



BIJLAGE

Voedingsgebied winkelgebieden



Tabel bijlage 1.1

Omzet winkelgebieden naar herkomst bestedingen, dagelijkse artikelen.

	CENTRUM	BOREELPLEIN	KEIZERSLANDEN	WC COLMSCHATE / FLORA/DORP	DE SNIPPERLING	ZWOLSE- / BOXBERGERWEG	ZAMENHOFFPLEIN E.O.	BRINKGREVER- WEG E.O.	DELTAPLEIN	ANDRIESEN- PLEIN	DREEF	ZWALUWENBURG	SCHALKHAAR	DIEPENVEEN	BATHMEN	OVERIG
Binnenstad/De Hoven	38%	34%	3%	1%	0%	3%	5%	5%	1%	0%	1%	1%	0%	1%	0%	7%
Oude Zandweerd/Voorstad	11%	16%	21%	1%	0%	4%	5%	66%	10%	0%	7%	0%	0%	1%	1%	8%
Rivierenwijk/Bergweide	3%	14%	2%	5%	10%	0%	0%	5%	53%	0%	2%	0%	0%	0%	0%	5%
Zandweerd/Borgele/Platvoet	24%	12%	51%	3%	0%	84%	83%	12%	2%	1%	70%	0%	8%	14%	0%	13%
Colmschate-Noord	3%	4%	5%	34%	28%	0%	2%	2%	14%	83%	2%	97%	1%	0%	0%	16%
Colmschate-Zuid	3%	3%	1%	38%	5%	1%	0%	1%	10%	7%	0%	3%	1%	0%	5%	22%
Diepenveen	2%	0%	6%	0%	0%	3%	1%	0%	0%	1%	13%	0%	1%	77%	0%	4%
Bathmen	1%	0%	1%	7%	0%	0%	0%	0%	2%	2%	0%	0%	0%	0%	77%	8%
Schalkhaar	2%	3%	5%	1%	0%	0%	0%	1%	0%	4%	1%	0%	80%	2%	1%	4%
overig Deventer	0%	1%	0%	3%	0%	0%	0%	0%	2%	1%	1%	0%	3%	0%	13%	7%
buiten Deventer	12%	12%	6%	7%	57%	4%	4%	8%	7%	2%	4%	0%	6%	5%	2%	7%
TOTAAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



Tabel bijlage 1.2

Omzet winkelgebieden naar herkomst bestedingen, niet-dagelijkse artikelen.

	CENTRUM	BOREELPLEIN	KEIZERSLANDEN	WC COLMSCHATE / FLORA/DORP	DE SNIPPERLING	ZWOLSE- / BOXBERGERWEG	ZAMENHOFFPLEIN E.O.	BRINKGREVER- WEG E.O.	DELTAPLEIN	ANDRIESEN- PLEIN	DREEF	ZWALUWENBURG	SCHALKHAAR	DEIPENVEEN	BATHMEN	OVERIG
Binnenstad/De Hoven	9%	8%	1%	1%	6%	8%	1%	10%	2%	0%	6%	0%	4%	2%	0%	10%
Oude Zandweerd/Voorstad	8%	8%	15%	2%	7%	13%	6%	24%	0%	1%	12%	0%	5%	5%	1%	14%
Rivierenwijk/Bergweide	3%	5%	1%	5%	4%	4%	0%	8%	18%	0%	6%	0%	2%	0%	0%	4%
Zandweerd/Borgele/Platvoet	19%	19%	61%	6%	20%	51%	84%	16%	13%	2%	34%	2%	16%	29%	0%	26%
Colmschate-Noord	10%	12%	3%	30%	19%	5%	1%	6%	21%	82%	4%	80%	11%	2%	7%	12%
Colmschate-Zuid	5%	5%	0%	27%	10%	3%	2%	3%	7%	5%	4%	0%	6%	2%	5%	8%
Diepenveen	3%	2%	8%	1%	2%	3%	0%	0%	0%	1%	6%	7%	3%	37%	0%	4%
Bathmen	3%	3%	1%	8%	4%	1%	0%	0%	2%	2%	1%	5%	6%	0%	62%	3%
Schalkhaar	3%	3%	2%	2%	4%	2%	0%	1%	10%	4%	1%	0%	40%	6%	2%	4%
overig Deventer	1%	1%	0%	3%	1%	1%	0%	0%	0%	0%	0%	0%	2%	0%	11%	1%
buiten Deventer	34%	36%	8%	14%	23%	8%	5%	32%	28%	3%	26%	6%	6%	16%	11%	14%
TOTAAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



Tabel bijlage 1.3

Omzet winkelgebieden naar herkomst bestedingen, kleding.

	CENTRUM	BOREELPLEIN	KEIZERSLANDEN	WC COLMSCHATE / FLORA/DORP	ZWOLSEWEG/ BOXBERGERWEG	BATHMEN	OVERIG
Binnenstad/De Hoven	7%	8%	0%	1%	4%	0%	6%
Oude Zandweerd/Voorstad	7%	12%	17%	3%	17%	0%	13%
Rivierenwijk/Bergweide	3%	2%	0%	7%	0%	0%	1%
Zandweerd/Borgele/Platvoet	18%	19%	37%	9%	66%	0%	11%
Colmschate-Noord	10%	19%	24%	27%	0%	15%	9%
Colmschate-Zuid	5%	7%	0%	24%	5%	7%	4%
Diepenveen	3%	2%	9%	1%	4%	0%	4%
Bathmen	3%	2%	0%	5%	2%	50%	0%
Schalkhaar	3%	4%	0%	3%	2%	0%	3%
overig Deventer	1%	0%	0%	2%	0%	10%	1%
buiten Deventer	38%	26%	12%	19%	0%	19%	49%
TOTAAL	100%	100%	100%	100%	100%	100%	100%

NB: exclusief winkelgebieden met kleine omzet



Tabel bijlage 1.4

Omzet winkelgebieden naar herkomst bestedingen, schoenen, lederwaren.

	CENTRUM	BOREELPLEIN	W/C COLMSCHATE / FLORA/DORP	ZWOLSEWEG/ BOXBERGERWEG	BRINK- GREYERWEG E.O.	OVERIG
Binnenstad/De Hoven	8%	7%	1%	7%	0%	2%
Oude Zandweerd/Voorstad	8%	9%	4%	12%	0%	3%
Rivierenwijk/Bergweide	3%	7%	4%	3%	0%	1%
Zandweerd/Borgele/Platvoet	20%	21%	5%	42%	5%	3%
Colmschate-Noord	11%	16%	31%	6%	3%	2%
Colmschate-Zuid	5%	8%	22%	3%	4%	1%
Diepenveen	3%	2%	2%	3%	0%	1%
Bathmen	3%	1%	8%	2%	0%	0%
Schalkhaar	4%	4%	3%	6%	0%	1%
overig Deventer	1%	2%	2%	0%	0%	0%
buiten Deventer	35%	23%	18%	15%	88%	86%
TOTAAL	100%	100%	100%	100%	100%	100%

NB: exclusief winkelgebieden met kleine omzet



Tabel bijlage 1.5

Omzet winkelgebieden naar herkomst bestedingen, woninginrichting.

	CENTRUM	BOREELPLEIN	W/C COLMSCHATE / FLORA/DORP	DE SNIPPERLING	ZWOLSEWEG / BOXBERGERWEG	SCHALKHAAR	BATHMEN	OVERIG
Binnenstad/De Hoven	15%	2%	7%	6%	14%	2%	0%	12%
Oude Zandweerd/Voorstad	11%	5%	0%	7%	8%	6%	2%	16%
Rivierenwijk/Bergweide	2%	0%	3%	4%	4%	1%	0%	3%
Zandweerd/Borgele/Platvoet	19%	25%	4%	20%	43%	22%	0%	37%
Colmschate-Noord	9%	12%	9%	13%	11%	12%	5%	14%
Colmschate-Zuid	4%	21%	11%	8%	3%	8%	1%	7%
Diepenveen	4%	10%	0%	2%	0%	5%	0%	3%
Bathmen	3%	2%	8%	3%	0%	1%	62%	2%
Schalkhaar	4%	5%	0%	3%	5%	28%	2%	5%
overig Deventer	1%	0%	4%	1%	5%	3%	3%	0%
buiten Deventer	29%	18%	53%	32%	7%	11%	25%	2%
TOTAAL	100%	100%	100%	100%	100%	100%	100%	100%

NB: exclusief winkelgebieden met kleine omzet



Tabel bijlage 1.6

Omzet winkelgebieden naar herkomst bestedingen, huishoudelijke artikelen.

	CENTRUM	BOREELPLEIN	KEIZERSLANDEN	WC COLMSCHATE / FLORA	DE SNIPPERLING	ZWOLSEWEG/ BOXBERGERWEG	ANDRIESEN- PLEIN	SCHALKHAAR	BATHMEN	OVERIG
Binnenstad/De Hoven	11%	21%	1%	0%	5%	5%	0%	2%	0%	5%
Oude Zandweerd/Voorstad	11%	13%	13%	1%	7%	11%	1%	2%	0%	7%
Rivierenwijk/Bergweide	3%	14%	1%	4%	6%	9%	0%	0%	0%	5%
Zandweerd/Borgele/Platvoet	24%	17%	59%	3%	24%	50%	1%	8%	2%	13%
Colmschate-Noord	10%	8%	2%	34%	18%	8%	83%	4%	5%	9%
Colmschate-Zuid	4%	4%	0%	30%	12%	5%	3%	0%	3%	4%
Diepenveen	4%	2%	10%	1%	2%	3%	1%	0%	0%	2%
Bathmen	2%	1%	0%	11%	6%	0%	3%	0%	79%	3%
Schalkhaar	4%	3%	4%	1%	2%	1%	4%	77%	2%	3%
overig Deventer	1%	0%	0%	4%	0%	1%	1%	2%	5%	0%
buiten Deventer	26%	16%	9%	8%	18%	7%	4%	5%	4%	50%
TOTAAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

NB: exclusief winkelgebieden met kleine omzet



Tabel bijlage 1.7

Omzet winkelgebieden naar herkomst bestedingen, elektronica.

	CENTRUM	BOREELPLEIN	KEIZERSLANDEN	WC COLMSCHATE / FLORA/DORP	DE SNIPPERLING	ZWOLSEWEG/ BOXBERGERWEG	DREEF	SCHALKHAAR	DIEPENVEEN	BATHMEN	OVERIG
Binnenstad/De Hoven	11%	21%	1%	0%	5%	5%	0%	2%	0%	5%	11%
Oude Zandweerd/Voorstad	11%	13%	13%	1%	7%	11%	1%	2%	0%	7%	11%
Rivierenwijk/Bergweide	3%	14%	1%	4%	6%	9%	0%	0%	0%	5%	3%
Zandweerd/Borgele/Platvoet	24%	17%	59%	3%	24%	50%	1%	8%	2%	13%	24%
Colmschate-Noord	10%	8%	2%	34%	18%	8%	83%	4%	5%	9%	10%
Colmschate-Zuid	4%	4%	0%	30%	12%	5%	3%	0%	3%	4%	4%
Diepenveen	4%	2%	10%	1%	2%	3%	1%	0%	0%	2%	4%
Bathmen	2%	1%	0%	11%	6%	0%	3%	0%	79%	3%	2%
Schalkhaar	4%	3%	4%	1%	2%	1%	4%	77%	2%	3%	4%
overig Deventer	1%	0%	0%	4%	0%	1%	1%	2%	5%	0%	1%
buiten Deventer	26%	16%	9%	8%	18%	7%	4%	5%	4%	50%	26%
TOTAAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

NB: exclusief winkelgebieden met kleine omzet



Tabel bijlage 1.8

Omzet winkelgebieden naar herkomst bestedingen, doe-het-zelf artikelen.

	CENTRUM	BOREELPLEIN	KEIZERSLANDEN	WC COLMSCHATE / FLORA/DORP	DE SNIPPERLING	ZWOLSEWEG / BOXBERGERWEG	BRINKGREVER- WEG E.O.	DREEF	SCHALKHAAR	DEIPENVEEN	BATHMEN	OVERIG
Binnenstad/De Hoven	35%	20%	3%	4%	7%	7%	17%	10%	0%	0%	0%	7%
Oude Zandweerd/Voorstad	16%	5%	14%	1%	7%	17%	17%	17%	0%	0%	6%	18%
Rivierenwijk/Bergweide	3%	4%	2%	0%	4%	4%	8%	8%	0%	0%	0%	1%
Zandweerd/Borgele/Platvoet	24%	13%	63%	11%	20%	45%	40%	35%	0%	13%	0%	37%
Colmschate-Noord	9%	15%	2%	22%	19%	7%	2%	4%	5%	0%	6%	10%
Colmschate-Zuid	3%	4%	2%	13%	10%	4%	4%	1%	0%	0%	2%	4%
Diepenveen	2%	6%	12%	0%	2%	5%	2%	9%	0%	87%	0%	9%
Bathmen	2%	6%	1%	18%	5%	1%	0%	0%	3%	0%	67%	1%
Schalkhaar	2%	0%	0%	0%	5%	3%	5%	3%	89%	0%	6%	3%
overig Deventer	0%	4%	0%	12%	1%	1%	0%	0%	4%	0%	9%	1%
buiten Deventer	3%	24%	0%	18%	19%	6%	5%	13%	0%	0%	4%	9%
TOTAAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

NB: exclusief winkelgebieden met kleine omzet



Tabel bijlage 1.9

Omzet winkelgebieden naar herkomst bestedingen, bloemen en planten.

	CENTRUM	BOREELPLEIN	KEIZERSLANDEN	WC COLMSCHATE / FLORA/DORP	DE SNIPPERLING	ZWOLSEWEG/ BOXBERGERWEG	BRINKGREVER- WEG E.O.	DREEF	SCHALKHAAR	DEIPENVEEN	BATHMEN	OVERIG
Binnenstad/De Hoven	34%	27%	0%	2%	4%	11%	6%	3%	0%	2%	0%	9%
Oude Zandweerd/Voorstad	11%	16%	17%	1%	7%	15%	36%	16%	0%	6%	1%	12%
Rivierenwijk/Bergweide	6%	20%	1%	6%	7%	6%	9%	0%	0%	0%	0%	4%
Zandweerd/Borgele/Platvoet	27%	23%	70%	5%	17%	66%	11%	46%	3%	29%	0%	25%
Colmschate-Noord	7%	4%	1%	33%	31%	1%	1%	10%	5%	3%	5%	11%
Colmschate-Zuid	3%	2%	0%	39%	15%	0%	1%	0%	2%	1%	8%	5%
Diepenveen	3%	0%	5%	0%	1%	2%	0%	6%	1%	41%	0%	2%
Bathmen	1%	3%	1%	4%	3%	0%	0%	0%	1%	0%	65%	1%
Schalkhaar	3%	2%	0%	1%	3%	0%	0%	0%	80%	11%	2%	3%
overig Deventer	0%	0%	0%	1%	1%	0%	0%	0%	2%	1%	13%	1%
buiten Deventer	7%	3%	4%	8%	11%	0%	35%	18%	6%	7%	5%	27%
TOTAAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

NB: exclusief winkelgebieden met kleine omzet



2

BIJLAGE

Wijkoriëntatie



Tabel bijlage 2.1

Omzet winkelgebieden naar herkomst bestedingen, dagelijkse artikelen.

	CENTRUM	BOREELPLEIN	KEIZERSLANDEN	WC COLMSCHATE /FLORA/DORP	DE SNIPPERLING	ZWOLSEWEG/ BOXBERGERWEG	ZAMENHOFFPLEIN E.O.	BRINKGREVER- WEG E.O.	DELTAPLEIN	ANDRIESSEN- PLEIN	DREEF	ZWALUWENBURG	SCHALKHAAR	DIEPENVEEN	BATHMEN	OVERIG DEVENTER	BUTEN DEVENTER	TOTAAL
Binnenstad/De Hoven	39%	29%	6%	2%	0%	0%	5%	2%	0%	0%	0%	0%	0%	0%	0%	4%	13%	100%
Oude Zandweerd/Voorstad	11%	14%	38%	2%	0%	0%	5%	19%	2%	0%	2%	0%	0%	0%	0%	3%	3%	100%
Rivierenwijk/Bergweide	7%	25%	8%	20%	0%	0%	0%	3%	26%	0%	1%	0%	0%	0%	0%	0%	8%	100%
Zandweerd/Borgele/Platvoet	9%	4%	35%	2%	0%	3%	28%	1%	0%	0%	7%	0%	1%	2%	0%	3%	4%	100%
Colmschate-Noord	2%	2%	4%	33%	0%	0%	1%	0%	2%	42%	0%	10%	0%	0%	0%	1%	2%	100%
Colmschate-Zuid	3%	2%	2%	76%	0%	0%	0%	0%	3%	7%	0%	1%	0%	0%	2%	0%	3%	100%
Diepenveen	5%	1%	25%	1%	0%	1%	1%	0%	0%	1%	8%	0%	0%	50%	0%	4%	3%	100%
Bathmen	1%	1%	2%	24%	0%	0%	0%	0%	1%	3%	0%	0%	0%	0%	56%	1%	12%	100%
Schalkhaar	4%	4%	17%	3%	0%	0%	0%	0%	0%	7%	0%	0%	56%	1%	1%	3%	3%	100%
overig Deventer	2%	2%	2%	25%	0%	0%	0%	0%	2%	3%	1%	0%	6%	0%	28%	17%	13%	100%
TOTAAL	9%	8%	18%	18%	0%	1%	9%	3%	2%	10%	3%	2%	4%	3%	4%	2%	5%	100%

NB: excl. aankopen markt, postorderbedrijven, webaankopen e.d.



Tabel bijlage 2.2

Omzet winkelgebieden naar herkomst bestedingen, niet-dagelijkse artikelen.

	CENTRUM	BOREELPLEIN	KEIZERSLANDEN	WC COLMSCHATE / FLORA/ DORP	DE SNIPPERLING	ZWOLSEWEG/ BOXBERGERWEG	ZAMENHOFFPLEIN E.O.	BRINKGREVER- WEG E.O.	DELTAPLEIN	ANDRIESSEN- PLEIN	DREEF	ZWALUWENBURG	SCHALKHAAR	DIEPENVEEN	BATHMEN	OVERIG DEVENTER	BUTEN DEVENTER	TOTAAL
Binnenstad/De Hoven	39%	11%	0%	1%	14%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	6%	25%	100%
Oude Zandweerd/Voorstad	34%	11%	2%	1%	15%	2%	0%	1%	0%	0%	0%	0%	1%	1%	0%	10%	20%	100%
Rivierenwijk/Bergweide	28%	15%	0%	6%	21%	2%	0%	1%	0%	0%	1%	0%	1%	0%	0%	4%	21%	100%
Zandweerd/Borgele/Platvoet	31%	10%	4%	1%	17%	4%	1%	0%	0%	0%	1%	0%	1%	2%	0%	8%	22%	100%
Colmschate-Noord	24%	9%	0%	9%	23%	0%	0%	0%	0%	4%	0%	0%	1%	0%	0%	4%	24%	100%
Colmschate-Zuid	22%	8%	0%	16%	24%	1%	0%	0%	0%	0%	0%	0%	1%	0%	1%	4%	23%	100%
Diepenveen	28%	7%	3%	1%	11%	1%	0%	0%	0%	0%	1%	0%	1%	15%	0%	6%	25%	100%
Bathmen	20%	7%	0%	7%	16%	0%	0%	0%	0%	0%	0%	0%	2%	0%	14%	2%	31%	100%
Schalkhaar	27%	7%	1%	2%	16%	1%	0%	0%	0%	1%	0%	0%	14%	2%	0%	5%	23%	100%
overig Deventer	21%	6%	0%	10%	15%	1%	0%	0%	0%	0%	0%	0%	3%	0%	8%	3%	33%	100%
TOTAAL	28%	9%	2%	5%	18%	2%	0%	0%	0%	1%	0%	0%	2%	2%	1%	6%	23%	100%

NB: excl. aankopen markt, postorderbedrijven, webaankopen e.d.



Tabel bijlage 2.3

Omzet winkelgebieden naar herkomst bestedingen, kleding.

	CENTRUM	BOREELPLEIN	KEIZERSLANDEN	WC COLMSCHATE /FLORA	DE SNIPPERLING	ZWOLSEWEG /BOXBERGWEG	BRINKGREVER- WEG E.O.	ANDRIESEN- PLEIN	DREEF	ZWALUWENBURG	SCHALKHAAR	BATHMEN	OVERIG DEVENTER	BUITEN DEVENTER	TOTAAL
Binnenstad/De Hoven	65%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	29%	100%
Oude Zandweerd/Voorstad	62%	4%	1%	2%	0%	1%	0%	0%	0%	0%	0%	0%	5%	25%	100%
Rivierenwijk/Bergweide	63%	2%	0%	9%	0%	0%	0%	0%	0%	0%	0%	0%	1%	25%	100%
Zandweerd/Borgele/Platvoet	63%	3%	0%	2%	0%	2%	0%	0%	0%	0%	0%	0%	2%	28%	100%
Colmschate-Noord	53%	4%	0%	9%	0%	0%	0%	1%	0%	0%	0%	1%	2%	30%	100%
Colmschate-Zuid	51%	3%	0%	15%	0%	0%	0%	0%	0%	0%	0%	0%	2%	29%	100%
Diepenveen	60%	2%	1%	2%	0%	1%	0%	0%	0%	0%	0%	0%	3%	33%	100%
Bathmen	48%	1%	0%	5%	0%	0%	0%	0%	0%	0%	0%	6%	0%	39%	100%
Schalkhaar	58%	3%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	2%	33%	100%
overig Deventer	46%	0%	0%	8%	0%	0%	0%	0%	0%	0%	0%	3%	2%	41%	100%
TOTAAL	59%	3%	0%	5%	0%	1%	0%	0%	0%	0%	0%	1%	2%	29%	100%

NB: excl. aankopen markt, postorderbedrijven, webaankopen e.d.



Tabel bijlage 2.4

Omzet winkelgebieden naar herkomst bestedingen, schoenen, lederwaren.

	CENTRUM	BOREELPLEIN	KEIZERSLANDEN	WC COLMSCHATE /FLORA/DORP	DE SNIPPERLING	ZWOLSEWEG /BOXBERGWEG	BRINKGREVER- WEG E.O.	ANDRIESEN- PLEIN	DREEF	ZWALUWENBURG	SCHALKHAAR	BATHMEN	OVERIG DEVENTER	BUITEN DEVENTER	TOTAAL
Binnenstad/De Hoven	61%	9%	0%	1%	0%	4%	0%	0%	0%	0%	0%	0%	3%	21%	100%
Oude Zandweerd/Voorstad	54%	11%	1%	5%	0%	7%	0%	0%	0%	0%	0%	0%	6%	15%	100%
Rivierenwijk/Bergweide	44%	18%	0%	12%	0%	4%	0%	0%	0%	0%	0%	0%	4%	18%	100%
Zandweerd/Borgele/Platvoet	55%	10%	0%	2%	0%	10%	0%	0%	0%	0%	0%	0%	2%	20%	100%
Colmschate-Noord	44%	11%	0%	23%	0%	2%	0%	0%	1%	0%	0%	0%	2%	17%	100%
Colmschate-Zuid	37%	10%	0%	31%	0%	2%	0%	0%	0%	0%	0%	0%	2%	18%	100%
Diepenveen	53%	5%	0%	5%	0%	4%	0%	0%	0%	0%	0%	0%	3%	29%	100%
Bathmen	35%	2%	0%	19%	0%	2%	0%	0%	0%	0%	0%	0%	1%	41%	100%
Schalkhaar	51%	9%	1%	8%	0%	7%	0%	0%	0%	0%	0%	0%	2%	23%	100%
overig Deventer	37%	10%	0%	14%	0%	0%	0%	0%	0%	0%	0%	0%	0%	39%	100%
TOTAAL	49%	10%	0%	11%	0%	5%	0%	0%	0%	0%	0%	0%	3%	21%	100%

NB: excl. aankopen markt, postorderbedrijven, webaankopen e.d.



Tabel bijlage 2.5

Omzet winkelgebieden naar herkomst bestedingen, woninginrichting.

	CENTRUM	BOREELPLEIN	KEIZERSLANDEN	WC COLMSCHATE /FLORA/DORP	DE SNIPPERLING	ZWOLSEWEG/ BOXBERGERWEG	ZAMENHOFFPLEIN E.O.	BRINKGREVER- WEG E.O.	DELTAPLEIN	ANDRIESSEN- PLEIN	DREEF	SCHALKHAAR	DIEPENVEEN	BATHMEN	OVERIG DEVENTER	BUITEN DEVENTER	TOTAAL
Binnenstad/De Hoven	24%	0%	0%	1%	29%	1%	0%	0%	0%	0%	0%	1%	0%	0%	8%	35%	24%
Oude Zandweerd/Voorstad	17%	0%	0%	0%	32%	1%	0%	0%	0%	0%	0%	3%	0%	0%	11%	35%	17%
Rivierenwijk/Bergweide	7%	0%	0%	1%	49%	1%	0%	0%	0%	0%	1%	2%	0%	0%	4%	36%	7%
Zandweerd/Borgele/Platvoet	12%	1%	0%	0%	36%	1%	0%	0%	0%	0%	0%	4%	0%	0%	10%	35%	12%
Colmschate-Noord	8%	0%	0%	1%	33%	0%	0%	0%	0%	0%	0%	3%	0%	0%	5%	47%	8%
Colmschate-Zuid	7%	2%	0%	1%	38%	0%	0%	0%	0%	0%	0%	4%	0%	0%	5%	43%	7%
Diepenveen	13%	2%	0%	0%	23%	0%	0%	0%	0%	0%	0%	6%	1%	0%	5%	51%	13%
Bathmen	8%	0%	0%	1%	25%	0%	0%	0%	0%	0%	0%	1%	0%	15%	3%	47%	8%
Schalkhaar	11%	1%	0%	0%	25%	1%	0%	0%	0%	0%	0%	24%	0%	0%	6%	31%	11%
overig Deventer	8%	0%	0%	2%	33%	2%	0%	0%	0%	0%	0%	8%	0%	2%	1%	43%	8%
TOTAAL	12%	1%	0%	1%	33%	1%	0%	0%	0%	0%	0%	4%	0%	1%	7%	40%	12%

NB: excl. aankopen markt, postorderbedrijven, webaankopen e.d.



Tabel bijlage 2.6

Omzet winkelgebieden naar herkomst bestedingen, huishoudelijke artikelen.

	CENTRUM	BOREELPLEIN	KEIZERSLANDEN	WC COLMSCHATE / FLORA	DE SNIPPERLING	ZWOLSEWEG / BOXBERGERWEG	ZAMENHOFFPLEIN E.O.	BRINKGREVERWEG E.O.	DELTAPLEIN	ANDRIESSEN- PLEIN	DREEF	ZWALUWENBURG	SCHALKHAAR	DIEPENVEEN	BATHMEN	OVERIG DEVENTER	BUTEN DEVENTER	TOTAAL
Binnenstad/De Hoven	60%	18%	1%	1%	2%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	13%	100%
Oude Zandweerd/Voorstad	55%	11%	11%	2%	3%	5%	0%	0%	0%	0%	1%	0%	0%	0%	0%	3%	9%	100%
Rivierenwijk/Bergweide	31%	24%	2%	15%	5%	9%	0%	2%	0%	0%	0%	0%	0%	0%	0%	4%	8%	100%
Zandweerd/Borgele/Platvoet	48%	6%	18%	2%	4%	9%	1%	0%	0%	0%	0%	0%	0%	0%	0%	2%	9%	100%
Colmschate-Noord	29%	4%	1%	30%	4%	2%	0%	0%	0%	19%	0%	0%	0%	0%	0%	2%	7%	100%
Colmschate-Zuid	25%	4%	0%	52%	5%	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%	7%	100%
Diepenveen	46%	4%	18%	4%	2%	3%	0%	0%	0%	1%	0%	0%	0%	4%	0%	1%	17%	100%
Bathmen	22%	1%	0%	34%	5%	0%	0%	0%	0%	2%	0%	0%	0%	0%	13%	2%	20%	100%
Schalkhaar	44%	4%	6%	4%	2%	1%	0%	0%	0%	3%	0%	0%	21%	0%	0%	2%	12%	100%
overig Deventer	26%	1%	1%	38%	0%	2%	0%	0%	0%	2%	0%	0%	1%	0%	2%	0%	26%	100%
TOTAAL	41%	7%	8%	15%	4%	5%	0%	0%	0%	4%	0%	0%	1%	0%	1%	2%	10%	100%

NB: excl. aankopen markt, postorderbedrijven, webaankopen e.d.



Tabel bijlage 2.7

Omzet winkelgebieden naar herkomst bestedingen, elektronica.

	CENTRUM	BOREELPLEIN	KEIZERSLANDEN	WC COLMSCHATE / FLORA/DORP	DE SNIPPERLING	ZWOLSEWEG/ BOXBERGERWEG	ZAMENHOFFPLEIN E.O.	BRINKGREVERWEG E.O.	DELTAPLEIN	ANDRIESSEN- PLEIN	DREEF	ZWALUWENBURG	SCHALKHAAR	DIEPENVEEN	BATHMEN	OVERIG DEVENTER	BUTEN DEVENTER	TOTAAL
Binnenstad/De Hoven	18%	46%	0%	1%	12%	1%	0%	0%	0%	0%	0%	0%	3%	1%	0%	2%	15%	100%
Oude Zandweerd/Voorstad	20%	45%	0%	0%	19%	1%	0%	0%	0%	0%	0%	0%	3%	3%	0%	5%	3%	100%
Rivierenwijk/Bergweide	10%	60%	0%	3%	18%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	6%	100%
Zandweerd/Borgele/Platvoet	11%	46%	0%	1%	19%	2%	0%	0%	0%	0%	0%	0%	2%	7%	0%	5%	7%	100%
Colmschate-Noord	9%	41%	0%	5%	33%	0%	0%	0%	0%	1%	0%	0%	3%	1%	0%	2%	5%	100%
Colmschate-Zuid	7%	37%	0%	8%	36%	0%	0%	0%	0%	0%	0%	0%	4%	1%	0%	2%	4%	100%
Diepenveen	4%	32%	0%	1%	15%	0%	0%	0%	0%	0%	0%	1%	3%	39%	0%	1%	4%	100%
Bathmen	6%	34%	0%	5%	25%	0%	0%	0%	0%	0%	1%	0%	10%	0%	4%	2%	13%	100%
Schalkhaar	5%	32%	0%	0%	19%	0%	0%	0%	0%	0%	0%	0%	29%	3%	0%	2%	9%	100%
overig Deventer	6%	35%	0%	11%	11%	0%	0%	0%	0%	0%	0%	0%	5%	0%	8%	0%	23%	100%
TOTAAL	11%	43%	0%	3%	22%	1%	0%	0%	0%	0%	0%	0%	5%	5%	0%	3%	7%	100%

NB: excl. aankopen markt, postorderbedrijven, webaankopen e.d.



Tabel bijlage 2.8

Omzet winkelgebieden naar herkomst bestedingen, doe-het-zelf artikelen.

	CENTRUM	BOREELPLEIN	KEIZERSLANDEN	WC COLMSCHATE / FLORA/DORP	DE SNIPPERLING	ZWOLSEWEG/ BOXBERGERWEG	ZAMENHOFFPLEIN E.O.	BRINKGREVERWEG E.O.	DELTAPLEIN	ANDRIESSEN- PLEIN	DREEF	ZWALUWENBURG	SCHALKHAAR	DIEPENVEEN	BATHMEN	OVERIG DEVENTER	BUTEN DEVENTER	TOTAAL
Binnenstad/De Hoven	20%	1%	0%	1%	57%	1%	0%	1%	0%	0%	2%	0%	0%	0%	0%	10%	6%	100%
Oude Zandweerd/Voorstad	9%	0%	1%	0%	53%	3%	0%	1%	0%	0%	3%	0%	0%	0%	1%	26%	2%	100%
Rivierenwijk/Bergweide	4%	1%	1%	0%	74%	2%	0%	1%	0%	0%	3%	0%	0%	0%	0%	4%	11%	100%
Zandweerd/Borgele/Platvoet	5%	0%	3%	1%	60%	3%	0%	1%	0%	0%	2%	0%	0%	0%	0%	20%	3%	100%
Colmschate-Noord	3%	1%	0%	2%	83%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	8%	2%	100%
Colmschate-Zuid	2%	0%	0%	2%	85%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%	3%	100%
Diepenveen	2%	1%	3%	0%	42%	2%	0%	0%	0%	0%	3%	0%	0%	14%	0%	28%	4%	100%
Bathmen	2%	1%	0%	5%	65%	1%	0%	0%	0%	1%	0%	1%	0%	0%	10%	4%	12%	100%
Schalkhaar	2%	0%	0%	0%	73%	1%	0%	1%	0%	0%	1%	0%	10%	0%	1%	8%	3%	100%
overig Deventer	1%	1%	0%	10%	62%	1%	0%	0%	0%	0%	0%	0%	1%	0%	4%	6%	12%	100%
TOTAAL	6%	1%	1%	1%	67%	2%	0%	1%	0%	0%	2%	0%	1%	1%	1%	14%	4%	100%

NB: excl. aankopen markt, postorderbedrijven, webaankopen e.d.



Tabel bijlage 2.9

Omzet winkelgebieden naar herkomst bestedingen, bloemen en planten en tuinartikelen.

	CENTRUM	BOREELPLEIN	KEIZERSLANDEN	WC COLMSCHATE /FLORA/DORP	DE SNIPPERLING	ZWOLSEWEG/ BOXBERGERWEG	ZAMENHOFFPLEIN E.O.	BRINKGREVER- WEG E.O.	DELTAPLEIN	ANDRIESSEN- PLEIN	DREEF	ZWALUWENBURG	SCHALKHAAR	DIEPENVEEN	BATHMEN	OVERIG DEVENTER	BUTEN DEVENTER	TOTAAL
Binnenstad/De Hoven	16%	3%	0%	1%	6%	2%	0%	1%	0%	0%	0%	0%	0%	1%	0%	21%	47%	100%
Oude Zandweerd/Voorstad	5%	2%	8%	1%	10%	3%	1%	5%	0%	0%	1%	0%	0%	4%	1%	24%	36%	100%
Rivierenwijk/Bergweide	6%	4%	1%	8%	21%	3%	0%	3%	3%	0%	0%	0%	0%	1%	0%	17%	33%	100%
Zandweerd/Borgele/Platvoet	4%	1%	12%	1%	8%	5%	5%	1%	0%	0%	1%	0%	0%	7%	0%	18%	37%	100%
Colmschate-Noord	1%	0%	0%	10%	20%	0%	0%	0%	0%	16%	0%	1%	0%	1%	1%	10%	37%	100%
Colmschate-Zuid	1%	0%	0%	25%	20%	0%	0%	0%	0%	3%	0%	0%	0%	1%	4%	9%	37%	100%
Diepenveen	2%	0%	5%	0%	3%	1%	0%	0%	0%	1%	1%	0%	0%	54%	0%	10%	24%	100%
Bathmen	1%	1%	1%	4%	6%	0%	0%	0%	0%	1%	0%	0%	0%	0%	53%	3%	31%	100%
Schalkhaar	3%	0%	0%	1%	9%	0%	0%	0%	1%	3%	0%	0%	21%	14%	2%	12%	34%	100%
overig Deventer	0%	0%	0%	5%	10%	0%	0%	0%	0%	0%	0%	0%	1%	2%	33%	13%	37%	100%
TOTAAL	4%	1%	5%	6%	12%	2%	1%	1%	0%	4%	0%	0%	1%	6%	5%	15%	36%	100%

NB: excl. aankopen markt, postorderbedrijven, webaankopen e.d.



3

BIJLAGE

Bezoekmotieven en beoordeling winkelgebieden



Tabel bijlage 3.1

Bezoekmotieven winkelgebieden waar vaakst boodschappen worden gedaan.

	CENTRUM	BOREELPLEIN	KEIZERSLANDEN	WC COLMSCHATE / FLORA/DORP	ZWOLSEWEG/ BOXBERGERWEG	ZAMENHOFF- PLEIN E.O.	BRINKGREVER- WEG E.O.	DELTAPLEIN	ANDRIESEN- PLEIN	DREEF	ZWALUWENBURG	SCHALKHAAR	DIEPENVEEN	BATHMEN	ALLE LOCATIES
Nabijheid / afstand	74%	67%	73%	82%	93%	89%	81%	82%	90%	85%	97%	94%	92%	88%	81%
Gewoonte	20%	14%	19%	16%	36%	22%	17%	14%	18%	10%	27%	17%	20%	14%	18%
Bepaalde winkels / producten	40%	44%	43%	33%	36%	34%	33%	34%	32%	17%	13%	22%	27%	9%	34%
Omvang winkelaanbod	20%	10%	11%	27%	7%	3%	3%	0%	7%	2%	4%	4%	4%	2%	12%
Lage prijs	11%	18%	16%	9%	28%	17%	24%	58%	5%	6%	14%	6%	1%	2%	13%
Kwaliteit winkelaanbod	17%	26%	14%	16%	14%	19%	19%	21%	7%	12%	23%	11%	10%	18%	16%
Bereikbaarheid	17%	29%	33%	32%	22%	28%	28%	21%	32%	28%	37%	40%	40%	39%	30%
Parkeergelegenheid	1%	21%	44%	29%	15%	24%	5%	32%	33%	19%	23%	29%	38%	44%	28%
Sfeer	15%	8%	3%	7%	15%	10%	3%	3%	5%	19%	23%	16%	27%	19%	9%

NB: exclusief winkelgebieden met onvoldoende respondenten c.q. geen winkelaanbod



Tabel bijlage 3.2

Bezoekmotieven winkelgebieden waar vaakst wordt gewinkeld.

	CENTRUM	BOREELPLEIN	KEIZERSLANDEN	MC COLMSCHATE / FLORA / DORP	DE SNIJPERLING	ZAMENHOFF- PLEIN E.O.	ANDRIESEN- PLEIN	BATHMEN	ALLE LOCATIES
Nabijheid / afstand	56%	41%	69%	71%	61%	75%	71%	89%	58%
Gewoonte	22%	11%	17%	15%	8%	29%	7%	6%	20%
Bepaalde winkels / producten	46%	61%	25%	42%	54%	35%	28%	33%	46%
Omvang winkelaanbod	51%	25%	10%	26%	9%	7%	17%	0%	43%
Lage prijs	2%	15%	18%	11%	4%	10%	17%	6%	5%
Kwaliteit winkelaanbod	22%	27%	12%	20%	10%	7%	21%	28%	22%
Bereikbaarheid	21%	40%	37%	36%	38%	35%	48%	61%	25%
Parkeergelegenheid	9%	30%	37%	35%	65%	11%	42%	50%	15%
Sfeer	33%	16%	3%	7%	0%	7%	3%	33%	28%

NB: exclusief winkelgebieden met onvoldoende respondenten c.q. geen winkelaanbod



Tabel bijlage 3.3

Waardering winkelgebieden waar vaakst boodschappen worden gedaan.

	CENTRUM	BOREELPLEIN	KEIZERSLANDEN	WC COLMSCHATE / FLORA/DORP	ZWOLSEWEG/ BOXBERGERWEG	ZAMENHOFF- PLEIN E.O.	BRINKGREVER- WEG E.O.	DELTAPLEIN	ANDRIESEN- PLEIN	DREEF	ZWALUWENBURG	SCHALKHAAR	DIEPENVEEN	BATHMEN	ALLE LOCATIES
Het aantal winkels	7,6	7,1	6,5	7,3	6,5	6,6	6,0	4,5	6,4	6,2	3,6	6,0	5,4	5,9	6,7
De kwaliteit van de winkels	7,5	7,6	7,2	7,5	7,2	7,5	7,3	6,8	7,5	7,8	8,0	7,4	7,8	7,7	7,5
Sfeer/ambiance	7,7	6,9	5,7	6,6	6,6	6,9	6,0	5,5	6,5	7,2	6,5	7,3	7,7	7,7	6,8
Veiligheid winkelomgeving	7,8	7,2	6,6	7,5	7,5	7,3	6,0	6,5	7,4	7,6	7,7	8,1	8,5	8,3	7,5
Parkeermogelijkheden auto	5,7	8,3	7,5	6,7	6,9	6,9	8,1	8,1	7,6	8,1	6,9	8,0	8,5	8,6	7,6
Stallingsmogelijkheden fiets	7,1	6,9	6,7	7,1	7,3	7,4	7,8	8,3	7,1	7,2	7,9	8,3	8,6	8,5	7,5
Inrichting/aankleding winkelstraten	7,1	6,6	5,2	6,2	6,1	6,1	5,8	6,3	6,3	6,1	5,9	6,5	7,2	6,9	6,4
Aanbod van daghoreca	7,9	6,4	4,8	4,8	4,0	3,5	5,0	4,9	4,5	4,5	5,7	4,4	6,8	7,5	5,6
Bereikbaarheid winkelcentrum	8,0	8,0	7,6	7,9	7,6	7,8	8,2	7,8	8,1	7,9	8,4	8,2	8,6	8,5	8,0

NB: exclusief winkelgebieden met onvoldoende respondenten c.q. geen winkelaanbod



Tabel bijlage 3.4

Waardering winkelgebieden waar vaakst wordt gewinkeld.

	CENTRUM	BOREELPLEIN	KEIZERSLANDEN	WC COLMSCHATE / FLORA/DORP	DE SNIPERLING	ZAMENHOFF- PLEIN E.O.	ANDRIESEN- PLEIN	BATHMEN	ALLE LOCATIES
Het aantal winkels	7,6	7,3	6,7	7,4	6,2	6,5	6,9	6,8	7,5
De kwaliteit van de winkels	7,5	7,5	7,3	7,4	7,2	7,7	7,5	8,3	7,5
Sfeer/ambiance	7,7	7,1	5,9	6,8	5,6	7,2	7,0	8,4	7,5
Veiligheid winkelomgeving	7,5	7,1	6,5	7,4	7,1	7,6	7,5	8,5	7,4
Parkeermogelijkheden auto	6,4	7,6	7,7	6,9	8,6	7,0	6,9	9,1	6,6
Stallingsmogelijkheden fiets	7,7	7,6	6,6	7,0	7,7	6,6	6,8	8,9	7,6
Inrichting/aankleding winkelstraten	7,4	7,2	5,1	6,5	5,7	6,3	6,8	7,5	7,2
Aanbod van daghoreca	8,0	7,3	5,0	5,4	3,0	3,8	5,6	7,7	7,6
Bereikbaarheid winkelcentrum	7,5	7,8	7,7	7,9	8,3	7,7	7,5	8,9	7,6

NB: exclusief winkelgebieden met onvoldoende respondenten c.q. geen winkelaanbod

