

Clone town surveys

A clone town survey examines the extent to which the shops available in a town match those in another i.e. the extent to which a town is a 'clone' of another (homogeneous) or the degree to which the town appears independent in its retail provision (heterogeneous).

The survey requires the researcher to tally whether each shop in a town is a chain store or independently run. Towns can be split into different streets (allowing the researcher to compare one street of the town with another) or as a whole.

Services such as post offices, banks, municipal buildings and doctor's surgeries should not be counted.

Type of shop	Independently owned	Chain store
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 / Small Repairs)		
TOTAL		

Then calculate the clone town score:

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 (t)			=	points
Total number of shops recorded (n)			=	

Clone town score = t / n

Using the guide below one can account for the degree to the town is heterogeneous or homogeneous in its retail space.

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