

Briefing Note: Proposed Class E(a) Retail Store and Sui Generis Food/Beverage Unit, London Road, Devizes

Supplementary Advice on Retail & Town Centre Planning Policy Issues

Introduction

1. This supplementary advice note has been prepared by Nexus Planning ('Nexus') for Wiltshire Council ('the Council') in relation to a hybrid planning application for the development of land at London Road in Devizes. The application includes full details of a proposed Class E(a) retail store (to be occupied by ALDI as a foodstore) and an outline proposal for a food/beverage unit. Nexus has previously provided advice to the Council on retail and town centre planning policy issues, in a report dated June 2026, which made the following recommendations:
 - a. Based upon the assessment of alternative sites submitted by the applicants, our previous advice found that the proposed development is capable of meeting the provisions of the sequential test. That conclusion was, however, accompanied by a recommendation that the Council consider whether there are any other locations (not already assessed by the applicants) which should also be included in an expanded sequential site assessment.
 - b. Following a thorough review of the applicant's impact assessment our June 2026 advice found that a substantial part of the submitted information provides a robust basis for the assessment of impact, including the use of a new survey of household shopping patterns, updated information on the basic elements of the health of Devizes town centre, along with the use of up-to-date population and retail spending information. In addition, the decision by AY to incorporate the trading effects of the proposed ALDI store in Devizes alongside the proposed replacement ALDI store in Melksham is to be welcomed. However, our advice did not reach a conclusion on the likely impact of the proposal on the health of, and investment within, Devizes town centre as further information and clarifications are required in relation to the applicants' survey of household shopping patterns (which has raised a number of question marks over parts of the applicants' financial impact assessment).
2. Avison Young ('AY'), on behalf of the applicants, has submitted additional information and analysis within a 'Response to comments by Nexus Planning on Retail Policy Matters' document, dated 23rd July 2026. This supplementary advice report provides our review of the AY document and our recommendations regarding the relationship of the proposal with retail and town centre planning policy issues in the development plan and other material policy considerations.

3. Since the completion of our June 2026 advice and the submission of the AY July 2026 document, the Ministry of Housing, Communities and Local Government ('MHCLG') has published the new version of the National Planning Policy Framework ('NPPF'). Chapter 8 provides national planning policy in relation to town centres and sets out four plan-making and decision-making policies. Policy TC2, TC3 and TC4 provide new national development management policies in relation to development in town centres and proposals involving main town centre land uses. In relation to this current planning application, Policies TC3 and TC4 are relevant. As a consequence, within this supplementary advice we have revisited the content of our previous (June 2026) in order to ensure that it is relevant to the new NPPF.

The sequential test

4. Given the publication of the new NPPF it will be important to revisit the content of the sequential site assessment undertaken by AY, along with the content and scope of our June 2026 advice, in light of Policy TC3. The content of Policy TC3 is very similar to the sequential test required by paragraphs 91 to 93 of the previous NPPF and it remains the case that, as an out of centre site, this proposal will be required to demonstrate that there are not any suitable and available in-centre, edge-of-centre or more accessible and well connected out-of-centre. The only change in relation to the latter part of this requirement is that where there are a number of edge or out of centre locations to consider, the focus on 'connectivity' is on sustainable transport modes.
5. It also remains the case that the NPPF requires local authorities and applicants to exercise flexibility when considering issues such as scale and format for alternative sequentially preferable locations.
6. In addition, it is also useful to note the comments of MHCLG in its 'Government response to the proposed reforms to the National Planning Policy Framework and other changes to the planning system consultation' document. The contents of MHCLG's response document are useful in terms of understanding how the content of the final version of the new NPPF has been arrived at, including the changes which were made between the draft and final versions.
7. Page 63 of the response document, when responding to the consultation version of Policy TC3, notes that:

"The government agrees that these tools remain central to the effective operation of the town centre first approach. Policy TC3 has however been amended to remove the additional wording on disaggregation. This had been added with the intention of reflecting relevant parts of the Planning Practice Guidance, but the government accepts that its inclusion as proposed could imply undue rigidity in the way the sequential test is intended to work".
8. This would suggest that the proposed inclusion of reference to disaggregation in the draft NPPF was simply to reflect a concept/approach already allowed for under the current Planning Practice Guidance

and the decision (by MHCLG) to not continue with this proposal in the final version was due to the desire to avoid any perceived ‘undue rigidity’ in the application of the sequential test and the requirement for flexibility). Therefore, one reasonable interpretation of these comments is that MHCLG does not wish to see disaggregation as a rigid part of the sequential test and, instead, it is a potential consideration, in certain circumstances, in relation to need to demonstrate ‘flexibility’.

9. Whilst the comments in the government response document are a potentially helpful in terms of providing a new clarification about the government’s intentions for the current version of the PPG, it is not entirely clear. Therefore, an update to the PPG (in due course) would be beneficial, but in the meantime, we have considered whether it reasonable to consider disaggregation / sub-division in this instance and, if so, what the implications would be for the application of the sequential test for this proposal.
10. In this instance, the proposed development comprises two elements. They do not have a functional link and there is no certainty that they will be delivered together. This is reinforced by the ‘full’ nature of the foodstore element and the ‘outline’ nature of the food/beverage element. Based upon these characteristics, we see no reason why the disaggregation or sub-division of the proposal should not be considered as one option for the application of the sequential test.
11. This clarification of the government’s position regarding ‘flexibility’ has led us back to a re-consideration of the alternatives considered by AY in their original assessment, namely: (a) vacant units in Devizes town centre; and (b) the Devizes Wharf site.
12. With regards to the Class E(a) foodstore element we continue to hold the view that, following re-assessment, none of the vacant units in Devizes town centre is capable of providing a suitable and available alternative for either the development as a whole or just the proposed Class E(a) retail store. This is due to the scale and type of alternatives identified by AY and, in some cases (at Devizes Wharf), the lack of availability. In addition, we understand that Council officers have not raised the need to consider any additional sites beyond those examined by AY.
13. The same conclusion cannot be reached in relation to the proposed (outline) food/beverage unit on the basis that a small number of the units listed at paragraph 4.39 are large enough to accommodate the proposed floorspace. With little information available about the proposed unit, there is no reason why a sizeable vacant unit in the town centre could not be suitable when sufficient flexibility in scale and format is taken into account.
14. As a consequence, and based upon our interpretation of MHCLG’s clarified position regarding the flexibility to be employed in the sequential test, we consider that the main part of the proposed development continues to comply with this test. However, if disaggregation / sub-division is to be

employed for this particular proposal, in light of its scope and format, then the small food/beverage element has not been demonstrated to pass the test. It will be a matter for the Council, as decision maker, to consider what weight this potential non-compliance of the smaller element of the proposed development should attract in the overall planning balance. However, in our view any non-compliance is minor on the basis that the food and beverage unit comprises a small part of the proposal and there are no opportunities to accommodate the large part of the proposal in a more central location.

Impact

15. As noted above, the main query contained with our June 2026 advice related to the applicants' evidence base data on current grocery market shares. It has been identified by both AY and Nexus that the survey of household shopping patterns, commissioned by AY and the applicants, may have provided misleading market share data for the two Morrisons stores in Devizes. In particular, it may well have provided an under-estimate for the large Morrisons supermarket on Estcourt Road and an over-estimate for the smaller Morrisons Daily store on London Road. The original results are attached to this advice note.
16. AY did not seek to deal with this error in their original financial assessment¹ and have responded to the Nexus advice report by noting that *"it is not appropriate or robust to manually adjust baseline shopping patterns, as it removes any suggestion of results being manipulated to the benefit of the applicant"*. We agree with AY that manual adjustment of market share data is not an ideal situation, particularly where it raises concerns over the robustness of the data. However, it remains the commonly-held view (between Nexus and AY) that the evidence base data for these two stores is unlikely to be correct.
17. AY have reluctantly undertaken a manual adjustment to their financial assessment although an alternative for AY to pursue would have been to gather a new set of empirical data, which would have avoided the need for manual adjustment of the market share data².
18. For the purposes of this supplementary advice report we have adopted the manually adjusted market share data provided by AY, along with their updated financial impact assessment. Given the need for proportionality in the assessment of 'impact' we consider this to be a reasonable approach, particularly as the only concerns around the market share relate to the two Morrisons stores (rather than wider errors across Devizes and the surrounding area). However, the shortcomings regarding this approach should be borne in mind³.

¹ Keeping the original market shares from the household survey unaltered.

² The opportunities for new data are to undertake a use survey of household shopping patterns or, alternatively, seek debit/credit card spending data.

³ We consider that the transfer of the main food shopping market share data from the Morrisons Daily store to the larger Morrisons to be a reasonable approach.

19. Before we go on to consider AY's updated financial impact assessment, the July response document from AY also deals with a number of other more minor queries raised by Nexus:
- a. The need to include the new Lidl store in Calne in the impact assessment. As set out in our original advice and also commented upon by AY, there is no requirement to include this new store in the cumulative impact assessment.
 - b. The structure of the grocery shopping questions in the applicants' household survey. AY have responded to our comments about the structure of the survey questions where information on the most recently visited grocery stores was obtained. For the avoidance of doubt, this is simply an observation in light of alternative survey questions which could have sought information regarding 'regularly visited grocery shopping destinations'. It has never been the intention to suggest that AY's survey questions could not be used in the evidence base data for the quantitative impact assessment.
 - c. The weighting of the survey results. AY also appear concerned over our comments over the weightings used to forecast study area derived turnover levels for grocery stores. It is unclear from where this concern derives as we have already commented upon (and accepted) AY's approach on this issue.
20. Returning to AY's updated financial impact assessment, AY have reduced the turnover of the Morrisons Daily store to [REDACTED] and increased the turnover of the large Morrisons store by a corresponding amount to [REDACTED]. In the absence of new empirical data which seeks to correct the short-comings of the original household data, we consider that these changes are not unreasonable. Alongside the manual adjustments to the baseline data, AY have transferred all of the originally forecast trade diversion from the Morrisons Daily to the larger Morrisons store. Again, this is a reasonable and robust change to the assessment to reflect the like for like competition between the proposed foodstore and the larger Morrisons store.
21. Given that we have previously concluded that other parts of AY's trade diversion assessment are reasonable, it can now be concluded that the contents of Table 5a in Appendix II of the July 2026 AY document present a logical likely pattern of trade diversion from Devizes town centre.
22. Using the contents of AY's updated Table 5a, plus the comparison goods trade diversion estimate in their original assessment, the overall forecast impacts are as follows:

Table A: forecast financial impact on Devizes town centre, proposed ALDI store, London Road

Retail Sector	Pre-Impact Turnover, 2030 (£m)	Diversión (£m)	Post-Impact Turnover (£m)	Solus Impact (%)
Convenience goods				
Comparison goods				
Total				

Notes: pre-impact turnovers taken from Table 5a of AY July 2026 response document plus original Planning & Retail Statement.

23. For the avoidance of doubt, we have included the Morrisons store within the above calculations as the store lies within the defined town centre boundary in Devizes.
24. The contents of Table A indicate that the convenience goods sector in Devizes town centre is forecast to receive a [REDACTED] impact on its 2030 pre-impact turnover levels. The impact on the comparison goods sector is smaller, at [REDACTED]. The overall impact on the Class E(a) retail sector in the town centre is [REDACTED].
25. These impacts are considered to be reasonably large in the context of the town centre's retail sector, equivalent to the collective loss of [REDACTED] in every [REDACTED] spent in Class E(a) retail stores in the centre (or [REDACTED] in every [REDACTED] spent in grocery stores). However, it is important to note that, in this instance, the focus of the impact will be on the convenience goods sector in the centre and particularly the M&S, Morrisons, Iceland and Sainsburys stores. The data provided by AY shows a mixed but generally (overall) positive trading performance of these stores with the M&S, Morrisons and Sainsburys trading above company average levels and the Iceland store trading below average. Overall, these four large national multiple stores collectively trade at above average levels. As a consequence, the specific trading impacts associated with the proposed ALDI store do not give rise to any particular cause for concern over the future viability of the convenience goods sector in Devizes town centre.
26. The scale of negative impact on the town centre's comparison goods sector is considered to be lower (circa [REDACTED]) and this is a reflection of the small scale of comparison goods offer in the proposed foodstore. The trading performance of the town centre's comparison goods sector is a topic for consideration in relation to wider impact of the proposal (see below), although this level of direct impact is unlikely to give rise of any concerns for their sector of the centre.
27. Looking beyond the direct impacts associated with proposed Class E(a) retail store, the assessment of the likely wider impact on Devizes town centre will need to look at: (a) the health of the centre, both now and over time; (b) the scale of trading overlap between the proposal and the town centre; (c) the potential for indirect impacts; and (d) the ability of the proposal to affect existing investment in the centre.

28. A number of these factors have already been considered as part of our June 2026 advice and it has been found that:
- a. There is no particular current cause for significant concern over the health of Devizes town centre. Vacancies in the centre have been falling in recent years and there is a wide spread of uses which contribute to the health of the centre.
 - b. There is evidence to suggest that the comparison goods sector in the town centre has been experiencing a falling turnover in recent years. See below for a further discussion on this point.
 - c. The main area of trading overlap between the proposal and the land use profile of the town centre is in relation to grocery shopping. There will be small levels of overlap with the comparison goods retail sector and also a small overlap with the proposed food/beverage unit.
 - d. The convenience and comparison goods sectors are forecast to make a reasonably equal and important contribution to the overall turnover of the Class E(a) retail sector in the centre. It is also important to note that Devizes currently benefits from having all but one of its main foodstores within the town centre boundary.
 - e. There is also clear evidence of linkages between the existing grocery stores in the centre and other land uses / facilities in the centre. There is also evidence that the out of centre Lidl foodstore is also able to contribute some linked trips with the centre as well.
29. In relation to forecast changes in turnover for the comparison goods sector in the town centre, AY take issue with our (June 2026) advice and assessment. AY appear to suggest that there will naturally be a difference due to the different sizes of study area for their own assessment and the comparator assessment in 2020. This is indeed a potential point of difference in how the evidence base data has been gathered, although AY do not provide any evidence to show that the difference in study area accounts for most or all of the difference. In addition, AY argue that a better barometer of the town centre's performance over time is the convenience goods sector. Whilst it is important to note that there has not been the same scale of change over the past six years in the convenience goods sector, this is a separate retail sector and was not central to the points we have made in our June 2026 advice. Therefore, it remains the case that the available evidence shows that part of the retail sector in Devizes town centre has been subject to declining fortunes in recent years and this will need to be taken into account in the overall assessment of impact.
30. Overall, taking into account the above factors, along with those outlined in Section 2 of our June 2026 advice report, we have reached the conclusion that the proposed development at London Road, as a whole, is unlikely to have a significant adverse impact upon the health of, or existing investment within, Devizes town centre. We consider that the loss of circa [REDACTED] of turnover from the convenience goods sector and [REDACTED] from the Class E(a) retail sector will comprise clear adverse impacts on the town centre, which will be reinforced (albeit marginally) by the additional impact of the food/beverage unit. However, such impacts, along with the competition posed by one new medium-sized foodstore, in an out of centre

location in Devizes, is unlikely to lead to a situation where there is conflict with Policies TC3(4) and TC4 of the NPPF and Policy 38 of the development plan/

31. Should the Council be minded to approve this application then we recommend that a series of controls are placed upon the planning permission, including:

- a. A limit on the net sales area of the proposed Class E(a) retail store.
- b. A restriction on the sale of comparison goods in the Class E(a) retail store to no more than [REDACTED] of the approved net sales area (with the remainder of the net sales area limited to selling convenience goods).
- c. No sub-division of the Class E(a) retail unit.

Nexus Planning

September 2026

Melksham and Devizes Household Survey for Avison Young

Weighted:

July 2025

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q01 Where did you last undertake your household's last main food and grocery shopping?														
<i>Excl. Nulls & SFT</i>														
Zone 1														
Aldi, Beanacre Road, Melksham, SN12 8RP	3.8%	23	8.7%	13	5.0%	4	16.4%	6	0.0%	0	0.0%	0	0.0%	0
Asda, Bradford Road, Melksham, SN12 8LQ	7.4%	45	22.0%	33	2.2%	2	20.3%	7	2.0%	3	0.0%	0	0.0%	0
Co-Op Food, Blackmore Road, Melksham, SN12 7HS	0.3%	2	0.3%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Melksham, SN12 6JY	2.2%	13	6.3%	10	0.0%	0	11.3%	4	0.0%	0	0.0%	0	0.0%	0
Lidl, Bath Road, Melksham, SN12 8AB	5.4%	33	14.4%	22	4.9%	4	6.6%	2	1.2%	2	0.0%	0	3.2%	2
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	7.5%	46	23.4%	35	1.7%	1	13.4%	5	2.2%	4	0.0%	0	0.5%	0
Tesco Express, Blenheim Park, Bowerhill, Melksham, SN12 6TA	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bath Road, Melksham, SN12 6LP	3.3%	20	11.2%	17	0.6%	0	0.4%	0	1.4%	2	0.0%	0	0.5%	0
Zone 2														
Zone 3														
Zone 4														
All Cannings Shop, The Street, All Cannings, Devizes, SN10 3PA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Devizes Market, The Market Place, Devizes, SN10 1JD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Iceland, The Brittox, Devizes, SN10 1AJ	0.7%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0
Lidl, London Road, Devizes, SN10 2SD	5.0%	31	0.0%	0	0.0%	0	0.0%	0	14.5%	25	5.6%	5	1.1%	1
Marks and Spencer (M&S) Simply Food, Monday Market Street, Devizes, SN10 1DW	1.4%	8	0.0%	0	0.0%	0	0.0%	0	5.0%	8	0.0%	0	0.0%	0
Morrisons Daily (Esso), Roundway, London Road, Devizes, SN10 2EP	2.6%	16	0.0%	0	0.0%	0	0.0%	0	9.3%	16	0.0%	0	0.0%	0
Morrisons, Estcourt Street, Devizes, SN10 1LA	8.2%	50	0.3%	0	2.3%	2	0.0%	0	21.3%	36	11.5%	11	1.1%	1
Roots Farm Shop, The Old Potato Yard, Lydeaway, Devizes, SN10 3PU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Monday Market Street, Devizes, SN10 1DN	6.5%	39	0.3%	0	2.7%	2	0.0%	0	20.0%	34	2.7%	3	0.0%	0
Spar, Bath Road, Devizes, SN10 1QG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Zone 5														
Co-Op Food, High Street, Pewsey, SN9 5AQ	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0
Tesco Superstore, Salisbury Road, Marlborough, SN8 4AE	2.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	16	0.0%	0
Waitrose, High Street, Marlborough, SN8 1AA	4.3%	26	0.0%	0	0.6%	0	0.0%	0	1.7%	3	23.9%	22	0.5%	0
Zone 6														
Iceland, Phelps Parade, Calne, SN11 0HA	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	2.4%	2
Sainsbury's Superstore, The Pippin, Calne, SN11 8JG	4.4%	27	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.7%	1	31.9%	24
Outside Survey Area														
Aldi, Bradley Road, Trowbridge, BA14 0QT	0.6%	4	0.0%	0	0.0%	0	5.0%	2	1.2%	2	0.0%	0	0.0%	0
Aldi, Coped Hall, Royal Wootton Bassett, SN4 8ES	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Aldi, Langley Park, Foundry Lane, Chippenham, SN15 1JB	0.9%	6	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	6.4%	5
Aldi, Methuen Park,	1.7%	10	0.3%	0	9.4%	8	0.0%	0	0.0%	0	0.0%	0	2.4%	2

Column %ges.

Melksham and Devizes Household Survey
for Avison Young

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Corsham, Chippenham, SN14 0GX														
Aldi, Salisbury Road, Amesbury, SP4 7HD	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0
Asda, Abbey Mead, North Swindon District Centre, Swindon, SN25 4BG	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Asda, The Shires Shopping Centre, Trowbridge, BA14 8AT	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Martingate, Corsham, SN13 0HL	0.9%	6	0.0%	0	5.6%	5	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Chippenham, SN15 3HU	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Canal Road, Trowbridge, BA14 8QU	0.6%	3	1.1%	2	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Green Bridge Retail Park, Swindon, SN3 35G	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Lidl, Hatches Lane, Salisbury, SP1 2NZ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Lidl, Hungerdown Lane, Chippenham, SN14 0JW	0.3%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Magellan Close, Andover, SP10 5NP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Lidl, Pewsham Way, Chippenham, SN15 3JG	1.2%	7	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	7.2%	5
Marks and Spencer (M&S) Foodhall, Bath Road, Corsham, Chippenham, SN14 0UL	0.6%	4	0.6%	1	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
May's Greengrocers, Martingate, Corsham, SN13 0HL	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Cepen Park North, Chippenham, SN14 6UZ	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Edward Street, Westbury, BA13 3BL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Morrisons, York Place, London Road, Bath, BA1 6AN	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	8.1%	49	2.0%	3	49.0%	43	0.0%	0	0.0%	0	0.0%	0	4.8%	4
Sainsbury's Superstore, British Row, Trowbridge, BA14 8GF	0.9%	6	0.0%	0	0.6%	0	9.2%	3	1.2%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Elms Cross Shopping Centre, Bradford-on-Avon, BA15 2AZ	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hectors Way, Newbury, RG14 5AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's Superstore, Oxford Road, Swindon, SN3 4EW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sainsbury's Superstore, Paddington Drive, Bridgemoor, Swindon, SN5 7AA	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.0%	0
Tesco Express, High Street, Chippenham, SN15 3EY	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Way, Trowbridge, BA14 7AQ	3.6%	22	8.2%	12	0.0%	0	4.0%	1	5.0%	8	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury, RG14 7HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Extra, The Bourne Centre, Southampton Road, Salisbury, SP1 2NY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	5.8%	35	0.0%	0	3.0%	3	0.0%	0	2.9%	5	0.0%	0	37.5%	28

Melksham and Devizes Household Survey

for Avison Young

Weighted:

July 2025

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Tesco Superstore, Everland Road, Hungerford, RG17 0DX	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Tesco Superstore, London Road, Amesbury, SP4 7RT	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0
Tesco Superstore, Station Road, Tidworth, SP9 7NR	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	8	0.0%	0
Tesco Superstore, Tapstone Road, Chard, TA20 2LW	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Mill Lane, Swindon, SN1 7BX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Warminster, BA12 9BR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Others														
Weighted base:	610		151		87		34		170		94		74	
Sample:	621		138		90		84		137		87		85	

Q02 From which online retailer did you last purchase your main food and grocery shopping?

Those that said 'Internet / delivery' at Q01

Aldi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	19.0%	17	32.3%	5	18.3%	3	48.2%	4	12.1%	2	0.0%	0	21.5%	4
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	4.9%	4	0.0%	0	18.1%	3	0.0%	0	6.3%	1	3.7%	1	0.0%	0
Ocado	20.6%	19	2.9%	0	3.1%	0	0.0%	0	30.6%	5	14.1%	3	55.6%	11
Sainsbury's	17.1%	16	5.8%	1	54.3%	9	17.5%	1	6.3%	1	14.6%	3	6.3%	1
Tesco	23.0%	21	43.6%	7	3.1%	0	23.2%	2	23.1%	4	31.8%	6	14.5%	3
Waitrose	11.8%	11	2.9%	0	3.1%	0	0.0%	0	18.5%	3	35.9%	7	2.1%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dairy Home (Moo 2 Me)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hello Fresh	2.1%	2	12.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mindful Chef	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Planks Dairies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toby Haynes Family Butchers, Corsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.5%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.9%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	91		15		16		7		15		18		19	
Sample:	80		12		10		16		13		14		15	

Q03 How did you travel to (STORE MENTIONED AT Q01) to undertake your main food shop?

Not those that said 'Internet / delivery' at Q01

Car / van (as driver)	63.4%	386	68.9%	104	76.7%	67	70.8%	24	58.1%	99	57.1%	54	53.0%	39
Car / van (as passenger)	18.6%	114	12.9%	19	16.0%	14	6.6%	2	14.5%	25	35.8%	34	26.3%	19
Bus, minibus or coach	2.8%	17	1.6%	2	1.1%	1	0.8%	0	6.8%	12	0.7%	1	1.6%	1
Motorcycle, scooter or moped	0.2%	1	0.3%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.5%	0
Walk	14.0%	85	16.0%	24	3.4%	3	21.4%	7	19.2%	33	5.7%	5	17.5%	13
Taxi	0.2%	2	0.0%	0	0.0%	0	0.4%	0	0.6%	1	0.0%	0	0.5%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	3	0.3%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Disability vehicle (scooter, wheelchair etc.)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	610		151		87		34		170		94		74	
Sample:	621		138		90		84		137		87		85	

Melksham and Devizes Household Survey

for Avison Young

Weighted:

July 2025

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q04 When you undertook the main food shop at (STORE MENTIONED AT Q01), did you link your trip with any other activity?														
<i>Not those that said 'Internet / delivery' at Q01</i>														
Yes – NON-FOOD shopping	8.1%	49	0.3%	0	9.1%	8	14.4%	5	6.4%	11	11.9%	11	19.1%	14
Yes – other FOOD shopping	5.5%	33	7.7%	12	3.4%	3	10.9%	4	3.6%	6	9.1%	9	0.5%	0
Yes – visiting services such as banks, other financial institutions, post office	0.8%	5	1.1%	2	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Yes – leisure activity	3.5%	22	4.4%	7	0.6%	0	0.0%	0	5.4%	9	2.1%	2	4.5%	3
Yes – visiting café / pub / restaurant	6.7%	41	3.8%	6	5.6%	5	4.4%	1	12.6%	21	5.5%	5	2.9%	2
Yes – visiting other service such as hairdressers, beautician, laundrette, recycling etc.	1.0%	6	2.0%	3	0.6%	0	1.2%	0	0.3%	0	0.0%	0	2.1%	2
Yes – travelling to / from work	3.1%	19	3.0%	5	0.0%	0	0.0%	0	5.9%	10	2.7%	3	2.4%	2
Yes – travelling to / from school / college / university	0.4%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	1.4%	9	5.3%	8	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Yes – visiting family / friends	4.0%	24	3.0%	5	1.7%	1	5.2%	2	7.3%	12	3.4%	3	1.1%	1
Yes – visiting health service such as doctor, dentist, hospital	2.0%	12	2.5%	4	0.6%	0	0.8%	0	2.2%	4	2.1%	2	2.1%	2
Yes – window shopping / browsing	1.5%	9	2.6%	4	1.1%	1	2.0%	1	1.8%	3	0.0%	0	0.5%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No activity)	58.8%	359	59.9%	90	70.9%	62	57.1%	19	49.2%	84	60.9%	57	62.5%	46
Yes – charity / volunteer work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – dropping a parcel off	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – dropping off charity shop donations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Yes – going for a walk / walking the dog	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.7%	1	0.0%	0
Yes – travelling back from holiday	0.4%	3	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Yes – using bus / railway station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting church / cemetery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting library	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
(Don't know / can't remember)	2.4%	15	2.7%	4	4.4%	4	2.4%	1	3.0%	5	0.0%	0	1.1%	1
Weighted base:		610		151		87		34		170		94		74
Sample:		621		138		90		84		137		87		85

Melksham and Devizes Household Survey

for Avison Young

Weighted:

July 2025

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q05 Where did you do this linked trip?														
<i>Those that said 'Non-food shopping', 'Food shopping', 'Financial services including post office', 'Leisure activity', 'Caf� / pub / restaurant' or 'Other service' at Q04 AND Excl. Nulls & SFT</i>														
Zone 1														
Aldi, Beanacre Road, Melksham, SN12 8RP	1.1%	2	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Melksham Superstore, Bradford Road, Melksham, SN12 8LQ	1.7%	3	8.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowerhill Industrial Estate, Bowerhill, Melksham, SN12 6TP	0.3%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leekes, Beanacre Road, Melksham, SN12 8AG	0.4%	1	1.5%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bath Road, Melksham, SN12 8AB	1.6%	2	6.1%	2	0.0%	0	1.5%	0	1.0%	0	0.0%	0	0.0%	0
Melksham Town Centre	18.1%	27	65.8%	19	5.9%	1	72.4%	7	1.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	0.3%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Zone 3														
Zone 4														
Devizes Town Centre	25.0%	38	1.5%	0	17.2%	3	0.0%	0	66.6%	33	5.2%	1	1.9%	0
Lidl, London Road, Devizes, SN10 2SD	1.7%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	2	2.6%	1	0.0%	0
Morrisons, Estcourt Street, Devizes, SN10 1LA	1.9%	3	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0
Townsend's Garden Centre, Bath Road, Devizes, SN10 2BB	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Zone 5														
Marlborough Fitness & Performance Centre, Elm Tree Business Park, Manton, Marlborough, SN8 1PS	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Marlborough Leisure Centre, Barton Dene, Marlborough, SN8 1PB	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Marlborough Town Centre	5.8%	9	0.0%	0	0.0%	0	0.0%	0	5.8%	3	23.4%	6	0.0%	0
Pewsey Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Zone 6														
Calne Town Centre	7.3%	11	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	41.8%	9
Outside Survey Area														
Allington Farm Shop & Cafe, Sheldon Corner, Chippenham, SN14 6LJ	0.3%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amesbury Town Centre	0.4%	1	0.0%	0	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0
Asda Trowbridge Superstore, The Shires Shopping Centre, Trowbridge, BA14 8AT	1.1%	2	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Paddington Drive, Swindon, SN5 7YW	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
B&Q, Bath Road, Chippenham, SN14 0AT	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Bath Road Retail Park, Bath Road, Chippenham, SN14 0FJ	5.1%	8	0.0%	0	30.1%	5	0.0%	0	0.0%	0	0.0%	0	12.8%	3
Cepen Park Brewers Fayre, West Cepen Way, Chippenham, SN14 6UZ	0.3%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chippenham Town Centre	7.0%	11	0.0%	0	29.1%	5	6.5%	1	0.0%	0	0.0%	0	23.6%	5
Corsham Town Centre	1.1%	2	0.0%	0	8.8%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Cradle Bridge Retail Park, County Way, Trowbridge, BA14 8AQ	0.1%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Greenbridge Retail & Leisure Park, Drakes Way, Swindon, SN3 3SG	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Hillier Garden Centre, Weyhill, Amesbury Road,	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0

Column %ges.

Melksham and Devizes Household Survey for Avison Young

Weighted:

July 2025

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Weyhill, Andover, SP11 8ED														
Lidl, London Road, Amesbury, SP4 7RT	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	5	0.0%	0
Lyneham Village Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2
Marks and Spencer (M&S) Foodhall, Bath Road, Corsham, Chippenham, SN14 0UL	0.3%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury, RG14 7HU	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0
Orbital Shopping Park, Thamesdown Drive, Swindon, SN25 4AN	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.0%	0
Pewsham Village Centre	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	2
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	0.3%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	4	0.0%	0
Tesco Extra, County Way, Trowbridge, BA14 7AQ	0.3%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Tidworth Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Trowbridge Town Centre	4.1%	6	0.0%	0	0.0%	0	8.7%	1	10.9%	5	0.0%	0	0.0%	0
Others														
Weighted base:	152			29		17		9		49		26		22
Sample:	152			29		20		24		35		26		18

Melksham and Devizes Household Survey

for Avison Young

Weighted:

July 2025

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q06 Where did you undertake your main food and grocery shopping the time before last?														
Excl. Nulls & SFT														
Zone 1														
Aldi, Beanacre Road, Melksham, SN12 8RP	6.5%	39	17.7%	26	7.5%	7	12.7%	4	1.1%	2	0.0%	0	0.0%	0
Asda, Bradford Road, Melksham, SN12 8LQ	6.3%	38	16.2%	24	3.2%	3	19.7%	7	2.0%	3	0.0%	0	1.2%	1
Co-Op Food, Blackmore Road, Melksham, SN12 7HS	0.3%	2	0.3%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Melksham, SN12 6JY	1.8%	11	5.6%	8	0.0%	0	8.2%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Bath Road, Melksham, SN12 8AB	4.5%	27	10.0%	15	4.7%	4	9.4%	3	1.3%	2	0.0%	0	3.5%	2
Lowden Farm Shop, Bath Road, Melksham, SN12 8EZ	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	8.9%	53	29.4%	43	1.6%	1	15.0%	5	2.0%	3	0.0%	0	0.0%	0
Tesco Express, Blenheim Park, Bowerhill, Melksham, SN12 6TA	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bath Road, Melksham, SN12 6LP	2.1%	12	4.4%	7	3.7%	3	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Zone 2														
Budgens, Shell Garage, Bath Road, Box, SN13 8AA	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Zone 4														
All Cannings Shop, The Street, All Cannings, Devizes, SN10 3PA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Devizes Market, The Market Place, Devizes, SN10 1JD	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Iceland, The Brittox, Devizes, SN10 1AJ	0.7%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Lidl, London Road, Devizes, SN10 2SD	5.7%	34	0.0%	0	2.4%	2	0.0%	0	17.2%	29	2.2%	2	1.8%	1
Local shops, Devizes Town Centre	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Monday Market Street, Devizes, SN10 1DW	1.7%	10	0.0%	0	0.0%	0	0.0%	0	5.7%	9	0.7%	1	0.0%	0
Morrisons Daily (Esso), Roundway, London Road, Devizes, SN10 2EP	2.8%	17	0.0%	0	0.0%	0	0.0%	0	10.1%	17	0.0%	0	0.0%	0
Morrisons, Estcourt Street, Devizes, SN10 1LA	8.0%	48	0.0%	0	1.6%	1	0.0%	0	21.2%	35	11.1%	10	1.2%	1
Sainsbury's Superstore, Monday Market Street, Devizes, SN10 1DN	6.3%	37	0.3%	0	3.2%	3	0.0%	0	18.3%	30	3.5%	3	0.6%	0
Spar, Bath Road, Devizes, SN10 1QG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Zone 5														
Co-Op Food, High Street, Pewsey, SN9 5AQ	1.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	11	0.0%	0
Tesco Superstore, Salisbury Road, Marlborough, SN8 4AE	3.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.8%	20	0.0%	0
Waitrose, High Street, Marlborough, SN8 1AA	4.2%	25	0.0%	0	0.5%	0	0.0%	0	1.7%	3	23.2%	21	0.6%	0
Zone 6														
Iceland, Phelps Parade, Calne, SN11 0HA	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	2.6%	2
Sainsbury's Superstore, The Pippin, Calne, SN11 8JG	4.3%	26	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	34.0%	23
Outside Survey Area														
Aldi, Bradley Road, Trowbridge, BA14 0QT	0.5%	3	0.0%	0	0.0%	0	2.8%	1	1.3%	2	0.0%	0	0.0%	0
Aldi, Coped Hall, Royal Wootton Bassett, SN4 8ES	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	0

Column %ges.

Melksham and Devizes Household Survey
for Avison Young

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Aldi, Langley Park, Foundry Lane, Chippenham, SN15 1JB	0.5%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Aldi, Methuen Park, Corsham, Chippenham, SN14 0GX	1.8%	11	0.3%	0	11.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Salisbury Road, Amesbury, SP4 7HD	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0
Asda, Abbey Mead, North Swindon District Centre, Swindon, SN25 4BG	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
Asda, The Shires Shopping Centre, Trowbridge, BA14 8AT	0.1%	1	0.3%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Hackett Place, Hilperton, Trowbridge,, BA14 7GW	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Conway Road, Chippenham, SN14 0PW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Co-Op Food, Martingate, Corsham, SN13 0HL	0.9%	5	0.0%	0	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Brunel Centre, Havelock Street, Swindon, SN1 1LE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Iceland, Market Place, Chippenham, SN15 3HU	0.6%	3	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Canal Road, Trowbridge, BA14 8QU	1.2%	7	1.2%	2	0.0%	0	10.0%	3	1.1%	2	0.0%	0	0.0%	0
Lidl, Hungerdown Lane, Chippenham, SN14 0JW	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kingfisher Drive, Westbury, BA13 3XW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Lidl, Magellan Close, Andover, SP10 5NP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Lidl, Pewsham Way, Chippenham, SN15 3JG	1.0%	6	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	5
Marks and Spencer (M&S) Foodhall, County Way Cradle, Bridge, Trowbridge, BA14 8FS	0.1%	1	0.0%	0	0.0%	0	0.4%	0	0.3%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Foodhall, Stall Street, Bath, BA1 1QB	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
May's Greengrocers, Martingate, Corsham, SN13 0HL	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Cepen Park North, Chippenham, SN14 6UZ	0.7%	4	0.9%	1	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Edward Street, Westbury, BA13 3BL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	7.0%	42	2.1%	3	38.5%	35	0.0%	0	0.0%	0	0.0%	0	5.9%	4
Sainsbury's Superstore, British Row, Trowbridge, BA14 8GF	0.9%	5	0.0%	0	0.5%	0	7.7%	3	1.3%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Elms Cross Shopping Centre, Bradford-on-Avon, BA15 2AZ	0.1%	1	0.3%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hectors Way, Newbury, RG14 5AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's Superstore, Oxford Road, Swindon, SN3 4EW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Sainsbury's Superstore, Paddington Drive, Bridgemead, Swindon, SN5 7AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Express, High Street, Chippenham, SN15 3EY	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Way,	4.3%	25	9.7%	14	0.0%	0	9.2%	3	4.8%	8	0.0%	0	0.0%	0

Melksham and Devizes Household Survey

for Avison Young

Weighted:

July 2025

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Trowbridge, BA14 7AQ														
Tesco Extra, The Bourne Centre, Southampton Road, Salisbury, SP1 2NY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	4.8%	29	0.0%	0	2.4%	2	0.0%	0	1.3%	2	0.0%	0	36.3%	24
Tesco Superstore, Everland Road, Hungerford, RG17 0DX	0.2%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Superstore, London Road, Amesbury, SP4 7RT	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Tesco Superstore, Station Road, Tidworth, SP9 7NR	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	8	0.0%	0
Waitrose, Avon Mills, Malmesbury, SN16 9FS	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Podium, Northgate Street, Bath, BA1 5AL	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Weighted base:		595		147		90		34		166		91		67
Sample:		609		134		91		83		135		85		81

Q07 Which retailer did you purchase that main food internet / home delivery shopping from that time?

Those that said 'Internet / delivery' at Q06

Aldi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon	0.2%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
Asda	18.2%	17	21.8%	3	0.0%	0	39.8%	2	16.7%	3	12.3%	3	27.8%	6
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	4.8%	4	0.0%	0	22.1%	3	0.0%	0	5.7%	1	3.2%	1	0.0%	0
Ocado	19.4%	18	3.2%	0	3.8%	0	0.0%	0	10.9%	2	12.3%	3	55.1%	13
Sainsbury's	25.1%	23	9.6%	1	66.5%	9	28.1%	1	38.8%	7	21.9%	5	3.5%	1
Tesco	16.6%	15	36.0%	5	3.8%	0	29.5%	2	8.5%	1	21.9%	5	10.2%	2
Waitrose	10.8%	10	3.2%	0	3.8%	0	0.0%	0	16.7%	3	28.3%	6	1.7%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dairy Home (Moo 2 Me)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hello Fresh	2.1%	2	13.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mindful Chef	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Planks Dairies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toby Haynes Family Butchers, Corsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.5%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.3%	2	12.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Weighted base:	93		14		13		5		17		21		23	
Sample:	79		12		9		13		13		15		17	

Q08 How did you last travel to (STORE MENTIONED AT Q06) to undertake your main food shop?

Not those that said 'Internet / delivery' or 'Don't know / can't remember' at Q06

Car / van (as driver)	63.0%	374	67.3%	99	73.3%	66	73.5%	25	57.5%	96	59.9%	54	52.0%	35
Car / van (as passenger)	17.7%	105	10.9%	16	17.6%	16	4.8%	2	13.5%	22	32.8%	30	29.0%	19
Bus, minibus or coach	2.7%	16	0.6%	1	1.1%	1	0.8%	0	7.3%	12	1.5%	1	1.2%	1
Motorcycle, scooter or moped	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Walk	14.5%	86	17.9%	26	5.4%	5	19.1%	6	20.6%	34	4.4%	4	15.5%	10
Taxi	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.6%	3	0.3%	0	2.1%	2	1.8%	1	0.0%	0	0.0%	0	0.6%	0
Disability vehicle (scooter, wheelchair etc.)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.6%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.8%	5	2.6%	4	0.5%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Weighted base:	595		147		90		34		166		91		67	
Sample:	609		134		91		83		135		85		81	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q09 When you undertook the main food shop at (STORE MENTIONED AT Q06), did you link your trip with any other activity?														
<i>Not those that said 'Internet / delivery' or 'Don't know / can't remember' at Q06</i>														
Yes – NON-FOOD shopping	7.5%	45	0.3%	0	11.4%	10	8.6%	3	7.4%	12	11.6%	11	12.0%	8
Yes – other FOOD shopping	6.5%	39	9.1%	13	8.6%	8	12.4%	4	4.0%	7	7.2%	7	0.6%	0
Yes – visiting services such as banks, other financial institutions, post office	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.7%	1	0.0%	0
Yes – leisure activity	3.9%	23	4.2%	6	0.0%	0	2.4%	1	6.6%	11	2.9%	3	3.8%	3
Yes – visiting café / pub / restaurant	6.4%	38	3.0%	4	2.2%	2	7.5%	3	12.6%	21	6.5%	6	3.2%	2
Yes – visiting other service such as hairdressers, beautician, laundrette, recycling etc.	0.9%	5	1.8%	3	0.0%	0	0.8%	0	0.3%	0	0.0%	0	2.9%	2
Yes – travelling to / from work	2.6%	15	1.8%	3	0.0%	0	2.4%	1	6.1%	10	0.0%	0	2.6%	2
Yes – travelling to / from school / college / university	0.5%	3	1.8%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	1.7%	10	5.6%	8	0.5%	0	1.2%	0	0.0%	0	0.0%	0	1.2%	1
Yes – visiting family / friends	2.8%	16	1.6%	2	0.5%	0	9.5%	3	4.1%	7	3.5%	3	0.6%	0
Yes – visiting health service such as doctor, dentist, hospital	2.4%	14	2.9%	4	0.5%	0	0.8%	0	2.0%	3	3.7%	3	3.5%	2
Yes – window shopping / browsing	1.5%	9	1.3%	2	0.5%	0	1.6%	1	3.1%	5	0.7%	1	0.6%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No activity)	58.8%	350	63.9%	94	68.7%	62	47.3%	16	47.3%	79	60.2%	55	67.2%	45
Yes – charity / volunteer work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – dropping a parcel off	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – dropping off charity shop donations	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Yes – going for a walk / walking the dog	0.7%	4	0.0%	0	0.0%	0	0.4%	0	2.0%	3	0.7%	1	0.0%	0
Yes – travelling back from holiday	0.4%	3	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Yes – using bus / railway station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting church / cemetery	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting library	0.2%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
(Don't know / can't remember)	2.5%	15	2.5%	4	4.3%	4	3.2%	1	2.8%	5	0.7%	1	1.2%	1
Weighted base:		595		147		90		34		166		91		67
Sample:		609		134		91		83		135		85		81

Melksham and Devizes Household Survey

for Avison Young

Weighted:

July 2025

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q10 Where did you do this linked trip?														
<i>Those that said 'Non-food shopping', 'Food shopping', 'Financial services including post office', 'Leisure activity', 'Caf� / pub / restaurant' or 'Other service' at Q09 AND Excl. Nulls & SFT</i>														
Zone 1														
Aldi, Beanacre Road, Melksham, SN12 8RP	0.1%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Asda Melksham Superstore, Bradford Road, Melksham, SN12 8LQ	1.7%	3	9.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashville Centre, Commerce Way, Melksham, SN12 6ZE	0.1%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Leekes, Beanacre Road, Melksham, SN12 8AG	1.4%	2	0.0%	0	9.5%	2	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bath Road, Melksham, SN12 8AB	2.5%	4	11.2%	3	0.0%	0	1.5%	0	0.9%	0	0.0%	0	0.0%	0
Melksham Town Centre	15.9%	24	61.5%	17	2.5%	0	64.2%	6	0.9%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	0.9%	1	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Zone 3														
Zone 4														
Devizes Town Centre	26.6%	39	1.6%	0	14.4%	3	0.0%	0	63.9%	33	8.0%	2	5.3%	1
Hopton Park Industrial Estate, Devizes, SN10 2EH	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Lidl, London Road, Devizes, SN10 2SD	1.7%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	2	2.7%	1	0.0%	0
Morrisons, Estcourt Street, Devizes, SN10 1LA	1.9%	3	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0
Townsend's Garden Centre, Bath Road, Devizes, SN10 2BB	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Zone 5														
Marlborough Fitness & Performance Centre, Elm Tree Business Park, Manton, Marlborough, SN8 1PS	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Marlborough Town Centre	9.5%	14	0.0%	0	0.0%	0	0.0%	0	5.5%	3	45.0%	11	0.0%	0
Pewsey Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Zone 6														
Calne Town Centre	6.0%	9	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	45.4%	7
Outside Survey Area														
Allington Farm Shop & Cafe, Sheldon Corner, Chippenham, SN14 6LJ	0.6%	1	1.6%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amesbury Town Centre	0.4%	1	0.0%	0	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0
Asda Trowbridge Superstore, The Shires Shopping Centre, Trowbridge, BA14 8AT	1.1%	2	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Chippenham Retail Park, Chippenham, SN14 6NQ	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
B&M, Paddington Drive, Swindon, SN5 7YW	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
B&Q, Bath Road, Chippenham, SN14 0AT	0.6%	1	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Bath City Centre	0.4%	1	0.0%	0	2.5%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Bath Road, Chippenham, SN14 0FJ	4.3%	6	1.6%	0	27.6%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Bradford-on-Avon Town Centre	0.1%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Cepen Park Brewers Fayre, West Cepen Way, Chippenham, SN14 6UZ	0.3%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chippenham Retail Park, Bumpers Way, Chippenham, SN14 6NQ	0.3%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chippenham Town Centre	5.4%	8	0.0%	0	16.9%	3	0.0%	0	0.0%	0	0.0%	0	31.1%	5

Column %ges.

Melksham and Devizes Household Survey for Avison Young

Weighted:

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Corsham Town Centre	1.6%	2	0.0%	0	11.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradle Bridge Retail Park, County Way, Trowbridge, BA14 8AQ	0.5%	1	0.0%	0	0.0%	0	8.7%	1	0.0%	0	0.0%	0	0.0%	0
Hillier Garden Centre Weyhill, Amesbury Road, Weyhill, Andover, SP11 8ED	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Hungerford Town Centre	0.3%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Amesbury, SP4 7RT	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	4	0.0%	0
Lyneham Village Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	2
Marks and Spencer (M&S) Foodhall, Bath Road, Corsham, Chippenham, SN14 0UL	0.3%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury, RG14 7HU	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Orbital Shopping Park, Thamesdown Drive, Swindon, SN25 4AN	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	3	0.0%	0
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	0.3%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, British Row, Trowbridge, BA14 8GF	0.1%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Tesco Extra, County Way, Trowbridge, BA14 7AQ	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
The Spotted Cow, The Coate, Swindon, SN3 6AA	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Trowbridge Town Centre	5.2%	8	0.0%	0	0.0%	0	10.2%	1	13.0%	7	0.0%	0	0.0%	0
Others														
Weighted base:	148			27		20		9		52		25		15
Sample:	148			27		21		22		38		25		15

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Meanscore: [£]														
Q11 Thinking more generally, how much does your household spend on average on main food and grocery shopping in a week?														
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.4%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£11 - £15	0.4%	3	1.6%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£16 - £20	1.1%	7	0.0%	0	0.0%	0	0.3%	0	1.3%	2	0.6%	1	4.6%	4
£21 - £25	1.3%	9	0.3%	0	2.3%	2	0.3%	0	0.5%	1	3.8%	4	0.9%	1
£26 - £30	2.5%	17	1.3%	2	1.4%	1	5.8%	2	1.9%	4	4.7%	5	2.7%	3
£31 - £35	1.7%	12	1.7%	3	3.3%	3	0.7%	0	2.0%	4	1.2%	1	0.4%	0
£36 - £40	3.6%	25	6.0%	10	6.6%	7	5.3%	2	2.6%	5	0.6%	1	0.9%	1
£41 - £45	3.4%	24	4.3%	7	1.4%	1	2.1%	1	4.0%	7	3.0%	3	3.8%	4
£46 - £50	7.5%	53	8.2%	14	6.8%	7	6.9%	3	7.6%	14	7.0%	8	7.8%	7
£51 - £55	1.2%	9	0.8%	1	1.8%	2	0.3%	0	1.0%	2	1.2%	1	2.2%	2
£56 - £60	4.4%	31	5.6%	9	1.8%	2	3.9%	2	5.3%	10	2.4%	3	6.1%	6
£61 - £65	3.2%	23	1.8%	3	2.3%	2	1.3%	1	5.2%	10	4.9%	5	1.7%	2
£66 - £70	6.6%	46	6.7%	11	5.8%	6	3.9%	2	8.4%	16	8.2%	9	3.0%	3
£71 - £75	2.1%	15	2.8%	5	0.5%	0	2.0%	1	4.0%	8	0.6%	1	0.9%	1
£76 - £80	5.8%	41	4.3%	7	4.7%	5	8.0%	3	6.9%	13	6.3%	7	5.9%	5
£81 - £85	1.5%	11	2.8%	5	1.0%	1	0.3%	0	1.3%	2	0.0%	0	2.5%	2
£86 - £90	4.2%	30	2.4%	4	10.9%	11	4.3%	2	2.2%	4	4.7%	5	3.8%	4
£91 - £95	0.6%	4	1.5%	3	0.5%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	0
£96 - £100	14.3%	100	9.5%	16	12.7%	13	22.7%	9	18.1%	34	15.2%	17	12.6%	12
£101 - £120	9.0%	63	10.7%	18	8.4%	9	3.6%	1	4.3%	8	5.1%	6	22.8%	21
£121 - £140	3.6%	25	0.8%	1	5.1%	5	1.3%	1	4.0%	8	9.2%	10	0.4%	0
£141 - £160	6.6%	46	8.0%	13	7.5%	8	5.7%	2	5.8%	11	4.2%	5	7.8%	7
£161 - £180	2.0%	14	4.1%	7	0.0%	0	0.0%	0	3.0%	6	1.2%	1	0.0%	0
£181 - £200	3.0%	21	2.9%	5	1.9%	2	3.6%	1	2.1%	4	4.7%	5	3.8%	3
£201 - £250	0.8%	6	1.2%	2	2.8%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0
£250+	1.2%	9	2.7%	5	0.5%	0	0.0%	0	1.8%	3	0.0%	0	0.4%	0
(Don't know / varies)	6.4%	45	6.2%	10	6.1%	6	15.2%	6	6.2%	11	7.7%	9	2.2%	2
(Refused)	1.5%	11	0.3%	0	3.5%	4	0.3%	0	0.0%	0	3.8%	4	2.3%	2
Mean:	92.82		96.55		94.13		90.12		91.00		89.83		92.92	
Weighted base:	701		166		103		41		186		112		93	
Sample:	701		150		100		100		150		101		100	

Q12 Do you make 'top up' shopping trips in between your main food shopping trips? Top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops. It could also include online food shopping.

Yes	71.1%	499	69.6%	116	74.4%	76	53.3%	22	77.0%	143	57.2%	64	83.5%	77
No	28.9%	202	30.4%	51	25.6%	26	46.7%	19	23.0%	43	42.8%	48	16.5%	15
Weighted base:		701		166		103		41		186		112		93
Sample:		701		150		100		100		150		101		100

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Q13 Where did you last undertake your 'top up' shopping?														
<i>Those who do top-up shopping at Q12 AND Excl. Nulls & SFT</i>														
Zone 1														
Aldi, Beanacre Road, Melksham, SN12 8RP	1.9%	9	5.1%	5	0.0%	0	18.2%	4	0.0%	0	0.0%	0	0.0%	0
Asda, Bradford Road, Melksham, SN12 8LQ	2.3%	11	6.5%	7	2.7%	2	6.9%	1	0.3%	0	0.0%	0	0.0%	0
Co-Op Food, Blackmore Road, Melksham, SN12 7HS	2.9%	14	8.4%	9	3.4%	2	11.3%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Verbena Court, Cranesbill Road, Melksham, SN12 7GS	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Melksham, SN12 6JY	4.0%	19	16.7%	18	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Bath Road, Melksham, SN12 8AB	2.9%	14	10.7%	11	0.0%	0	11.4%	2	0.0%	0	0.0%	0	0.0%	0
Londis (Service Station), Spa Road, Melksham, SN12 7NY	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowden Garden Centre, Folly Lane, Shaw, Melksham, SN12 8E7	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily (Esso), Semington Road, Melksham, SN12 6DE	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, Pembroke Road, Melksham, SN12 7NB	0.5%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	2.9%	14	10.9%	12	0.7%	0	4.9%	1	0.3%	0	0.0%	0	0.0%	0
Tesco Express, Blenheim Park, Bowerhill, Melksham, SN12 6TA	2.9%	14	13.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bath Road, Melksham, SN12 6LP	1.6%	7	3.3%	3	0.7%	0	1.3%	0	2.0%	3	0.0%	0	0.6%	0
Zone 2														
Asda Express, Pickwick Road, Corsham, SN13 9DA	0.5%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Shell Garage, Bath Road, Box, SN13 8AA	1.0%	5	0.4%	0	5.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Macie Drive, Corsham, SN13 9EJ	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H F Stiles & Son, High Street, Bromham, Chippenham, SN15 2EX	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, High Street, Box, SN13 8NS	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, High Street, Box, SN13 8NQ	0.4%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily (Esso), Bath Road, Rowden Hill, Chippenham, SN15 2AR	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prospect News & Stores, Lypiatt Road, Corsham, SN13 9JD	0.4%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Co-Op Food, Leap Gate, Trowbridge, BA14 6GP	0.6%	3	2.4%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Holt Super Store), The Street, Holt, BA14 6QH	0.6%	3	0.4%	0	0.0%	0	10.5%	2	0.0%	0	0.0%	0	0.0%	0
Zone 4														
All Cannings Shop, The Street, All Cannings, Devizes, SN10 3PA	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Central Convenience Stores, Silver Street, Potterne, SN10 5NG	0.8%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0
Co-Op Food, High Street, Market Lavington,	1.6%	8	0.0%	0	0.0%	0	0.0%	0	5.4%	8	0.0%	0	0.0%	0

Column %ges.

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Devizes, SN10 4AF														
Devizes Market, The Market Place, Devizes, SN10 1JD	0.8%	4	2.4%	3	0.0%	0	3.2%	1	0.3%	0	0.0%	0	0.0%	0
Iceland, The Brittox, Devizes, SN10 1AJ	0.2%	1	0.0%	0	0.7%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Lidl, London Road, Devizes, SN10 2SD	3.8%	18	0.0%	0	0.0%	0	0.0%	0	12.8%	18	0.0%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Monday Market Street, Devizes, SN10 1DW	2.6%	12	0.0%	0	0.0%	0	0.0%	0	8.4%	12	1.1%	1	0.0%	0
Morrisons Daily (Esso), Roundway, London Road, Devizes, SN10 2EP	3.2%	15	2.2%	2	0.0%	0	0.0%	0	9.2%	13	0.0%	0	0.0%	0
Morrisons, Estcourt Street, Devizes, SN10 1LA	3.4%	16	0.0%	0	0.0%	0	0.0%	0	9.8%	14	4.1%	3	0.0%	0
Poulshot Farm Shop, Poulshot Road, Poulshot, Devizes, SN10 1RQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Poundland, Maryport Street, Devizes, SN10 1AG	0.4%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reeve The Baker, The Brittox, Devizes, SN10 1AJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Roots Farm Shop, The Old Potato Yard, Lydeaway, Devizes, SN10 3PU	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Monday Market Street, Devizes, SN10 1DN	7.4%	35	0.0%	0	0.0%	0	0.0%	0	22.2%	31	6.2%	4	0.0%	0
Spar, Bath Road, Devizes, SN10 1QG	0.8%	4	0.4%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Tesco Express, Eastleigh Road, Devizes, SN10 3EQ	0.9%	4	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0
The Piggery Farm Shop, West End Farm, Devizes, SN10 2LL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Urchfront Community Shop, The Lamb / The Green, High Street, Urchfront, SN10 4QU	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Walter Rose & Sons, Sidmouth Street, Devizes, SN10 1LD	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Zone 5														
Co-Op Food, High Street, Pewsey, SN9 5AQ	3.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.3%	16	0.0%	0
Honeystreet Farm Shop, Honeystreet Mill, Honey Street, Pewsey, SN9 5PS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Londis, High Street, Upavon, SN9 6EA	0.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Marlbrough Open Market, High Street, Marlborough, SN8 1LW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Marshall's Bakery, North Street, Pewsey, SN9 5FX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Spar, North Street, Pewsey, SN9 5EX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Sumbler Brothers Butchers, London Road, Marlborough, SN8 1PH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Superstore, Salisbury Road, Marlborough, SN8 4AE	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	7	0.0%	0
Waitrose, High Street, Marlborough, SN8 1AA	5.7%	27	0.0%	0	0.0%	0	0.0%	0	1.3%	2	39.9%	25	0.0%	0
Zone 6														
Asda Express, London Road, Calne, SN11 0AQ	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4
Iceland, Phelps Parade, Calne, SN11 0HA	1.5%	7	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	7.0%	5
Post Office, Quemeford, Calne, SN11 8JX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0

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Sainsbury's Superstore, The Pippin, Calne, SN11 8JG	9.3%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	60.4%	44
Outside Survey Area														
Aldi, Bradley Road, Trowbridge, BA14 0QT	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Langley Park, Foundry Lane, Chippenham, SN15 1JB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.6%	0
Aldi, Methuen Park, Corsham, Chippenham, SN14 0GX	0.7%	3	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Aldi, Salisbury Road, Amesbury, SP4 7HD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Aldi, The Hundred, Romsey, SO51 8GE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Aldi, Warminster Road, Westbury, BA13 3PL	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Asda, The Shires Shopping Centre, Trowbridge, BA14 8AT	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Chippenham Retail Park, Chippenham, SN14 6NQ	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boswells, Emery Gate Shopping Centre, Chippenham, SN15 3JP	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Hackett Place, Hilperton, Trowbridge,, BA14 7GW	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Butcher Bros, High Street, Westbury, BA13 3BW	0.2%	1	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Church End Close, Lyneham, SN15 4PP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Co-Op Food, Martingate, Corsham, SN13 0HL	4.4%	21	0.0%	0	29.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Food, Oxford Street, Aldbourne, SN8 2DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Holts Folks, Chapel Yard, Holt, NR25 6HG	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Frome, BA11 1AN	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
JGK Butchers & Delicatessen, High Street, Royal Wootton Bassett, SN4 7AU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Lidl, Canal Road, Trowbridge, BA14 8QU	0.2%	1	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Hungerdown Lane, Chippenham, SN14 0JW	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Pewsham Way, Chippenham, SN15 3JG	1.2%	6	0.0%	0	0.7%	0	0.0%	0	2.3%	3	0.0%	0	2.7%	2
Marks and Spencer (M&S) Foodhall, Bath Road, Corsham, Chippenham, SN14 0UL	2.6%	12	4.9%	5	8.8%	6	2.6%	1	0.0%	0	0.0%	0	0.6%	0
Marks and Spencer (M&S) Foodhall, County Way Cradle, Bridge, Trowbridge, BA14 8FS	0.7%	3	2.4%	3	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Cepen Park North, Chippenham, SN14 6UZ	0.5%	2	1.6%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Edward Street, Westbury, BA13 3BL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Morrisons, York Place, London Road, Bath, BA1 6AN	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	1.7%	8	1.6%	2	8.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, British Row, Trowbridge, BA14 8GF	0.3%	2	0.0%	0	0.0%	0	7.9%	2	0.0%	0	0.0%	0	0.0%	0

Melksham and Devizes Household Survey

for Avison Young

Weighted:

July 2025

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Tesco Express, Harrier Close, Calne, SN11 9UT	1.0%	5	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Tesco Express, High Street, Chippenham, SN15 3EY	0.6%	3	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lodge Road, Chippenham, SN15 3SY	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	2.9%	14	0.0%	0	0.0%	0	0.0%	0	2.0%	3	1.1%	1	13.9%	10
Tesco Superstore, Everland Road, Hungerford, RG17 0DX	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Tesco Superstore, London Road, Amesbury, SP4 7RT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Toby Haynes Butchers, High Street, Corsham, SN13 OHB	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
V&P Collins Farm Shop, Devizes Road, Bromham, Chippenham, SN152DZ	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose (Little), Borough Parade, Chippenham, SN15 3WL	1.2%	5	2.5%	3	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Podium, Northgate Street, Bath, BA1 5AL	0.2%	1	0.0%	0	0.7%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Others														
Weighted base:	473	106		71		21		140		62		73		
Sample:	447	93		62		46		110		59		77		

Q14 Which retailer did you last purchase your top-up food internet / home delivery shopping from?*Those who said 'Internet / delivery' at Q13*

Aldi	0.8%	0	0.0%	0	0.0%	0	100.4%	0	0.0%	0	0.0%	0	0.0%	0
Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	2.5%	0	5.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	13.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	11.0%	2	25.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	2.8%	0	0.0%	0	8.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	2.8%	0	0.0%	0	8.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	2.5%	0	5.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op	14.6%	3	34.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dairy Home (Moo 2 Me)	13.2%	2	5.9%	0	32.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hello Fresh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mindful Chef	9.7%	2	22.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Planks Dairies	15.9%	3	0.0%	0	17.1%	1	0.0%	0	100.0%	0	100.0%	1	0.0%	0
Toby Haynes Family Butchers, Corsham	10.7%	2	0.0%	0	32.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		18		8		6		0		0		1		2
Sample:		17		6		6		1		1		2		1

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q15 When you undertook the top-up shopping trip at (STORE MENTIONED AT Q13), did you link your trip with any														
<i>Those who do top-up shopping at Q12 excluding those that said 'Internet / delivery' or 'Don't know / can't remember' at Q13</i>														
Yes – NON-FOOD shopping	9.0%	43	0.4%	0	10.8%	8	9.1%	2	7.7%	11	14.7%	9	17.5%	13
Yes – other FOOD shopping	2.1%	10	0.0%	0	1.4%	1	13.0%	3	2.7%	4	3.2%	2	0.6%	0
Yes – visiting services such as banks, other financial institutions, post office	0.9%	4	0.0%	0	0.0%	0	0.7%	0	1.3%	2	3.2%	2	0.6%	0
Yes – leisure activity	1.7%	8	2.1%	2	0.0%	0	0.7%	0	1.8%	3	1.1%	1	3.2%	2
Yes – visiting café / pub / restaurant	4.0%	19	0.4%	0	7.5%	5	10.4%	2	5.4%	8	3.2%	2	2.2%	2
Yes – visiting other service such as hairdressers, beautician, laundrette, recycling etc.	1.3%	6	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.1%	1	4.3%	3
Yes – travelling to / from work	8.9%	42	8.3%	9	2.7%	2	2.6%	1	9.4%	13	23.9%	15	3.8%	3
Yes – travelling to / from school / college / university	0.6%	3	2.4%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	0.5%	2	1.6%	2	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Yes – visiting family / friends	2.4%	11	4.0%	4	1.4%	1	3.2%	1	2.0%	3	0.0%	0	3.5%	3
Yes – visiting health service such as doctor, dentist, hospital	1.9%	9	2.5%	3	0.7%	0	0.7%	0	2.0%	3	3.2%	2	1.1%	1
Yes – window shopping / browsing	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.7%	1
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No activity)	61.8%	292	74.2%	79	70.8%	50	55.8%	12	61.6%	87	35.9%	22	58.9%	43
Yes – charity / volunteer work	0.6%	3	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – dropping a parcel off	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Yes – dropping off charity shop donations	0.5%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – going for a walk / walking the dog	1.5%	7	1.6%	2	0.0%	0	0.0%	0	2.0%	3	4.1%	3	0.0%	0
Yes – travelling back from holiday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – using bus / railway station	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Yes – visiting church / cemetery	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Yes – visiting library	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.1%	1	0.0%	0
(Don't know / can't remember)	0.7%	3	0.4%	0	0.0%	0	3.9%	1	0.0%	0	3.2%	2	0.0%	0
Weighted base:		473		106		71		21		140		62		73
Sample:		447		93		62		46		110		59		77

Melksham and Devizes Household Survey

for Avison Young

Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q16 Where did you do this linked trip?														
<i>Those that said 'Non-food shopping', 'Food shopping', 'Financial services including post office', 'Leisure activity', 'Caf� / pub / restaurant' or 'Other service' at Q15 AND Excl. Nulls & SFT</i>														
Zone 1														
Melksham Community Campus, Market Place, Melksham, SN12 6ES	0.5%	0	14.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melksham Town Centre	4.6%	4	42.9%	1	0.0%	0	34.5%	2	0.0%	0	0.0%	0	1.9%	0
Zone 2														
Box Village Centre	0.5%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Zone 4														
All Cannings Village Centre	3.2%	3	0.0%	0	0.0%	0	0.0%	0	9.8%	3	0.0%	0	0.0%	0
B&Q, Hambleton Avenue, Devizes, SN10 2SD	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Devizes Household Recycling Centre, Hopton Industrial Estate, Devizes, SN10 2EU	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Devizes Town Centre	28.6%	26	28.6%	1	3.5%	0	2.0%	0	83.6%	24	0.0%	0	0.0%	0
Lidl, London Road, Devizes, SN10 2SD	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Market Lavington Village Centre	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Zone 5														
Honeystreet Mill, Honeystreet, Pewsey, SN9 5PS	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Marlborough Town Centre	10.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.6%	10	0.0%	0
Pewsey Village Centre	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.3%	4	0.0%	0
Savermake Forest, Long Harry, Marlborough, SN8 4ND	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Screwfix, Glympton Court, Marlborough Business Park, Marlborough, SN8 4AL	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Tesco Superstore, Salisbury Road, Marlborough, SN8 4AE	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Zone 6														
Calne Town Centre	20.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	88.4%	18
Cherhill View Allotments, Beacon Drive, Calne, SN11 0FN	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Quemerford Local Centre, Calne	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Outside Survey Area														
Amesbury Town Centre	0.7%	1	0.0%	0	0.0%	0	8.6%	1	0.0%	0	0.0%	0	0.0%	0
Bath City Centre	1.1%	1	0.0%	0	3.5%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Bath Road, Chippenham, SN14 0FJ	3.6%	3	0.0%	0	20.5%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Berryfields Allotment Garden, Roman Park Hall, Sir Henry Lee Crescent, Aylesbury, HP18 0YT	0.5%	0	14.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.7%	1	0.0%	0	0.0%	0	8.6%	1	0.0%	0	0.0%	0	0.0%	0
Chippenham Town Centre	3.6%	3	0.0%	0	20.7%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Corsham Town Centre	6.9%	6	0.0%	0	44.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hilperton Village Centre	0.2%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Holt Village Centre	0.3%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Canal Road, Trowbridge, BA14 8QU	0.9%	1	0.0%	0	0.0%	0	11.6%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Cepen Park North, Chippenham, SN14 6UZ	0.6%	1	0.0%	0	0.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0
Royal Wootton Bassett Town Centre	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Trowbridge Town Centre	0.7%	1	0.0%	0	3.5%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbury Town Centre	0.9%	1	0.0%	0	0.0%	0	11.5%	1	0.0%	0	0.0%	0	0.0%	0
Others														
Weighted base:	90		3		14		7		29		16		21	

Column %ges.

Melksham and Devizes Household Survey
for Avison Young

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Sample:	97	7	13	15	22	17	23

Melksham and Devizes Household Survey
for Avison Young

Weighted:

July 2025

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q17 Where did you undertake your 'top up' food shopping the time before last?														
<i>Those who do top-up shopping at Q12 excluding those that said 'Don't know / can't remember' at Q13 AND Excl. Nulls & SFT</i>														
Zone 1														
Aldi, Beanacre Road, Melksham, SN12 8RP	2.7%	12	8.7%	9	0.0%	0	14.8%	3	0.0%	0	0.0%	0	0.6%	0
Asda, Bradford Road, Melksham, SN12 8LQ	3.0%	14	5.9%	6	6.8%	5	15.5%	3	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Blackmore Road, Melksham, SN12 7HS	2.6%	12	9.1%	9	0.7%	0	9.8%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Verbena Court, Cranesbill Road, Melksham, SN12 7GS	0.5%	2	0.4%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Melksham, SN12 6JY	3.6%	16	15.2%	16	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Bath Road, Melksham, SN12 8AB	2.4%	11	9.3%	10	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Londis (Service Station), Spa Road, Melksham, SN12 7NY	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowden Garden Centre, Folly Lane, Shaw, Melksham, SN12 8E7	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melksham Post Office, Church Street, Melksham, SN12 6LU	0.4%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily (Esso), Semington Road, Melksham, SN12 6DE	0.9%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, Pembroke Road, Melksham, SN12 7NB	0.5%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	3.9%	18	14.3%	15	1.4%	1	9.2%	2	0.4%	0	0.0%	0	0.0%	0
Savers Health & Beauty, Lowerbourne, Melksham, SN12 7D2	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Blenheim Park, Bowerhill, Melksham, SN12 6TA	2.2%	10	9.3%	9	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bath Road, Melksham, SN12 6LP	0.9%	4	1.3%	1	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Zone 2														
Asda Express, Pickwick Road, Corsham, SN13 9DA	0.5%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Shell Garage, Bath Road, Box, SN13 8AA	1.3%	6	1.7%	2	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Macie Drive, Corsham, SN13 9EJ	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, High Street, Box, SN13 8NQ	0.4%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily (Esso), Bath Road, Rowden Hill, Chippenham, SN15 2AR	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prospect News & Stores, Lypiatt Road, Corsham, SN13 9JD	0.4%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Co-Op Food, Leap Gate, Trowbridge, BA14 6GP	0.6%	3	2.5%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Holt Super Store), The Street, Holt, BA14 6QH	0.5%	2	0.0%	0	0.0%	0	11.4%	2	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Best Way, Hillworth Road, Devizes, SN10 5HB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Central Convenience Stores, Silver Street, Potterne, SN10 5NG	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Co-Op Food, High Street, Market Lavington,	1.0%	5	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6						
Devizes, SN10 4AF														
Devizes Market, The Market Place, Devizes, SN10 1JD	0.6%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Brittox, Devizes, SN10 1AJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Lidl, London Road, Devizes, SN10 2SD	4.4%	20	0.0%	0	0.0%	0	0.0%	0	14.6%	19	1.1%	1	0.0%	0
Local shops, Devizes Town Centre	0.7%	3	0.0%	0	3.4%	2	0.7%	0	0.4%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Monday Market Street, Devizes, SN10 1DW	2.3%	11	0.0%	0	0.0%	0	0.0%	0	7.5%	10	1.1%	1	0.0%	0
Morrisons Daily (Esso), Roundway, London Road, Devizes, SN10 2EP	2.5%	12	1.9%	2	0.0%	0	0.0%	0	7.2%	10	0.0%	0	0.0%	0
Morrisons, Estcourt Street, Devizes, SN10 1LA	5.2%	24	0.0%	0	2.7%	2	0.0%	0	14.6%	19	4.2%	3	0.0%	0
Poulshot Farm Shop, Poulshot Road, Poulshot, Devizes, SN10 1RQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Reeve The Baker, The Brittox, Devizes, SN10 1AJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Sainsbury's Superstore, Monday Market Street, Devizes, SN10 1DN	8.0%	36	0.9%	1	0.0%	0	0.0%	0	26.6%	35	0.0%	0	0.0%	0
Spar, Bath Road, Devizes, SN10 1QG	0.9%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0
Tesco Express, Eastleigh Road, Devizes, SN10 3EQ	1.1%	5	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0
The Little Bakehouse, The Brittox, Devizes, SN10 1AR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
The Piggery Farm Shop, West End Farm, Devizes, SN10 2LL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Urchfront Community Shop, The Lamb / The Green, High Street, Urchfront, SN10 4QU	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Walter Rose & Sons, Sidmouth Street, Devizes, SN10 1LD	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Zone 5														
Co-Op Food, High Street, Pewsey, SN9 5AQ	3.9%	18	0.0%	0	0.0%	0	0.0%	0	1.4%	2	25.6%	16	0.0%	0
Londis, High Street, Upavon, SN9 6EA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Marlbrough Open Market, High Street, Marlborough, SN8 1LW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Marshall's Bakery, North Street, Pewsey, SN9 5FX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
One Stop, High Street, Marlborough, SN8 1LW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Spar, North Street, Pewsey, SN9 5EX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Superstore, Salisbury Road, Marlborough, SN8 4AE	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	6	0.0%	0
Waitrose, High Street, Marlborough, SN8 1AA	5.7%	26	0.0%	0	0.0%	0	0.0%	0	0.4%	0	37.2%	23	3.4%	2
Zone 6														
Asda Express, London Road, Calne, SN11 0AQ	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	5
Iceland, Phelps Parade, Calne, SN11 0HA	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	1.2%	1
Post Office, Quemeford, Calne, SN11 8JX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Sainsbury's Superstore, The Pippin, Calne, SN11 8JG	8.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.5%	36
Outside Survey Area														
Aldi, Bradley Road,	0.0%	0	0.0%	0	0.0%	0	0.7%	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		
Trowbridge, BA14 0QT														
Aldi, Coped Hall, Royal Wootton Bassett, SN4 8ES	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Aldi, Drove Road, Swindon, SN1 3AD	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4	0.0%	0
Aldi, Langley Park, Foundry Lane, Chippenham, SN15 1JB	0.5%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Aldi, Methuen Park, Corsham, Chippenham, SN14 0GX	0.8%	4	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Hundred, Romsey, SO51 8GE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Aldi, Warminster Road, Westbury, BA13 3PL	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Asda, The Shires Shopping Centre, Trowbridge, BA14 8AT	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Chippenham Retail Park, Chippenham, SN14 6NQ	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Hackett Place, Hilperton, Trowbridge,, BA14 7GW	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Martingate, Corsham, SN13 0HL	4.8%	22	0.0%	0	31.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Food, Oxford Street, Aldbourne, SN8 2DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Iceland, Market Place, Chippenham, SN15 3HU	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Canal Road, Trowbridge, BA14 8QU	0.4%	2	0.0%	0	0.0%	0	8.5%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Green Bridge Retail Park, Swindon, SN3 35G	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Lidl, Pewsham Way, Chippenham, SN15 3JG	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4
Marks and Spencer (M&S) Foodhall, Bath Road, Corsham, Chippenham, SN14 0UL	2.1%	10	2.5%	3	9.6%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Marks and Spencer (M&S) Foodhall, County Way Cradle, Bridge, Trowbridge, BA14 8FS	0.2%	1	0.4%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Marshall's Bakery, Borough Fields, Royal Wootton Bassett, SN4 7AX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
May's Greengrocers, Martingate, Corsham, SN13 0HL	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Cepen Park North, Chippenham, SN14 6UZ	0.1%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dorcan House Site, Eldene Drive, Swindon, SN3 3TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Morrisons, Edward Street, Westbury, BA13 3BL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
One Stop Stores, William Street, Calne, SN11 9BB	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Sainsbury's Local, High Street, Durrington, SP4 8BD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, British Row, Trowbridge, BA14 8GF	0.2%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Elms Cross Shopping Centre, Bradford-on-Avon, BA15 2AZ	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Harrier	1.2%	5	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	3

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Weighted:

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Close, Calne, SN11 9UT														
Tesco Express, High Street, Chippenham, SN15 3EY	1.3%	6	0.0%	0	8.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lodge Road, Chippenham, SN15 3SY	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, County Way, Trowbridge, BA14 7AQ	0.1%	1	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	3.2%	14	0.0%	0	0.0%	0	0.0%	0	2.1%	3	1.1%	1	15.6%	11
Tesco Superstore, London Road, Amesbury, SP4 7RT	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0
Toby Haynes Butchers, High Street, Corsham, SN13 OHB	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
V&P Collins Farm Shop, Devizes Road, Bromham, Chippenham, SN152DZ	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose & Partners, Churchill Way West, Salisbury, SP2 7TS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Waitrose (Little), Borough Parade, Chippenham, SN15 3WL	0.7%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Waitrose, The Podium, Northgate Street, Bath, BA1 5AL	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Weighted base:	455		102		70		19		133		62		69	
Sample:	428		91		59		44		104		58		72	

Q18 Which retailer did you purchase that top-up food internet / home delivery shopping from?

Those who said 'Internet / delivery' at Q17

Aldi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	5.5%	0	9.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	6.1%	0	0.0%	0	25.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	6.1%	0	0.0%	0	25.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op	32.1%	3	54.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dairy Home (Moo 2 Me)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hello Fresh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mindful Chef	21.2%	2	36.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Planks Dairies	28.9%	2	0.0%	0	50.0%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0
Toby Haynes Family Butchers, Corsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		8		5		2		0		0		1		0
Sample:		9		3		4		0		0		2		0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q19 When you undertook the top-up shopping trip at (STORE MENTIONED AT Q17), did you link your trip with any other activity?														
<i>Those who do top-up shopping at Q12 excluding those that said 'Don't know / can't remember' at Q13, or 'Don't know / can't remember' or 'Internet / delivery' at Q17</i>														
Yes – NON-FOOD shopping	8.3%	38	1.7%	2	13.7%	10	6.8%	1	8.2%	11	9.5%	6	12.2%	8
Yes – other FOOD shopping	2.0%	9	0.9%	1	6.3%	4	6.8%	1	0.7%	1	2.1%	1	0.6%	0
Yes – visiting services such as banks, other financial institutions, post office	1.8%	8	0.0%	0	2.7%	2	0.7%	0	1.4%	2	2.1%	1	4.6%	3
Yes – leisure activity	3.0%	14	3.0%	3	0.0%	0	4.8%	1	2.7%	4	0.0%	0	9.0%	6
Yes – visiting café / pub / restaurant	4.6%	21	1.7%	2	6.2%	4	7.5%	1	5.0%	7	4.3%	3	6.3%	4
Yes – visiting other service such as hairdressers, beautician, laundrette, recycling etc.	1.3%	6	0.0%	0	0.0%	0	0.0%	0	3.9%	5	1.1%	1	0.0%	0
Yes – travelling to / from work	5.8%	27	7.7%	8	4.1%	3	6.8%	1	6.4%	9	9.5%	6	0.0%	0
Yes – travelling to / from school / college / university	0.7%	3	2.5%	3	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	1.3%	6	0.4%	0	1.4%	1	5.4%	1	0.4%	0	4.1%	3	0.6%	0
Yes – visiting family / friends	2.5%	11	4.2%	4	0.7%	0	0.7%	0	3.9%	5	0.0%	0	1.7%	1
Yes – visiting health service such as doctor, dentist, hospital	2.7%	12	3.0%	3	4.8%	3	0.7%	0	2.1%	3	3.2%	2	1.2%	1
Yes – window shopping / browsing	1.0%	5	0.0%	0	1.4%	1	0.0%	0	1.4%	2	2.1%	1	0.6%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No activity)	59.4%	271	72.0%	74	53.9%	37	52.5%	10	57.3%	76	53.6%	33	57.2%	40
Yes – charity / volunteer work	0.7%	3	0.4%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – dropping a parcel off	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Yes – dropping off charity shop donations	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – going for a walk / walking the dog	1.7%	8	1.7%	2	0.0%	0	3.1%	1	2.1%	3	4.1%	3	0.0%	0
Yes – travelling back from holiday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – using bus / railway station	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Yes – visiting church / cemetery	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.6%	0
Yes – visiting library	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.1%	1	0.0%	0
(Don't know / can't remember)	1.9%	9	0.9%	1	0.0%	0	4.1%	1	2.1%	3	3.2%	2	3.4%	2
Weighted base:		456		102		70		20		133		62		69
Sample:		430		91		59		45		104		59		72

Melksham and Devizes Household Survey

for Avison Young

Weighted:

July 2025

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q20 Where did you do this linked trip?														
<i>Those that said 'Non-food shopping', 'Food shopping', 'Financial services including post office', 'Leisure activity', 'Caf� / pub / restaurant' or 'Other service' at Q19 AND Excl. Nulls & SFT</i>														
Zone 1														
Melksham Community Campus, Market Place, Melksham, SN12 6ES	0.5%	0	6.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melksham Town Centre	7.4%	7	58.6%	4	0.0%	0	49.8%	3	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Box Village Centre	1.8%	2	23.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromham Village Centre	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Zone 3														
Zone 4														
B&Q, Hambleton Avenue, Devizes, SN10 2SD	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Devizes Town Centre	31.6%	30	6.0%	0	9.4%	2	2.6%	0	93.2%	27	0.0%	0	2.0%	0
Lidl, London Road, Devizes, SN10 2SD	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Market Lavington Village Centre	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Zone 5														
Marlborough Town Centre	8.3%	8	0.0%	0	0.0%	0	0.0%	0	1.7%	0	60.8%	7	0.0%	0
Pewsey Village Centre	4.2%	4	0.0%	0	0.0%	0	11.5%	1	0.0%	0	28.0%	3	0.0%	0
Zone 6														
Calne Town Centre	17.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	78.6%	16
Cherhill View Allotments, Beacon Drive, Calne, SN11 0FN	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Quemerford Local Centre, Calne	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Outside Survey Area														
Amesbury Town Centre	0.6%	1	0.0%	0	0.0%	0	11.5%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Great Western Way, Swindon, SN2 2DJ	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Bath City Centre	0.7%	1	0.0%	0	2.4%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Bath Road, Chippenham, SN14 0FJ	3.6%	3	0.0%	0	16.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berryfields Allotment Garden, Roman Park Hall, Sir Henry Lee Crescent, Aylesbury, HP18 0YT	0.5%	0	6.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.6%	1	0.0%	0	0.0%	0	11.5%	1	0.0%	0	0.0%	0	0.0%	0
Chippenham Town Centre	7.1%	7	0.0%	0	31.2%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Corsham Town Centre	7.6%	7	0.0%	0	35.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Bath Road, Chippenham, SN14 0AT	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Greenbridge Retail & Leisure Park, Drakes Way, Swindon, SN3 3SG	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	2
Hilperton Village Centre	0.1%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
Holt Village Centre	0.3%	0	0.0%	0	0.0%	0	5.3%	0	0.0%	0	0.0%	0	0.0%	0
Royal Wootton Bassett Town Centre	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Tesco Extra, County Way, Trowbridge, BA14 7AQ	0.5%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TH White Country Store, London Road, Marlborough, SN8 2RN	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Trowbridge Town Centre	0.7%	1	0.0%	0	2.4%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Weighted base:	93			7		20		5		29		12		20
Sample:	94			8		15		13		21		15		22

Weighted:

July 2025

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Meanscore: [£]														
Q21	Thinking more generally, how much does your household spend on average on 'top up' food and grocery shopping in a week? Once again, top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops.													
	Those who do top-up shopping at Q12													
£1 - £5	3.6%	18	3.0%	3	1.9%	1	8.0%	2	3.7%	5	5.2%	3	3.6%	3
£6 - £10	12.8%	64	10.3%	12	11.6%	9	17.8%	4	10.7%	15	15.4%	10	18.2%	14
£11 - £15	11.5%	57	14.6%	17	14.4%	11	14.4%	3	12.3%	18	5.2%	3	7.1%	6
£16 - £20	18.1%	90	21.4%	25	10.6%	8	1.3%	0	15.9%	23	17.3%	11	30.0%	23
£21 - £25	10.3%	52	11.0%	13	16.2%	12	9.3%	2	9.0%	13	8.1%	5	8.1%	6
£26 - £30	16.2%	81	11.6%	13	16.4%	13	18.9%	4	19.1%	27	13.1%	8	19.2%	15
£31 - £35	2.0%	10	2.6%	3	1.3%	1	0.6%	0	2.0%	3	4.0%	3	0.5%	0
£36 - £40	5.2%	26	4.5%	5	3.7%	3	2.4%	1	8.2%	12	2.1%	1	5.6%	4
£41 - £45	1.8%	9	1.1%	1	1.3%	1	0.0%	0	2.3%	3	5.0%	3	0.0%	0
£46 - £50	5.2%	26	6.7%	8	3.7%	3	11.0%	2	3.0%	4	10.2%	7	2.8%	2
£51 - £55	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.3%	0	4.0%	3	0.0%	0
£56 - £60	0.9%	4	0.0%	0	5.1%	4	0.0%	0	0.3%	0	0.0%	0	0.0%	0
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	1.4%	7	2.2%	3	0.6%	0	0.0%	0	2.1%	3	1.0%	1	0.0%	0
£71 - £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.9%	4	0.0%	0	0.0%	0	2.7%	1	2.6%	4	0.0%	0	0.0%	0
£101 - £120	0.6%	3	1.5%	2	0.0%	0	0.0%	0	0.3%	0	1.0%	1	0.0%	0
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.1%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£250+	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)	7.4%	37	9.1%	10	9.1%	7	10.7%	2	8.0%	11	6.2%	4	2.1%	2
(Refused)	1.3%	7	0.0%	0	4.1%	3	0.0%	0	0.0%	0	2.1%	1	2.8%	2
Mean:	26.10		26.21		25.42		29.19		27.70		27.91		21.44	
Weighted base:	499		116		76		22		143		64		77	
Sample:	472		99		68		52		112		62		79	

Q22 Do you currently shop with discount food retailers, like Aldi or Lidl?

Yes	59.7%	419	60.1%	100	66.1%	68	56.1%	23	66.1%	123	53.3%	60	48.8%	45
No	40.3%	282	39.9%	66	33.9%	35	43.9%	18	33.9%	63	46.7%	53	51.2%	48
Weighted base:		701		166		103		41		186		112		93
Sample:		701		150		100		100		150		101		100

Weighted:

July 2025

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q23 Which discount food store do you usually shop at?														
<i>Those that shop with discount food retailers at Q22 AND Excl. Nulls & SFT</i>														
Zone 1														
Aldi, Beanacre Road, Melksham	13.6%	56	35.8%	36	11.4%	8	36.3%	8	3.4%	4	0.0%	0	0.0%	0
Lidl, Bath Road, Melksham	19.4%	80	59.0%	59	9.8%	7	36.3%	8	2.9%	4	0.0%	0	5.5%	2
Zone 4														
Lidl, London Road, Devizes	34.8%	143	0.4%	0	2.9%	2	0.0%	0	84.6%	104	57.1%	31	12.2%	5
Outside Survey Area														
Aldi, Bradley Road, Trowbridge	0.6%	3	0.0%	0	0.0%	0	2.5%	1	1.7%	2	0.0%	0	0.0%	0
Aldi, Coped Hall, Royal Wootton Bassett, SN4 8ES	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Aldi, Drove Road, Swindon	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	5	0.0%	0
Aldi, Langley Park, Foundry Lane, Chippenham	3.2%	13	0.0%	0	11.3%	8	0.0%	0	0.0%	0	0.0%	0	12.5%	5
Aldi, Methuen Park, Corsham, Chippenham	5.9%	24	0.4%	0	33.6%	23	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Aldi, Salisbury Road, Amesbury, SP4 7HD	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	5	0.0%	0
Aldi, Shaw Road, Swindon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Aldi, Warminster Road, Westbury	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Aldi, Weyhill Road, Andover	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0
Lidl, Barnfield Road, Swindon	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Lidl, Canal Road, Trowbridge	2.3%	10	1.7%	2	3.9%	3	23.6%	5	0.0%	0	0.0%	0	0.0%	0
Lidl, Greenbridge Retail Park, Swindon, SN3 3SG	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	3.7%	2
Lidl, Hatches Lane, Salisbury, SP1 2NZ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Lidl, Hungerdown Lane, Chippenham	3.5%	14	2.6%	3	14.8%	10	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Lidl, Kingfisher Drive, Westbury	0.6%	3	0.0%	0	0.0%	0	1.2%	0	1.9%	2	0.0%	0	0.0%	0
Lidl, Magellan Close, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Lidl, Pennings Road, Tidworth, SP9 7SU	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	7	0.0%	0
Lidl, Pewsham Way, Chippenham	8.3%	34	0.0%	0	12.4%	8	0.0%	0	2.3%	3	0.0%	0	54.4%	23
Lidl, Pinchington Lane, Newbury, RG14 7HU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Lidl, Thamesdown Drive, Swindon, SN25 4AN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Others														
Other	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
Weighted base:		410		100		68		22		123		55		42
Sample:		383		85		61		54		94		44		45
Meanscore: [Number of visits per week]														
Q24 How often do you normally visit (STORE MENTIONED AT Q23)?														
<i>Those that shop with discount food retailers at Q22 excluding those that said 'Don't know / can't remember' at Q23</i>														
7 times a week	0.3%	1	0.0%	0	0.0%	0	3.6%	1	0.4%	0	0.0%	0	0.0%	0
4-6 times a week	0.3%	1	0.4%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 times a week	11.8%	48	23.2%	23	9.2%	6	22.0%	5	11.3%	14	0.0%	0	0.0%	0
Once a week	31.1%	127	31.1%	31	26.2%	18	29.8%	7	40.3%	50	20.2%	11	27.0%	11
Once a fortnight	21.2%	87	17.7%	18	17.5%	12	21.7%	5	20.5%	25	26.2%	14	31.1%	13
Once a month	18.0%	74	13.4%	13	25.1%	17	5.5%	1	17.4%	21	19.0%	10	24.1%	10
Less than once a month	14.8%	61	11.7%	12	14.1%	10	13.9%	3	9.6%	12	30.9%	17	17.8%	8
Have only used once	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.4%	10	2.6%	3	6.4%	4	3.6%	1	0.0%	0	3.6%	2	0.0%	0
Mean:		0.84		1.08		0.79		1.29		0.88		0.44		0.52
Weighted base:		410		100		68		22		123		55		42
Sample:		383		85		61		54		94		44		45

Melksham and Devizes Household Survey

for Avison Young

Weighted:

July 2025

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q25 Where did you last buy clothing or footwear goods?														
Excl. Nulls & SFT														
Zone 1														
Aldi, Beanacre Road, Melksham, SN12 8RP	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Melksham Superstore, Bradford Road, Melksham, SN12 8LQ	1.7%	6	3.8%	3	3.7%	2	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Leekes, Beanacre Road, Melksham, SN12 8AG	1.6%	6	1.0%	1	5.2%	3	2.6%	0	0.5%	0	0.0%	0	0.9%	0
Melksham Town Centre	5.4%	19	15.8%	14	3.7%	2	13.9%	2	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	1.5%	5	6.0%	5	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Zone 3														
Zone 4														
Devizes Town Centre	7.0%	25	0.5%	0	0.0%	0	0.0%	0	23.7%	24	0.0%	0	1.8%	1
Morrisons, Estcourt Street, Devizes, SN10 1LA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Zone 5														
Marlborough Town Centre	4.0%	14	0.0%	0	4.4%	3	0.9%	0	0.5%	0	24.1%	11	0.0%	0
Zone 6														
Calne Town Centre	2.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	18.4%	8
Sainsbury's Superstore, The Pippin, Calne, SN11 8JG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Outside Survey Area														
Amesbury Town Centre	0.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Asda Trowbridge Superstore, The Shires Shopping Centre, Trowbridge, BA14 8AT	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Abbey Mead, North Swindon District Centre, Swindon, SN25 4BG	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0
Bath City Centre	15.9%	57	27.5%	24	17.1%	11	34.7%	6	13.0%	13	0.0%	0	7.5%	3
Bath Road Retail Park, Bath Road, Chippenham, SN14 0FJ	4.0%	14	0.0%	0	15.8%	10	0.0%	0	1.0%	1	0.0%	0	7.0%	3
Brighton City Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Bristol City Centre	2.7%	10	5.7%	5	0.0%	0	3.8%	1	0.0%	0	0.0%	0	9.1%	4
Castle Point Shopping centre, Castle Lane West, Bournemouth, BH8 9UW	0.5%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chippenham Town Centre	9.2%	33	4.0%	3	19.0%	12	0.0%	0	8.0%	8	1.5%	1	18.5%	8
Churchill Retail Park, Churchill Way, Andover, SP10 1RY	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	0.3%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Clarks Village Outlet Shopping Centre, Farm Road, Street, BA16 0BB	0.9%	3	0.0%	0	4.5%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Corsham Town Centre	2.0%	7	0.0%	0	10.4%	7	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway, Bristol, BS34 5DG	0.2%	1	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0
Eastgate Shopping Centre, Eastville, Bristol, BS5 6XX	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Aldermoor Way, Longwell Green, Bristol, BS30 7ES	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Oxford Road, Swindon, SN3 4ER	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Greenbridge Retail & Leisure Park, Drakes Way, Swindon, SN3 3SG	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	3.4%	2
McArthurGlen Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	2.9%	10	3.5%	3	0.8%	0	0.0%	0	0.5%	0	4.6%	2	9.5%	4
Meteor Retail Park, Somerford Road, Christchurch, BH23 3TY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Mumbles Town Centre	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Melksham and Devizes Household Survey

for Avison Young

Weighted:

July 2025

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Newbury Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.9%	0
Orbital Shopping Park, Thamesdown Drive, Swindon, SN25 4AN	0.9%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	1	1.8%	1
Poole Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Portsmouth Retail Park, Cosham, Portsmouth, PO6 4FG	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0
Reading Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Royal Wootton Bassett Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	2.0%	7	1.0%	1	6.7%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Sainsbury's Superstore, British Row, Trowbridge, BA14 8GF	1.0%	3	3.0%	3	0.0%	0	2.6%	0	0.5%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Frome Road, Odd Down, Bath, BA2 5RF	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Paddington Drive, Bridgemoor, Swindon, SN5 7AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Salisbury City Centre	6.5%	23	0.5%	0	2.9%	2	3.8%	1	16.2%	16	9.1%	4	0.0%	0
Shepton Mallet Town Centre	0.5%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherbourne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Sidmouth Town Centre	0.2%	1	0.0%	0	0.8%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0
Spitfire Retail Park, Bradley Road, Trowbridge, BA14 0RQ	4.0%	14	4.9%	4	0.0%	0	5.9%	1	8.9%	9	0.0%	0	0.0%	0
Swindon Town Centre	5.7%	20	0.0%	0	0.0%	0	0.0%	0	5.4%	5	22.1%	10	11.7%	5
Tesco Extra, County Way, Trowbridge, BA14 7AQ	0.3%	1	0.5%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
The Mall at Cribbs Causeway, Bristol, BS34 5QU	1.0%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.9%	0
Trowbridge Town Centre	7.2%	26	15.2%	13	0.0%	0	11.4%	2	10.6%	11	0.0%	0	0.0%	0
Truro City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Tweedmill Shopping Outlet, Llannerch Park, St Asaph Road, St Asaph, LL17 0UY	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Weston Lock Retail Park, Lower Bristol Road, Twerton, Bath, BA2 1EP	0.5%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Withybush Retail Park, Haverfordwest, SA61 2PY	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Weighted base:	356			87		65		16		100		44		45
Sample:	370			84		60		48		84		39		55

Melksham and Devizes Household Survey

for Avison Young

Weighted:

July 2025

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q26 Where did you last buy books, CDs or DVDs?														
Excl. Nulls & SFT														
Zone 1														
Asda Melksham Superstore, Bradford Road, Melksham, SN12 8LQ	0.4%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melksham Town Centre	9.5%	22	40.0%	19	3.7%	2	16.9%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	0.5%	1	1.0%	0	0.0%	0	10.8%	1	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Lacock Abbey, Lacock, Chippenham, SN15 2LG	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Zone 3														
Ashton Common Car Boot Sale, Stoney Gutter, Trowbridge, BA14 6DX	1.0%	2	3.7%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Devizes Town Centre	23.5%	54	3.8%	2	6.7%	3	1.8%	0	73.0%	48	1.8%	1	1.6%	0
Morrisons, Estcourt Street, Devizes, SN10 1LA	1.1%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Monday Market Street, Devizes, SN10 1DN	1.6%	4	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0
Zone 5														
Marlborough Town Centre	10.5%	24	0.0%	0	1.0%	0	0.0%	0	0.0%	0	65.8%	24	0.0%	0
Pewsey Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Tesco Superstore, Salisbury Road, Marlborough, SN8 4AE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Zone 6														
Calne Town Centre	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	6
Sainsbury's Superstore, The Pippin, Calne, SN11 8JG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Outside Survey Area														
Asda Trowbridge Superstore, The Shires Shopping Centre, Trowbridge, BA14 8AT	0.1%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Abbey Mead, North Swindon District Centre, Swindon, SN25 4BG	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0
Asda, Shopping Centre, Westlea, Swindon, SN5 7DL	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2
Bath City Centre	8.3%	19	14.4%	7	12.4%	6	11.7%	1	5.8%	4	0.0%	0	6.6%	2
Bristol City Centre	0.5%	1	0.0%	0	0.0%	0	16.1%	1	0.0%	0	0.0%	0	0.0%	0
Central London	0.8%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Chippenham Town Centre	10.3%	24	12.0%	6	17.3%	9	8.0%	1	0.0%	0	0.0%	0	36.3%	9
Corsham Town Centre	12.8%	29	4.6%	2	54.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport, Hounslow, TW6 2GW	0.2%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	0.8%	2	1.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, British Row, Trowbridge, BA14 8GF	0.4%	1	0.0%	0	0.0%	0	12.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Paddington Drive, Bridgemoor, Swindon, SN5 7AA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Salisbury City Centre	2.4%	5	3.7%	2	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0
Swindon Town Centre	3.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	6	6.3%	2
Tesco Extra, County Way, Trowbridge, BA14 7AQ	0.9%	2	1.9%	1	0.0%	0	14.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	4
Tesco Superstore, Bierspool, London Road, Pembroke Dock, SA72 6DS	0.2%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Everland	0.2%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Melksham and Devizes Household Survey
for Avison Young

Weighted:

July 2025

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Road, Hungerford, RG17 0DX														
Tesco Superstore, London Road, Amesbury, SP4 7RT	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Trowbridge Town Centre	3.0%	7	10.2%	5	0.0%	0	5.5%	0	2.8%	2	0.0%	0	0.0%	0
Others														
Weighted base:		230		46		50		8		65		36		24
Sample:		227		44		48		20		54		29		32

Melksham and Devizes Household Survey

for Avison Young

Weighted:

July 2025

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
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Q27 Where did you last buy small household goods such as home furnishings, clocks, jewellery, glass and China items?

Excl. Nulls & SFT

Zone 1

Aldi, Beanacre Road, Melksham, SN12 8RP	0.2%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Melksham Superstore, Bradford Road, Melksham, SN12 8LQ	2.1%	6	8.1%	5	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0
Leekes, Beanacre Road, Melksham, SN12 8AG	7.6%	20	13.6%	9	13.0%	7	4.3%	0	3.2%	2	1.6%	1	4.9%	2
Melksham Town Centre	2.2%	6	5.1%	3	2.8%	1	9.1%	1	0.0%	0	0.0%	0	1.0%	0
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	2.1%	6	8.2%	5	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0

Zone 2

Zone 3

Zone 4

B&Q, Hambleton Avenue, Devizes, SN10 2SD	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Devizes Town Centre	9.2%	25	4.0%	3	6.5%	3	1.4%	0	30.4%	18	0.0%	0	0.0%	0
Morrisons, Estcourt Street, Devizes, SN10 1LA	1.2%	3	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Monday Market Street, Devizes, SN10 1DN	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0

Zone 5

Marlborough Town Centre	3.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.1%	8	0.0%	0
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Zone 6

Calne Town Centre	3.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	9
Sainsbury's Superstore, The Pippin, Calne, SN11 8JG	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0

Outside Survey Area

Aldi, Methuen Park, Corsham, Chippenham, SN14 0GX	0.7%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amesbury Town Centre	0.2%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda Trowbridge Superstore, The Shires Shopping Centre, Trowbridge, BA14 8AT	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
B&M, Hathaway Retail Park, Chippenham, SN15 1JG	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
B&M, Trowbridge Retail Park, Wiltshire, BA14 0RQ	0.7%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bath Road, Chippenham, SN14 0AT	0.2%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath City Centre	3.7%	10	1.4%	1	7.4%	4	9.1%	1	6.2%	4	0.0%	0	1.0%	0
Bath Road Retail Park, Bath Road, Chippenham, SN14 0FJ	0.3%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Bourne Retail Park, Hatches Lane, Salisbury, SP1 2QQ	0.8%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	1.0%	0
Bristol City Centre	3.4%	9	5.7%	4	0.0%	0	1.4%	0	3.1%	2	0.0%	0	8.6%	3
Burnham-on-Sea Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Central London	1.0%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0
Chippenham Town Centre	8.3%	22	6.7%	4	24.5%	13	18.7%	2	0.8%	0	1.6%	1	5.9%	2
Corsham Town Centre	1.4%	4	0.0%	0	7.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradle Bridge Retail Park, County Way, Trowbridge, BA14 8AQ	0.7%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway, Bristol, BS34 5DG	1.2%	3	4.1%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Wootton Bassett Road, Swindon, SN5 8WF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Dunelm, Souter Way, Weymouth, DT3 5FU	0.6%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenbridge Retail & Leisure Park, Drakes Way, Swindon, SN3 3SG	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Hedge End Retail Park,	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0

Column %ges.

Melksham and Devizes Household Survey for Avison Young

Weighted:

July 2025

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Charles Watts Way, Hedge End, Southampton, SO30 4RT														
IKEA Reading, Pincents Kiln Industrial Park, Pincents Lane, Theale, Reading, RG31 7SP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
IKEA Southampton, West Quay Road, Southampton, SO15 1GY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
IKEA, Eastgate Shopping Centre, Bristol, BS5 6XX	2.0%	5	0.7%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	10.0%	4
John Lewis, McArthurGlen Designer Outlet Swindon,, SN2 2DY	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
London Road Retail Park, Newbury, RG14 2BP	0.2%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malmesbury Town Centre	0.7%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mannington Retail Park, Telford Way, Swindon, SN5 8WA	0.9%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
McArthurGlen Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	3.7%	10	4.7%	3	0.0%	0	0.0%	0	3.1%	2	11.2%	5	1.0%	0
Newbury Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.6%	1	0.0%	0
Nottingham City Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Orbital Shopping Park, Thamesdown Drive, Swindon, SN25 4AN	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.6%	1	2.0%	1
Oxford City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	4.5%	12	0.0%	0	22.7%	12	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sainsbury's Superstore, British Row, Trowbridge, BA14 8GF	0.1%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Southampton City Centre	2.0%	5	0.0%	0	0.0%	0	0.0%	0	4.7%	3	6.2%	3	0.0%	0
Southampton Road Retail Park, Salisbury, SP1 2LB	1.1%	3	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0
Spitfire Retail Park, Bradley Road, Trowbridge, BA14 0RQ	2.1%	6	1.4%	1	0.0%	0	0.0%	0	7.7%	5	0.0%	0	0.0%	0
St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	7.2%	19	4.0%	3	0.9%	0	1.4%	0	6.2%	4	22.3%	9	7.7%	3
Swindon Town Centre	2.4%	7	0.0%	0	0.0%	0	6.3%	1	0.0%	0	7.9%	3	6.7%	3
Tesco Extra, County Way, Trowbridge, BA14 7AQ	1.9%	5	0.7%	0	1.9%	1	9.9%	1	4.3%	3	0.0%	0	0.0%	0
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3
Tesco Superstore, London Road, Amesbury, SP4 7RT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Tesco Superstore, Station Road, Tidworth, SP9 7NR	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3	0.0%	0
The Mall at Cribbs Causeway, Bristol, BS34 5QU	0.5%	1	0.7%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
The Range, Fleming Way, Swindon, SN1 2NN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Trowbridge Garden Centre, Frome Road, Trowbridge, BA14 0DT	0.6%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trowbridge Town Centre	6.2%	17	17.6%	11	0.9%	0	16.8%	2	5.4%	3	0.0%	0	0.0%	0
West Quay Shopping Centre, Harbour Parade, Southampton, SO15 1QA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Weston Lock Retail Park, Lower Bristol Road, Twerton, Bath, BA2 1EP	0.2%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Weighted base:	268			64		52		10		61		41		41

Column %ges.

Melksham and Devizes Household Survey
for Avison Young

Weighted:

July 2025

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Sample:	282	67	50	26	56	37	46

Melksham and Devizes Household Survey

for Avison Young

Weighted:

July 2025

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q28 Where did you last buy toys, games, bicycles or recreational / sports goods?														
<i>Excl. Nulls & SFT</i>														
Zone 1														
Ashville Centre, Commerce Way, Melksham, SN12 6ZE	0.2%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bath Road, Melksham, SN12 8AB	0.2%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melksham Town Centre	10.4%	21	41.6%	19	0.0%	0	20.1%	2	0.9%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	0.8%	2	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Zone 3														
Zone 4														
Devizes Town Centre	15.4%	32	0.0%	0	9.3%	3	0.0%	0	53.8%	28	2.2%	1	0.0%	0
Sainsbury's Superstore, Monday Market Street, Devizes, SN10 1DN	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Zone 5														
Marlborough Town Centre	10.8%	22	0.0%	0	0.0%	0	0.0%	0	0.9%	0	71.7%	22	0.0%	0
Upavon Golf Club, Douglas Avenue, Pewsey, SN9 6BQ	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Zone 6														
Calne Town Centre	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	5
Outside Survey Area														
Aldi, Bradley Road, Trowbridge, BA14 0QT	0.8%	2	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ambleside Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Amesbury Town Centre	0.3%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
B&M, Chippenham Retail Park, Chippenham, SN14 6NQ	3.4%	7	3.8%	2	8.0%	3	0.0%	0	0.0%	0	0.0%	0	7.4%	2
B&M, Trowbridge Retail Park, Wiltshire, BA14 0RQ	0.4%	1	0.0%	0	0.0%	0	7.0%	1	0.0%	0	0.0%	0	0.0%	0
Bath City Centre	5.0%	10	0.0%	0	13.1%	5	26.9%	3	0.9%	0	0.0%	0	6.1%	2
Bath Road Industrial Estate, Chippenham, SN14 0AB	1.6%	3	0.0%	0	9.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BCH Camping & Leisure, Islington, Trowbridge, BA14 8QE	0.2%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford-on-Avon Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Bristol City Centre	1.4%	3	0.0%	0	0.0%	0	10.5%	1	0.0%	0	0.0%	0	5.5%	2
Broadfields Retail Park, Bicester Road, Aylesbury, HP19 8BU	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Chippenham Retail Park, Bumpers Way, Chippenham, SN14 6NQ	1.4%	3	0.0%	0	1.4%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0
Chippenham Town Centre	9.0%	19	6.8%	3	18.6%	7	6.5%	1	0.0%	0	0.0%	0	25.4%	8
Corsham Town Centre	4.6%	10	0.0%	0	26.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cumberwall Park Gold Club, Great Cumberwell, Bradford-on-Avon, BA15 2PQ	1.3%	3	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester Town Centre	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Frome Town Centre	0.8%	2	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenbridge Retail & Leisure Park, Drakes Way, Swindon, SN3 3SG	2.4%	5	0.0%	0	0.0%	0	0.0%	0	5.5%	3	4.4%	1	2.5%	1
Hillier Garden Centre Newbury, Priors Court Road Centre, Thatcham, RG18 9TG	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
McArthurGlen Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Morrisons, Cepen Park North, Chippenham, SN14 6UZ	0.2%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Melksham and Devizes Household Survey for Avison Young

Weighted:

July 2025

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Newbury Retail Park, Pinchington Lane, Newbury, RG14 7HU	0.2%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Royal Wootton Bassett Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	1.7%	4	0.0%	0	8.6%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Sainsbury's Superstore, British Row, Trowbridge, BA14 8GF	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Paddington Drive, Bridgemoor, Swindon, SN5 7AA	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Salisbury City Centre	1.7%	4	0.0%	0	0.0%	0	0.0%	0	5.5%	3	2.2%	1	0.0%	0
Southampton City Centre	1.4%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2
Spitfire Retail Park, Bradley Road, Trowbridge, BA14 0RQ	3.1%	6	9.8%	4	0.0%	0	1.2%	0	3.6%	2	0.0%	0	0.0%	0
St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	1.1%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	1.3%	0
Swindon Town Centre	6.2%	13	0.0%	0	0.0%	0	0.0%	0	3.6%	2	17.3%	5	17.7%	6
Tesco Extra, County Way, Trowbridge, BA14 7AQ	1.5%	3	0.0%	0	0.0%	0	8.3%	1	4.1%	2	0.0%	0	0.0%	0
Tesco Superstore, Bierspool, London Road, Pembroke Dock, SA72 6DS	0.2%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tony Valentine Golf Centre, Priory Business Park, Bradford Road, Corsham, SN13 0RB	1.1%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	1.3%	0
Trowbridge Town Centre	5.5%	11	14.9%	7	4.1%	1	11.7%	1	3.6%	2	0.0%	0	0.0%	0
Others														
Weighted base:	206			45		36		11		51		30		32
Sample:	190			39		30		24		41		28		28

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q29 Where did you last buy chemist goods, including health and beauty products?														
Excl. Nulls & SFT														
Zone 1														
Aldi, Beanacre Road, Melksham, SN12 8RP	0.2%	1	0.0%	0	0.6%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Asda Melksham Superstore, Bradford Road, Melksham, SN12 8LQ	0.7%	4	1.5%	2	0.6%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Bath Road, Melksham, SN12 8AB	0.5%	3	0.6%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melksham Pharmacy (Giffords), Spa Road, Melksham, SN12 7EA	0.2%	1	0.6%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melksham Town Centre	17.8%	104	61.5%	88	4.4%	4	41.8%	11	0.3%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	2.5%	14	7.8%	11	2.1%	2	3.3%	1	0.3%	0	0.0%	0	0.0%	0
Spa Medical Centre, Snowberry Lane, Melksham, SN12 6UN	0.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Blenheim Park, Bowerhill, Melksham, SN12 6TA	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Box Village Centre	0.9%	5	0.0%	0	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaunaks Pharmacy Corsham, Beechfield Road, Corsham, SN13 9DN	0.7%	4	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Zone 4														
All Cannings Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Devizes Town Centre	22.2%	130	5.3%	8	4.9%	4	2.3%	1	71.3%	114	2.9%	3	1.1%	1
Market Lavington Village Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	4.1%	7	0.0%	0	0.0%	0
Morrisons, Estcourt Street, Devizes, SN10 1LA	3.6%	21	0.0%	0	0.0%	0	0.0%	0	11.5%	18	2.2%	2	0.5%	0
Sainsbury's Superstore, Monday Market Street, Devizes, SN10 1DN	0.8%	5	0.0%	0	2.1%	2	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Zone 5														
Marlborough Town Centre	8.7%	51	0.0%	0	0.6%	0	0.0%	0	0.0%	0	55.6%	50	0.0%	0
Pewsey Village Centre	3.4%	20	0.0%	0	0.6%	0	0.0%	0	0.0%	0	21.1%	19	0.0%	0
Tesco Superstore, Salisbury Road, Marlborough, SN8 4AE	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Zone 6														
Calne Town Centre	10.6%	62	0.0%	0	0.0%	0	0.0%	0	4.8%	8	0.0%	0	72.0%	54
Sainsbury's Superstore, The Pippin, Calne, SN11 8JG	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.1%	2
Outside Survey Area														
Aldi, Bradley Road, Trowbridge, BA14 0QT	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Methuen Park, Corsham, Chippenham, SN14 0GX	0.5%	3	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Chippenham Retail Park, Chippenham, SN14 6NQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
B&M, London Road, Amesbury, SP4 7EQ	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0
B&Q, Bradley Road, Trowbridge, BA14 0RQ	0.1%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Bath City Centre	2.7%	15	6.6%	9	6.5%	6	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford-on-Avon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.2%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Chippenham Town Centre	7.6%	44	5.0%	7	28.5%	25	4.5%	1	1.3%	2	0.0%	0	11.8%	9
Corsham Town Centre	1.2%	7	0.3%	0	7.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway, Bristol, BS34 5DG	1.0%	6	1.8%	3	0.0%	0	3.0%	1	0.0%	0	0.0%	0	3.1%	2
Gallagher Retail Park, Aldermoor Way, Longwell	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Melksham and Devizes Household Survey

for Avison Young

Weighted:

July 2025

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Green, Bristol, BS30 7ES														
Greenbridge Retail & Leisure Park, Drakes Way, Swindon, SN3 3SG	0.6%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Heathrow Airport, Hounslow, TW6 2GW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Hilpertown Village Centre	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hungerdown Lane, Chippenham, SN14 0JW	0.5%	3	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Pewsham Way, Chippenham, SN15 3JG	0.7%	4	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Morrisons, Cepen Park North, Chippenham, SN14 6UZ	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury, RG14 7HU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Newbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	3.0%	17	0.0%	0	18.8%	17	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's Superstore, British Row, Trowbridge, BA14 8GF	0.1%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Swindon, SN3 4EW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Salisbury City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Scarborough Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Spitfire Retail Park, Bradley Road, Trowbridge, BA14 0RQ	1.1%	7	2.4%	3	0.0%	0	3.0%	1	1.5%	2	0.0%	0	0.0%	0
Swindon Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Tesco Extra, County Way, Trowbridge, BA14 7AQ	0.8%	5	1.5%	2	0.0%	0	0.5%	0	1.6%	3	0.0%	0	0.0%	0
Tesco Superstore, Beversbrook Lane, Calne, SN11 9FQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Tesco Superstore, London Road, Amesbury, SP4 7RT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Superstore, Station Road, Tidworth, SP9 7NR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Trowbridge Town Centre	1.8%	11	2.5%	4	0.0%	0	18.8%	5	1.2%	2	0.0%	0	0.0%	0
Woodborough Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Yate Town Centre	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Weighted base:	584			143		88		27		160		91		75
Sample:	591			130		88		69		130		87		87

Melksham and Devizes Household Survey

for Avison Young

Weighted:

July 2025

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q30 Where did you last buy electrical items, such as televisions, washing machines and computers?														
<i>Excl. Nulls & SFT</i>														
Zone 1														
Asda Melksham Superstore, Bradford Road, Melksham, SN12 8LQ	2.3%	6	4.3%	3	0.0%	0	1.2%	0	3.2%	3	0.0%	0	2.8%	1
Leekes, Beanacre Road, Melksham, SN12 8AG	0.3%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Melksham Town Centre	1.5%	4	5.1%	3	0.0%	0	10.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	2.4%	7	9.4%	6	1.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Zone 3														
Zone 4														
All Cannings Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
B&Q, Hambleton Avenue, Devizes, SN10 2SD	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Devizes Town Centre	1.7%	5	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0
Morrisons, Estcourt Street, Devizes, SN10 1LA	1.2%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0
Zone 5														
Marlborough Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Pewsey Village Centre	6.9%	19	0.0%	0	0.0%	0	0.0%	0	1.1%	1	41.4%	18	0.0%	0
Tesco Superstore, Salisbury Road, Marlborough, SN8 4AE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Zone 6														
Calne Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Outside Survey Area														
Asda, Abbey Mead, North Swindon District Centre, Swindon, SN25 4BG	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0
B&M, Chippenham Retail Park, Chippenham, SN14 6NQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
B&M, Trowbridge Retail Park, Wiltshire, BA14 0RQ	0.9%	3	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bath Road, Chippenham, SN14 0AT	0.2%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bradley Road, Trowbridge, BA14 0RQ	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Bath City Centre	2.4%	7	2.2%	1	2.1%	1	10.8%	1	3.1%	3	0.0%	0	1.4%	0
Bath Road Retail Park, Bath Road, Chippenham, SN14 0FJ	1.0%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
Bristol City Centre	0.3%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Chippenham Retail Park, Bumpers Way, Chippenham, SN14 6NQ	0.8%	2	0.0%	0	1.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Chippenham Town Centre	5.9%	17	12.6%	8	2.1%	1	10.2%	1	1.1%	1	0.0%	0	20.9%	6
Churchill Retail Park, Churchill Way, Andover, SP10 1RY	0.9%	3	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corsham Town Centre	0.8%	2	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco Sunbury, Hanworth Road, Sunbury-on-Thames, TW16 5LN	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Cribbs Causeway, Bristol, BS34 5DG	0.5%	1	0.0%	0	2.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Currys, Bath Road, Chippenham, SN14 0AT	25.5%	72	16.6%	10	70.1%	33	1.2%	0	14.8%	13	0.0%	0	53.6%	15
Greenbridge Retail & Leisure Park, Drakes Way, Swindon, SN3 3SG	6.4%	18	0.0%	0	0.0%	0	0.0%	0	9.7%	9	20.7%	9	0.0%	0
John Lewis, McArthurGlen Designer Outlet Swindon,, SN2 2DY	0.3%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.5%	1	0.0%	0
Mannington Retail Park, Telford Way, Swindon, SN5 8WA	0.2%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Melksham and Devizes Household Survey for Avison Young

Weighted:

July 2025

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
McArthurGlen Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	2.0%	6	0.0%	0	1.0%	0	0.0%	0	2.1%	2	7.2%	3	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury, RG14 7HU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	2.4%	7	0.0%	0	12.6%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Sainsbury's Superstore, British Row, Trowbridge, BA14 8GF	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Oxford Road, Swindon, SN3 4EW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Salisbury City Centre	2.0%	6	0.0%	0	0.0%	0	0.0%	0	6.3%	6	0.0%	0	0.0%	0
Screwfix, Industrial Estate, Bumpers Farm, Chippenham, SN14 6LH	0.9%	3	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre	1.9%	5	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	8.4%	2
Southampton Road Retail Park, Salisbury, SP1 2LB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Spitfire Retail Park, Bradley Road, Trowbridge, BA14 0RQ	14.1%	40	23.5%	14	3.1%	1	23.3%	3	24.1%	22	0.0%	0	0.0%	0
Swindon Town Centre	2.3%	6	0.0%	0	0.0%	0	0.0%	0	2.1%	2	10.3%	5	0.0%	0
Tesco Extra, County Way, Trowbridge, BA14 7AQ	1.9%	5	3.9%	2	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0
The Mall at Cribbs Causeway, Bristol, BS34 5QU	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.8%	1
Trowbridge Town Centre	4.3%	12	4.3%	3	0.0%	0	18.7%	2	8.3%	7	0.0%	0	0.0%	0
West Quay Shopping Centre, Harbour Parade, Southampton, SO15 1QA	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0
Westbury Town Centre	0.2%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston Lock Retail Park, Lower Bristol Road, Twerton, Bath, BA2 1EP	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Horse Business Park, Trowbridge, BA14 0XF	0.5%	2	0.7%	0	0.0%	0	9.8%	1	0.0%	0	0.0%	0	0.0%	0
Others														
Weighted base:	281			60		48		11		90		45		28
Sample:	316			65		55		31		76		45		44

Melksham and Devizes Household Survey

for Avison Young

Weighted:

July 2025

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q31 Where did you last buy furniture, carpets or floor coverings?														
<i>Excl. Nulls & SFT</i>														
Zone 1														
Leekes, Beanacre Road, Melksham, SN12 8AG	5.1%	14	12.7%	7	4.1%	1	5.6%	1	3.0%	2	3.5%	2	1.1%	0
Melksham Town Centre	7.9%	22	21.1%	12	12.0%	4	10.3%	1	4.2%	3	0.0%	0	3.4%	1
Zone 2														
Zone 3														
Zone 4														
1st Choice Carpets & Flooring, Sir Ralph Trade Centre, Devizes, SN10 2FD	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
B&Q, Hambleton Avenue, Devizes, SN10 2SD	0.9%	3	3.5%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Carpetright, New Park Street, Devizes, SN10 1DX	1.4%	4	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0
Devizes Town Centre	7.5%	20	0.0%	0	0.0%	0	0.0%	0	22.6%	18	4.4%	3	0.0%	0
Garden Industrial Estate, London Road, Devizes, SN10 2HW	1.1%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.2%	1	0.0%	0
Hopton Park Industrial Estate, Devizes, SN10 2EH	3.2%	9	0.0%	0	5.9%	2	0.0%	0	6.5%	5	2.3%	1	0.0%	0
Rowde Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Worton Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Zone 5														
D&R Furnishers, The Dutch Barn, Elm Tree Park, Bath Road, Marlborough, SN8 1PS	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Honeystreet Mill, Honeystreet, Pewsey, SN9 5PS	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0
Marlborough Town Centre	2.1%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	0	9.0%	5	0.0%	0
Pewsey Village Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0
Zone 6														
Calne Town Centre	0.8%	2	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	4.5%	2
Outside Survey Area														
Amesbury Town Centre	0.5%	1	0.0%	0	0.0%	0	6.1%	1	0.0%	0	1.2%	1	0.0%	0
B&M, Chippenham Retail Park, Chippenham, SN14 6NQ	1.1%	3	0.0%	0	8.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Hathaway Retail Park, Chippenham, SN15 1JG	0.7%	2	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bath Road, Chippenham, SN14 0AT	1.8%	5	3.1%	2	8.0%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Bath City Centre	4.6%	13	2.4%	1	5.4%	2	17.1%	2	7.7%	6	1.2%	1	2.3%	1
Bath Road Retail Park, Bath Road, Chippenham, SN14 0FJ	0.8%	2	0.8%	0	1.4%	0	0.0%	0	0.6%	0	0.0%	0	2.3%	1
Bradford-on-Avon Town Centre	0.6%	2	0.8%	0	0.0%	0	0.0%	0	0.6%	0	1.2%	1	0.0%	0
Bridge Mead Retail Park, Great Western Way, Swindon, SN5 7YE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Bristol City Centre	1.0%	3	4.7%	3	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Centre, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.1%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Bath Road, Chippenham, SN14 0AT	0.5%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Carpets & Flooring by Ben Rule, Marsh Farm, Hilperton Marsh, BA14 7PJ	0.3%	1	0.0%	0	0.0%	0	8.2%	1	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheney Manor Industrial Estate, Gaiton Way, Swindon, SN2 2PJ	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Chippenham Retail Park,	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2

Column %ges.

Melksham and Devizes Household Survey
for Avison Young

Weighted:

July 2025

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Bumpers Way, Chippenham, SN14 6NQ														
Chippenham Town Centre	5.5%	15	3.1%	2	12.0%	4	0.0%	0	0.0%	0	0.0%	0	25.5%	9
Corsham Town Centre	0.2%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradle Bridge Retail Park, County Way, Trowbridge, BA14 8AQ	0.9%	3	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway, Bristol, BS34 5DG	3.0%	8	4.7%	3	13.1%	5	8.1%	1	0.0%	0	0.0%	0	0.0%	0
Crockerton Shopping Centre, Warminster, BA12 8AP	0.2%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Designer Outlet East Midlands, Mansfield Road, South Normanton, Alfreton, DE55 2JW	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2
DFS, Highwood Lane, Patchway, Bristol, BS34 5TQ	0.2%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Wootton Bassett Road, Swindon, SN5 8WF	1.8%	5	0.0%	0	0.0%	0	0.0%	0	2.3%	2	4.4%	3	1.1%	0
Forbury Retail Park, Forbury Road, Reading, RG1 3JD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Greenbridge Retail & Leisure Park, Drakes Way, Swindon, SN3 3SG	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	5.5%	2
Hathaway Retail Park, Chippenham, SN15 1JG	1.0%	3	0.8%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton, SO30 4RT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Holt Village Centre	0.5%	1	0.8%	0	0.0%	0	8.2%	1	0.0%	0	0.0%	0	0.0%	0
Hungerford Town Centre	2.4%	6	0.0%	0	5.2%	2	0.0%	0	0.0%	0	7.9%	5	0.0%	0
IKEA Reading, Pincents Kiln Industrial Park, Pincents Lane, Theale, Reading, RG31 7SP	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	5	2.3%	1
IKEA Southampton, West Quay Road, Southampton, SO15 1GY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
IKEA, Eastgate Shopping Centre, Bristol, BS5 6XX	1.7%	5	1.6%	1	1.4%	0	0.0%	0	1.2%	1	0.0%	0	6.6%	2
Mannington Retail Park, Telford Way, Swindon, SN5 8WA	4.4%	12	0.0%	0	0.0%	0	0.0%	0	8.3%	7	2.3%	1	12.1%	4
Manor Furniture, Cheney Manor Road, Swindon, SN2 2QE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
McArthurGlen Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Newbury Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
NexGen Windows, Clive Parade, Cricklade Road, Swindon, SN2 1AJ	0.2%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Shopping Park, Thamesdown Drive, Swindon, SN25 4AN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Quality Suites, Engineer Road, Westbury, BA13 4JW	0.6%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	3.6%	3	1.2%	1	0.0%	0
Shepton Mallet Town Centre	0.2%	1	0.8%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Southampton Road Retail Park, Salisbury, SP1 2LB	2.1%	6	0.0%	0	0.0%	0	0.0%	0	4.2%	3	4.4%	3	0.0%	0
Spitfire Retail Park, Bradley Road, Trowbridge, BA14 0RQ	3.6%	10	2.4%	1	0.0%	0	0.0%	0	10.7%	8	0.0%	0	0.0%	0
St Margarets Retail Park, Oxford Road, Swindon, SN3 4ES	1.8%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	2	4.4%	3	0.0%	0
Swindon Town Centre	6.4%	17	4.7%	3	0.0%	0	0.0%	0	5.9%	5	13.6%	8	6.6%	2
The Mall at Cribbs Causeway, Bristol, BS34	1.6%	4	0.0%	0	5.2%	2	0.0%	0	0.0%	0	4.4%	3	0.0%	0

Melksham and Devizes Household Survey
for Avison Young

Weighted:

July 2025

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
5QU														
TR Hayes, London Street , Walcot Street, Bath, BA1 5BX	1.0%	3	3.1%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trowbridge Town Centre	4.8%	13	14.0%	8	0.0%	0	23.2%	2	1.8%	1	0.0%	0	4.9%	2
Vincent Davies, Fishguard Road, Haverfordwest, SA62 4BT	0.2%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warminster Town Centre	0.1%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Westbury Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
White Horse Business Park, Trowbridge, BA14 0XF	0.1%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Canal Road Industrial Estate, Trowbridge, BA14 8RN	0.8%	2	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Gipsy Lane, Swindon, SN2 8DH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Wilton Flooring & Carpets, King Street, Wilton, Salisbury, SP2 0AY	0.7%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Others														
Weighted base:	274			55		36		10		79		58		36
Sample:	278			59		38		26		65		46		44

Melksham and Devizes Household Survey

for Avison Young

Weighted:

July 2025

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Q32 Where did your household last buy DIY, hardware products or garden items?														
<i>Excl. Nulls & SFT</i>														
Zone 1														
Aldi, Beanacre Road, Melksham, SN12 8RP	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Melksham Superstore, Bradford Road, Melksham, SN12 8LQ	0.1%	1	0.4%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Bowerhill Industrial Estate, Bowerhill, Melksham, SN12 6TP	1.0%	5	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leekes, Beanacre Road, Melksham, SN12 8AG	1.0%	5	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowden Garden Centre, Folly Lane, Shaw, Melksham, SN12 8EZ	1.8%	9	5.2%	5	2.0%	1	0.8%	0	1.3%	2	0.0%	0	0.0%	0
Melksham Town Centre	1.2%	6	5.2%	5	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bath Road, Melksham, SN12 6LL	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Bowerhill Industrial Estate, Avro Way, Bowerhill, Melksham, SN12 6TP	0.5%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Box Village Centre	0.4%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitehall Garden Centre, Corsham Road, Lacock, Chippenham, SN15 2LZ	2.6%	12	3.5%	4	5.4%	4	5.2%	1	0.3%	0	0.8%	1	4.2%	3
Zone 3														
Old Milestone Garden Nursery, Melksham Road, Holt, Trowbridge, BA14 6QT	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
B&Q, Hambleton Avenue, Devizes, SN10 2SD	15.0%	72	1.7%	2	0.7%	0	0.0%	0	29.3%	42	21.4%	18	15.7%	10
Devizes Town Centre	14.9%	72	3.5%	3	1.4%	1	3.4%	1	46.3%	66	0.0%	0	1.2%	1
Morrisons, Estcourt Street, Devizes, SN10 1LA	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Monday Market Street, Devizes, SN10 1DN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Screwfix, Hopton Park, Trade Centre, Devizes, SN10 2EH	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.8%	1	0.6%	0
Superior Plants, Fiddington Clay, Market Lavington, Devizes, SN10 4BU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Townsend's Garden Centre, Bath Road, Devizes, SN10 2BB	2.5%	12	0.4%	0	0.0%	0	0.0%	0	5.7%	8	0.8%	1	4.2%	3
Zone 5														
Kellaway Building Supplies, The New Yard, Blenheim Road, Marlborough, SN8 4AP	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Marlborough Town Centre	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	8	0.0%	0
Pewsey Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0
Screwfix, Glympton Court, Marlborough Business Park, Marlborough, SN8 4AL	2.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	13	0.0%	0
Tesco Superstore, Salisbury Road, Marlborough, SN8 4AE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Whitehall Garden Centre, Nursery Farm, Woodborough, Pewsey, SN9 5PF	2.0%	10	0.0%	0	0.0%	0	0.0%	0	1.3%	2	9.5%	8	0.0%	0
Zone 6														
Calne Town Centre	1.8%	9	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	12.6%	8
Outside Survey Area														

Column %ges.

Melksham and Devizes Household Survey
for Avison Young

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Amesbury Town Centre	0.1%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
B&M, Chippenham Retail Park, Chippenham, SN14 6NQ	0.7%	3	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0
B&M, Hathaway Retail Park, Chippenham, SN15 1JG	1.6%	8	2.6%	3	3.3%	2	0.0%	0	2.0%	3	0.0%	0	0.0%	0
B&M, Paddington Drive, Swindon, SN5 7YW	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
B&M, Trowbridge Retail Park, Wiltshire, BA14 0RQ	1.1%	5	4.5%	5	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Bath Road, Chippenham, SN14 0AT	14.4%	70	9.9%	10	49.6%	36	0.8%	0	2.8%	4	0.0%	0	29.9%	20
B&Q, Bradley Road, Trowbridge, BA14 0RQ	1.0%	5	3.5%	3	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Great Western Way, Swindon, SN2 2DJ	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	2.4%	2
B&Q, Southampton Road, Salisbury, SP1 2LE	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
B&Q, Station Approach, Frome, BA11 1RE	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath City Centre	0.5%	3	1.9%	2	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Bath Road Retail Park, Bath Road, Chippenham, SN14 0FJ	0.2%	1	0.4%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourne Retail Park, Hatches Lane, Salisbury, SP1 2QQ	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0
Bristol City Centre	0.5%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burford Garden Company, Shilton Road, Burford, OX18 4PA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Chippenham Retail Park, Bumpers Way, Chippenham, SN14 6NQ	0.2%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Chippenham Town Centre	7.4%	36	11.6%	12	4.7%	3	14.6%	3	2.3%	3	0.0%	0	22.6%	15
Corsham Town Centre	2.5%	12	0.0%	0	16.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway, Bristol, BS34 5DG	0.5%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre Hungerford, Bath Road, Hungerford, RG17 0HE	1.1%	5	0.0%	0	0.7%	0	0.0%	0	0.0%	0	5.6%	5	0.0%	0
Hathaway Retail Park, Chippenham, SN15 1JG	0.4%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hillier Garden Centre Cheddar, Draycott Road, Cheddar, BS27 3RU	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holt Garden Centre, Holgate Hill, Kelling, Holt, NR25 7ER	0.4%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Pewsham Way, Chippenham, SN15 3JG	0.4%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, York Place, London Road, Bath, BA1 6AN	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proper Job Trowbridge, Yeoman Way, Trowbridge, BA14 0QJ	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
RHS Garden Rosemoor, A3124, Torrington, EX38 8PH	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bath Road, Chippenham, SN14 0BJ	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury Garden Centre, Netherhampton Road, Sailsbury, SP2 8PR	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Spitfire Retail Park, Bradley Road, Trowbridge, BA14 0RQ	2.3%	11	5.8%	6	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0
Studley Grange Garden Centre, Hay Lane, Wroughton, Swindon, SN4 9QT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0

Melksham and Devizes Household Survey

for Avison Young

Weighted:

July 2025

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Swindon Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0
Tesco Superstore, Beverbrook Lane, Calne, SN11 9FQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
TH White Country Store, London Road, Marlborough, SN8 2RN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
The Nursery, Marsh Road, Hilperton Marsh, Trowbridge, BA14 7PL	1.0%	5	1.7%	2	0.7%	0	15.0%	3	0.0%	0	0.0%	0	0.0%	0
The Range, Fleming Way, Swindon, SN1 2NN	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Trowbridge Garden Centre, Frome Road, Trowbridge, BA14 0DT	0.7%	3	3.0%	3	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Trowbridge Town Centre	1.2%	6	5.2%	5	0.0%	0	0.8%	0	0.3%	0	0.0%	0	0.0%	0
Westbury Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Westdale Nurseries, Holt Road, Bradford-on-Avon, BA15 1TS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Wickes, Canal Road Industrial Estate, Trowbridge, BA14 8RN	2.2%	11	5.1%	5	0.0%	0	31.5%	6	0.0%	0	0.0%	0	0.0%	0
Wickes, Chippenham Retail Park, Chippenham, SN14 6LH	1.0%	5	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Woodborough Green Garden Centre, Lowdham Lane, Woodborough, Nottingham, NG14 6DN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0

Others

Weighted base:	482	100		72		18		143		83		65	
Sample:	473	94		71		49		115		66		78	

GEN Gender of respondent:

Male	31.4%	220	36.0%	60	29.7%	30	35.1%	14	27.6%	51	29.1%	33	34.0%	32
Female	68.6%	481	64.0%	106	70.3%	72	64.9%	27	72.4%	134	70.9%	80	66.0%	61
Weighted base:		701		166		103		41		186		112		93
Sample:		701		150		100		100		150		101		100

AGE Could I ask how old you are please?

18 to 24	6.5%	46	7.0%	12	4.2%	4	5.9%	2	5.7%	11	2.6%	3	15.1%	14
25 to 34	8.9%	62	10.4%	17	4.2%	4	22.0%	9	9.1%	17	5.2%	6	9.4%	9
35 to 44	16.0%	112	20.1%	33	13.9%	14	17.6%	7	16.6%	31	6.9%	8	20.1%	19
45 to 54	18.9%	133	18.8%	31	16.8%	17	21.7%	9	24.5%	45	14.0%	16	15.3%	14
55 to 64	20.4%	143	19.4%	32	27.5%	28	16.8%	7	21.0%	39	22.8%	26	11.6%	11
65 +	29.3%	205	24.2%	40	33.4%	34	16.1%	7	23.1%	43	48.6%	55	28.5%	26
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		701		166		103		41		186		112		93
Sample:		701		150		100		100		150		101		100

QUOTA Zone

Zone 1	23.7%	166	100.0%	166	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	14.6%	103	0.0%	0	100.0%	103	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	5.9%	41	0.0%	0	0.0%	0	100.0%	41	0.0%	0	0.0%	0	0.0%	0
Zone 4	26.5%	186	0.0%	0	0.0%	0	0.0%	0	100.0%	186	0.0%	0	0.0%	0
Zone 5	16.0%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	112	0.0%	0
Zone 6	13.2%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	93
Weighted base:		701		166		103		41		186		112		93
Sample:		701		150		100		100		150		101		100

Melksham and Devizes Household Survey
for Avison Young

Weighted:

July 2025

		Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
PC	Postcode Sector														
	BA14 6	5.9%	41	0.0%	0	0.0%	0	100.0%	41	0.0%	0	0.0%	0	0.0%	0
	SN10 1	8.4%	59	0.0%	0	0.0%	0	0.0%	0	31.8%	59	0.0%	0	0.0%	0
	SN10 2	6.6%	46	0.0%	0	0.0%	0	0.0%	0	25.0%	46	0.0%	0	0.0%	0
	SN10 3	5.2%	36	0.0%	0	0.0%	0	0.0%	0	19.5%	36	0.0%	0	0.0%	0
	SN10 4	2.4%	17	0.0%	0	0.0%	0	0.0%	0	8.9%	17	0.0%	0	0.0%	0
	SN10 5	3.9%	28	0.0%	0	0.0%	0	0.0%	0	14.8%	28	0.0%	0	0.0%	0
	SN11 0	5.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.5%	41
	SN11 8	7.4%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.5%	52
	SN12 6	10.9%	76	45.9%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	SN12 7	10.1%	71	42.5%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	SN12 8	2.8%	19	11.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	SN13 8	2.8%	20	0.0%	0	19.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	SN13 9	7.1%	50	0.0%	0	48.3%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	SN15 2	4.8%	34	0.0%	0	32.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	SN8 1	3.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	21	0.0%	0
	SN8 4	5.2%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.6%	37	0.0%	0
	SN9 5	5.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.9%	35	0.0%	0
	SN9 6	2.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	20	0.0%	0
Weighted base:		701		166		103		41		186		112		93	
Sample:		701		150		100		100		150		101		100	