Table 4a - Main Food Shopping - Market Share

	_		7-1-4				72			
Retail Destination	%	tal Count	Zor %	ne 1 Count	Zoi %	ne 2 Count	Zor %	ne 3 Count	Zor %	ne 4 Count
Zone 1	, , , , , , , , , , , , , , , , , , ,		,,			Count	,,			Count
Out of Centre										
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										
Out of Centre Co. on Chatsworth Drive Charwell Heights Panhury	0.32%	2	0.48%	0	0.91%	1	0.00%	0	0.00%	0
Co-op, Chatsworth Drive, Cherwell Heights, Banbury Co-op, High Street, Bloxham	0.32%	1	0.48%	0	0.91%	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										
Banbury Town Centre										
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
Out of Centre	0.000/	_	0.000/		0.000/	_	0.000/		0.000/	_
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% 0.00%	131 0	13.71% 0.00%	0	26.90% 0.00%	0	37.29% 0.00%	38	17.53% 0.00%	39 0
Spar, (Euro Garages), Ermont Way, Banbury 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
Tesco Express, Blacklock House, Middleton Road, Banbury	0.1976	1	0.00%	0	0.00%	0	1.0476	1	0.00%	0
Zone 4										
Out of Centre										
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										
Chipping Norton Town Centre		-		_		_		_		_
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
Coventry	0.26%	1	2.09%	1	0.00%	0	0.00%	0	0.00%	0
Bicester Out of Contro	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Out of Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Market Place, Brackley 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	0.00%	1	1.06%	1	0.00%	0	0.00%	0	0.00%	0
Aldi, Banbury Road, Chipping Norton	0.13%	5	4.97%	4	0.00%	1	0.00%	0	0.00%	0
Aldi, Launton Road, Bicester	0.83%	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
	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Express, Pavillons Way, Lark Rise, Brackley	0.000/	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Express, Pavillons Way, Lark Rise, Brackley Tesco Superstore, Lakeview Drive, Bicester	0.00%									
	0.00%	2	2.79%	2	0.00%	0	0.00%	0	0.00%	0
Tesco Superstore, Lakeview Drive, Bicester		2	2.79% 2.97%	2 2	0.00% 0.00%	0	0.00% 0.00%	0	0.00% 0.00%	0
Tesco Superstore, Lakeview Drive, Bicester Tesco Superstore, Oxford Road, Brackley	0.35%				 				 	
Tesco Superstore, Lakeview Drive, Bicester Tesco Superstore, Oxford Road, Brackley Aldi, Botley Rd, Oxford	0.35% 0.37%	2	2.97%	2	0.00%	0	0.00%	0	0.00%	0
Tesco Superstore, Lakeview Drive, Bicester Tesco Superstore, Oxford Road, Brackley Aldi, Botley Rd, Oxford Asda, Leamington Spa	0.35% 0.37% 0.96%	2 5	2.97% 1.25%	2	0.00% 0.91%	0	0.00% 0.00%	0	0.00% 1.35%	0

Notes:

1. Derived from household survey.

Table 4c - Top-up Food Market Share

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
Retail Destination	%	Count	%	Count	%	Count	%	Count	%	Count
Zone 1										
Out of Centre										
Co-op, Market Place, Deddington	1.99%	7	16.21%	7	0.00%	0	0.00%	0	0.00%	0
Co-op, Richmond Street, Kings Sutton	2.39%	9	19.52%	9	0.00%	0	0.00%	0	0.00%	0
Adderbury Stores, High Street, Adderbury, Banbury	0.72%	3	5.88%	3	0.00%	0	0.00%	0	0.00%	0
Deddington Kings Sutton	0.89%	3 2	7.25% 4.51%	2	0.00%	0	0.00%	0	0.00%	0
INTIGS SULLOTI	0.5570		4.5176		0.0076	0	0.0076		0.0076	0
Zone 2										
Out of Centre										
Co-op, Chatsworth Drive, Cherwell Heights, Banbury	6.56%	24	0.90%	0	18.70%	23	0.00%	0	0.52%	1
Co-op, High Street, Bloxham	3.28%	12	2.86%	1	8.74%	11	0.00%	0	0.00%	0
Co-op, Queensway Shopping Centre, Mewburn Road, Banbury	7.12%	26	0.00%	0	8.75%	11	0.00%	0	11.35%	15
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 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	10.26%	38	16.25%	7	15.83%	19	11.20%	7	2.76%	4
Spar, (Euro Garages), Oxford Road, Bodicote	0.31%	1	0.00%	0	0.93%	1	0.00%	0	0.00%	0
Spar, Molyneux Drive, Bodicote	3.08%	11	6.46%	3	6.82%	8	0.00%	0	0.00%	0
Wykham Park Farm, Banbury	0.65%	2	0.76%	0	1.66%	2	0.00%	0	0.00%	0
Zone 3										
Banbury Town Centre	_									
Iceland, Calthorpe Street, Banbury	2.44%	9	0.76%	0	4.52%	6	0.64%	0	1.96%	3
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	0.20%	1	0.76%	0	0.00%	0	0.64%	0	0.00%	0
McColl's, Orchard Way, Banbury Tesco Express, High Street, Banbury	0.19%	4	0.00%	0	1.48%	2	0.00% 2.81%	2	0.00%	1
Banbury Town Centre	2.02%	7	0.00%	0	0.00%	0	4.58%	3	3.31%	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
Out of Centre										
Co-op, Burchester Place, Grimsbury, Banbury	5.68%	21	0.00%	0	0.00%	0	28.54%	18	1.96%	3
Londis, Middleton Road, Banbury	1.65%	6	0.00%	0	0.00%	0	9.49%	6	0.00%	0
M&S, Gateway Retail Park, Banbury	3.37%	12	0.76%	0	3.11%	4	3.95%	3	4.20%	6
Morrisons, Swan Close Road, Banbury	5.82%	21	4.22%	2	14.70%	18	0.00%	0	1.04%	1
Spar, (Euro Garages), Ermont Way, Banbury 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	5.16%	19	0.00%	0	0.00%	0	26.86%	17	1.34%	2
Tools and tools to the state of	0.2070		0.0075		0.0075		20.0075		2.0 1,7	
Zone 4										
Out of Centre										
Aldi, Ruscote Avenue, Banbury	5.46%	20	3.27%	1	4.52%	6	0.00%	0	9.63%	13
Co-op, Ferriston, Hardwick Estate, Banbury	6.09%	22	0.00%	0	0.00%	0	0.00%	0	16.51%	22
Co-op, Rotary Way, Hanwell Fields, Banbury	2.81%	10	0.00%	0	0.00%	0	0.00%	0	7.61%	10
Co-op, Ruscote Arcade, Longelondes Way, Banbury	3.52% 1.48%	13 5	0.00%	0	0.00%	0	0.00% 0.64%	0	9.56% 3.71%	13 5
Iceland, Banbury Cross Retail Park, Banbury Londis, Bradley Arcade, Bretch Hill, Banbury	2.38%	9	0.00%	0	0.00%	0	0.00%	0	6.47%	9
Nisa Local, Orchard Way, Neithrop, Banbury	3.76%	14	0.00%	0	0.00%	0	0.00%	0	10.19%	14
Tesco Extra, Lockheed Close, Banbury	3.51%	13	0.76%	0	2.13%	3	4.71%	3	5.13%	7
Waitrose, Southam Road, Banbury	1.81%	7	1.66%	1	1.94%	2	4.43%	3	0.52%	1
Banbury Cross Retail Park, BANBURY	1.43%	5	0.00%	0	1.66%	2	1.53%	1	1.65%	2
Outside of Study Area										
Chipping Norton Town Centre		_	0.555	-	0.5	_	0.555	_	0.555	-
Sainsbury's Superstore, Market Place, Chipping Norton	0.19%	1	0.00%	0	0.55% 0.55%	1	0.00%	0	0.00%	0
Chipping Norton Town Centre Coventry	0.19%	0	0.00%	0	0.55%	0	0.00%	0	0.00%	0
Bicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Out of Centre	5.11/0		0.5070		3.3070		0.0070		0.0070	
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	1.07%	4	0.90%	0	2.86%	4	0.00%	0	0.00%	0
Waitrose, Manor Road, Brackley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, Banbury Road, Chipping Norton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, Launton Road, Bicester	0.00%	0	0.00%	0	0.00%	0	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 M&S, (Simply Food), Cherwell Valley Services, M40, Bicester	0.09%	0	0.76% 0.00%	0	0.00%	0	0.00%	0	0.00%	0
M&S, (Simply Food), Cherwell Valley Services, M40, Bicester 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	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, Botley Rd, Oxford	0.57%	2	4.66%	2	0.00%	0	0.00%	0	0.00%	0
Asda, Leamington Spa	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
M&S, Windmill Square, Chipping Norton	0.00%	0	0.00%	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%	367	100%	45	100%	123	100%	64	100%	135

Notes:

1. Derived from household survey.