

Table 4a - Main Food Shopping - Market Share

Retail Destination	Total		Zone 1		Zone 2		Zone 3		Zone 4	
	%	Count	%	Count	%	Count	%	Count	%	Count
Zone 1										
<i>Out of Centre</i>										
Co-op, Market Place, Deddington	0.18%	1	1.45%	1	0.00%	0	0.00%	0	0.00%	0
Co-op, Richmond Street, Kings Sutton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Adderbury Stores, High Street, Adderbury, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Deddington	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kings Sutton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Zone 2										
<i>Out of Centre</i>										
Co-op, Chatsworth Drive, Cherwell Heights, Banbury	0.32%	2	0.48%	0	0.91%	1	0.00%	0	0.00%	0
Co-op, High Street, Bloxham	0.12%	1	0.00%	0	0.42%	1	0.00%	0	0.00%	0
Co-op, Queensway Shopping Centre, Mewburn Road, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Londis, (BP Garage), South Newington Road, Bloxham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Londis, High Street, Bloxham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
New Road Stores, New Road, Milcombe	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's Superstore, Oxford Road, Banbury	24.54%	137	38.18%	27	37.01%	60	19.22%	20	13.65%	31
Spar, (Euro Garages), Oxford Road, Bodicote	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Spar, Molyneux Drive, Bodicote	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wykham Park Farm, Banbury	0.89%	5	0.00%	0	3.06%	5	0.00%	0	0.00%	0
Zone 3										
<i>Banbury Town Centre</i>										
Iceland, Calthorpe Street, Banbury	1.77%	10	0.00%	0	0.91%	1	0.00%	0	3.76%	8
Martin's, High Street, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Farmfoods, The Calthorpe Centre, Banbury	0.75%	4	0.48%	0	0.00%	0	0.00%	0	1.72%	4
McColl's, Orchard Way, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Express, High Street, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Banbury Town Centre	0.77%	4	0.00%	0	0.00%	0	0.00%	0	1.92%	4
McColl's, South Bar Street, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Food Plus, West Bar Street, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Costcutter, Horse Fair, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
<i>Out of Centre</i>										
Co-op, Burchester Place, Grimsbury, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Londis, Middleton Road, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
M&S, Gateway Retail Park, Banbury	2.66%	15	1.06%	1	2.77%	5	5.10%	5	1.98%	4
Morrisons, Swan Close Road, Banbury	23.36%	131	13.71%	10	26.90%	44	37.29%	38	17.53%	39
Spar, (Euro Garages), Ermont Way, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Spar, (Shell), Swan Close Road, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Express, Blacklock House, Middleton Road, Banbury	0.19%	1	0.00%	0	0.00%	0	1.04%	1	0.00%	0
Zone 4										
<i>Out of Centre</i>										
Aldi, Ruscote Avenue, Banbury	13.65%	76	12.75%	9	11.66%	19	10.59%	11	16.74%	38
Co-op, Ferriston, Hardwick Estate, Banbury	0.15%	1	0.00%	0	0.00%	0	0.00%	0	0.37%	1
Co-op, Rotary Way, Hanwell Fields, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Ruscote Arcade, Longelondes Way, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Iceland, Banbury Cross Retail Park, Banbury	0.39%	2	0.48%	0	0.42%	1	0.48%	0	0.31%	1
Londis, Bradley Arcade, Bretch Hill, Banbury	0.13%	1	0.00%	0	0.00%	0	0.00%	0	0.31%	1
Nisa Local, Orchard Way, Neithrop, Banbury	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Extra, Lockheed Close, Banbury	21.51%	120	4.69%	3	6.34%	10	21.57%	22	37.74%	85
Waitrose, Southam Road, Banbury	4.83%	27	9.87%	7	5.77%	9	4.72%	5	2.61%	6
Banbury Cross Retail Park, BANBURY	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Outside of Study Area										
<i>Chipping Norton Town Centre</i>										
Sainsbury's Superstore, Market Place, Chipping Norton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chipping Norton Town Centre	0.07%	0	0.58%	0	0.00%	0	0.00%	0	0.00%	0
<i>Coventry</i>										
	0.26%	1	2.09%	1	0.00%	0	0.00%	0	0.00%	0
<i>Bicester</i>										
<i>Out of Centre</i>										
Co-op, Market Place, Brackley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's Superstore, Pioneer Square, Bicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Waitrose, Manor Road, Brackley	0.13%	1	1.06%	1	0.00%	0	0.00%	0	0.00%	0
Aldi, Banbury Road, Chipping Norton	0.85%	5	4.97%	4	0.77%	1	0.00%	0	0.00%	0
Aldi, Launton Road, Bicester	0.70%	4	0.58%	0	2.16%	4	0.00%	0	0.00%	0
Co-op, High Street, Brackley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, High Street, Middleton Cheney	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Park End, Croughton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
M&S, (Simply Food), Cherwell Valley Services, M40, Bicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
M&S, (Simply Food), Northampton Road, Brackley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Spar, (Euro Garages), A43, Baynards Green, Bicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Spar, High Street, Hook Norton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Express, Pavillons Way, Lark Rise, Brackley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Superstore, Lakeview Drive, Bicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Superstore, Oxford Road, Brackley	0.35%	2	2.79%	2	0.00%	0	0.00%	0	0.00%	0
Aldi, Botley Rd, Oxford	0.37%	2	2.97%	2	0.00%	0	0.00%	0	0.00%	0
Asda, Leamington Spa	0.96%	5	1.25%	1	0.91%	1	0.00%	0	1.35%	3
M&S, Windmill Square, Chipping Norton	0.07%	0	0.58%	0	0.00%	0	0.00%	0	0.00%	0
Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Total Excluding Internet, don't know, nowhere else	100%	559	100%	71	100%	162	100%	102	100%	224

Notes:

1. Derived from household survey.

