

This survey is based on the original designed by the New Economic Foundation (2004) [Clone Town Britain \(neweconomics.org\)](http://neweconomics.org)

Type of shop	Independently owned (tally)	Chain store (tally)
Food retailer		
Newsagents		
Stationary / Bookshop		
Department store		
Coffee shop / Restaurant / Takeaway / Fast food		
Pub / bar		
Off licence		
Professional (Insurance / Accountancy / Legal)		
Estate agents		
Healthcare shop / Pharmacy		
Household items (furniture, kitchen etc)		
Clothing retailer (inc. shoes, accessories)		
Cinema / Theatre		
Electronic / IT / Phones		
Pet shop / Vets		
Barbers / Hair Salons / Beauticians		
Toys / Sports / Cycling / Outdoor		
Mechanics / Car Accessories / Petrol		
Music / Games / Films		
DIY		
Garden Centre / Florist		
Dry cleaning / Laundrette		
Travel Agents		
Camera / Photo developing		
Other (Bookmakers/Antiques/Charity/Jewellers/Repairs)		
TOTAL		

Total number of categories of shop recorded	=	x 5 points	=	points
Number of independently owned shops recorded	=	x 50 points	=	points
Number of chain stores recorded	=	x 5 points	=	points
Total (<i>t</i>)				points
Total number of shops recorded (<i>n</i>)				
Clone town score (<i>t/n</i>)				

Score	0	5	10	15	20	25	30	35	40	45	50	55	60	
	Clone Town						Border town			Home Town				
	Homogeneous ←						→ Heterogeneous							