



Helensburgh Filling Station  
Cardross Road, Helensburgh, G84 7JN  
Customer Profiling Research Report  
June 2024

Research & Reporting by



## Introduction

The following report outlines the findings from a customer research interviewing program carried out between Tuesday 25<sup>th</sup> June and Sunday 30<sup>th</sup> June at Helensburgh Filling Station, Cardross Road, Helensburgh, G84 7JN. The research explored the buying behaviours of persons' resident in the locality of the site. Customers were asked to provide information on; their place of residence in relation to the premises, their means of travel to the premises and their purchasing behaviour in relation to fuel and groceries.

### Key Research Objective

[Section 123(5) seeks to determine, as interpreted in the Opinion of the Inner House of the Court of Session in *BP Oil UK Limited v City of Glasgow Licensing Board and City of Edinburgh Licensing Board* (5<sup>th</sup> April 2011) whether a recognisable number of persons in the locality see and treat the said premises as the principal source from which they, in ordinary course, purchase groceries or fuel and who would properly consider themselves materially disadvantaged or inconvenienced were these retail facilities to no longer be provided from said premises.

#### Materially Disadvantaged or Inconvenienced?

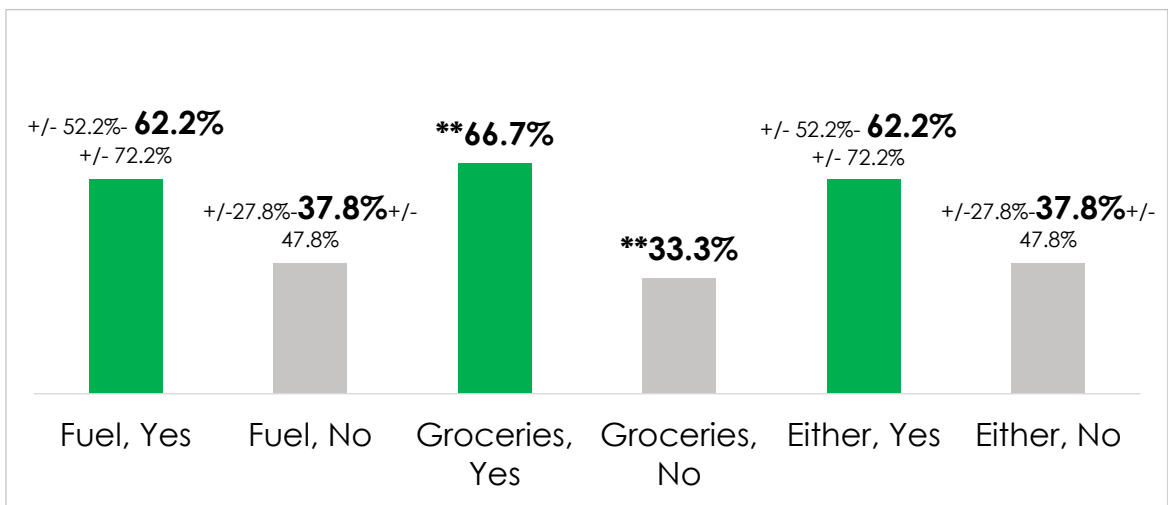


Figure 1: Fuel base = 90

Groceries base = 3

Either base = 90

## Conclusion

The results show that a statistically significant\* proportion of persons (62.2% (+/- 10.02%) in the locality) see and treat this service station at Cardross Road, Helensburgh, as the principal source from which they, in ordinary course, purchase groceries or fuel and would properly consider themselves materially disadvantaged or inconvenienced were these retail facilities to no longer be provided from said premises.

*\*Statistically significant - In statistics, a result is called **statistically significant** if it is unlikely to have occurred by chance. The likelihood that a result or relationship is caused by something other than mere random chance.*

*\*\* Groceries base size too small to apply significance testing*

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A quantitative research study was carried out from Tuesday 25<sup>th</sup> June and Sunday 30<sup>th</sup> June at Helensburgh Filling Station, Cardross Road, Helensburgh, G84 7JN with 452 customers (or 'participants'). All of whom were selected as they were exiting the store. Fieldwork was stratified to cover the core hours of off sale of alcohol on the premises 10am until 10pm.

The structured questionnaire (please see Appendix 2 for full questionnaire) was executed via Computer Assisted Personal Interviewing (CAPI) with the use of an iPad. The screen was shared with participants so that they could view all images and questions. All participants were asked to give their full postcode in order to help map travel time and distance to location.

## **Sample Size**

All intercepts (interviews) were conducted as participants were exiting via the main front entrance/exit; participants were selected at random to ensure sampling confidence. Upon completion of each survey, interviewers were under strict instruction to approach the second customer that passed them. By completing 452 interviews with current service station users, we can be sure that the data and attitudes collected will be statistically representative of the customer base. Importantly this large number of 'base' participants allowed for statistical comparison of sub-groups.

**An important sub-group within this research that will form the 'population of interest' are participants who live within the locality of the premises AND use the garage as their principal source for purchasing Fuel or Groceries [Base – 90]. This figure represents 19.9% of the entire customer population.**

## **Population of Interest**

This sub-group of 90 participants will be used to answer the key objective of the research. Whether a recognisable number of persons in the locality see and treat the said premises as the principal source from which they, in ordinary course, purchase groceries or fuel and who would properly consider themselves materially disadvantaged or inconvenienced were these retail facilities to no longer be provided from said premises.

# Defining the Population of Interest

Helensburgh Filling Station

## Q2 – How far from this Station do you live? (Map 1)

Within 1 mile = continue

1 mile + = record postal code & close

## Q7 – In the ordinary course of your purchasing habits, do you treat these premises as the principal source of: a) Petrol or DERV (Fuel)? b) Groceries?

Yes to a) or b) = Continue

No to a) and b) = Close



Map 1

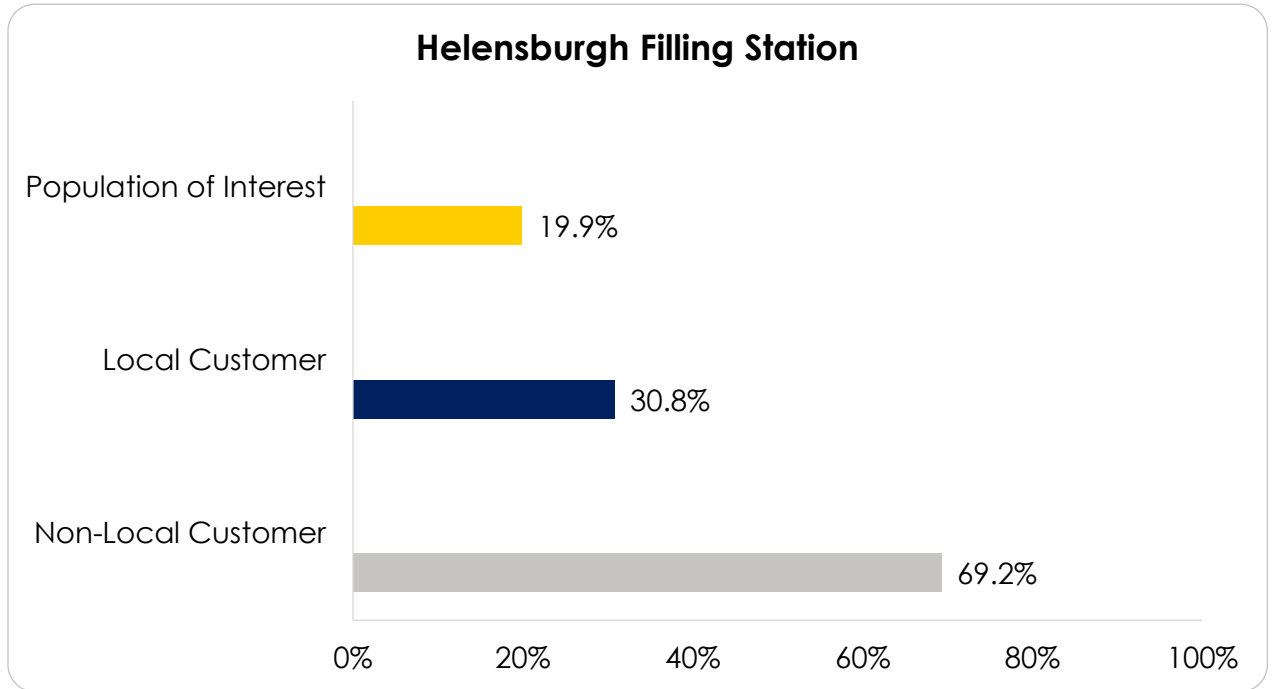
# Research Findings – Locality

Helensburgh Filling Station

## Locality to Premises

**Q2 – How far away from this Service station do you live?**

If codes 1-3 were selected (under 1 mile) then respondent was categorised as **living within the locality**.



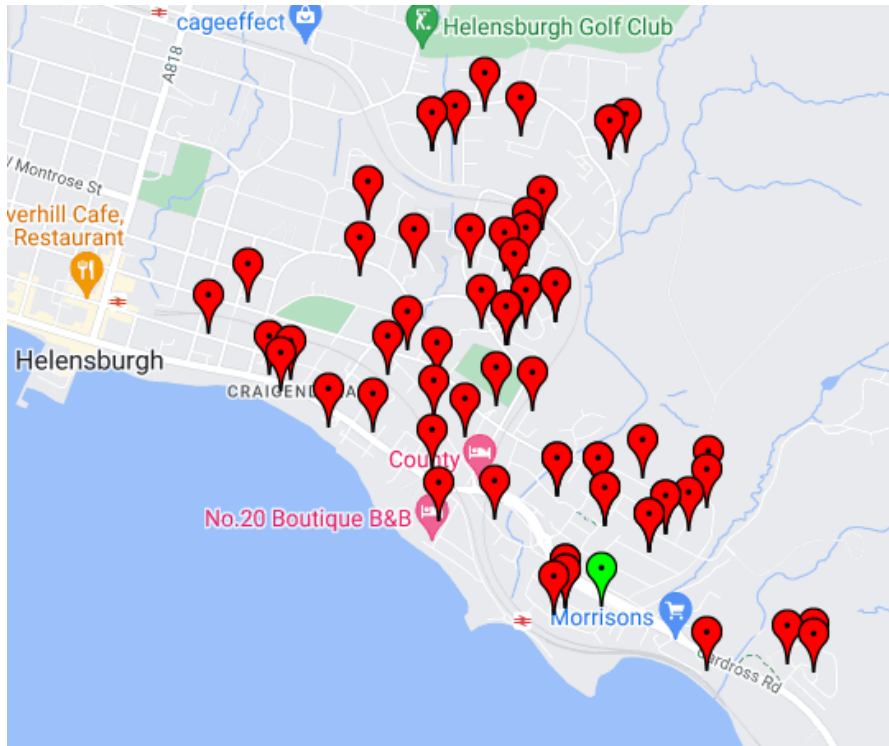
**Figure 2: base = 452**

# Research Findings—Geo-mapping

Helensburgh Filling Station

All participants were asked to provide their postcode in order to allow for them to be geo-tagged on a map. Out of the 90 participants who fell into **the population of interest**, 90 provided a full and complete postcode. They are represented below as red icons; in some cases, the same postcode has been given and will be represented by only 1 icon.

## Average distance from service station – 0.55 miles



Map 2

Analysis of the postcode data has shown that the participants from the 'population of interest' live within a locality of 0.55 miles from the service station (green icon) on average.



# Research Findings – Demographics

Helensburgh Filling Station

## Local Respondent (Under 1 mile) Gender

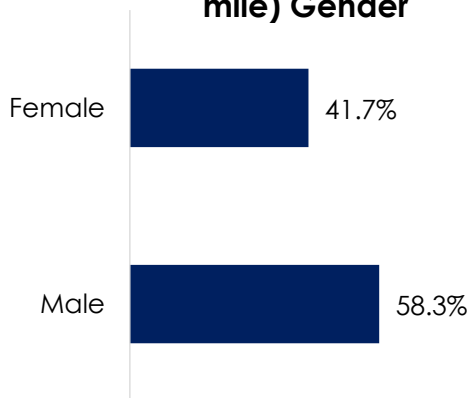


Figure 3: base = 139

## Average visits per week (local users)

<b>Grocery Shopping</b> Base - 26	<b>1.62 visits per week</b>
<b>Fuel Purchase</b> Base - 138	<b>1.33 visits per week</b>
<b>Morrisons Supermarket adjacent to Filling station</b> Base - 136	<b>1.74 visits per week</b>

Table 1: Base Varied

## Local Respondent (under 1 miles) Age

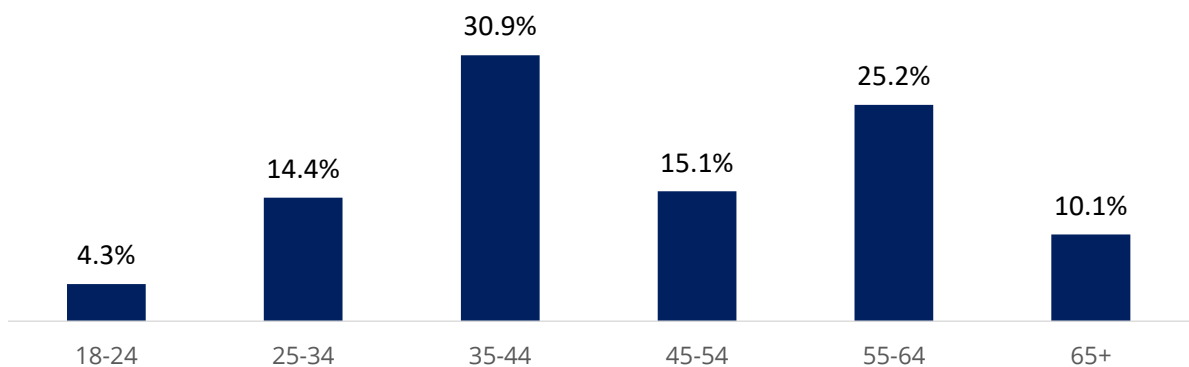


Figure 4: base = 139

## Local Respondent Travel Method to Filling Station

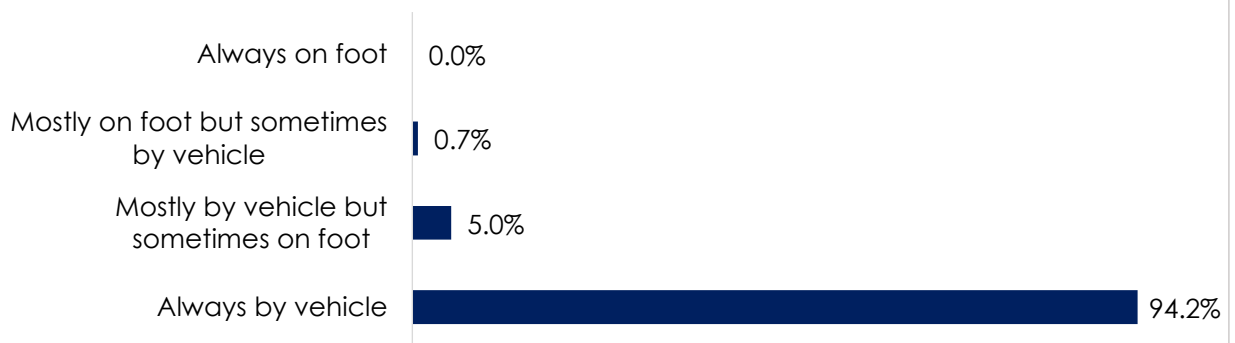


Figure 5: base = 139

# Research Findings – Premises Usage

Helensburgh Filling Station

## How Helensburgh Filling Station is being used

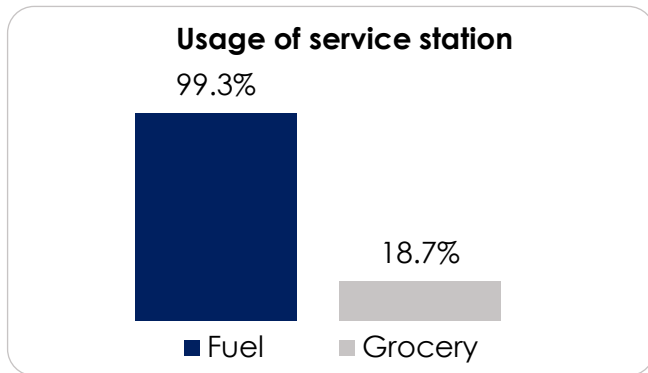


Figure 6: base = 139

**26 participants (18.7%)**

Use service station as a source of **Groceries**

**138 participants (99.3%)**

Use service station as a source of **Petrol/DERV (Fuel)**

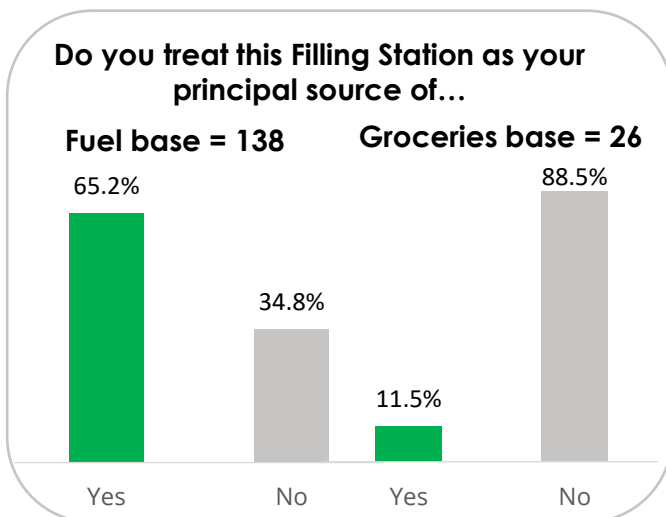


Figure 7: Base Varied

Participants, who live within the locality (within 1 mile) of the service station [139], were asked how they currently use the Service Station – **Figure 6**.

They were then asked if, in the ordinary course of their purchasing habits, they treated this Service Station as their principal source of Petrol/DERV or Groceries – **Figure 7**.

## Defining the population of interest

90(64.7%) local customers (participants) answered 'yes' to treating the service station as their principal source of either groceries or fuel. This forms the population of interest as outlined in the introduction – **Figure 8**.

**Population of interest**  
**90 participants**

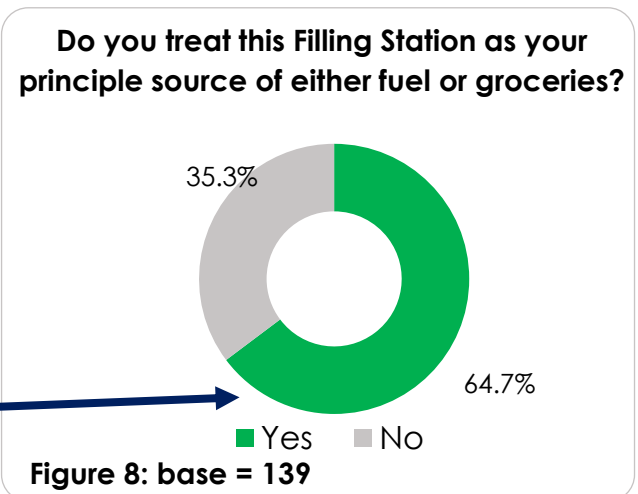


Figure 8: base = 139

# Research Findings – Inconvenienced

Helensburgh Filling Station

Once the population of interest had been defined (Base 90), these participants were asked:

*Would you consider yourself materially disadvantaged or inconvenienced were this premises to be unable to provide you with: a) Petrol or DERV (Fuel)? b) Groceries?*

## Materially Disadvantaged or Inconvenienced?

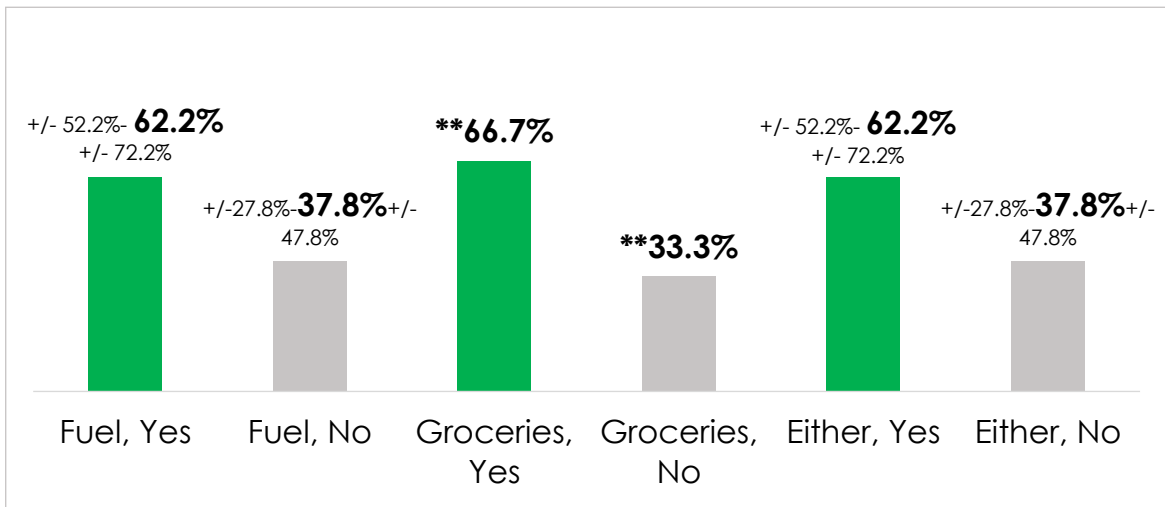


Figure 9: Fuel base = 90

Groceries base = 3

Either base = 90

The results show that a statistically significant proportion of persons in the locality (62.2%) see and treat the premises as the principal source from which they, in ordinary course, purchase groceries or fuel and that they would properly consider themselves materially disadvantaged or inconvenienced were any of these retail facilities to no longer be provided from said premises.

### Bases Explained

**Fuel:** Overall, 90 participants from the locality stated that they used the station as their principal source of fuel, of these participants 62.2% (56) stated that they would be materially disadvantaged if the premises could no longer provide them with fuel.

**Groceries:** Overall, 3 participants from the locality stated that they used the station as their principal source of groceries, of these participants 66.7% (2) stated that they would be materially disadvantaged if the premises could no longer provide them with groceries. Base too low to apply significance testing.

**Either:** The combined base and response for fuel and groceries.

# Research Findings – Inconvenienced

Helensburgh Filling Station

**FUEL:** In order to qualify the result all participants who coded yes to being materially disadvantaged if the service station could no longer provide fuel were asked **'Would you have an alternative fuel source you could use?' Base 56**

**Yes – 98.2% (55)**

**No – 1.8% (1)**

Those who answered 'Yes' to having an alternative fuel source – 98.2% (55) were then asked: **Is this alternative fuel source available to you without causing you to be disadvantaged or inconvenienced in any way? Base 55**

**Yes – 80.0% (44)**

**No – 20.0% (11)**

Results show that the alternative fuel sources available to 98.2% of participants would cause 20.0% of this group to be inconvenienced.

**21.4% (12) of those materially disadvantaged (base 56) confirmed this was still the case after considering alternatives.**

**GROCERIES:** In order to qualify the result all participants who coded yes to being materially disadvantaged if the service station could no longer provide groceries were asked **'Would you have an alternative grocery source you could use?' Base 2**

**Yes – 100% (2)**

**No – 0.0% (0)**

Those who answered 'Yes' to having an alternative grocery source – 100% (2) were then asked: **Is this alternative grocery source available to you without causing you to be disadvantaged or inconvenienced in any way? Base 2**

**Yes – 100% (2)**

**No – 0.0% (0)**

Results show that the alternative grocery sources available to 100% of participants would cause 0.0% of this group to be inconvenienced.

**0.0% (0) of those materially disadvantaged (base 2) confirmed this was still the case after considering alternatives.**

# Research Findings – Fully Inconvenienced

Helensburgh Filling Station

The graph below highlights participants who live locally and use the garage as their principal source of either fuel or groceries and who, after considering local alternatives, still feel they would be materially disadvantaged or inconvenienced if the premises could no longer provide them with either.

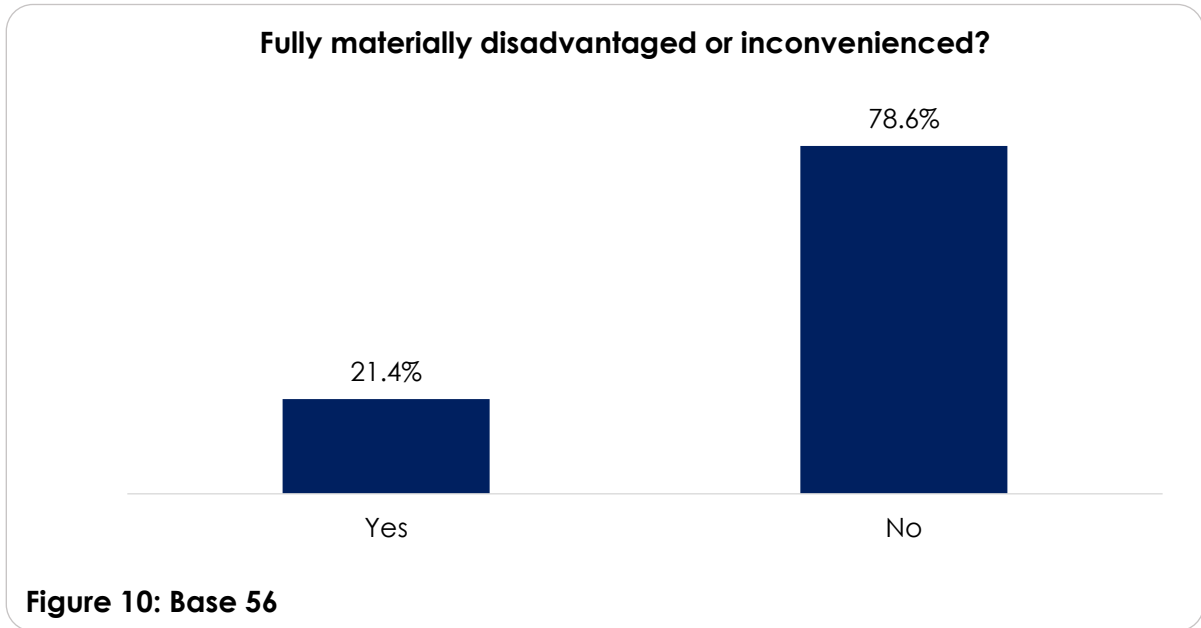


Figure 10: Base 56

The geo-map below shows where all participants (12) who coded 'yes' live; on average 0.37 miles from the station, in some cases the same postcode has been given and will be represented by only 1 icon.



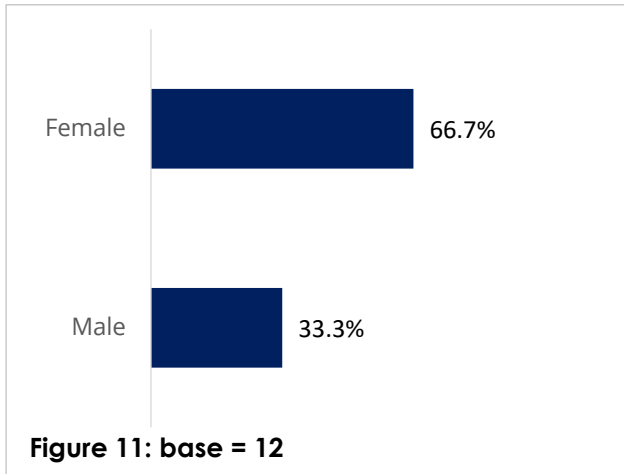
Map 3

# Research Findings – Fully Inconvenienced

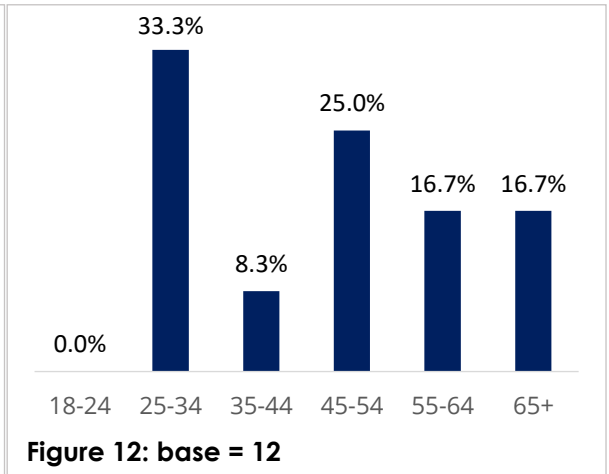
Helensburgh Filling Station

The graphs below highlight the demographic of those who are materially disadvantaged or inconvenienced after having considered local alternatives.

**Gender**



**Age**



**Average visits per week**

<b>Grocery Shopping</b> Base - 7	<b>1.91 visits per week</b>
<b>Fuel Purchase</b> Base - 12	<b>1.27 visits per week</b>
<b>Morrisons Supermarket adjacent to Filling station</b> Base - 11	<b>1.99 visits per week</b>

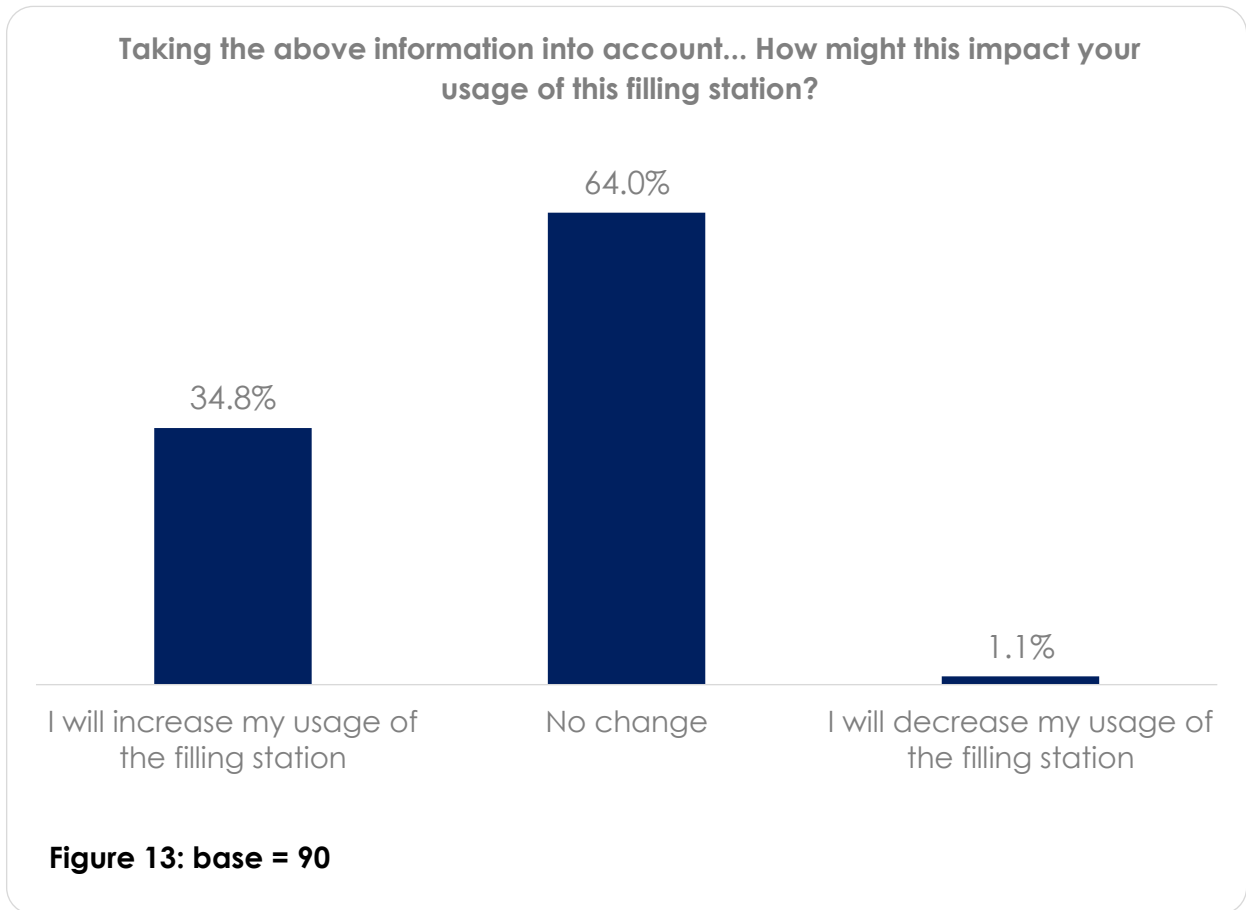
**Table 2: Base Varied**

# Research Findings – Motor Fuel Group

Helensburgh Filling Station

Those in the population of interest (base: 90) were introduced to the Motor Fuel Group with a brief description of the new forecourt and its offerings.

After reading about the new ownership of the forecourt, those in the population of interest, were asked how this change will affect their usage. 98.8% of those surveyed would either have no change to their usage or increase their usage following the change in ownership. 1.1% of respondents stated that they would reduce their usage of the filling station.

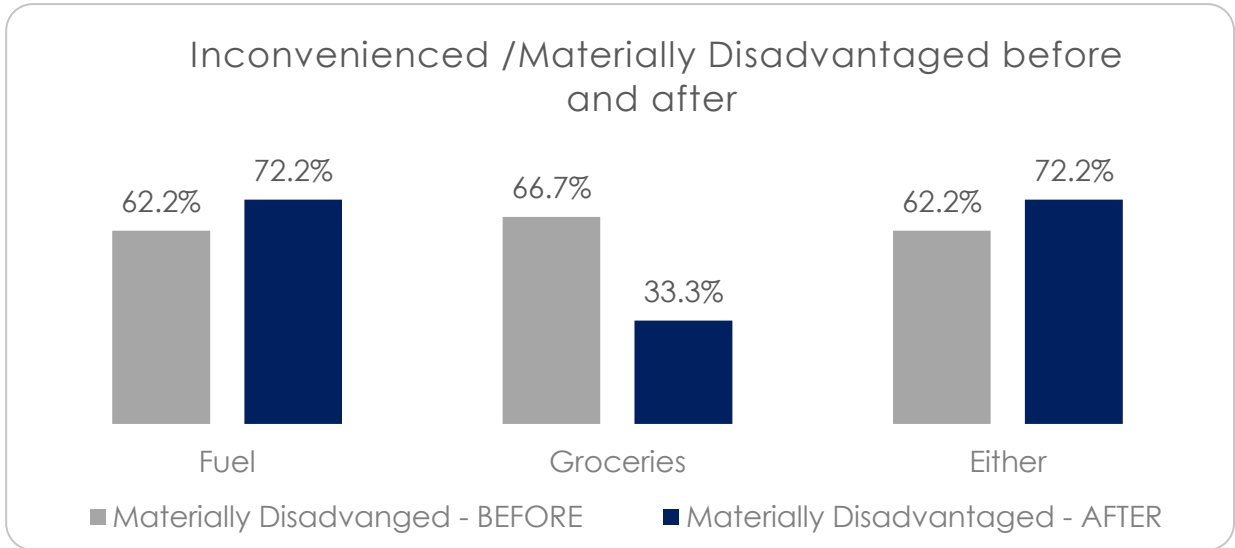


# Research Findings – Motor Fuel Group

Helensburgh Filling Station

Those in the population of interest (Base 90), were then asked again:

*Would you consider yourself materially disadvantaged or inconvenienced were this filling station to be unable to provide you with: a) Petrol or DERV (Fuel)? b) Groceries?*



**Figure 14: Fuel Base = 90**

**Groceries Base = 3**

**Either Base = 90**

This shows that 72.2% of those who live locally and use this filling station for their principal source of fuel and/or groceries would be inconvenienced or materially disadvantaged if the new MFG filling station was no longer able to provide them with fuel and/or groceries. This is compared to 62.2% of those who would be inconvenienced or materially disadvantaged if the current filling station was no longer able to provide them with fuel and/or groceries.



# About TMcK

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Taylor McKenzie Research has been delivering high-quality market research services since 2001. We work closely with our clients and research participants across the UK and beyond, providing the services needed to inform decision-making and drive positive change. A proud family business, our focus is on building trusted partnerships and consistently delivering excellence.

At Taylor McKenzie Research, our mission is to provide our clients with the high-quality data they need to make informed decisions. Our highly skilled and approachable team serves as an extension of your own, delving into your research brief in the pursuit of answers. Since 2001, we have been blending innovative ideas with proven research techniques, resulting in a diverse portfolio of services to meet varied client needs.

## [About Market Research Society \(MRS\)](#)

In the competitive world of market research, one name assures you of instant recognition and respect - that of MRS.

MRS is the 'voice of your profession'. Their role is to represent and communicate good practice in research to the business community, government and the public; to award accreditation and to provide support for our members.

### **Professional standards**

All members of the Society must comply with the [MRS Code of Conduct](#) which is enforced through a disciplinary process. This is the primary means by which market research remains a self-regulated profession. A range of guidelines and advisory services provide support to members in practical implementation of the Code.

The *Code of Conduct* embodies the principles of confidentiality and transparency. It provides protection to research users, participants and to researchers themselves. The Code has the confidence of the business community, government and regulators. It embraces the principles of data protection legislation. Membership of MRS is your way of showing that you subscribe to these ethical and legislative principles.

# Appendix 1 – Research Background

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The Licensing (Scotland) Act 2005 defines premises that operate in whole or in part as a garage for the sale of petrol or derv as “excluded premises”. Subject to the provisions of section 123(5) of the Act, garage premises are “excluded premises”. Where premises are “excluded premises”, sale of alcohol is not permitted. The Client wishes to explore the motivations and buying behaviours of the consumers who visit affected forecourt premises with the purpose of ascertaining whether or not their forecourt premises fall to be determined as “excluded premises” or within the exception contain under section 123(5). Section 123(5) seeks to determine, as interpreted in the Opinion of the Inner House of the Court of Session in *BP Oil UK Limited v City of Glasgow Licensing Board and City of Edinburgh Licensing Board* (5<sup>th</sup> April 2011) whether a recognisable number of persons in the **locality**<sup>1</sup> see and treat the said premises as the **principal source**<sup>2</sup> from which they, in **ordinary course**<sup>3</sup>, purchase **groceries**<sup>4</sup> or fuel and who would properly consider themselves **materially disadvantaged** or **inconvenienced**<sup>5</sup> were these retail facilities to no longer be provided from said premises.

Should the research prove that a substantial % of a **representative sample**<sup>6</sup> local residents who use the outlet as their principal source of groceries and would be materially disadvantaged or inconvenienced if the outlet stopped selling groceries then it would help to form a case to include the outlet as being ‘not excluded’ from the changing legislation.

<sup>1</sup> **Locality** will be defined on a premises by premises basis. This will be determined via respondent answering what will be Q1 (How far away from this station do you live?) and will be confirmed with geo-mapping postcode software. Those living within the chosen distance will be deemed suitable to represent persons living in the locality and they will be further questioned on purchasing habits. Those living out with the chosen distance will be asked for their postcode and interview will be terminated.

<sup>2-3</sup> **Principal source / Ordinary course**; these points must be answered by asking each respondent a question that will be interpreted consistently and fully understood.

Generally speaking, do you treat this premises as your principal source for a) Petrol or DERV (a full description of DERV will be provided in Showcard to help understanding) b) Groceries. A simple yes or no answer will be collected. This will provide the research with its population of interest.

<sup>4</sup> **Groceries**; will be defined as being food or other things used within the home.

<sup>5</sup> **Materially disadvantaged or inconvenienced**; the term materially disadvantaged is perhaps not in the general diction of the average respondent, and we would not expect it to be used by a respondent if asked to describe how they felt about a retail outlet closing. However, when it is combined with the word inconvenienced in the Q. "Would you consider yourself materially disadvantaged or inconvenienced were this premises to be unable to provide you with a) petrol (DERV) b) Groceries?" we would expect a good understanding. An open question asking why participants would feel materially disadvantaged or inconvenienced will be asked if 'yes' is coded at either a) petrol (DERV) or b) groceries.

<sup>6</sup> **Representative sample**; in quantitative market research studies which are to be conclusive it is very important that the data collected and the findings and recommendations made from the data are representative of the given population. In real terms this means that should the study be repeated at any given time then the results will be similar 95 times out of 100 and within an acceptable margin of error (+/-) %.

In order to achieve this, data collection should be stratified in terms of opening hours and weekend / weekday footfall and respondent selection should be entirely random.

### **Statistical Representation**

In order for the findings to be conclusive it is very important that the data collected, the findings and recommendations made from the data are representative of the given population. In real terms this means that should the study be repeated at any given time then the results will be similar 95 times out of 100 and within an acceptable margin of error (+/-) %.

In order to achieve this, data collection was stratified in terms of opening hours and weekend / weekday footfall and respondent selection was entirely random.

The table below indicates achieved error thresholds for the overall base of participants and for the population of interest base. Error bars are present throughout each table to represent statistical relevance of each figure.

<u>Population</u>	%GIVING PARTICULAR ANSWER		
	10%/90%	30%/70%	50%
Total Base 452	± 2.77	± 4.22	± 4.61
Local Base 139	± 4.99	± 7.62	± 8.31
Pop of interest Base 90	± 6.20	± 9.47	± 10.33
Inconvenienced Base 56	± 7.86	± 12.00	± 13.10

# Appendix 2 – Research Questionnaire

Good morning/afternoon my name is ..... & I am work for Taylor McKenzie Research & Marketing Ltd, an independent Scottish research agency. We are here today to better understand how this filling station is being used by its customers. We only have a few questions to ask and it is important you help so that we can ensure a representative view of all customers. It should only take 2 minutes.

**Q1 Interviewer select filling station**

Helensburgh Filling Station .....

**Q2 How far away from this Service station do you live?**

Showcard s2

- Within 1/4 of a mile  Go to Q3
- Within 1/2 a mile
- Within 1 mile
- Within 1.5 miles
- Within 1.5 to 2 miles
- Within 2 to 10 miles (approx.) CLOSE
- More than 10 miles away (approx.) CLOSE

**Q3 Which of these best describes how you travel to this station?**

Showcard s3

- Always by vehicle .....  Go to Q4
- Always on foot .....  Go to Q4
- Mostly by vehicle but sometimes on foot .....  Go to Q4
- Mostly on foot but sometimes by vehicle .....  Go to Q4
- Other (write in) .....  Go to Q3

**Q4 Including today, in the past 6 months have you used this station as a source of ...**

Showcard s4

Interviewer - Read out...

- Petrol or DERV (fuel)  Go to Q5
- Groceries  Go to Q6
- Both for Petrol or DERV (fuel) and Groceries  Go to Q5

**Interviewer note - if respondent queries what qualifies as 'groceries' please give the following description -**  
Groceries - 'food or other things used within the home'

**Q5 How often do you visit this station for the purchase of petrol or DERV (fuel)?**

Showcard s5

- Every day .....
- 4 - 5 times a week .....
- 2 - 3 times a week .....
- Once a week .....
- 2 - 3 times a month .....
- Once a month .....
- Once every 2 months .....
- 3 - 4 times a year .....
- Once a year .....
- Less often .....
- First visit** .....

**Q6 How often do you visit this station for the purchase of groceries?**

Showcard s5

- Every day .....
- 4 - 5 times a week .....
- 2 - 3 times a week .....
- Once a week .....
- 2 - 3 times a month .....
- Once a month .....
- Once every 2 months .....
- 3 - 4 times a year .....
- Once a year .....
- Less often .....
- First visit** .....

**Q7 And how often, if at all, do you visit the Morrisons Supermarket adjacent to this filling station?**

- Every day .....
- 4 - 5 times a week .....
- 2 - 3 times a week .....
- Once a week .....
- 2 - 3 times a month .....
- Once a month .....
- Once every 2 months .....
- 3 - 4 times a year .....
- Once a year .....
- Less often .....
- Never** .....

**Q8 Generally speaking, do you treat this premises as your principal source for:**

Showcard s6a & s6b

Interviewer - Read out full statement above for both petrol and groceries

	Yes	No
Purchasing Petrol or DERV (fuel)	<input type="checkbox"/>	<input type="checkbox"/>
Purchasing Groceries	<input type="checkbox"/>	<input type="checkbox"/>

**Q9** Would you consider yourself materially disadvantaged or inconvenienced were this premises to be unable to provide you with:

Showcard s7

	Yes	No
<b>Petrol or DERV (fuel)</b>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Would you have an alternative fuel source you could use?</i>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Is this alternative fuel source available to you without causing you to be disadvantaged or inconvenienced in any way?</b>	<input type="checkbox"/>	<input type="checkbox"/>

If no: Why is this? (probe fully) \_\_\_\_\_

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**Q10** Would you consider yourself materially disadvantaged or inconvenienced were this premises to be unable to provide you with...

Showcard s7b

	Yes	No
<b>Groceries</b>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Would you have an alternative grocery source you could use?</i>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Is this alternative grocery source available to you without causing you to be disadvantaged or inconvenienced in any way?</b>	<input type="checkbox"/>	<input type="checkbox"/>

**Q11** Taking the above information into account  
How might this impact your usage of this filling station?

- I will increase my usage of the filling station* .....
- No change* .....
- I will decrease my usage of the filling station* .....

**Q12** Earlier in the survey we asked you if you would consider yourself materially disadvantaged or inconvenienced were this filling station be unable to provide you with:

**Petrol or DERV (fuel).**  
You had answered {Q9a}

Now that you know about the changes that are coming to this site as a result of the purchase by MFG. Please now consider the question again...  
**Would you consider yourself materially disadvantaged or inconvenienced were this filling station to be unable to provide you with:**

	Yes	No
<b>Petrol or DERV (fuel)</b>	<input type="checkbox"/>	<input type="checkbox"/>

If yes: Why is this? (probe fully) \_\_\_\_\_

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**Groceries**

If yes: Why is this? (probe fully)

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**Q14 Finally: How often do you personally purchase alcohol in a supermarket, shop or off lice nowadays?**

Please select

- Weekly or more often .....
- Fortnightly .....
- Monthly .....
- Less Often .....
- Never .....

**Q15 The operator of this site are looking to provide a wide range of alcohol for off-sale purc addition to the existing grocery/convenience offer.**

**If suitable alcohol products were available to purchase at this premises, how likely or i do you think you would be to purchase alcohol here?**

- Very Likely .....
- Quite Likely .....
- Quite Unlikely .....
- Very Unlikely.....
- Don't know .....

**Q16 You mentioned you would be likely to purchase alcohol products at this premises... Assuming you could find everything you needed...**

Which of the following statements best describes you

- This alcohol purchase would replace a purchase from elsewhere .....
- This alcohol purchase would be in addition to a purchase elsewhere .....
- Unsure .....

**Q17 Which of the following statements best describe why you are likely to purchase alcohol location...**

Select ALL that apply

- Convenient .....
- Closer to where I live .....
- Closer to where I work .....
- Saves me making an additional journey .....
- I like shopping at this store .....
- Other: Please write in \_\_\_\_\_

**Q18 Record Gender**

- Male .....
- Female .....

**Q19 Which of these age groups do you fall into?**

Showcard s8

- 18-24.....
- 25-34.....
- 35-44.....
- 45-54.....
- 55-64.....
- 65+.....

**Interviewer Say: Could you please tell me your home postcode, this is so we can get a better understanding of store catchment. This data will never be used for contacting you and will never be passed on personal information.**

**Interviewer please enter with a space, as follows.... e.g. G2 4EZ**

**Postcode**

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## Appendix 3 – Open Ended Responses

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**Q9b - Would you consider yourself materially disadvantaged or inconvenienced were this premises to be unable to provide you with Fuel? If yes: Why is this?**

"Local"

"Local"

"Local"

"Local"

"Local"

"Local and price"

"Local"

"Competition"

"Local"

"Local and air machine"

"Fuel card"

"Local"

"Good fuel"

"Local"

"Local"

"Local"

"Local"

"Local"

"Local"

"Local"

"Local"

"Local good station"

"Local"

"Local"

"Local"

"Local Tesco petrol expensive"

"Local"

"Local"

"Travel further to other"

"Prefer it to Tesco"

"At times when low"

"Local"

"Next to my home"

"Don't Travel far and this is close.to home"

"Closer and easier to get to"

"Further"

"When travel in this direction handy"

"Next to the shop"

"Local"

"Local"  
"Company car"  
"Local"  
"Local"  
"Local"  
"Local"  
"Local near work"  
"Price and local"  
"Local"  
"Price and local"  
"Local"  
"Local"  
"Local"  
"Local good staff"  
"Need to go further"  
"Closer"  
"Prefer it and don't like Tesco"

**Q10b - Would you consider yourself materially disadvantaged or inconvenienced were this premises to be unable to provide you with Groceries? If yes: Why is this?**

"Local"  
"Local"

**Q12b – Would you consider yourself materially disadvantaged or inconvenienced were this filling station to be unable to provide you with Petrol or DERV (fuel)? If yes: Why is this?**

"Local and prices"  
"Local"  
"Local"  
"Local"  
"Local"  
"Alternative near by"  
"Local"  
"Local"  
"Local"  
"Local and price"  
"Fuel card"  
"Local"  
"Local"  
"Local"  
"Local"  
"Local"  
"Local"

"Local"  
"Local"  
"Local"  
"Price"  
"Local"  
"Local"  
"Local"  
"Local"  
"Local"  
"Local"  
"Local"  
"Local"  
"It's still closest"  
"Dec still same size etc."  
"It's on road to places"  
"Local"  
"Even more as I will do parcel pickups and returns so be here more then"  
"This is local"  
"Closer"  
"Close"  
"On route"  
"!local"  
"Local"  
"Local"  
"Company car"  
"Local"  
"Local"  
"Local"  
"Local"  
"Local"  
"Local"  
"Local"  
"Local"  
"Local"  
"Local"  
"Local"  
"Local"  
"Local"  
"Local"  
"Local"  
"Local"  
"Closest here"  
"Still closest"  
"Like the idea of the big ones"

**Q13b – Would you consider yourself materially disadvantaged or inconvenienced were this filling station to be unable to provide you with Groceries? If yes: Why is this?**

"Local"  
"Local"

# Appendix 4 – Postcodes of Population of Interest

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G84 7AA  
G84 7JG  
G84 7NN  
G84 7AA  
G84 7EG  
G84 7LM  
G84 7ND  
G84 7AA  
G84 7AP  
G84 7AA  
G84 7LQ  
G84 7NN  
G84 7DF  
G84 7NX  
G84 7JU  
G84 9HP  
G84 7HP  
G84 7EF  
G84 7JS  
G84 7NL  
G84 7HQ  
G84 7LN  
G84 7LN  
G84 9HH  
G84 7DZ  
G84 7JS  
G84 7JG  
G84 7AH  
G84 7JN  
G84 7AA  
G84 7AD  
G84 7AA  
G84 9HJ  
G84 7ND  
G84 9EW  
G84 7EQ  
G84 9DY  
G84 7DY  
G84 7LY  
G84 7JH  
G84 7AY  
G84 7EH  
G84 9SE  
G84 7UD  
G84 7JH  
G84 7TY  
G84 7DX

G84 7JJ  
G84 7AZ  
G84 9HJ  
G84 7JN  
G84 7UA  
G84 7EF  
G84 7TJ  
G84 7HR  
G84 7NX  
G84 7UA  
G84 7JJ  
G84 7NW  
G84 7JD  
G84 7AA  
G84 7AE  
G84 7QY  
G84 7AP  
G84 7AE  
G84 7AA  
G84 7EH  
G84 7TX  
G84 7BT  
G84 7LJ  
G84 9SE  
G84 7AE  
G84 7LN  
G84 7LB  
G84 7NN  
G84 7AD  
G84 9SE  
G84 7TN  
G84 7TJ  
G84 7TZ  
G84 7NB  
G84 7JJ  
G84 9HP  
G84 7ED  
G84 9EW  
G84 7JU  
G84 7JJ  
G84 7RG  
G84 7JS  
G84 7LN