		87		98		112		35
Sample:	525			60		106		81		101		94		83

Weighted:

Reading Household Survey for Lambert Smith Hampton

August 2024

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q14 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?														
<i>Excl. Nulls & SFT</i>														
Bracknell Town Centre	0.6%	3	0.4%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Caversham District Centre	4.3%	23	0.0%	0	0.0%	0	25.4%	23	0.0%	0	0.0%	0	0.0%	0
Earley Town Centre	0.3%	2	0.4%	0	0.0%	0	0.0%	0	0.4%	0	1.0%	1	0.0%	0
Emmer Green District Centre	0.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames	0.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	33.4%	179	41.8%	29	46.3%	55	27.2%	24	29.2%	35	27.7%	30	18.6%	5
Shinfield Road District Centre	0.8%	4	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	6.4%	2
The Meadway District Centre	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilehurst Triangle District Centre	0.7%	4	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley District Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Whitley Street Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Wokingham Town Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	9.9%	3
Forbury Retail Park, Kenavon Dr, Reading RG1 3HS (DFS, Hobbycraft, Homesense)	0.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Retail Park, Oxford Rd, A329, Reading RG30 1PR (Wickes, Halfords, B&M Stores, Pets at Home)	2.0%	11	5.8%	4	2.3%	3	0.0%	0	3.3%	4	0.0%	0	0.0%	0
The Meadows Shopping Centre, Camberley (M&S, Tesco)	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Shopping Centre, Woking (TK Maxx, Next, Moss Bros, Primark)	0.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA Reading, Pincents Kiln Industrial Park, Calcot, Reading RG31 7SD	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase Reading, Kenavon Drive, Reading, RG1 3DH	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Basingstoke Rd, Reading RG2 0NT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Aldi, Bath Rd, Calcot, Reading RG30 2HB	0.3%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Rd, Earley, Reading RG6 1LA	0.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Vastern Rd, Reading RG1 8AL	0.3%	2	1.7%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	7.2%	39	2.6%	2	0.0%	0	2.5%	2	21.9%	26	4.6%	5	11.9%	3
Asda (Tilehurst), Honey End Ln, Reading RG30 4EL	1.2%	7	1.3%	1	2.1%	2	0.0%	0	2.7%	3	0.0%	0	0.0%	0
Lidl, Basingstoke Rd, Reading RG2 0SJ	1.0%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	2	2.2%	2	2.5%	1
Lidl, Bath Rd, Calcot, Reading RG30 2HB	0.4%	2	0.4%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Headley Rd, Woodley, Reading RG5 4JA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Lidl, Molly Millars Ln, Wokingham RG41 2RU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	1.3%	7	1.3%	1	0.0%	0	0.0%	0	3.8%	5	0.0%	0	5.7%	2
Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA	6.9%	37	5.5%	4	19.9%	24	0.0%	0	7.7%	9	0.0%	0	1.3%	0
Sainsbury's, Broad St, Reading RG1 2BH	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Friar St, Reading RG1 1DX	0.6%	3	3.6%	3	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Sainsbury's, King St Ln, Winnersh, Wokingham	3.9%	21	0.0%	0	0.0%	0	2.2%	2	2.0%	2	12.4%	14	9.5%	3

Column %ges.

Reading Household Survey
for Lambert Smith Hampton

Weighted:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
RG41 5AR														
Tesco Extra (Reading West), Portman Rd, Reading RG30 1AW	3.6%	19	0.0%	0	14.2%	17	0.6%	0	1.7%	2	0.0%	0	0.0%	0
Tesco Extra, Napier Rd, Reading RG1 8DF	4.2%	22	5.9%	4	0.0%	0	14.6%	13	3.8%	5	0.0%	0	2.6%	1
Tesco, Loddon Vale Centre, Hurricane Way, Woodley, Reading RG5 4UL	0.7%	4	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Other	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Brunel Retail Park, Rose Kiln Lane, Reading, RG2 0HS (Home bargains, B&M, Dreams, Pets at Home)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	2.9%	1
Arborfield	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Bangor	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Boots, Bath Rd, Calcot, Theale, Reading RG31 7SA	0.9%	5	1.9%	1	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Calcot	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Costco, S Oak Way, Reading RG2 6UE	0.7%	4	1.9%	1	1.6%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Didcot	0.4%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Finchampstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Fleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Henry Street Garden Centre, Arborfield, Reading RG2 9JY	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Home Bargains, Skimped Hill Lane, Bracknell RG12 1EJ	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hungerford	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Earley District Centre, Earley, Reading RG6 5GA	1.0%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	3	1.9%	2	0.0%	0
Morrisons, Alexandra Rd, Aldershot GU11 1NX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Morrisons, Woosehill Shopping Centre, Wokingham RG41 3SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Reading Link Retail Park, A33 Rose Kiln Ln, Reading RG2 0SN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.6%	0
Sonning Common	0.5%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Spencers Wood	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	3
Tesco Extra, Pinchington Ln, Newbury RG14 7HB	0.3%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Rd, Wokingham RG40 2NS	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2
Tesco, Reading Rd, Henley-on-Thames RG9 4HA	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
The Oracle, Reading RG1 2AG	1.2%	6	5.5%	4	0.3%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Theale	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Church St, Reading RG4 8AY	2.5%	13	0.0%	0	0.0%	0	14.3%	13	0.4%	0	0.0%	0	0.0%	0
Waitrose, Crockhamwell Rd, Woodley, Reading RG5 3JW	1.4%	8	0.0%	0	1.4%	2	0.0%	0	0.0%	0	5.5%	6	0.0%	0
Waitrose, Oxford Rd, Reading RG30 6WR	0.8%	4	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Rd, Wokingham RG40 1BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Woodley Shopping Precinct	8.9%	47	1.9%	1	0.0%	0	1.1%	1	3.3%	4	37.5%	41	0.6%	0
Weighted base:		536		69		118		90		121		109		28
Sample:		563		76		113		87		114		98		75

Weighted:

Reading Household Survey
for Lambert Smith Hampton

August 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q15 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses); <i>Excl. Nulls & SFT</i>														
Basingstoke Town Centre	1.1%	4	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	4.4%	1
Camberley	0.7%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Caversham District Centre	1.5%	5	0.0%	0	0.0%	0	7.3%	4	0.0%	0	0.0%	0	3.0%	1
Central London	2.2%	7	0.0%	0	1.6%	1	3.8%	2	2.5%	1	2.3%	2	4.1%	1
Henley-on-Thames	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Reading Town Centre	58.0%	183	51.4%	23	57.8%	43	70.1%	40	51.4%	27	58.3%	39	55.9%	10
Tilehurst Triangle District Centre	2.0%	6	0.0%	0	8.0%	6	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Wokingham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Forbury Retail Park, Kenavon Dr, Reading RG1 3HS (DFS, Hobbycraft, Homesense)	0.3%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Reading Gate Retail Park, Reading Relief Road (B&Q, TK Maxx, Smyths, Currys)	2.1%	6	6.3%	3	2.4%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0
Reading Retail Park, Oxford Rd, A329, Reading RG30 1PR (Wickes, Halfords, B&M Stores, Pets at Home)	1.4%	5	3.0%	1	1.6%	1	0.0%	0	3.7%	2	0.0%	0	0.0%	0
The Atrium, Camberley (H&M, Pandora, The Works)	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0
IKEA Reading, Pincents Kiln Industrial Park, Calcot, Reading RG31 7SD	3.2%	10	3.0%	1	9.7%	7	0.9%	0	0.0%	0	0.0%	0	6.1%	1
Homebase Reading, Kenavon Drive, Reading, RG1 3DH	1.1%	3	3.0%	1	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Homebase Slough, Cippenham Lane, Slough, SL1 5AU	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Basingstoke Rd, Reading RG2 0NT	0.4%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (Lower Earley), Chalfont Way, Lower Earley, Reading RG6 5TT	7.3%	23	6.0%	3	4.9%	4	0.0%	0	18.9%	10	7.1%	5	9.1%	2
Morrisons, Off Basingstoke Rd, Reading RG2 0HB	0.7%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Sainsbury's, Bath Rd, Calcot, Theale, Reading RG31 7SA	0.9%	3	3.0%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Sainsbury's, King St Ln, Winnersh, Wokingham RG41 5AR	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Tesco Extra, Napier Rd, Reading RG1 8DF	1.8%	6	3.0%	1	0.0%	0	7.8%	4	0.0%	0	0.0%	0	0.0%	0
Tesco, Loddon Vale Centre, Hurricane Way, Woodley, Reading RG5 4UL	0.8%	3	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Rose Kiln Lane, Reading, RG2 0HS (Home bargains, B&M, Dreams, Pets at Home)	1.0%	3	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0
B&M, London Rd, Berkshire RG14 2BX	0.4%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, S Oak Way, Reading RG2 6UE	0.6%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Tilehurst, Theale, Reading RG31 7SD	1.2%	4	0.0%	0	2.3%	2	2.5%	1	0.0%	0	0.8%	1	1.0%	0
Eastbourne	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Fleet	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Hartley Wintney	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Heathrow Airport	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Lincoln	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0

Reading Household Survey for Lambert Smith Hampton

Weighted:

August 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Lower Earley District Centre, Earley, Reading RG6 5GA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Matalan, Rose Kiln Ln, Reading RG2 0SN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Morrisons, Woosehill Shopping Centre, Wokingham RG41 3SW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.0%	0
TK Maxx, The Lexicon, 27 Braccan Walk, Bracknell RG12 1BE	0.4%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Finchampstead Rd, Wokingham RG40 2NS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
The Oracle, Reading RG1 2AG	0.7%	2	0.0%	0	2.4%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Winchester	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodley Shopping Precinct	3.7%	12	0.0%	0	1.6%	1	0.0%	0	0.9%	0	14.8%	10	0.0%	0
Weighted base:		315		44		75		57		53		67		18
Sample:		279		40		57		47		48		47		40

Meanscore (visits per week):**Q16 How often do you or your household visit Reading Town Centre for shopping, services, leisure, work or other town centre uses?**

7 times a week	3.1%	22	8.1%	9	2.0%	3	0.0%	0	3.0%	4	3.5%	5	0.0%	0
5 - 6 times a week	1.8%	12	5.9%	7	0.7%	1	0.0%	0	2.7%	4	0.0%	0	1.3%	1
4 times a week	3.7%	26	7.9%	9	5.5%	9	0.5%	0	3.2%	5	1.8%	2	0.0%	0
3 times a week	2.7%	19	6.7%	8	2.3%	4	0.5%	0	1.4%	2	3.9%	5	0.0%	0
Twice a week	7.8%	55	13.6%	16	9.6%	16	8.1%	9	7.1%	10	3.3%	4	0.4%	0
Once a week	13.6%	96	16.0%	18	11.7%	20	12.0%	13	20.1%	29	10.0%	13	6.6%	3
Once every 2 weeks	13.4%	95	12.5%	14	16.4%	28	13.3%	14	10.6%	15	13.8%	18	12.8%	5
Once a month	20.1%	142	14.3%	16	29.6%	51	15.7%	17	17.0%	25	19.3%	25	22.1%	9
Less often	28.6%	203	12.0%	14	17.8%	30	47.7%	51	29.5%	43	35.4%	46	47.0%	19
(Don't know)	0.8%	6	1.1%	1	2.3%	4	0.0%	0	0.0%	0	0.4%	1	0.0%	0
(Never)	4.4%	31	1.9%	2	1.9%	3	2.3%	2	5.4%	8	8.6%	11	9.7%	4
Mean:	1.04			2.02		1.02		0.49		1.06		0.84		0.36
Weighted base:	707			115		171		106		145		130		40
Sample:	707			113		148		101		134		111		100

Weighted:

Reading Household Survey for Lambert Smith Hampton

August 2024

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q17 What is the MAIN activity you visit Reading Town Centre for?														
<i>Those that visit Reading Town Centre at least once a month at Q16:</i>														
NON-FOOD shopping	27.1%	127	19.1%	19	29.2%	39	29.4%	16	18.1%	17	41.4%	30	39.5%	7
FOOD shopping	13.2%	62	26.6%	26	8.9%	12	11.4%	6	15.6%	15	3.3%	2	5.7%	1
Window shopping / browsing	12.7%	59	9.2%	9	14.8%	20	22.9%	12	5.8%	5	17.2%	12	3.1%	1
Work there	7.5%	35	3.5%	3	7.1%	9	5.0%	3	11.3%	11	9.6%	7	10.3%	2
Financial service e.g. bank, building society, cash machine	6.9%	32	5.0%	5	5.0%	7	12.1%	6	11.0%	10	3.9%	3	5.2%	1
Daytime eating	4.0%	19	2.6%	3	6.4%	8	1.9%	1	5.3%	5	2.2%	2	2.1%	0
Meeting family / friends to socialise	3.4%	16	2.7%	3	2.8%	4	0.0%	0	6.5%	6	4.8%	3	0.0%	0
Visiting cafes / coffee shops	3.3%	16	3.6%	3	6.8%	9	1.9%	1	1.0%	1	0.7%	1	3.1%	1
Accessing transport (e.g. using bus / tube / train station)	2.9%	14	2.7%	3	2.7%	4	0.9%	0	6.1%	6	0.0%	0	6.6%	1
Visiting family / friends who live there	2.9%	13	0.3%	0	2.0%	3	1.9%	1	5.3%	5	5.1%	4	4.2%	1
Night-time eating	2.0%	9	1.4%	1	2.2%	3	0.9%	0	3.6%	3	0.0%	0	5.7%	1
Night-time drinking	1.8%	9	1.2%	1	1.4%	2	0.0%	0	0.0%	0	6.5%	5	4.7%	1
Health service e.g. doctor, dentist, hospital, opticians	1.4%	7	4.1%	4	0.6%	1	2.8%	1	0.5%	0	0.0%	0	0.0%	0
Visit family entertainment venue (e.g. bowling alley, ice rink, etc.).	0.9%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	2	3.2%	2	0.0%	0
Visit daytime theatres / shows	0.9%	4	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0
Visiting live music venues / gigs	0.8%	4	0.0%	0	1.3%	2	4.2%	2	0.0%	0	0.0%	0	0.0%	0
Other service e.g. laundrette, hairdresser, salon, vets, recycling	0.8%	4	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.7%	1	4.2%	1
Visiting cinema	0.8%	4	1.3%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting place of worship	0.6%	3	0.9%	1	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Buying fuel	0.6%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting gym / leisure centre / swimming pool	0.5%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk / walk the dog	0.5%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Visiting library	0.5%	2	0.0%	0	1.3%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Nightclubbing	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Using Post Office	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Takeaways / fast food	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit outdoor sports venue (e.g. tennis / basketball court / football / cricket pitch)	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daytime drinking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Visit museums / galleries	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit night-time theatres / shows	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.5%	12	2.7%	3	3.7%	5	0.9%	0	2.9%	3	0.0%	0	5.6%	1
Weighted base:		468		98		133		53		94		72		18
Sample:		436		93		107		58		81		56		41

Reading Household Survey for Lambert Smith Hampton

Weighted:

August 2024

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q18 What do you like about Reading Town Centre? [MR]														
<i>Those that visit Reading Town Centre at least once a month at Q16:</i>														
Good cafés / restaurants	24.9%	116	34.1%	33	29.6%	39	10.6%	6	20.3%	19	20.1%	15	24.5%	4
Good bus service	11.1%	52	5.3%	5	11.9%	16	7.9%	4	19.0%	18	10.8%	8	7.4%	1
Close to home	9.2%	43	9.8%	10	10.9%	14	5.6%	3	10.6%	10	7.5%	5	3.1%	1
Shops - good range of clothes shops	8.5%	40	7.9%	8	8.3%	11	9.0%	5	6.1%	6	13.8%	10	3.1%	1
Familiar / know where everything is	8.4%	40	7.9%	8	8.4%	11	10.6%	6	10.0%	9	6.4%	5	5.3%	1
You can get everything you need there	7.9%	37	10.9%	11	3.0%	4	9.3%	5	11.2%	11	8.4%	6	5.1%	1
Shops - good range of non-food shops generally	7.9%	37	3.9%	4	2.5%	3	4.7%	3	12.3%	12	19.2%	14	9.4%	2
Shops - good range of 'high street' retailers	7.8%	37	11.6%	11	7.5%	10	9.7%	5	4.9%	5	5.9%	4	7.7%	1
Good layout / shops close together	7.2%	34	7.8%	8	3.0%	4	16.4%	9	3.1%	3	12.8%	9	6.8%	1
Shops - good range of affordable shops	6.9%	32	7.9%	8	10.9%	14	0.0%	0	8.3%	8	3.0%	2	0.0%	0
Good for financial services (e.g. banks / building societies)	6.3%	30	9.3%	9	7.0%	9	0.0%	0	6.3%	6	5.3%	4	8.3%	1
Good pubs / bars	5.9%	28	6.8%	7	8.1%	11	0.0%	0	6.4%	6	3.3%	2	10.4%	2
Pedestrianised areas	5.4%	25	4.9%	5	2.3%	3	10.6%	6	1.0%	1	13.5%	10	6.3%	1
Attractive environment / nice place	5.4%	25	5.7%	6	5.6%	7	2.8%	1	5.3%	5	5.9%	4	8.3%	1
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	4.5%	21	11.0%	11	4.9%	6	0.0%	0	2.2%	2	0.0%	0	9.0%	2
Good market	4.2%	20	5.4%	5	2.7%	4	0.0%	0	5.0%	5	6.2%	4	9.4%	2
Shops - good range of quality shops	4.2%	20	5.5%	5	4.3%	6	4.2%	2	4.3%	4	3.0%	2	0.0%	0
Shops - good opening hours / open on Sundays	3.7%	17	6.7%	7	2.7%	4	4.0%	2	4.3%	4	0.0%	0	4.5%	1
Nice atmosphere / friendly people	3.6%	17	4.6%	5	4.3%	6	3.7%	2	1.9%	2	3.0%	2	4.1%	1
Good for a day out	3.0%	14	1.3%	1	7.9%	10	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Easy to get there on foot	2.7%	13	3.9%	4	2.7%	4	5.9%	3	2.1%	2	0.0%	0	0.0%	0
Clean streets / well maintained	2.7%	13	2.8%	3	0.0%	0	8.1%	4	3.2%	3	3.2%	2	1.0%	0
Like to support local businesses	2.7%	12	7.9%	8	1.3%	2	0.0%	0	0.0%	0	3.0%	2	4.7%	1
Shops - good range of supermarkets	2.6%	12	3.0%	3	3.1%	4	0.0%	0	2.7%	3	2.9%	2	3.1%	1
Good train service	2.4%	11	4.0%	4	4.0%	5	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Open / green spaces	2.3%	11	2.6%	3	0.6%	1	0.0%	0	2.7%	3	6.5%	5	0.0%	0
Good range of health services (e.g. doctors, dentists, opticians etc.)	2.0%	9	5.3%	5	0.0%	0	4.0%	2	2.0%	2	0.0%	0	1.0%	0
Diverse / multi-cultural	1.9%	9	3.0%	3	2.7%	4	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Has undercover shopping	1.7%	8	0.9%	1	1.3%	2	8.1%	4	0.0%	0	0.7%	1	4.5%	1
Shops - good range of independent shops	1.5%	7	1.4%	1	1.3%	2	2.7%	1	0.0%	0	3.3%	2	0.0%	0
Close to work / en route to work	1.4%	7	0.0%	0	0.0%	0	0.0%	0	6.4%	6	0.0%	0	3.1%	1
Good range of other services (e.g. library, hairdresser, vets etc.)	1.1%	5	3.9%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Specific retailer	1.1%	5	0.0%	0	0.0%	0	3.7%	2	0.0%	0	2.9%	2	6.2%	1
Good toilet facilities	1.0%	5	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Close to friends / relatives	0.9%	4	0.0%	0	2.7%	4	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of charity shops	0.8%	4	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of bakers / butchers / greengrocers	0.8%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Parking - it's cheap	0.8%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Traditional / quaint	0.6%	3	0.3%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	4.2%	1
Parking - it's easy to find a space	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	5.1%	1
Quiet / not too busy	0.6%	3	1.6%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canal area	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Good disabled access	0.5%	2	0.3%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

Reading Household Survey
for Lambert Smith Hampton

August 2024

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Forbury Gardens	0.4%	2	0.0%	0	0.3%	0	1.9%	1	0.0%	0	0.7%	1	0.0%	0
Parking - it's free	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good seating areas	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Good transport links	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
(Nothing)	15.3%	72	6.2%	6	19.7%	26	27.1%	14	17.2%	16	8.0%	6	17.5%	3
(Don't know)	0.4%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Weighted base:		468		98		133		53		94		72		18
Sample:		436		93		107		58		81		56		41

Reading Household Survey for Lambert Smith Hampton

Weighted:

August 2024

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q19 What could be improved about Reading Town Centre that would make you visit more often? [MR]														
<i>Total Sample:</i>														
Parking - make it cheaper	16.5%	117	10.9%	12	18.5%	32	19.9%	21	14.0%	20	17.2%	22	21.9%	9
Fewer empty shops	12.0%	85	9.3%	11	9.8%	17	17.4%	18	14.0%	20	11.0%	14	10.7%	4
Shops - more / better range of non-food shops generally	10.9%	77	8.7%	10	6.9%	12	16.7%	18	8.6%	12	15.8%	20	11.5%	5
Shops - more independent shops	10.7%	76	10.7%	12	10.9%	19	14.8%	16	10.4%	15	8.7%	11	7.7%	3
Cleaner streets / better maintained	9.0%	64	7.6%	9	14.6%	25	3.9%	4	10.7%	16	4.9%	6	10.4%	4
Shops - more / better clothes shops	9.0%	64	8.3%	10	14.1%	24	11.1%	12	5.0%	7	7.1%	9	4.6%	2
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	7.3%	52	10.3%	12	12.4%	21	4.1%	4	5.5%	8	3.5%	5	3.9%	2
Better security / safety	6.2%	44	7.3%	8	5.9%	10	4.9%	5	5.6%	8	7.5%	10	6.0%	2
Better market	5.4%	38	12.4%	14	3.8%	6	1.4%	1	8.1%	12	2.2%	3	3.8%	2
Make it more attractive / nicer environment	5.4%	38	6.1%	7	6.3%	11	3.9%	4	3.7%	5	6.2%	8	7.3%	3
Shops - more 'high street' retailers	4.7%	33	5.4%	6	3.2%	5	5.9%	6	7.6%	11	3.1%	4	0.9%	0
Parking - make it free	4.5%	32	4.7%	5	3.8%	7	10.9%	12	1.6%	2	2.2%	3	8.0%	3
Improve the nightlife	4.1%	29	13.3%	15	4.3%	7	0.0%	0	4.2%	6	0.0%	0	0.0%	0
Less traffic congestion / improved access	4.0%	29	3.0%	3	4.0%	7	1.8%	2	6.1%	9	4.4%	6	4.2%	2
Parking - make more spaces available	4.0%	29	4.3%	5	1.8%	3	4.7%	5	4.1%	6	5.1%	7	7.2%	3
More / better cafés / restaurants	3.7%	26	4.7%	5	5.8%	10	2.0%	2	5.0%	7	0.0%	0	3.2%	1
Easier to get to by bus	3.5%	25	4.2%	5	4.4%	7	3.7%	4	1.9%	3	3.4%	4	3.6%	1
More / better seating areas	3.5%	25	1.2%	1	4.3%	7	8.2%	9	1.4%	2	3.5%	5	2.0%	1
Shops - more affordable shops	3.3%	23	7.9%	9	1.0%	2	3.4%	4	3.8%	5	1.8%	2	2.0%	1
Shops - longer opening hours / more open on Sundays	3.2%	23	5.8%	7	3.2%	5	0.0%	0	4.1%	6	3.6%	5	0.0%	0
Fewer betting shops	2.7%	19	4.6%	5	2.1%	4	2.1%	2	4.1%	6	1.7%	2	0.0%	0
Update / refurbish the shopping area	2.6%	18	2.5%	3	2.4%	4	4.6%	5	2.1%	3	2.6%	3	0.4%	0
Fewer cheap shops	2.5%	17	4.4%	5	3.4%	6	4.0%	4	0.0%	0	1.8%	2	0.0%	0
Shops - more high quality shops	2.4%	17	3.4%	4	5.6%	10	2.6%	3	0.0%	0	0.0%	0	2.2%	1
More pedestrianised areas	2.1%	15	3.0%	3	0.0%	0	0.0%	0	6.0%	9	2.1%	3	0.4%	0
Quieter / less busy	1.9%	14	2.2%	3	2.3%	4	0.5%	0	3.0%	4	1.8%	2	0.0%	0
Shops - more / better range of supermarkets	1.8%	13	4.2%	5	2.3%	4	2.0%	2	1.4%	2	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	1.8%	13	1.1%	1	3.1%	5	0.0%	0	2.7%	4	0.4%	1	4.2%	2
Fewer charity shops	1.8%	13	4.4%	5	1.0%	2	0.0%	0	2.1%	3	2.2%	3	0.0%	0
Shops - department store	1.8%	13	1.4%	2	0.7%	1	3.7%	4	0.0%	0	4.2%	5	0.9%	0
Cycling / e-scooter ban	1.7%	12	1.3%	1	0.2%	0	2.3%	2	2.3%	3	3.3%	4	0.4%	0
Fewer takeaways	1.7%	12	1.2%	1	1.8%	3	3.9%	4	1.7%	3	0.0%	0	2.0%	1
More rubbish bins	1.6%	12	1.1%	1	3.1%	5	2.0%	2	1.4%	2	0.0%	0	2.0%	1
Better layout / shops closer together	1.6%	11	0.0%	0	2.1%	4	0.0%	0	1.7%	3	3.8%	5	0.0%	0
Shops - more bakers / butchers / greengrocers	1.6%	11	3.4%	4	3.1%	5	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Less beggars / homeless	1.6%	11	1.9%	2	0.5%	1	2.1%	2	1.4%	2	2.2%	3	2.2%	1
Better disabled access	1.3%	9	2.3%	3	3.1%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	1.3%	9	3.7%	4	1.1%	2	0.0%	0	1.4%	2	0.0%	0	2.0%	1
More / better range of other services (e.g. library, hairdresser, vets etc.)	1.2%	9	1.1%	1	3.1%	5	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Less cafés	1.0%	7	1.2%	1	1.0%	2	0.5%	0	2.4%	3	0.4%	1	0.0%	0
Easier to get to by car	1.0%	7	2.3%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1
More undercover shopping	0.8%	5	1.2%	1	1.0%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0
More / better pubs / bars	0.6%	4	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Parking - make more disabled spaces available	0.6%	4	0.0%	0	0.0%	0	0.9%	1	1.6%	2	0.4%	1	0.4%	0
More events	0.5%	4	0.3%	0	0.7%	1	0.0%	0	1.4%	2	0.0%	0	0.4%	0
Easier to get to by train	0.4%	3	1.1%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better financial	0.4%	3	0.3%	0	1.3%	2	0.0%	0	0.0%	0	0.4%	1	0.0%	0

Column %ges.

Weighted:

Reading Household Survey
for Lambert Smith Hampton

August 2024

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
services (e.g. banks / building societies)														
More / better health facilities (e.g. doctors, dentists, opticians, etc)	0.4%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1
More play areas for children	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
More aimed at teens	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
More road crossings	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Better lighting	0.3%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New library	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - more payment methods	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
(Nothing)	16.2%	115	5.5%	6	14.2%	24	15.9%	17	17.0%	25	25.3%	33	24.0%	10
(Don't know)	2.6%	19	2.4%	3	1.0%	2	2.8%	3	2.7%	4	3.2%	4	7.6%	3
Weighted base:		707		115		171		106		145		130		40
Sample:		707		113		148		101		134		111		100

Reading Household Survey for Lambert Smith Hampton

Weighted:

August 2024

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q19 What could be improved about Reading Town Centre that would make you visit more often? [MR]														
<i>Those that visit Reading Town Centre at least once a month at Q16:</i>														
Shops - more independent shops	12.9%	60	12.0%	12	13.0%	17	16.3%	9	14.0%	13	9.1%	7	16.7%	3
Fewer empty shops	12.3%	58	11.0%	11	9.4%	12	14.4%	8	15.7%	15	14.2%	10	10.3%	2
Parking - make it cheaper	12.2%	57	9.8%	10	14.5%	19	14.7%	8	11.5%	11	6.7%	5	26.7%	5
Cleaner streets / better maintained	10.3%	48	6.7%	7	16.7%	22	2.8%	1	11.6%	11	8.1%	6	7.8%	1
Shops - more / better clothes shops	10.0%	47	9.8%	10	13.0%	17	13.8%	7	6.8%	6	7.7%	6	5.1%	1
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	9.3%	44	12.2%	12	13.7%	18	4.0%	2	6.3%	6	6.4%	5	4.7%	1
Shops - more / better range of non-food shops generally	8.9%	42	7.7%	8	7.1%	9	16.2%	9	4.3%	4	12.8%	9	15.6%	3
Better market	6.7%	31	13.4%	13	4.9%	6	2.7%	1	6.3%	6	4.0%	3	8.8%	2
Better security / safety	5.9%	28	8.3%	8	5.7%	8	3.7%	2	4.3%	4	7.3%	5	4.7%	1
Improve the nightlife	5.9%	27	14.3%	14	5.5%	7	0.0%	0	6.5%	6	0.0%	0	0.0%	0
Make it more attractive / nicer environment	5.1%	24	5.9%	6	7.7%	10	3.7%	2	2.2%	2	4.8%	3	2.1%	0
Shops - longer opening hours / more open on Sundays	4.8%	23	6.8%	7	4.1%	5	0.0%	0	6.3%	6	6.5%	5	0.0%	0
More / better cafés / restaurants	4.5%	21	5.5%	5	6.1%	8	0.0%	0	7.6%	7	0.0%	0	3.1%	1
Shops - more 'high street' retailers	4.5%	21	5.8%	6	3.2%	4	4.7%	3	8.3%	8	0.7%	1	1.0%	0
More / better seating areas	4.4%	20	1.4%	1	5.6%	7	8.1%	4	2.2%	2	6.3%	5	4.5%	1
Shops - more affordable shops	3.7%	17	6.7%	7	0.0%	0	6.8%	4	4.4%	4	3.3%	2	4.5%	1
Parking - make it free	3.1%	15	2.7%	3	3.4%	4	0.9%	0	2.0%	2	3.3%	2	16.5%	3
Less traffic congestion / improved access	3.1%	15	3.2%	3	3.9%	5	0.9%	0	3.6%	3	2.2%	2	4.5%	1
Fewer betting shops	3.1%	15	2.7%	3	2.7%	4	4.2%	2	4.2%	4	3.0%	2	0.0%	0
Shops - more high quality shops	3.1%	14	4.1%	4	6.9%	9	0.9%	0	0.0%	0	0.0%	0	4.1%	1
Fewer cheap shops	2.9%	13	3.8%	4	4.0%	5	4.0%	2	0.0%	0	3.2%	2	0.0%	0
More pedestrianised areas	2.8%	13	3.6%	3	0.0%	0	0.0%	0	7.8%	7	3.0%	2	0.0%	0
Update / refurbish the shopping area	2.8%	13	3.0%	3	3.1%	4	5.0%	3	2.7%	3	0.7%	1	1.0%	0
More rubbish bins	2.5%	12	1.3%	1	3.9%	5	4.0%	2	2.2%	2	0.0%	0	4.7%	1
Easier to get to by bus	2.3%	11	2.2%	2	4.4%	6	4.6%	2	0.5%	0	0.0%	0	0.0%	0
Shops - more bakers / butchers / greengrocers	2.1%	10	2.7%	3	4.0%	5	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Cycling / e-scooter ban	2.1%	10	1.5%	1	0.3%	0	1.9%	1	3.5%	3	4.5%	3	1.0%	0
Shops - more / better range of supermarkets	2.0%	10	4.0%	4	2.7%	4	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Shops - department store	2.0%	10	0.3%	0	0.9%	1	7.5%	4	0.0%	0	5.3%	4	1.0%	0
Better disabled access	2.0%	9	2.7%	3	4.0%	5	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Parking - make more spaces available	2.0%	9	5.1%	5	2.0%	3	0.9%	0	0.5%	0	0.0%	0	4.5%	1
Fewer takeaways	2.0%	9	0.0%	0	2.3%	3	7.9%	4	2.2%	2	0.0%	0	0.0%	0
Quieter / less busy	1.9%	9	2.6%	3	3.0%	4	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Better layout / shops closer together	1.9%	9	0.0%	0	2.7%	4	0.0%	0	2.7%	3	3.7%	3	0.0%	0
Nicer atmosphere / friendlier people	1.9%	9	0.0%	0	4.0%	5	0.0%	0	2.1%	2	0.7%	1	5.6%	1
More / better range of other services (e.g. library, hairdresser, vets etc.)	1.9%	9	1.3%	1	4.0%	5	0.0%	0	2.2%	2	0.0%	0	0.0%	0
More / better public toilets	1.8%	9	4.0%	4	1.4%	2	0.0%	0	2.1%	2	0.0%	0	4.7%	1
Less beggars / homeless	1.8%	8	2.0%	2	0.6%	1	0.0%	0	2.2%	2	3.9%	3	4.1%	1
Fewer charity shops	1.6%	7	2.6%	3	0.0%	0	0.0%	0	2.7%	3	3.3%	2	0.0%	0
Less cafés	1.2%	6	0.0%	0	1.2%	2	0.9%	0	3.2%	3	0.7%	1	0.0%	0
More / better pubs / bars	0.9%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Easier to get to by car	0.8%	4	1.3%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	4.7%	1
Easier to get to by train	0.7%	3	1.3%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.6%	3	1.4%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better health facilities (e.g. doctors, dentists, opticians, etc)	0.6%	3	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	4.7%	1
More events	0.5%	3	0.3%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.0%	0

Column %ges.

Weighted:

Reading Household Survey
for Lambert Smith Hampton

August 2024

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Parking - make more disabled spaces available	0.5%	2	0.0%	0	0.0%	0	0.9%	0	2.0%	2	0.0%	0	0.0%	0
More play areas for children	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
More road crossings	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
More aimed at teens	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Better lighting	0.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New library	0.4%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better financial services (e.g. banks / building societies)	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	12.4%	58	4.5%	4	11.2%	15	17.1%	9	14.4%	14	20.3%	15	9.3%	2
(Don't know)	2.3%	11	2.9%	3	0.3%	0	3.7%	2	0.5%	0	5.0%	4	9.4%	2
Weighted base:		468		98		133		53		94		72		18
Sample:		436		93		107		58		81		56		41

Weighted:

Reading Household Survey for Lambert Smith Hampton

August 2024

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q19 What could be improved about Reading Town Centre that would make you visit more often? [MR]														
<i>Those that don't visit Reading Town Centre at least once a month at Q16:</i>														
Parking - make it cheaper	24.9%	60	16.6%	3	32.8%	12	25.0%	13	18.6%	9	30.4%	18	18.3%	4
Shops - more / better range of non-food shops generally	14.8%	35	14.4%	3	5.9%	2	17.3%	9	16.6%	8	19.5%	11	8.4%	2
Fewer empty shops	11.3%	27	0.0%	0	11.4%	4	20.4%	11	10.9%	5	6.9%	4	11.1%	3
Parking - make more spaces available	8.0%	19	0.0%	0	1.1%	0	8.4%	4	10.9%	6	11.6%	7	9.2%	2
Parking - make it free	7.2%	17	16.1%	3	5.6%	2	20.8%	11	0.9%	0	0.9%	1	1.6%	0
Shops - more / better clothes shops	7.0%	17	0.0%	0	18.1%	7	8.4%	4	1.8%	1	6.4%	4	4.2%	1
Better security / safety	6.8%	16	1.7%	0	6.9%	3	6.1%	3	8.0%	4	7.6%	4	7.0%	2
Shops - more independent shops	6.5%	16	3.4%	1	3.3%	1	13.3%	7	3.7%	2	8.1%	5	0.8%	0
Cleaner streets / better maintained	6.4%	15	12.5%	2	7.1%	3	5.0%	3	9.1%	5	0.9%	1	12.4%	3
Make it more attractive / nicer environment	6.0%	14	7.4%	1	1.1%	0	4.0%	2	6.6%	3	8.0%	5	11.3%	3
Easier to get to by bus	5.9%	14	15.2%	3	4.5%	2	2.8%	1	4.6%	2	7.7%	4	6.4%	1
Less traffic congestion / improved access	5.8%	14	1.7%	0	4.5%	2	2.7%	1	10.8%	5	7.2%	4	3.9%	1
Shops - more 'high street' retailers	5.2%	12	3.4%	1	3.3%	1	7.0%	4	6.3%	3	6.0%	3	0.8%	0
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	3.3%	8	0.0%	0	8.0%	3	4.2%	2	3.9%	2	0.0%	0	3.2%	1
Better market	2.9%	7	7.0%	1	0.0%	0	0.0%	0	11.3%	6	0.0%	0	0.0%	0
Shops - more affordable shops	2.4%	6	14.4%	3	4.8%	2	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Update / refurbish the shopping area	2.3%	6	0.0%	0	0.0%	0	4.2%	2	0.9%	0	4.9%	3	0.0%	0
Fewer charity shops	2.2%	5	14.4%	3	4.8%	2	0.0%	0	0.9%	0	0.9%	1	0.0%	0
Quieter / less busy	2.0%	5	0.0%	0	0.0%	0	0.9%	0	3.9%	2	4.0%	2	0.0%	0
Fewer betting shops	2.0%	5	15.2%	3	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
More / better cafés / restaurants	2.0%	5	0.0%	0	4.8%	2	4.0%	2	0.0%	0	0.0%	0	3.2%	1
More / better seating areas	1.8%	4	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	1.6%	4	7.0%	1	0.0%	0	0.0%	0	3.9%	2	0.0%	0	3.2%	1
Fewer cheap shops	1.6%	4	7.4%	1	1.1%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Shops - more / better range of supermarkets	1.4%	3	5.0%	1	1.1%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Shops - department store	1.3%	3	7.7%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.8%	0
Easier to get to by car	1.3%	3	7.7%	1	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - more high quality shops	1.2%	3	0.0%	0	1.1%	0	4.2%	2	0.0%	0	0.0%	0	0.8%	0
More / better financial services (e.g. banks / building societies)	1.1%	3	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Less beggars / homeless	1.1%	3	1.7%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.8%	0
Fewer takeaways	1.1%	3	7.7%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	3.6%	1
Cycling / e-scooter ban	1.0%	3	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.8%	1	0.0%	0
More undercover shopping	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Better layout / shops closer together	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0
More pedestrianised areas	0.9%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.9%	1	0.8%	0
Less cafés	0.8%	2	7.7%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Parking - make more disabled spaces available	0.7%	2	0.0%	0	0.0%	0	0.9%	0	0.9%	0	0.9%	1	0.8%	0
Improve the nightlife	0.6%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - more bakers / butchers / greengrocers	0.5%	1	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events	0.5%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - more payment methods	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
More / better public toilets	0.1%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	23.6%	57	10.9%	2	25.0%	9	14.8%	8	21.7%	11	31.7%	18	35.3%	8
(Don't know)	3.2%	8	0.0%	0	3.3%	1	1.9%	1	6.8%	3	0.9%	1	6.3%	1
Weighted base:		239		17		38		53		51		58		23
Sample:		271		20		41		43		53		55		59

Column %ges.

Weighted:

Reading Household Survey for Lambert Smith Hampton

August 2024

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Meanscore (visits per year):														
Q20 How often do you or your household to visit the following leisure attractions? [PR]														
Bingo / casino / bookmaker														
More than once a week	1.1%	8	2.5%	3	1.1%	2	0.0%	0	1.7%	3	0.0%	0	2.0%	1
Once a week	1.9%	13	2.6%	3	1.3%	2	0.5%	0	3.1%	5	2.2%	3	0.0%	0
Once a fortnight	2.7%	19	7.9%	9	2.1%	4	3.9%	4	0.9%	1	0.0%	0	1.8%	1
Once a month	2.0%	14	3.3%	4	0.7%	1	0.0%	0	4.2%	6	1.8%	2	1.3%	1
Once every two months	1.6%	11	2.5%	3	0.2%	0	0.0%	0	5.5%	8	0.0%	0	0.4%	0
Once every six months	1.6%	11	4.8%	6	1.1%	2	0.0%	0	1.7%	2	1.2%	2	0.0%	0
Once a year	1.7%	12	1.2%	1	3.2%	6	2.1%	2	0.0%	0	2.2%	3	0.0%	0
Less often	3.6%	25	9.0%	10	6.1%	10	2.0%	2	0.0%	0	1.8%	2	0.0%	0
(Don't know / varies)	0.9%	6	1.9%	2	1.0%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Never	83.0%	587	64.1%	74	83.1%	142	89.4%	95	82.9%	120	90.7%	118	94.4%	38
Mean:	18.29		17.97		14.14		15.19		23.80		15.52		39.83	
Weighted base:	707		115		171		106		145		130		40	
Sample:	707		113		148		101		134		111		100	
Cinema														
More than once a week	0.4%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	1.9%	14	3.4%	4	2.4%	4	0.5%	0	1.4%	2	2.2%	3	0.4%	0
Once a fortnight	4.3%	31	5.9%	7	1.8%	3	2.6%	3	2.8%	4	10.3%	13	1.8%	1
Once a month	10.1%	71	21.6%	25	9.5%	16	4.8%	5	12.1%	18	3.3%	4	8.5%	3
Once every two months	17.7%	125	13.9%	16	18.0%	31	14.9%	16	19.2%	28	21.3%	28	17.3%	7
Once every six months	17.8%	126	11.2%	13	20.5%	35	19.9%	21	17.9%	26	18.0%	23	19.4%	8
Once a year	7.3%	52	6.3%	7	2.4%	4	8.4%	9	7.4%	11	13.7%	18	6.7%	3
Less often	4.2%	30	6.1%	7	4.0%	7	4.7%	5	4.2%	6	1.6%	2	6.6%	3
(Don't know / varies)	1.8%	13	1.9%	2	4.3%	7	0.0%	0	0.3%	0	2.2%	3	0.4%	0
Never	34.4%	243	27.4%	32	37.1%	63	44.3%	47	34.6%	50	27.3%	35	38.7%	16
Mean:	8.07		12.47		7.50		5.17		6.96		8.54		5.33	
Weighted base:	707		115		171		106		145		130		40	
Sample:	707		113		148		101		134		111		100	
Gym / health club / sports facility														
More than once a week	16.5%	117	19.3%	22	21.1%	36	22.8%	24	10.5%	15	11.8%	15	9.3%	4
Once a week	5.2%	37	14.3%	16	2.9%	5	1.4%	1	2.8%	4	5.7%	7	5.8%	2
Once a fortnight	3.5%	25	7.9%	9	1.6%	3	4.0%	4	2.8%	4	2.0%	3	5.6%	2
Once a month	2.6%	18	2.3%	3	1.0%	2	0.9%	1	7.2%	10	1.8%	2	0.4%	0
Once every two months	2.2%	15	5.6%	6	1.1%	2	0.0%	0	1.4%	2	3.8%	5	0.0%	0
Once every six months	3.2%	22	3.4%	4	6.4%	11	0.0%	0	3.0%	4	1.8%	2	1.8%	1
Once a year	2.1%	15	2.3%	3	3.2%	6	1.9%	2	0.0%	0	3.4%	4	0.0%	0
Less often	2.2%	16	3.3%	4	3.2%	5	0.0%	0	4.2%	6	0.4%	1	0.0%	0
(Don't know / varies)	2.1%	15	0.8%	1	6.3%	11	1.9%	2	0.0%	0	0.0%	0	2.4%	1
Never	60.4%	427	40.9%	47	53.1%	91	67.0%	71	68.0%	99	69.2%	90	74.6%	30
Mean:	45.44		43.20		46.26		63.39		35.66		42.94		51.33	
Weighted base:	707		115		171		106		145		130		40	
Sample:	707		113		148		101		134		111		100	
Theatre / concert / music hall														
More than once a week	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	2.5%	18	4.6%	5	3.2%	5	2.1%	2	0.0%	0	3.0%	4	2.4%	1
Once a fortnight	2.7%	19	8.9%	10	1.8%	3	1.4%	1	0.0%	0	2.2%	3	3.2%	1
Once a month	6.7%	47	9.5%	11	6.4%	11	5.8%	6	6.5%	9	6.1%	8	5.0%	2
Once every two months	9.1%	64	7.8%	9	10.6%	18	9.1%	10	6.5%	9	9.8%	13	14.2%	6
Once every six months	19.1%	135	15.8%	18	20.1%	34	23.7%	25	18.7%	27	17.0%	22	19.6%	8
Once a year	11.1%	79	8.3%	10	10.4%	18	14.2%	15	8.0%	12	16.2%	21	8.7%	4
Less often	4.4%	31	8.9%	10	5.9%	10	2.4%	3	4.2%	6	1.6%	2	1.3%	1
(Don't know / varies)	3.4%	24	6.3%	7	2.1%	4	0.0%	0	5.4%	8	3.0%	4	2.4%	1
Never	40.9%	289	29.9%	34	38.8%	66	41.4%	44	50.7%	74	41.1%	53	43.3%	18
Mean:	7.17		10.58		7.81		5.65		3.75		7.05		7.37	
Weighted base:	707		115		171		106		145		130		40	
Sample:	707		113		148		101		134		111		100	

Weighted:

Reading Household Survey for Lambert Smith Hampton

August 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Museum / gallery or place of historical / cultural interest														
More than once a week	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	2.4%	17	1.1%	1	3.2%	6	4.9%	5	0.0%	0	3.7%	5	0.0%	0
Once a fortnight	2.1%	15	6.7%	8	1.2%	2	1.4%	1	0.0%	0	3.1%	4	0.0%	0
Once a month	4.8%	34	8.6%	10	5.4%	9	2.8%	3	3.0%	4	4.6%	6	3.5%	1
Once every two months	6.6%	47	8.1%	9	5.1%	9	8.7%	9	7.5%	11	2.8%	4	13.2%	5
Once every six months	15.5%	110	16.8%	19	12.2%	21	20.4%	22	11.8%	17	17.5%	23	19.4%	8
Once a year	14.0%	99	13.4%	15	16.9%	29	15.8%	17	12.6%	18	13.0%	17	7.1%	3
Less often	5.7%	40	5.7%	7	7.1%	12	6.9%	7	9.4%	14	0.4%	1	0.4%	0
(Don't know / varies)	3.3%	23	3.5%	4	5.6%	10	0.0%	0	4.5%	7	2.2%	3	0.9%	0
Never	45.4%	321	34.9%	40	43.4%	74	39.2%	42	51.3%	74	52.7%	68	55.5%	22
Mean:	6.58		8.46		6.63		7.13		2.75		8.68		3.84	
Weighted base:	707		115		171		106		145		130		40	
Sample:	707		113		148		101		134		111		100	
Pub / bar / nightclub / live music venue														
More than once a week	2.9%	21	6.2%	7	2.8%	5	3.7%	4	1.2%	2	1.8%	2	2.0%	1
Once a week	10.1%	72	15.9%	18	7.5%	13	8.7%	9	6.9%	10	13.2%	17	10.2%	4
Once a fortnight	10.7%	76	9.7%	11	9.1%	16	8.8%	9	15.4%	22	8.4%	11	15.8%	6
Once a month	14.4%	102	14.0%	16	13.4%	23	15.0%	16	12.8%	19	15.9%	21	19.3%	8
Once every two months	9.8%	69	7.8%	9	11.1%	19	12.0%	13	12.3%	18	5.9%	8	8.1%	3
Once every six months	6.5%	46	4.7%	5	9.6%	16	5.4%	6	6.1%	9	6.0%	8	4.2%	2
Once a year	2.5%	18	3.3%	4	4.8%	8	1.4%	1	3.1%	4	0.0%	0	0.0%	0
Less often	1.3%	9	3.3%	4	0.0%	0	0.9%	1	2.6%	4	0.0%	0	2.4%	1
(Don't know / varies)	1.3%	9	1.8%	2	1.3%	2	0.0%	0	1.7%	3	1.8%	2	0.0%	0
Never	40.3%	285	33.2%	38	40.4%	69	44.0%	47	37.9%	55	47.0%	61	38.0%	15
Mean:	21.98		27.60		18.84		22.10		18.24		25.04		22.41	
Weighted base:	707		115		171		106		145		130		40	
Sample:	707		113		148		101		134		111		100	
Restaurant / café														
More than once a week	5.0%	35	12.1%	14	1.7%	3	6.1%	6	4.7%	7	3.6%	5	1.3%	1
Once a week	11.2%	79	12.6%	15	10.9%	19	8.2%	9	13.8%	20	10.3%	13	9.5%	4
Once a fortnight	19.3%	136	19.7%	23	19.7%	34	17.0%	18	17.2%	25	23.2%	30	16.6%	7
Once a month	20.4%	145	19.4%	22	22.8%	39	21.2%	22	17.5%	25	20.0%	26	23.6%	10
Once every two months	14.2%	101	12.4%	14	13.2%	22	14.9%	16	16.1%	23	14.5%	19	14.3%	6
Once every six months	5.1%	36	3.7%	4	4.1%	7	6.2%	7	6.7%	10	4.8%	6	5.9%	2
Once a year	1.4%	10	3.1%	4	1.3%	2	0.5%	0	1.7%	3	0.4%	1	1.3%	1
Less often	1.1%	8	1.1%	1	0.2%	0	2.0%	2	2.7%	4	0.0%	0	0.0%	0
(Don't know / varies)	2.1%	15	2.3%	3	1.5%	3	0.9%	1	3.4%	5	2.2%	3	1.3%	1
Never	20.2%	143	13.5%	16	24.6%	42	23.0%	24	16.1%	23	20.9%	27	26.2%	11
Mean:	23.35		28.90		21.29		22.31		23.08		22.88		19.46	
Weighted base:	707		115		171		106		145		130		40	
Sample:	707		113		148		101		134		111		100	
Family entertainment (e.g. tenpin bowling, skating rink, family day out)														
More than once a week	2.0%	14	4.6%	5	1.8%	3	2.0%	2	2.7%	4	0.0%	0	0.0%	0
Once a week	2.5%	17	6.9%	8	0.0%	0	3.9%	4	0.0%	0	3.6%	5	1.8%	1
Once a fortnight	3.1%	22	6.9%	8	3.2%	5	1.9%	2	2.8%	4	1.8%	2	0.0%	0
Once a month	8.7%	61	14.4%	17	10.8%	18	2.5%	3	6.9%	10	8.1%	11	7.1%	3
Once every two months	6.0%	43	13.5%	16	10.5%	18	3.0%	3	2.8%	4	0.4%	1	4.0%	2
Once every six months	7.2%	51	5.6%	6	7.6%	13	4.3%	5	12.6%	18	4.7%	6	7.0%	3
Once a year	3.6%	26	0.0%	0	2.1%	4	1.9%	2	6.6%	10	7.4%	10	1.8%	1
Less often	2.6%	18	3.4%	4	2.1%	4	1.9%	2	5.5%	8	0.0%	0	2.0%	1
(Don't know / varies)	2.8%	20	5.3%	6	1.8%	3	1.9%	2	4.2%	6	1.8%	2	0.0%	0
Never	61.5%	435	39.4%	45	60.2%	103	76.7%	81	55.7%	81	72.1%	94	76.2%	31
Mean:	14.76		21.02		11.40		21.98		10.48		13.51		9.33	
Weighted base:	707		115		171		106		145		130		40	
Sample:	707		113		148		101		134		111		100	

Weighted:

Reading Household Survey for Lambert Smith Hampton

August 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Other activity														
More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every six months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	100.0%	707	100.0%	115	100.0%	171	100.0%	106	100.0%	145	100.0%	130	100.0%	40
Mean:	0.00		0.00		0.00		0.00		0.00		0.00		0.00	
Weighted base:	707		115		171		106		145		130		40	
Sample:	707		113		148		101		134		111		100	

Q21 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?*Those who said bingo / casino / bookmaker at Q20: AND Excl. Nulls & SFT*

Admiral Casino Oxford, High St, Oxford OX1 4BE	2.5%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Admiral Casino Reading, 27 West St, Reading RG1 1TZ	6.1%	3	8.6%	1	32.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Buzz Bingo Reading, 102-108 Oxford Rd, Reading RG1 7LL	2.6%	1	8.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Buzz Bingo Woking, Kingsway, Woking GU21 6GH	5.1%	3	16.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Genting Casino Reading, 18 Richfield Ave, Reading RG1 8PA	6.4%	3	8.3%	1	0.0%	0	0.0%	0	9.0%	2	0.0%	0	0.0%
Grosvenor Casino Portsmouth, Gunwharf Quays, Portsmouth PO1 3TZ	2.6%	1	8.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grosvenor Casino Reading South, Rose Kiln Lane, Reading, RG2 0SN	10.0%	5	0.0%	0	0.0%	0	0.0%	0	22.8%	5	0.0%	0	0.0%
Grosvenor Casino Reading, Queens Rd, Reading RG1 4SY	2.6%	1	8.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mecca Bingo Basingstoke, Church St, Basingstoke RG21 7QQ	5.4%	3	1.9%	0	0.0%	0	0.0%	0	11.0%	3	0.0%	0	0.0%
Mecca Bingo Reading, 110-117 Friar St, Reading RG1 1EP	10.3%	5	16.4%	3	7.2%	0	0.0%	0	0.0%	0	47.7%	2	0.0%
BJ's Bingo, Reading	28.5%	15	12.1%	2	28.2%	2	18.7%	0	44.2%	10	10.6%	1	99.8%
Reading town centre	2.5%	1	1.9%	0	0.0%	0	0.0%	0	2.0%	0	10.6%	1	0.0%
Caversham	4.1%	2	0.0%	0	0.0%	0	81.3%	2	0.0%	0	0.0%	0	0.0%
Beacon Hill	4.0%	2	0.0%	0	0.0%	0	0.0%	0	9.0%	2	0.0%	0	0.0%
Earley	3.9%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	0	31.1%	2	0.0%
Tilehurst	3.6%	2	0.0%	0	32.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	52			16		6		3		23		5	
Sample:	41			15		5		2		14		4	

Weighted:

Reading Household Survey
for Lambert Smith Hampton

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q22 Which cinema do you or members of your household normally visit?														
<i>Those who said cinema at Q20: AND Excl. Nulls & SFT</i>														
Cineworld Bracknell, 2 Eagle Ln, Bracknell RG12 1BG	1.4%	6	3.9%	3	0.0%	0	3.8%	2	1.1%	1	0.0%	0	0.0%	0
Everyman Wokingham, Elms Rd, Wokingham RG40 2FE	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	2
Reading Biscuit Factory, Queens Walk, Reading RG1 7QE	4.3%	17	1.7%	1	5.3%	4	7.2%	4	5.4%	4	2.7%	2	3.4%	1
Regal Picturehouse, 2, Boroma Way, Henley-on-Thames RG9 2BZ	3.1%	12	5.8%	4	0.0%	0	14.3%	8	0.0%	0	0.0%	0	0.0%	0
Showcase Cinema, Loddon Bridge, Reading Rd, Winnersh, Wokingham RG41 5HG	49.4%	196	24.1%	16	31.4%	26	48.1%	27	54.7%	44	74.7%	64	77.0%	18
Vue Camberley, The Atrium, Camberley GU15 3PL	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.8%	0
Vue Reading, The Oracle Centre, Reading RG1 2AG	38.0%	151	60.7%	41	60.7%	50	24.8%	14	33.9%	27	19.2%	17	8.9%	2
Central London	0.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Bracknell	1.1%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	2	2.8%	2	0.0%	0
Reading town centre	0.2%	1	0.0%	0	0.5%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Vue, The Kennet Centre, Newbury RG14 5EN	0.7%	3	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Vue, Portsmouth	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Festival Place, Basingstoke RG21 7BB	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	397			68		82		57		80		86		24
Sample:	365			61		69		50		65		68		52

Reading Household Survey for Lambert Smith Hampton

Weighted:

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q23 Where do you or members of your household normally go to use a gym / healthclub / sports facility?														
<i>Those who said gym / health club / sports facility at Q20: AND Excl. Nulls & SFT</i>														
Anytime Fitness, 1-3 Corporation Street, High Wycombe, HP13 6TQ	0.7%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anytime Fitness, 18 The Ring, Bracknell, RG12 1HW	1.1%	2	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0
Anytime Fitness, 9 Queen Victoria Street, Reading, RG1 1SY	1.1%	2	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0
Buzz Gym, The Oracle Shopping Centre, Reading, RG1 2AG	10.6%	21	28.2%	14	4.5%	2	0.0%	0	5.8%	2	7.2%	2	0.0%	0
David Lloyd, Green Park, 4 South Oak Way, Reading, RG2 6AD	3.8%	7	5.1%	3	0.0%	0	0.0%	0	0.0%	0	15.0%	5	0.0%	0
David Lloyd, Woodlands Park Avenue, Maidenhead, SL6 3UA	0.9%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing, 240 South Oak Way, Lime Square, Reading, RG2 6UL	3.4%	7	2.5%	1	7.2%	3	0.0%	0	0.0%	0	4.9%	2	13.7%	1
PureGym, 1 Caversham Road, Reading, RG1 8AD	19.0%	37	27.8%	14	17.7%	7	14.4%	4	22.7%	8	7.2%	2	14.2%	1
PureGym, Basingstoke Leisure Park, Worting Road, Basingstoke, RG22 6PG	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2	9.2%	1
PureGym, Elms Field, Wellington Road, Wokingham, RG40 2FE	0.7%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym Group Crawley, Unit 2, Pegler Way, Crawley, RH11 7AF	0.7%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym Group, Forbury Retail Park, Reading, RG1 3JD	3.9%	8	7.7%	4	8.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	1.0%	2	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
365 Gym, Meadway Shopping Centre, Tilehurst, Reading RG30 4AA	1.6%	3	0.0%	0	4.1%	2	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Sonning Common	0.5%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Meadway Sports Centre, Conwy Cl, Reading RG30 4BZ	1.9%	4	0.0%	0	8.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading town centre	5.3%	10	5.1%	3	12.8%	5	1.7%	0	3.8%	1	1.7%	1	0.0%	0
Loddon Valley Leisure Centre, Earley, Reading RG6 4GD	6.9%	13	0.0%	0	0.0%	0	0.0%	0	17.2%	6	20.6%	7	14.2%	1
Woodley	4.0%	8	0.0%	0	0.0%	0	0.0%	0	1.3%	0	22.8%	7	3.1%	0
University of Reading	2.5%	5	3.1%	2	0.0%	0	0.0%	0	9.4%	3	0.0%	0	0.0%	0
Woodford Park, Woodley	0.9%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Rivermead Leisure Centre, Richfield Ave, Reading RG1 8EQ	5.4%	11	2.4%	1	11.4%	5	11.1%	3	3.8%	1	0.0%	0	0.0%	0
Calcot	1.9%	4	0.0%	0	3.9%	2	0.0%	0	5.8%	2	0.0%	0	0.0%	0
Nirvana Spa, Winnersh	1.4%	3	2.3%	1	1.0%	0	1.7%	0	0.0%	0	1.7%	1	3.1%	0
Wokingham	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	27.0%	2
Bulmershe Leisure Centre, Woodlands Ave, Woodley, Reading RG5 3EU	2.3%	4	0.0%	0	0.0%	0	0.0%	0	5.3%	2	8.2%	3	0.0%	0
Henley on Thames	1.8%	3	0.0%	0	0.0%	0	12.0%	3	0.0%	0	0.0%	0	0.0%	0
Caversham Lawn Tennis Club, Caversham	2.1%	4	0.0%	0	0.0%	0	14.2%	4	0.0%	0	0.0%	0	0.0%	0
Caversham	3.4%	7	0.0%	0	2.9%	1	18.8%	5	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.7%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradfield College Sports Complex, Bradfield, Reading RG7 6BZ	0.8%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Energie Fitness, The Plaza,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	

Column %ges.

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Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Denmark St, Wokingham RG40 2LD														
Tilehurst	1.4%	3	0.0%	0	4.3%	2	0.0%	0	1.3%	0	1.7%	1	0.0%	0
The Club at Mapledurham, Chazey Heath, Reading RG4 7UD	3.1%	6	0.0%	0	0.0%	0	20.9%	6	0.0%	0	0.0%	0	0.0%	0
Palmer Park Leisure Centre, Wokingham Rd, Reading RG6 1LF	2.3%	5	2.9%	2	0.0%	0	1.7%	0	7.1%	3	0.0%	0	0.0%	0
Shinfield	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0
Swallowfield	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0
Weighted base:		195		51		42		29		36		32		6
Sample:		153		42		30		24		22		24		11

Weighted:

Reading Household Survey for Lambert Smith Hampton

August 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q24 Where do you or members of your household normally go to visit the theatre, watch a concert or live music?														
<i>Those who said theatre / concert / music hall at Q20: AND Excl. Nulls & SFT</i>														
Basildon Park, Lower Basildon, Reading RG8 9NR	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0
Cole Museum of Zoology, Campus, Whiteknights, Reading RG6 6UA	0.6%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mapledurham House, Mapledurham, Reading RG4 7TR	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Museum of Berkshire Aviation, Department Of Classics, Edith Morley Building, University Of, Whiteknights Rd, Reading RG6 6AA	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0
National Trust - Greys Court, Rotherfield Greys, Henley-on-Thames RG9 4PG	0.9%	3	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Trust - The Vyne, Vyne Rd, Sherborne St John, Basingstoke RG24 9HL	0.7%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1
Reading Abbey Ruins, Abbot's Walk, Reading RG1 3HW	3.0%	9	9.1%	4	0.7%	0	4.4%	2	3.7%	2	0.0%	0	1.1%	0
Reading Museum, Blagrove St, Reading RG1 1QH	2.6%	8	5.4%	3	8.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Museum of Rural English Life, 6 Redlands Rd, Reading RG1 5EX	2.7%	8	8.7%	4	0.0%	0	0.0%	0	7.4%	4	0.0%	0	0.0%	0
Central London	38.9%	114	40.0%	18	45.3%	29	35.4%	16	19.5%	10	45.6%	31	55.8%	9
Aylesbury	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Corn Exchange, Market Pl, Newbury RG14 5BD	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
New Theatre Oxford, George St, Oxford OX1 2AG	0.6%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury	0.7%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	3.7%	11	2.8%	1	3.3%	2	4.2%	2	9.3%	5	0.8%	1	1.1%	0
Progress Theatre, The Mount, Reading RG1 5HL	1.1%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	3.8%	3	0.0%	0
South Street Arts Centre, South St, Reading RG1 4QU	0.9%	3	1.9%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Haymarket, Wote St, Basingstoke RG21 7NW	0.6%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hexagon, Queens Walk, Berkshire RG1 7QF	17.5%	51	16.9%	8	12.5%	8	21.7%	10	18.8%	10	19.8%	14	13.6%	2
The Mill at Sonning, Sonning Eye, Reading RG4 6TY	6.4%	19	0.6%	0	0.7%	0	17.0%	8	6.4%	3	9.3%	6	3.4%	1
The Watermill Theatre, Bagnor, Newbury RG20 8AE	0.9%	3	0.0%	0	2.7%	2	1.1%	0	0.9%	0	0.0%	0	0.0%	0
Theatre Royal Windsor, Thames St, Windsor SL4 1PS	1.5%	4	0.0%	0	0.7%	0	0.0%	0	4.4%	2	0.0%	0	9.8%	2
Twyford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Windsor	0.9%	3	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0
Winnersh	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Wokingham Theatre, Twyford Rd, Wokingham RG40 5TU	1.1%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	3.4%	2	3.3%	1
Woodley	0.9%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.8%	1	0.0%	0
Basingstoke Town Centre	0.3%	1	0.0%	0	0.7%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Camberley	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0
Henley-on-Thames	1.6%	5	0.0%	0	0.0%	0	5.7%	3	0.0%	0	3.0%	2	0.0%	0
Reading Town Centre	7.2%	21	3.2%	1	9.4%	6	8.4%	4	8.1%	4	7.1%	5	4.6%	1
Shinfield Road District	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0

Column %ges.

Weighted:

Reading Household Survey for Lambert Smith Hampton

August 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Centre														
Wokingham Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.5%	1	0.0%	0
Shinfield Road District	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Centre														
Weighted base:	293			46		63		46		53		69		16
Sample:	295			45		57		51		46		58		38
Q25 Where do you or members of your household normally go to visit a museum, gallery, or other place of historical / cultural interest?														
<i>Those who said museum / gallery / place of historical / cultural interest at Q20: AND Excl. Nulls & SFT</i>														
Cole Museum of Zoology, Campus, Whiteknights, Reading RG6 6UA	1.3%	3	3.4%	1	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mapledurham House, Mapledurham, Reading RG4 7TR	1.6%	4	3.4%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0
Museum of Berkshire Aviation, Department Of Classics, Edith Morley Building, University Of, Whiteknights Rd, Reading RG6 6AA	2.9%	7	6.3%	3	3.7%	2	0.0%	0	5.3%	2	0.0%	0	0.0%	0
National Trust - Greys Court, Rotherfield Greys, Henley-on-Thames RG9 4PG	1.1%	3	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Abbey Ruins, Abbot's Walk, Reading RG1 3HW	5.4%	13	3.3%	1	6.0%	3	5.1%	2	9.2%	4	4.6%	2	0.0%	0
Reading Museum, Blagrove St, Reading RG1 1QH	18.8%	44	24.7%	10	20.7%	10	15.3%	6	23.3%	10	10.1%	5	22.0%	3
Riverside Museum, Kenavon Dr, Reading RG1 3DH	2.1%	5	6.6%	3	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0
The Museum of Rural English Life, 6 Redlands Rd, Reading RG1 5EX	2.7%	6	4.1%	2	0.8%	0	5.1%	2	4.3%	2	0.0%	0	1.4%	0
Central London	48.6%	114	26.7%	11	51.1%	25	57.9%	24	43.1%	19	55.5%	26	70.8%	9
Cambridge	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Edinburgh	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Ludlow	0.9%	2	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0
Manchester	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0
Marlow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Oxford	2.7%	6	3.1%	1	5.3%	3	2.4%	1	2.1%	1	1.1%	1	1.4%	0
Pickering	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
RAC Tank Museum, Linsay Rd, Bovington, Wareham BH20 6JG	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Albans	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Swanage	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
The Bowes Museum, Newgate, Barnard Castle DL12 8NP	0.6%	1	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Whitchurch	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
York	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Basingstoke Town Centre	1.8%	4	0.7%	0	3.7%	2	0.0%	0	0.0%	0	4.6%	2	0.0%	0
Reading Town Centre	5.9%	14	10.4%	4	5.0%	3	5.8%	2	8.6%	4	2.3%	1	0.0%	0
Weighted base:	234			40		50		42		44		47		13
Sample:	236			40		42		43		41		39		31

Weighted:

Reading Household Survey for Lambert Smith Hampton

August 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q26 Where do you or members of your household normally go to visit pubs / bars / nightclubs?														
<i>Those who said pub / bars / nightclub /music venue at Q20: AND Excl. Nulls & SFT</i>														
Basingstoke Town Centre	0.9%	3	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham District Centre	10.3%	30	2.5%	1	4.9%	3	55.5%	25	0.0%	0	0.0%	0	2.5%	1
Central London	3.2%	9	2.9%	1	13.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earley Town Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	0	5.7%	3	0.0%	0
Emmer Green District Centre	0.2%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames	2.2%	6	0.0%	0	0.0%	0	12.5%	6	0.0%	0	0.0%	0	2.5%	1
Oxford Road West District Centre	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	46.2%	132	63.7%	29	55.8%	33	17.2%	8	64.0%	39	32.7%	18	27.0%	6
Shinfield Road District Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	7.7%	2
Tilehurst Triangle District Centre	3.3%	10	0.6%	0	12.3%	7	1.1%	0	0.8%	0	1.9%	1	0.0%	0
Whitley District Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Whitley Street Local Centre	0.5%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Road Local Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.8%	2	0.0%	0
Wokingham Town Centre	4.4%	12	2.8%	1	0.0%	0	0.0%	0	9.8%	6	1.9%	1	20.3%	4
Forbury Retail Park, Kenavon Dr, Reading RG1 3HS	1.1%	3	2.9%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading Relief Road	1.3%	4	2.9%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0
Reading Retail Park, Oxford Rd, A329, Reading RG30 1PR	2.0%	6	8.5%	4	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldworth	0.4%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arborfield	1.1%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	3
Ascot	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Burghfield	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Charville	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Eastbourne	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Edinburgh	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Lower Earley	2.4%	7	1.9%	1	2.9%	2	0.0%	0	2.2%	1	5.3%	3	0.9%	0
Mapledurham	0.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Newbury	0.9%	3	0.0%	0	2.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Oxford	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Playhatch	0.2%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Sonning Common	2.3%	6	0.0%	0	0.0%	0	9.3%	4	0.0%	0	4.2%	2	0.0%	0
Southcote	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Spencers Wood	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	2
Swallowfield	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2
Swanage	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Theale	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three Mile Cross	1.1%	3	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	5.3%	1
Winnersh	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Winnersh Triangle	1.3%	4	0.0%	0	0.0%	0	0.0%	0	5.3%	3	1.0%	1	0.0%	0
Woodley	6.5%	19	0.6%	0	0.0%	0	0.0%	0	0.0%	0	33.4%	18	0.0%	0
Weighted base:		286		46		59		45		60		55		21
Sample:		267		46		44		40		47		46		44

Weighted:

Reading Household Survey for Lambert Smith Hampton

August 2024

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q27 Where do you or members of your household normally go for eating out e.g. cafes and restaurants?														
<i>Those who said restaurant / café at Q20: AND Excl. Nulls & SFT</i>														
Basingstoke Town Centre	2.1%	8	2.2%	1	5.4%	4	3.7%	3	0.5%	0	0.0%	0	0.8%	0
Bracknell Town Centre	1.4%	5	2.2%	1	0.0%	0	0.0%	0	2.8%	2	1.8%	2	0.8%	0
Caversham District Centre	9.2%	37	4.9%	3	4.4%	3	40.5%	27	1.1%	1	0.6%	1	7.2%	2
Central London	2.0%	8	4.9%	3	4.4%	3	0.7%	0	0.0%	0	1.2%	1	1.6%	0
Earley Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.8%	2	0.0%	0
Emmer Green District Centre	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Henley-on-Thames	1.8%	7	0.0%	0	0.0%	0	7.9%	5	0.0%	0	1.8%	2	0.0%	0
Oxford Road West District Centre	0.8%	3	3.2%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Reading Town Centre	47.9%	190	63.2%	38	57.5%	42	29.4%	20	59.2%	49	36.2%	32	37.1%	8
Shinfield Road District Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	3.2%	1
Tilehurst Triangle District Centre	3.1%	12	0.5%	0	14.0%	10	0.7%	0	0.0%	0	1.2%	1	0.0%	0
Whitley District Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Wokingham Road Local Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Wokingham Town Centre	4.4%	17	0.5%	0	0.0%	0	0.0%	0	7.0%	6	5.5%	5	28.2%	6
Forbury Retail Park, Kenavon Dr, Reading RG1 3HS	1.1%	4	4.5%	3	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading Relief Road	1.8%	7	4.2%	3	0.0%	0	0.0%	0	2.2%	2	3.2%	3	0.0%	0
Reading Retail Park, Oxford Rd, A329, Reading RG30 1PR	0.6%	3	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abingdon	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Aldermaston	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Aldworth	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arborfield	0.8%	3	0.5%	0	0.0%	0	0.0%	0	0.5%	0	0.6%	1	8.1%	2
Ascot	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burghfield	1.0%	4	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0
Charville	0.5%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Exeter	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Goring	0.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grazeley	0.3%	1	0.0%	0	0.6%	0	0.0%	0	0.5%	0	0.0%	0	1.6%	0
Hare Hatch	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Lower Earley	2.1%	8	1.5%	1	2.3%	2	0.7%	0	5.5%	5	0.6%	1	0.8%	0
Mapledurham	0.4%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.4%	1
Minehead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Newbury	0.4%	2	2.2%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.7%	3	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Pangbourne	0.7%	3	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Playhatch	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Sonning Common	0.5%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.7%	2	0.0%	0
Southall	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Southampton	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southcote	0.6%	2	0.0%	0	0.0%	0	2.1%	1	1.1%	1	0.0%	0	0.0%	0
Spencers Wood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.8%	0
St Albans	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Stoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Streatley	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swallowfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Theale	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three Mile Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Twyford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Winnersh	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	0	4.3%	4	0.0%	0
Winnersh Triangle	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.6%	1	3.3%	1
Woodley	8.2%	33	1.0%	1	0.0%	0	0.7%	0	1.1%	1	34.1%	31	0.0%	0
Weighted base:		397		60		73		68		83		90		22
Sample:		432		63		76		69		86		84		54

Reading Household Survey for Lambert Smith Hampton

Weighted:

August 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q28 Where do you or members of your household normally go for family entertainment e.g. tenpin bowling, skating rink?														
<i>Those who said family entertainment activities at Q200 AND Excl. Nulls & SFT</i>														
Dinton Country Park Adventure Golf ,Finchampstead Rd, Wokingham RG40 3HG	3.2%	4	8.5%	3	0.0%	0	7.0%	0	0.0%	0	4.7%	1	0.0%	0
Escape - Reading, 8 Bridgewater Cl, Reading RG30 1JT	2.6%	3	4.3%	1	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0
Hollywood Bowl, The Point, Skimped Hill Ln, Bracknell RG12 1EN	22.9%	30	20.2%	6	13.7%	4	20.4%	1	24.2%	9	42.3%	10	2.6%	0
Monkey Mates, Old Forest Rd, Winnersh, Wokingham RG41 1HY	1.0%	1	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prospect Park Mini-golf, Honey End Ln, Tilehurst, Reading RG30 4EJ	6.4%	8	8.2%	3	14.2%	4	0.0%	0	5.7%	2	0.0%	0	0.0%	0
Red Kangaroo Trampoline Park, 8 Bridgewater Cl, Reading RG30 1JT	1.4%	2	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0
Spinners Crazy Golf & Bowling, Queens Walk, Reading RG1 7QF	11.9%	16	21.2%	7	13.9%	4	0.0%	0	5.7%	2	10.6%	2	11.3%	1
The Mad House Play and Party World, 240 S Oak Way, Reading RG2 6UL	1.6%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0
Wokingham Superbowl, Berkshire, Wellington Rd, Wokingham RG40 2NJ	23.2%	30	12.4%	4	27.5%	7	37.2%	3	14.9%	5	26.3%	6	74.4%	5
Central London	5.6%	7	12.7%	4	6.8%	2	0.0%	0	0.0%	0	6.9%	2	0.0%	0
Reading town centre	5.4%	7	4.3%	1	1.6%	0	7.0%	0	9.4%	3	2.3%	1	11.7%	1
Rivermead Park, Reading	1.4%	2	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	6.0%	8	0.0%	0	6.8%	2	28.4%	2	11.2%	4	0.0%	0	0.0%	0
Basingstoke	0.3%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caversham	0.4%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Hollywood Bowl, Worting Rd, Basingstoke RG22 6PG	3.9%	5	4.1%	1	6.8%	2	0.0%	0	5.5%	2	0.0%	0	0.0%	0
Wokingham	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0
Tenpin, The Atrium, Park St, Camberley GU15 3GP	1.6%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0
Weighted base:	130			31		26		7		36		23		7
Sample:	92			24		16		6		21		15		10

Reading Household Survey for Lambert Smith Hampton

Weighted:

August 2024

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q29 What improvements could be made to the leisure offer in the Reading Borough authority area that would make you visit / partake in leisure activities more often? [MR]														
Cheaper prices to access leisure facilities / events	9.3%	66	13.7%	16	9.4%	16	6.3%	7	6.7%	10	11.4%	15	7.0%	3
Ten-pin bowling	8.2%	58	4.2%	5	13.0%	22	10.7%	11	7.5%	11	5.7%	7	4.2%	2
Ice rink	8.1%	57	15.4%	18	8.7%	15	10.1%	11	4.5%	6	3.8%	5	5.9%	2
More leisure facilities / activities for families	6.0%	42	7.9%	9	11.5%	20	5.4%	6	4.0%	6	1.7%	2	0.0%	0
More leisure facilities / activities for young children	5.9%	42	4.7%	5	6.8%	12	8.9%	9	3.3%	5	7.8%	10	1.3%	1
Indoor soft play areas	5.5%	39	4.6%	5	6.5%	11	4.0%	4	2.8%	4	10.6%	14	0.4%	0
Crazy golf	5.3%	37	13.3%	15	4.1%	7	5.2%	5	1.3%	2	5.4%	7	1.8%	1
More / better car parking	4.2%	30	3.3%	4	8.5%	14	6.0%	6	0.3%	0	2.5%	3	3.6%	1
Swimming pool - indoor	3.9%	27	1.4%	2	6.9%	12	2.4%	3	5.4%	8	2.6%	3	0.4%	0
More leisure facilities / activities for teenagers	3.7%	26	1.9%	2	6.2%	11	2.5%	3	3.6%	5	4.4%	6	0.0%	0
Theatres	3.4%	24	4.5%	5	1.7%	3	6.0%	6	3.6%	5	2.9%	4	0.9%	0
More live music venues	3.2%	23	2.6%	3	4.5%	8	3.5%	4	4.2%	6	1.8%	2	0.0%	0
Leisure / sports centre	2.8%	20	4.6%	5	6.4%	11	0.5%	0	0.6%	1	0.0%	0	5.3%	2
More local sports & recreation facilities (e.g. football pitches, tennis courts)	2.5%	18	1.7%	2	2.1%	4	3.4%	4	3.4%	5	1.8%	2	3.2%	1
Swimming pool - outdoor	2.4%	17	0.0%	0	3.4%	6	0.5%	0	5.5%	8	2.2%	3	0.4%	0
More / better cafes / coffee shops	2.4%	17	4.5%	5	3.3%	6	0.0%	0	2.8%	4	1.8%	2	0.0%	0
More / better seating areas	2.4%	17	1.2%	1	0.0%	0	8.2%	9	1.4%	2	3.7%	5	0.0%	0
Improvements in the built environment (make it look more attractive)	2.2%	16	3.4%	4	3.2%	6	2.0%	2	2.8%	4	0.0%	0	0.0%	0
More / better publicity / advertising / social media updates of what's on / available	2.2%	15	4.5%	5	2.1%	4	4.1%	4	0.0%	0	1.8%	2	0.0%	0
More / better restaurants	2.1%	15	3.4%	4	2.4%	4	0.0%	0	3.0%	4	1.8%	2	0.0%	0
More food / farmers markets	2.1%	15	6.7%	8	0.0%	0	0.0%	0	2.7%	4	1.8%	2	2.0%	1
More / better comedy clubs	2.0%	14	3.4%	4	3.2%	6	0.0%	0	2.7%	4	0.0%	0	2.0%	1
More / better cultural facilities	2.0%	14	3.3%	4	3.1%	5	0.0%	0	0.0%	0	3.7%	5	0.0%	0
More nightclubs / better nightlife	2.0%	14	3.4%	4	3.2%	6	0.0%	0	1.4%	2	1.8%	2	0.0%	0
More / better pubs / bars	1.8%	13	3.0%	3	2.1%	4	0.0%	0	3.0%	4	1.2%	2	0.0%	0
More / better public toilets	1.8%	13	5.7%	7	2.0%	3	0.0%	0	1.4%	2	0.0%	0	2.0%	1
Improved public transport	1.7%	12	1.2%	1	0.7%	1	4.6%	5	0.9%	1	1.8%	2	2.9%	1
Museums	1.7%	12	4.9%	6	1.2%	2	0.0%	0	2.8%	4	0.4%	1	0.0%	0
Improved security / CCTV / more police	1.7%	12	4.6%	5	1.0%	2	0.5%	0	2.7%	4	0.0%	0	1.3%	1
Augmented reality gaming centre	1.6%	11	4.5%	5	1.1%	2	0.0%	0	1.4%	2	1.8%	2	0.0%	0
Improved cycle access (more / better cycle paths)	1.6%	11	3.4%	4	0.0%	0	2.0%	2	1.4%	2	1.7%	2	2.0%	1
More / better parks / green spaces	1.5%	11	1.1%	1	0.0%	0	2.5%	3	1.4%	2	3.8%	5	0.0%	0
Improved pedestrian access	1.5%	11	5.6%	6	0.0%	0	0.0%	0	1.4%	2	1.8%	2	0.0%	0
Hotels - cheaper hotels	1.4%	10	4.6%	5	0.0%	0	0.0%	0	1.4%	2	1.8%	2	0.0%	0
More art galleries	1.2%	9	3.4%	4	1.0%	2	0.0%	0	1.4%	2	0.8%	1	0.0%	0
Bingo venue	1.2%	8	2.2%	3	1.1%	2	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Cinema - art house cinema	1.2%	8	3.3%	4	1.0%	2	0.0%	0	1.4%	2	0.0%	0	2.0%	1
Cinema - multi-screen cinema	1.2%	8	3.4%	4	0.2%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0
More outdoor festivals / events / carnivals	1.1%	8	3.4%	4	1.0%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Indoor bowls	0.9%	7	0.3%	0	0.0%	0	5.1%	5	0.3%	0	0.0%	0	1.3%	1
Casino	0.9%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	4	1.8%	2	0.0%	0
Outdoor gyms	0.9%	6	0.0%	0	0.0%	0	1.9%	2	2.8%	4	0.0%	0	0.0%	0
More pavement cafes	0.8%	6	1.1%	1	0.0%	0	0.5%	0	1.3%	2	1.7%	2	0.0%	0
More / better health clubs / indoor gyms	0.8%	6	2.3%	3	1.1%	2	0.0%	0	0.0%	0	0.4%	1	1.8%	1
More / better disabled access	0.8%	6	1.1%	1	1.0%	2	0.0%	0	1.4%	2	0.4%	1	0.0%	0
More family-friendly pubs / restaurants	0.7%	5	1.2%	1	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Hotels - more / better hotels	0.6%	4	2.3%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

Reading Household Survey for Lambert Smith Hampton

August 2024

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
More street cleaning / cleaner streets	0.6%	4	0.0%	0	2.1%	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities / activities for the elderly	0.6%	4	0.0%	0	1.6%	3	0.9%	1	0.3%	0	0.0%	0	0.0%	0
Golf range	0.5%	3	0.3%	0	0.0%	0	0.5%	0	0.0%	0	2.1%	3	0.0%	0
Library	0.1%	1	0.0%	0	0.2%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Trampoline park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Lido	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
(Nothing)	34.9%	247	23.2%	27	26.0%	44	34.9%	37	36.4%	53	46.6%	60	62.4%	25
(Don't know)	9.6%	68	6.6%	8	15.4%	26	11.9%	13	7.4%	11	5.6%	7	8.6%	3
Weighted base:		707		115		171		106		145		130		40
Sample:		707		113		148		101		134		111		100

GEN Gender of respondent:

Male	33.5%	237	40.8%	47	32.1%	55	26.6%	28	34.2%	50	31.5%	41	41.0%	17
Female	66.5%	470	59.2%	68	67.9%	116	73.4%	78	65.8%	95	68.5%	89	59.0%	24
Weighted base:	707		115		171		106		145		130		40	
Sample:	707		113		148		101		134		111		100	

AGE Can I ask how old you are please?

18-24	10.7%	76	17.4%	20	9.8%	17	8.4%	9	8.5%	12	11.0%	14	8.1%	3
25-34	15.3%	108	22.1%	25	19.6%	33	8.4%	9	18.5%	27	7.3%	10	10.1%	4
35-44	22.1%	156	32.5%	37	22.0%	38	22.3%	24	17.8%	26	21.3%	28	9.8%	4
45-54	16.4%	116	12.6%	15	20.7%	35	17.1%	18	16.8%	24	10.0%	13	25.7%	10
55-64	15.9%	113	8.3%	10	13.5%	23	15.0%	16	15.8%	23	25.1%	33	21.1%	9
65+	19.7%	139	7.0%	8	14.4%	25	28.8%	31	22.7%	33	25.2%	33	25.1%	10
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	707		115		171		106		145		130		40	
Sample:	707		113		148		101		134		111		100	

ETH The following question will be used in a statistical format only, and will help to ensure we get a representative sample of the community. What is your ethnic background?

White	81.1%	573	63.3%	73	82.9%	142	91.6%	97	80.6%	117	83.6%	108	89.9%	36
Mixed / multiple ethnic groups	2.2%	16	0.3%	0	3.0%	5	1.9%	2	4.1%	6	1.2%	2	1.3%	1
Asian / Asian British	8.2%	58	19.5%	22	4.2%	7	0.9%	1	7.7%	11	11.8%	15	2.0%	1
Black / African / Caribbean / Black British	4.3%	30	12.9%	15	5.4%	9	0.0%	0	1.7%	3	3.0%	4	0.0%	0
Other ethnic group	1.3%	9	1.1%	1	2.1%	4	0.0%	0	2.7%	4	0.0%	0	0.4%	0
(Refused)	3.0%	21	2.9%	3	2.3%	4	5.6%	6	3.2%	5	0.4%	1	6.3%	3
Weighted base:	707		115		171		106		145		130		40	
Sample:	707		113		148		101		134		111		100	

Weighted:

Reading Household Survey
for Lambert Smith Hampton

August 2024

		Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
PC	Postcode sector:														
RG1 1		2.0%	14	12.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG1 2		1.9%	14	11.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG1 3		2.6%	19	16.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG1 4		3.2%	23	19.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG1 5		2.8%	20	17.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG1 6		1.6%	11	9.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG1 7		1.1%	8	6.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG1 8		0.9%	6	5.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG2 0		1.5%	11	0.0%	0	0.0%	0	0.0%	0	7.4%	11	0.0%	0	0.0%	0
RG2 6		0.6%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0
RG2 7		2.2%	15	0.0%	0	0.0%	0	0.0%	0	10.6%	15	0.0%	0	0.0%	0
RG2 8		5.5%	39	0.0%	0	0.0%	0	0.0%	0	26.9%	39	0.0%	0	0.0%	0
RG2 9		2.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.3%	19
RG30 1		1.5%	10	0.0%	0	6.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG30 2		3.8%	27	0.0%	0	15.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG30 3		4.5%	32	0.0%	0	0.0%	0	0.0%	0	21.8%	32	0.0%	0	0.0%	0
RG30 4		4.7%	33	0.0%	0	19.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG30 6		0.7%	5	0.0%	0	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG31 4		1.6%	11	0.0%	0	6.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG31 5		2.4%	17	0.0%	0	9.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG31 6		6.0%	42	0.0%	0	24.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG31 7		3.5%	25	0.0%	0	14.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG4 5		2.3%	17	0.0%	0	0.0%	0	15.6%	17	0.0%	0	0.0%	0	0.0%	0
RG4 6		2.0%	14	0.0%	0	0.0%	0	13.4%	14	0.0%	0	0.0%	0	0.0%	0
RG4 7		5.6%	39	0.0%	0	0.0%	0	37.0%	39	0.0%	0	0.0%	0	0.0%	0
RG4 8		3.9%	28	0.0%	0	0.0%	0	26.0%	28	0.0%	0	0.0%	0	0.0%	0
RG4 9		1.2%	9	0.0%	0	0.0%	0	8.0%	9	0.0%	0	0.0%	0	0.0%	0
RG5 3		4.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.1%	33	0.0%	0
RG5 4		8.4%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.9%	60	0.0%	0
RG6 1		3.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	22	0.0%	0
RG6 3		0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6	0.0%	0
RG6 4		2.9%	21	0.0%	0	0.0%	0	0.0%	0	14.2%	21	0.0%	0	0.0%	0
RG6 5		3.1%	22	0.0%	0	0.0%	0	0.0%	0	15.0%	22	0.0%	0	0.0%	0
RG6 6		0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
RG6 7		1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	9	0.0%	0
RG7 1		3.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.7%	22
Weighted base:		707		115		171		106		145		130		40	
Sample:		707		113		148		101		134		111		100	

QUOTA Zone:

Zone 1	16.3%	115	100.0%	115	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2	24.1%	171	0.0%	0	100.0%	171	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3	15.0%	106	0.0%	0	0.0%	0	100.0%	106	0.0%	0	0.0%	0	0.0%
Zone 4	20.5%	145	0.0%	0	0.0%	0	0.0%	0	100.0%	145	0.0%	0	0.0%
Zone 5	18.4%	130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	130	0.0%
Zone 6	5.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Weighted base:	707		115		171		106		145		130		40
Sample:	707		113		148		101		134		111		100