Appendix 2: Household Survey Results

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q01 Where did you last go to undertake your main food and grocery shopping? *Excluding Internet & DK*																						
Zone 1																						
Aldi, Green Oaks Way, Widnes	1.9%	18	8.7%	16	2.8%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Widnes Road, Widnes	5.8%	54	28.3%	52	1.9%	1	1.0%	1	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Derby Road, Farnworth, Widnes	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Albert Square, Widnes	0.2%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Windmill Centre, Lugsdale Road, Widnes	0.3%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons M Local, Fir Park, Queensbury Way, Widnes	1.4%	13	6.3%	11	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Morrisons, Green Oaks Way, Widnes	7.9%	74	37.7%	69	3.8%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Tesco Extra, Ashley Retail Park, Lugsdale Road, Widnes	3.8%	36	6.3%	12	2.0%	1	2.8%	4	0.0%	0	0.0%	0	13.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																						
Co-op, Hawthorne Avenue, Great Sankey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Warrington Road, Penketh, Warrington	0.2%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Santa Rosa Boulevard, Great Sankey, Warrington	2.1%	19	0.0%	0	6.8%	4	0.0%	0	0.0%	0	0.7%	0	4.4%	6	0.0%	0	5.6%	9	0.0%	0	0.5%	0
Tesco Express, Cronton Cottages, Warrington Road, Penketh, Warrington	0.6%	6	0.0%	0	9.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																						
Aldi, Trident Park, Halton Lea, Runcorn	2.8%	27	0.0%	0	0.0%	0	16.6%	25	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Lane, Runcorn	11.1%	104	0.8%	1	0.0%	0	62.3%	93	19.3%	9	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Granville Street, Runcorn	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Town Square, Halton Lea, Runcorn	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Edwards Road, Runcorn	0.6%	6	0.0%	0	0.0%	0	3.6%	5	0.6%	0	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn Town Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Forest Walk, Halton Lea, Runcorn	0.6%	6	0.0%	0	0.0%	0	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																						

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Frodsham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Frodsham	1.5%	14	0.0%	0	0.0%	0	1.5%	2	25.2%	12	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chester Road, Helsby, Frodsham	1.9%	18	0.0%	0	0.0%	0	0.0%	0	38.5%	18	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																						
Lower Stretton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																						
Aldi, Crosfield Street, Warrington	3.1%	29	0.0%	0	7.4%	4	0.0%	0	0.6%	0	0.0%	0	12.0%	17	0.0%	0	3.2%	5	2.1%	2	1.6%	0
Asda, Cockhedge Way, Warrington	2.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	11	0.0%	0	3.5%	5	1.9%	2	2.1%	1
Co-op, Holes Lane, Woolston, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Bridges, Knutsford Road, Latchford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Farmfoods, School Brow, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Golden Square Shopping Centre, Warrington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Lidl, Fennel Street, Warrington	1.3%	12	0.0%	0	12.7%	7	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Lidl, Thelwall Lane, Latchford, Warrington	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.6%	1	6.3%	2
M&S Foodhall, Sankey Street, Warrington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's, Church Street, Warrington	7.2%	68	0.0%	0	0.4%	0	0.0%	0	0.0%	0	6.3%	1	17.5%	25	4.0%	3	16.2%	25	11.6%	11	10.9%	3
Tesco Extra, Winwick Road, Warrington	2.8%	26	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.1%	0	3.3%	5	1.7%	1	7.4%	12	3.6%	3	14.0%	4
Zone 7																						
Aldi, Dewhurst Road, Birchwood, Warrington	2.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.0%	3	13.1%	9	4.5%	7	0.8%	1	0.0%	0
Asda, Dewhurst Road, Birchwood, Warrington	6.6%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	8.2%	12	44.4%	29	12.2%	19	1.1%	1	3.1%	1
Sainsbury's, Common Lane, Culcheth, Warrington	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	6	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
Asda, Westbrook Centre, Westbrook, Warrington	7.5%	70	0.0%	0	34.3%	20	0.0%	0	0.8%	0	0.7%	0	5.8%	8	0.0%	0	25.5%	40	0.8%	1	2.4%	1
Aldi, Chiltern Road, Warrington	1.6%	15	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.3%	1	8.4%	13	0.0%	0	0.7%	0
Co-op, Fearnhead Cross, Insall Road, Padgate, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
M&S Foodhall, Europa Boulevard, Westbrook, Warrington	0.9%	9	0.8%	1	12.4%	7	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Winwick Road, Warrington	1.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	12	2.4%	2	1.5%	2	0.0%	0	2.6%	1
Zone 9																						
Aldi, Walton Road, Stockton Heath, Warrington	1.7%	16	0.0%	0	0.4%	0	0.0%	0	0.0%	0	5.2%	0	1.6%	2	0.0%	0	0.0%	0	8.9%	8	16.2%	5
Co-op, Dudlow Green Road, Appleton, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Greenalls Avenue, Warrington	8.6%	80	0.0%	0	0.0%	0	1.5%	2	0.6%	0	48.1%	4	2.8%	4	1.7%	1	3.1%	5	65.0%	61	9.2%	3
Tesco Express, Knutsford Road, Grappenhall, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Zone 10																						
Co-op, Cherry Lane, Lymm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Lymm Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Outside Study Area - Bolton																						
Co-op, Market Street, Westhoughton, Bolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire East																						
Booths, Stanley Road, Knutsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Sainsbury's, Alderley Road, Wilmslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Outside Study Area - Cheshire West																						
M&S, Cheshire Oaks, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire West and Chester																						
Aldi, Leicester Street, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Sealand Industrial Estate, Bumpers Lane, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Tarvin Road, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Dunkirk Trading Estate, Chester Gates, Chester	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Witton Street, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Lidl, Chester Way, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Street, Northwich																						
Sainsbury's, Kinsey Road, Ellesmere Port	0.8%	7	0.0%	0	0.0%	0	1.8%	3	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sainsbury's, Venables Road, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Weston Grove, Upton, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Manchester Road, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Northwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Outside Study Area - Flintshire																						
Asda, River Lane, Saltney, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Knowsley																						
Aldi, Leathers Lane, Halewood, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cables Retail Park, Steley Way, Prescot	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool																						
Aldi, Broad Green Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hunts Cross Shopping Park, Speke Hall Road, Liverpool	0.5%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Besford Road, Belle Vale, Liverpool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Morrisons, Penketh Drive, Liverpool	0.3%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester																						
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Outside Study Area - Salford																						
Asda, Liverpool Road, Eccles, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Fairhills Road, Irlam, Manchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Armitage Avenue, Little Hulton, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Liverpool Road, Irlam, Manchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Fairhills Industrial Estate,	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	7	0.6%	1	0.0%	0	1.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Woodrow Way, Irlam, Manchester																						
Outside Study Area - St. Helens																						
Aldi, Branchway, Haydock, St. Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Clock Face Road, Clock Face, St. Helens	0.3%	2	0.8%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Baxters Lane, St. Helens	0.8%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	6	0.0%	0	0.0%	0
Morrisons, Haydock Street, Newton-le-Willows	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, East Lancashire Road, Windle, St. Helens	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Stockport																						
Sainsbury's Local, Warwick Mall, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Trafford																						
Aldi, Davenport Lane, Broadheath, Altrincham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Asda, Traders Avenue, Barton Dock Road, Urmston, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, George Street, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Sainsbury's, Lloyd Street, Altrincham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Tesco Express, Ashley Road, Hale, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Tesco Extra, Manor Road, Altrincham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Waitrose, Draybank Road, Broadheath, Altrincham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Outside Study Area - Wigan																						
Aldi, Atherton Road, Hindley Green, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Aldi, King Street, Leigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Princess Road, Ashton-in-Makerfield, Wigan	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Asda, Ladies Lane, Hindley, Wigan	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Warrington Road, Platt Bridge, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
M&S Simply Food,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Parsonage Retail Park, Parsonage Way,																						
Morrisons M Local, Wigan Road, Ashton-in-Makerfield, Wigan	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Leigh Sports Village, Sale Way, Leigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Makerfield Way, Ince, Wigan	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Shuttle Street, Tyldesley, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Atherleigh Way, Leigh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.8%	1	0.0%	0	0.0%	0
Tesco Extra, The Loom, Leigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Cross Street, Hindley, Wigan	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other																						
Outside Study Area - Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Other																						
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		936		183		59		150		46		9		143		66		156		93		31
Sample:		955		99		96		95		95		96		95		94		96		97		92

Q02 Which retailer do you purchase your main food internet / home delivery shopping from?

Those who do their main food shopping via the Internet at Q01

Asda	24.2%	15	43.3%	1	22.4%	0	5.9%	1	0.0%	0	15.3%	0	19.5%	2	31.8%	1	90.7%	9	0.0%	0	8.2%	0
Morrisons	7.4%	5	0.0%	0	22.4%	0	0.0%	0	0.0%	0	0.0%	0	34.8%	3	0.0%	0	0.0%	0	34.7%	2	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.8%	3	0.0%	0	0.0%	0	0.0%	0	8.8%	1
Tesco	47.7%	30	0.0%	0	55.2%	1	89.7%	22	100.0%	1	15.3%	0	10.8%	1	53.4%	2	9.3%	1	22.6%	1	11.5%	1
Ocado	11.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	69.5%	0	0.0%	0	14.8%	1	0.0%	0	42.7%	2	71.4%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	4.0%	3	56.7%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		63		2		2		25		1		0		8		4		10		4		6
Sample:		44		2		3		5		3		4		4		6		5		4		8

Q03 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Accessibility by bus	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility by train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking prices	0.6%	6	1.0%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Car parking provision	1.4%	14	2.8%	5	2.2%	1	0.0%	0	0.6%	0	7.3%	1	1.9%	3	1.4%	1	1.1%	2	0.6%	1	0.6%	0
Choice of food goods available	4.1%	41	1.6%	3	1.7%	1	5.6%	10	8.5%	4	6.4%	1	5.1%	8	5.1%	4	2.7%	5	5.8%	6	3.1%	1
Choice of shops nearby selling non-food goods	0.7%	7	0.0%	0	0.4%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.5%	1	0.6%	1	13.2%	5
Choice of shops selling food goods	0.4%	4	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.1%	2	0.0%	0	1.2%	0
Cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Delivery service	1.5%	15	0.8%	1	0.0%	0	0.0%	0	2.5%	1	3.0%	0	1.8%	3	3.7%	3	0.7%	1	1.6%	2	10.3%	4
Easy to get to by car	2.0%	20	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	0	3.7%	6	0.7%	0	6.0%	10	1.2%	1	3.2%	1
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good internal layout	2.2%	22	2.9%	5	18.9%	12	0.0%	0	0.8%	0	2.3%	0	0.0%	0	0.9%	1	1.1%	2	2.0%	2	0.0%	0
Good service / friendly staff	0.2%	2	0.0%	0	0.4%	0	0.0%	0	0.0%	0	3.1%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Habit / always use it / preference for retailer	4.2%	42	5.2%	10	7.5%	5	1.5%	3	6.8%	3	5.7%	1	3.1%	5	1.4%	1	4.3%	7	4.5%	4	11.5%	4
Internet shopping is convenient	1.3%	13	0.0%	0	2.5%	2	3.6%	6	0.0%	0	1.6%	0	0.6%	1	1.3%	1	0.5%	1	1.0%	1	3.4%	1
Lower prices	12.9%	130	13.1%	24	11.4%	7	10.8%	19	5.4%	3	12.1%	1	16.0%	24	11.3%	8	14.8%	25	11.1%	11	21.4%	8
Loyalty card / points scheme	0.7%	7	0.0%	0	0.0%	0	1.0%	2	0.6%	0	1.2%	0	1.0%	1	2.3%	2	0.9%	2	0.0%	0	0.8%	0
Near to home	43.0%	431	39.8%	74	47.0%	29	39.6%	70	52.3%	25	29.7%	3	46.5%	70	53.5%	38	39.5%	65	54.0%	53	11.7%	4
Near to work	1.1%	11	0.6%	1	0.6%	0	1.5%	3	0.8%	0	5.6%	1	1.0%	1	2.8%	2	0.0%	0	1.0%	1	2.8%	1
Nice shopping environment	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Only one in the area / no other choice	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.7%	1
Preference for retailer	6.8%	68	4.3%	8	0.0%	0	26.7%	47	0.6%	0	3.8%	0	3.5%	5	2.8%	2	1.5%	2	1.2%	1	2.6%	1
Provision of leisure facilities nearby	0.3%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.4%	0
Provision of services nearby, such as banks and other financial services	0.9%	9	0.0%	0	0.6%	0	0.6%	1	13.4%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	4.2%	42	7.8%	14	1.3%	1	3.6%	6	1.7%	1	2.1%	0	2.5%	4	3.7%	3	3.1%	5	6.7%	7	3.9%	1
Quality of shops selling food goods	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	3.3%	6	0.0%	0	0.4%	0
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening / night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	2.7%	27	7.5%	14	0.9%	1	2.8%	5	0.0%	0	1.3%	0	3.0%	5	0.7%	0	0.0%	0	2.0%	2	0.8%	0
Value for money	2.3%	23	4.7%	9	1.5%	1	0.5%	1	0.6%	0	1.6%	0	3.0%	5	1.9%	1	2.2%	4	1.4%	1	2.4%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Close to friends / family	0.2%	2	0.8%	1	0.4%	0	0.0%	0	0.6%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Not too busy	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	11.8%	20	0.0%	0	0.0%	0
Good opening hours	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no reason in particular)	3.0%	30	5.7%	11	1.8%	1	0.6%	1	2.9%	1	2.1%	0	4.1%	6	1.2%	1	2.7%	4	3.6%	3	1.6%	1
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100

Q04 What if anything is the one thing you most dislike about your main food shopping location at (STORE MENTIONED AT Q01)?

Nothing	71.8%	721	74.1%	137	74.5%	45	64.5%	114	77.4%	37	72.7%	7	57.8%	88	76.8%	54	87.0%	144	67.2%	66	75.4%	28
Change layout too often	0.6%	6	0.0%	0	0.6%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.7%	0	0.0%	0	0.0%	0	9.5%	4
Difficult / expensive parking	1.7%	18	5.1%	9	1.9%	1	3.4%	6	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get to	0.3%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.8%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Expensive	7.0%	71	7.2%	13	1.7%	1	3.4%	6	8.0%	4	1.4%	0	22.8%	35	0.0%	0	3.2%	5	4.8%	5	4.3%	2
Lack of cycle parking	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	1.0%	10	1.0%	2	0.6%	0	0.5%	1	1.2%	1	3.7%	0	2.5%	4	1.2%	1	0.0%	0	1.0%	1	1.3%	0
Lack of public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	6.0%	60	3.1%	6	3.4%	2	6.6%	12	1.2%	1	6.3%	1	4.5%	7	9.9%	7	5.4%	9	16.3%	16	2.5%	1
No petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	1.4%	14	4.3%	8	0.0%	0	0.0%	0	0.0%	0	0.9%	0	2.6%	4	0.7%	0	0.0%	0	1.0%	1	0.8%	0
Poor quality	1.9%	19	1.0%	2	9.8%	6	1.5%	3	2.5%	1	3.8%	0	1.8%	3	0.7%	0	0.5%	1	2.4%	2	0.8%	0
Staff rude / unhelpful	0.8%	8	0.8%	1	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.6%	1	1.6%	1	1.1%	2	0.0%	0	0.4%	0
Too busy	1.0%	10	0.0%	0	0.7%	0	1.7%	3	1.7%	1	0.0%	0	0.0%	0	1.4%	1	1.8%	3	1.2%	1	0.6%	0
Too far away	0.2%	2	0.0%	0	0.4%	0	0.0%	0	0.8%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Too small	1.3%	13	1.9%	3	2.6%	2	1.5%	3	3.7%	2	1.2%	0	1.3%	2	0.7%	0	0.0%	0	1.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough staff / long queues	1.3%	13	0.8%	1	0.9%	1	1.7%	3	1.4%	1	3.2%	0	1.1%	2	2.6%	2	0.9%	2	1.6%	2	0.0%	0
Internet issues (Can't choose own produce / substitutions etc.)	0.5%	5	0.0%	0	0.6%	0	0.6%	1	0.0%	0	0.9%	0	1.0%	2	2.1%	1	0.0%	0	0.0%	0	0.6%	0
Too big	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Not a nice environment	2.3%	23	0.0%	0	1.4%	1	11.8%	21	0.6%	0	0.9%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Not enough trolleys	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Having to pay for trolleys	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.4%	0
(Don't know)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	1.0%	1	0.6%	0
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100

Mean score: [£]

Q05 How much on average does your household normally spend on main food shopping in a week?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
£1 - £5	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
£11 - £15	0.3%	3	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
£16 - £20	1.2%	12	2.9%	5	0.7%	0	0.8%	1	1.9%	1	2.5%	0	1.1%	2	2.8%	2	0.0%	0	0.0%	0	0.4%	0
£21 - £25	2.4%	25	0.0%	0	1.4%	1	0.5%	1	0.6%	0	0.7%	0	1.3%	2	0.7%	0	11.8%	20	0.0%	0	1.3%	0
£26 - £30	4.2%	42	3.2%	6	11.9%	7	5.2%	9	3.6%	2	2.7%	0	3.8%	6	3.0%	2	2.2%	4	5.9%	6	1.3%	0
£31 - £35	1.8%	18	0.6%	1	2.4%	1	0.0%	0	1.2%	1	3.2%	0	2.3%	3	2.3%	2	4.6%	8	1.8%	2	0.0%	0
£36 - £40	4.4%	44	3.7%	7	5.4%	3	4.1%	7	7.7%	4	4.8%	0	2.5%	4	9.8%	7	3.9%	7	4.2%	4	2.8%	1
£41 - £45	3.3%	33	2.8%	5	1.8%	1	0.5%	1	2.3%	1	10.1%	1	6.5%	10	6.1%	4	1.5%	2	3.2%	3	10.0%	4
£46 - £50	7.8%	78	7.2%	13	5.6%	3	7.4%	13	9.1%	4	9.6%	1	8.0%	12	11.8%	8	8.3%	14	7.2%	7	5.3%	2
£51 - £55	2.3%	23	4.7%	9	9.2%	6	1.3%	2	1.9%	1	1.4%	0	1.0%	1	0.0%	0	1.5%	2	1.0%	1	0.9%	0
£56 - £60	8.5%	85	7.4%	14	4.5%	3	18.6%	33	5.3%	3	5.0%	0	5.5%	8	4.5%	3	6.8%	11	7.8%	8	5.2%	2
£61 - £65	1.3%	13	2.9%	5	0.7%	0	0.0%	0	1.1%	1	1.6%	0	0.6%	1	1.6%	1	0.5%	1	2.4%	2	3.7%	1
£66 - £70	6.6%	66	7.3%	14	4.5%	3	7.6%	13	9.7%	5	8.4%	1	5.2%	8	2.1%	1	10.1%	17	3.6%	3	3.1%	1
£71 - £75	1.5%	15	0.0%	0	2.4%	1	2.2%	4	1.4%	1	1.9%	0	0.6%	1	3.9%	3	0.0%	0	4.7%	5	0.8%	0
£76 - £80	10.6%	106	6.7%	12	8.1%	5	3.7%	7	8.3%	4	3.1%	0	25.9%	39	12.8%	9	10.0%	17	7.4%	7	15.7%	6
£81 - £85	1.9%	19	6.4%	12	2.8%	2	0.0%	0	0.6%	0	1.9%	0	0.0%	0	3.9%	3	0.7%	1	0.6%	1	0.0%	0
£86 - £90	3.7%	38	7.5%	14	0.0%	0	2.8%	5	1.4%	1	4.5%	0	2.6%	4	1.9%	1	6.0%	10	1.4%	1	2.6%	1
£91 - £95	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	13.0%	130	12.0%	22	4.3%	3	16.4%	29	21.3%	10	12.3%	1	15.3%	23	11.4%	8	9.5%	16	12.2%	12	15.5%	6
£101 - £120	4.6%	46	7.4%	14	9.3%	6	2.8%	5	2.7%	1	6.6%	1	3.2%	5	5.3%	4	4.5%	7	1.6%	2	5.0%	2
£121 - £140	2.2%	22	3.3%	6	0.7%	0	1.4%	3	0.8%	0	0.0%	0	4.6%	7	0.9%	1	2.3%	4	1.0%	1	1.4%	1
£141 - £160	3.4%	35	0.8%	1	1.6%	1	4.3%	8	0.8%	0	4.9%	0	0.7%	1	2.3%	2	0.0%	0	16.3%	16	13.6%	5
£161 - £180	1.1%	11	1.9%	3	0.6%	0	1.5%	3	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.7%	1	0.0%	0	2.0%	1
£181 - £200	1.0%	10	2.9%	5	0.0%	0	1.9%	3	0.0%	0	0.9%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.8%	0
£201 - £250	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
£250+	0.4%	4	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
(Don't know)	10.8%	108	5.6%	10	20.6%	13	14.7%	26	14.2%	7	11.0%	1	5.5%	8	7.9%	6	15.0%	25	11.6%	11	4.1%	2
(Refused)	1.5%	16	1.0%	2	0.9%	1	0.5%	1	3.4%	2	2.9%	0	1.3%	2	2.5%	2	0.0%	0	5.5%	5	3.2%	1
Mean:	*77.77*		*86.22*		*66.41*		*80.17*		*71.41*		*73.49*		*76.91*		*70.09*		*67.00*		*86.17*		*90.96*	
Weighted base:	1004		185		61		177		48		10		152		70		166		98		37	
Sample:	1004		101		100		101		100		100		100		100		101		101		100	

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Mean score [Visits per week]: Daily = 7, At least two times a week = 4, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.0625, Have only visited once = 0																						
Q06 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01)? [PR]																						
Daily	0.9%	9	1.9%	4	0.6%	0	1.6%	3	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.6%	1	0.6%	0
At least two times a week	10.4%	104	9.4%	18	14.4%	9	7.1%	13	28.3%	14	12.1%	1	5.0%	8	8.1%	6	11.9%	20	16.3%	16	3.8%	1
At least once a week	72.6%	729	76.1%	141	68.4%	42	69.3%	123	58.8%	28	69.4%	7	79.5%	121	71.9%	51	73.2%	121	72.4%	71	68.6%	25
At least once a fortnight	10.7%	107	9.9%	18	3.2%	2	16.7%	30	7.6%	4	8.0%	1	9.3%	14	12.9%	9	8.2%	14	7.8%	8	23.2%	9
At least once a month	4.0%	40	1.9%	3	12.0%	7	3.6%	6	1.4%	1	9.8%	1	4.3%	7	6.4%	5	4.5%	7	1.6%	2	2.1%	1
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	1.4%	14	0.8%	1	1.4%	1	1.7%	3	3.9%	2	0.7%	0	0.7%	1	0.0%	0	2.2%	4	1.4%	1	1.8%	1
Mean:		*1.29*		*1.34*		*1.37*		*1.20*		*1.83*		*1.26*		*1.14*		*1.13*		*1.29*		*1.48*		*1.02*
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100
Q07 How do you normally travel to (STORE MENTIONED AT Q01)? *Not those who shop online at Q01*																						
Car / van (as driver)	72.5%	682	66.5%	122	76.5%	46	67.2%	103	84.1%	40	79.7%	7	70.7%	102	78.1%	52	69.4%	108	83.8%	78	84.3%	26
Car / van (as passenger)	13.5%	127	17.3%	32	11.1%	7	10.4%	16	6.4%	3	19.5%	2	17.1%	25	15.1%	10	15.6%	24	5.8%	5	13.5%	4
Bus, minibus or coach	2.9%	28	4.4%	8	1.2%	1	5.4%	8	0.6%	0	0.7%	0	2.7%	4	0.8%	0	2.3%	4	2.5%	2	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	7.2%	68	9.2%	17	9.5%	6	2.3%	4	7.6%	4	0.0%	0	8.1%	12	4.5%	3	10.9%	17	6.2%	6	2.2%	1
Taxi	2.2%	21	0.0%	0	0.4%	0	12.9%	20	0.6%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Combination of modes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus and taxi	0.2%	2	1.0%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk and taxi	0.3%	3	1.6%	3	0.0%	0	0.0%	0	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)	1.0%	10	0.0%	0	0.4%	0	1.8%	3	0.6%	0	0.0%	0	1.4%	2	0.0%	0	1.8%	3	1.7%	2	0.0%	0
Weighted base:		941		183		59		153		47		9		144		66		156		93		31
Sample:		960		99		97		96		97		96		96		94		96		97		92

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Mean score: [Minutes]																						
Q08 How long did your last journey to (STORE MENTIONED AT Q01) take? *Not those who shop online at Q01*																						
1 - 5 minutes	41.1%	387	40.0%	73	32.1%	19	41.3%	63	52.9%	25	8.9%	1	36.9%	53	45.5%	30	56.6%	88	32.7%	30	13.0%	4
6 - 10 minutes	37.9%	356	40.3%	74	44.3%	26	43.0%	66	25.4%	12	38.7%	4	43.9%	63	29.1%	19	27.9%	44	47.5%	44	16.2%	5
11 - 15 minutes	10.9%	103	11.0%	20	19.5%	12	5.7%	9	11.9%	6	28.5%	3	15.0%	22	13.7%	9	4.9%	8	12.2%	11	15.5%	5
16 - 20 minutes	5.8%	54	4.1%	7	2.4%	1	5.1%	8	7.2%	3	16.9%	2	2.4%	3	5.6%	4	6.6%	10	3.6%	3	38.9%	12
21 - 25 minutes	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	6.3%	2
26 - 30 minutes	1.4%	13	0.0%	0	0.6%	0	3.2%	5	0.6%	0	2.2%	0	0.0%	0	3.9%	3	2.3%	4	0.0%	0	4.7%	1
31 minutes +	1.4%	13	4.6%	8	1.1%	1	0.6%	1	0.0%	0	2.0%	0	0.0%	0	0.8%	0	0.0%	0	1.5%	1	2.4%	1
(Don't know)	1.0%	10	0.0%	0	0.0%	0	1.3%	2	0.6%	0	2.0%	0	1.8%	3	0.8%	0	1.7%	3	1.1%	1	1.4%	0
(Refused)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.8%	1	1.7%	1
Mean:		*9.42*		*9.88*		*9.44*		*9.51*		*8.26*		*13.63*		*8.76*		*9.33*		*8.09*		*9.41*		*16.89*
Weighted base:		941		183		59		153		47		9		144		66		156		93		31
Sample:		960		99		97		96		97		96		96		94		96		97		92
Q09 When do you do your main food shopping?																						
Weekdays during the day	41.5%	417	38.1%	71	54.3%	33	40.9%	72	37.8%	18	69.4%	7	44.3%	67	42.9%	30	33.3%	55	43.2%	42	57.4%	21
Weekdays during the evening	15.1%	151	13.1%	24	26.8%	16	16.3%	29	1.6%	1	10.0%	1	16.1%	24	6.5%	5	24.7%	41	7.4%	7	7.8%	3
Saturday	11.6%	116	13.0%	24	5.1%	3	8.9%	16	14.9%	7	8.8%	1	8.1%	12	16.6%	12	14.0%	23	10.8%	11	20.9%	8
Sunday	6.4%	64	4.7%	9	3.8%	2	2.8%	5	6.2%	3	0.7%	0	15.4%	23	4.4%	3	2.5%	4	14.8%	14	0.8%	0
(Don’t know / varies)	25.4%	255	31.2%	58	10.0%	6	31.1%	55	39.5%	19	11.0%	1	16.1%	24	29.6%	21	25.5%	42	23.9%	23	13.2%	5
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100

Q10 When you go main food shopping is your trip linked with any other activity?
Not those who shop online at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Yes – non-food shopping	5.2%	49	6.4%	12	3.8%	2	6.7%	10	4.6%	2	5.1%	0	1.4%	2	4.8%	3	4.6%	7	8.3%	8	6.5%	2
Yes – other-food shopping	5.3%	50	3.1%	6	4.1%	2	13.9%	21	3.6%	2	8.3%	1	1.0%	1	8.7%	6	3.1%	5	3.6%	3	8.4%	3
Yes – visiting services such as banks and other financial institutions	1.7%	16	1.6%	3	0.4%	0	2.3%	4	1.5%	1	4.2%	0	1.8%	3	1.3%	1	1.6%	2	1.3%	1	2.9%	1
Yes – leisure activity	3.6%	34	0.8%	1	10.1%	6	0.6%	1	15.7%	7	7.0%	1	5.0%	7	4.1%	3	3.2%	5	2.1%	2	2.7%	1
Yes – travelling to/from work	4.5%	42	6.7%	12	9.5%	6	1.4%	2	2.1%	1	9.2%	1	6.2%	9	6.9%	5	2.3%	4	1.7%	2	5.1%	2
Yes – travelling to/from school/college/university	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.6%	1	1.7%	1
Yes – getting petrol	1.8%	17	0.0%	0	0.8%	0	0.7%	1	0.6%	0	1.0%	0	3.9%	6	1.5%	1	2.1%	3	5.0%	5	1.9%	1
Yes – visiting café / pub / restaurant	4.0%	38	2.6%	5	0.8%	0	13.0%	20	3.4%	2	2.0%	0	3.1%	5	4.3%	3	0.6%	1	2.8%	3	1.1%	0
Yes – visiting family/friends	1.9%	18	0.6%	1	0.4%	0	2.3%	4	2.4%	1	3.0%	0	3.6%	5	2.8%	2	1.7%	3	1.1%	1	2.1%	1
Yes – visiting health service such as doctor, dentist, hospital	0.3%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	2.1%	1	0.0%	0	0.6%	1	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	0	5.6%	1	0.0%	0	1.5%	1	0.0%	0	3.1%	3	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No activity	69.7%	656	76.2%	139	69.1%	41	58.0%	88	63.6%	30	52.5%	5	72.8%	105	59.6%	39	78.7%	123	69.8%	65	66.2%	21
(Don't know / varies)	1.2%	11	1.5%	3	1.0%	1	0.9%	1	1.9%	1	0.0%	0	1.2%	2	0.0%	0	2.0%	3	0.0%	0	1.5%	0
Weighted base:		941		183		59		153		47		9		144		66		156		93		31
Sample:		960		99		97		96		97		96		96		94		96		97		92

Q11 Where do you do this linked trip?

Those who link their main food shopping trip with non-food shopping, other food shopping or visiting services at Q10 AND Excluding Internet & DK

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Zone 1																						
Albert Road Retail Park, Widnes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashley Retail Park, Widnes	1.0%	1	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Oaks Shopping Centre, Widnes	4.8%	5	31.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Shopping Park, Widnes	1.0%	1	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Town Centre	7.0%	8	32.2%	5	30.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0
Zone 2																						
George's Precinct, Langley Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Honiton Square, Penketh	0.2%	0	0.0%	0	5.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																						
Asda, West Lane, Runcorn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Edwards Road, Runcorn	0.8%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn Shopping Centre, Runcorn	11.8%	13	0.0%	0	0.0%	0	36.2%	13	9.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trident Retail & Leisure Park, Runcorn	1.0%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																						
Frodsham Town Centre	1.1%	1	0.0%	0	0.0%	0	0.0%	0	28.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																						
Lodge Lane Nursery, Lodge Lane, Dutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																						
Aldi, Crosfield Street, Warrington	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	2	0.0%	0	0.0%	0
Bridge Street, Warrington	1.3%	1	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cockhedge Shopping Park, Warrington	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	3.9%	0
Golden Square Shopping Centre, Warrington	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	1	0.0%	0
Riverside Retail Park, Warrington	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington	15.8%	18	0.0%	0	43.0%	2	0.0%	0	7.0%	0	22.4%	0	61.5%	4	8.6%	1	39.7%	6	24.9%	3	25.6%	1
Warrington Market, Bank Street, Warrington	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	9.6%	1
Zone 7																						
Asda, Dewhurst Road, Birchwood, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birchwood	5.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	0	0.0%	0	45.2%	4	12.4%	2	0.0%	0	0.0%	0
Birchwood Shopping Centre,	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	1	5.1%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Warrington																						
Culcheth Village	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	1	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
Alban Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chiltern Road, Warrington	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0
Asda, Westbrook Shopping Centre, Cromwell Avenue, Warrington	0.5%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chapelford	0.4%	0	0.0%	0	9.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gemini Retail Park (Boots / Next), Warrington	1.5%	2	8.4%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0
Westbrook	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0
Winwick Village	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	2	0.0%	0	0.0%	0
Zone 9																						
Aldi, Walton Road, Stockton Heath, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton Heath	6.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.6%	1	0.0%	0	0.0%	0	0.0%	0	47.9%	6	8.0%	0
Zone 10																						
Lymm Artisan Market, Lymm Youth and Community Centre, Bridgewater Street, Lymm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Blackpool																						
Blackpool Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire East																						
Arley Hall & Gardens, Arley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knutsford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0
Outside Study Area - Cheshire West																						
Marbury Hall Nurseries, The Old Walled Gardens, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwich Town Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Outside Study Area - Cheshire West and Chester																						
Albion Road Retail Park, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	1.1%	1	0.0%	0	0.0%	0	0.0%	0	29.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Centre (Phase 2), Manchester	0.3%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire West and Chester	0.3%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Conwy																						

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Llandudno Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Flintshire																						
St David's Retail Park, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Halton																						
Harefield Water Gardens, Warrington Road, Rainhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn Town Centre	16.6%	18	0.0%	0	0.0%	0	51.0%	18	12.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Knowsley																						
Cables Retail Park, Prescot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool																						
Aigburth Hall Nurseries, Aigburth Hall Avenue, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunts Cross Retail Park, Speke	1.0%	1	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	1.0%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester																						
Manchester Airport, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Pendle																						
Boundary Mill Stores, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Salford																						
Brentwood Moss Nurseries, Moss Road, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - St. Helens																						
Haydock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Helens Town Centre	1.3%	1	8.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Stockport																						
Cheadle Hulme Local Centre, Stockport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Trafford																						
Altrincham Market, The Market Hall, Greenwood Street, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altrincham Retail Park, Altrincham	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	1
Altrincham Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	1
Atlantic Street Retail Park, Altrincham	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Outside Study Area - Trafford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0
Trafford Centre, Manchester	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wigan																						
Atherleigh Way, Leigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh Market Hall, Spinning Jenny Way, Leigh	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1	0.0%	0	0.0%	0	0.0%	0
Leigh Town Centre	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1	8.1%	1	0.0%	0	0.0%	0
Outside Study Area - Other																						
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other																						
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		111		17		5		35		4		2		6		10		15		12		6
Sample:		145		11		13		23		11		19		5		14		13		16		20

Q12 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?

Yes	69.5%	697	72.5%	134	45.8%	28	72.3%	128	78.4%	38	65.1%	6	81.3%	123	78.9%	56	51.0%	84	73.7%	72	75.2%	28
No	30.5%	306	27.5%	51	54.2%	33	27.7%	49	21.6%	10	34.9%	3	18.7%	28	21.1%	15	49.0%	81	26.3%	26	24.8%	9
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100

Q13 Where did you last go to undertake this 'top-up' shopping?
Those who do top-up shopping at Q12 AND Excluding Internet & DK

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Zone 1																						
Aldi, Green Oaks Way, Widnes	1.6%	10	7.2%	10	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Widnes Road, Widnes	4.5%	30	22.4%	30	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 231 Liverpool Road, Widnes	0.5%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 442 Liverpool Road, Hough Green, Widnes	0.5%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Derby Road, Farnworth, Widnes	0.4%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hale Road, Widnes	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnworth Town Centre	1.0%	7	4.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Albert Square, Widnes	0.3%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Windmill Centre, Lugsdale Road, Widnes	1.0%	6	4.5%	6	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons M Local, Fir Park, Queensbury Way, Widnes	1.5%	10	7.2%	10	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Oaks Way, Widnes	3.9%	26	19.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Halton View Road, Widnes	0.4%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ashley Retail Park, Lugsdale Road, Widnes	0.7%	5	2.5%	3	0.0%	0	0.8%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Market	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Town Centre	2.6%	17	12.2%	16	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																						
Co-op, Hawthorne Avenue, Great Sankey	0.6%	4	1.1%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Warrington Road, Penketh, Warrington	4.4%	29	0.0%	0	28.6%	8	0.0%	0	0.0%	0	0.0%	0	17.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Park Road, Great Sankey, Warrington	0.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Santa Rosa Boulevard, Great Sankey, Warrington	1.3%	9	0.0%	0	10.8%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Spar, Honiton Way, Warrington	0.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road, Great Sankey	0.4%	3	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cronton Cottages, Warrington Road, Penketh,	0.3%	2	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Warrington																						
Warrington Road (East), Penketh	0.1%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																						
Aldi, Trident Park, Halton Lea, Runcorn	1.5%	10	0.0%	0	0.0%	0	9.3%	10	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Lane, Runcorn	6.1%	41	0.0%	0	0.0%	0	37.1%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Co-op, Balfour Street, Runcorn	0.5%	4	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Grangeway, Runcorn	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Windmill Hill Avenue West, Windmill Hill, Runcorn	0.7%	5	0.0%	0	0.0%	0	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halton Brook Local Centre	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Town Square, Halton Lea, Runcorn	0.3%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Edwards Road, Runcorn	0.7%	5	0.0%	0	0.0%	0	3.3%	4	0.0%	0	6.7%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Preston Brook Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn Town Centre	2.2%	15	0.0%	0	0.0%	0	13.4%	14	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Forest Walk, Halton Lea, Runcorn	0.7%	5	0.0%	0	0.0%	0	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																						
Frodsham Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	11.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Frodsham	2.2%	15	0.0%	0	0.0%	0	3.1%	3	30.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Chester Road, Helsby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Overton Village Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	17.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Eddisbury Square, Frodsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chester Road, Helsby, Frodsham	1.6%	11	0.0%	0	0.0%	0	0.0%	0	29.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																						
Lower Stretton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stretton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hollies Farm Shop, Lower Stretton, Northwich Road, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																						
Aldi, Crosfield Street, Warrington	1.2%	8	0.0%	0	8.7%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	5	0.0%	0	0.0%	0	1.1%	1	1.0%	0
Asda, Cockhedge Way, Warrington	2.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	12	0.0%	0	3.2%	3	3.4%	2	0.0%	0
Co-op, Holes Lane, Woolston, Warrington	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.9%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Co-op, Kingsway South, Warrington	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Orford Lane, Warrington	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	3.5%	3	0.0%	0	13.6%	4
Co-op, Padgate Lane, Warrington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Bridges, Knutsford Road, Latchford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Farmfoods, School Brow, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Golden Square Shopping Centre, Warrington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1	1.9%	1
Latchford Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Fennel Street, Warrington	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Thelwall Lane, Latchford, Warrington	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Lovely Lane	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
M&S Foodhall, Sankey Street, Warrington	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	2.4%	3	0.0%	0	2.1%	2	0.8%	1	0.0%	0
One Stop, Hood Manor Shopping Centre, Dorchester Road, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orford Lane	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Padgate Lane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sainsbury's, Church Street, Warrington	2.9%	19	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	8.4%	10	2.1%	1	4.3%	4	4.1%	3	0.0%	0
Tesco Express, Manchester Road, Warrington	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco Extra, Winwick Road, Warrington	3.1%	21	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.2%	4	2.7%	1	14.4%	12	1.4%	1	0.0%	0
Warrington	0.9%	6	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.1%	0	2.4%	3	0.0%	0	1.8%	2	0.8%	1	0.0%	0
Warrington Market	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.5%	1	0.0%	0	0.0%	0	1.0%	0
Zone 7																						
Aldi, Dewhurst Road, Birchwood, Warrington	2.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	1.2%	1	17.6%	10	4.6%	4	0.0%	0	0.0%	0
Asda, Dewhurst Road, Birchwood, Warrington	3.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	7	17.3%	10	2.5%	2	1.4%	1	1.8%	0
Birchwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Common Lane, Culcheth, Warrington	0.3%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Culcheth Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Glazebrook Village	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Gorse Covert Road, Warrington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Sainsbury's, Common Lane, Culcheth, Warrington	2.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.4%	19	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
Asda, Westbrook Centre, Westbrook, Warrington	4.1%	28	0.0%	0	16.8%	5	0.0%	0	0.0%	0	2.2%	0	0.9%	1	0.0%	0	25.9%	22	0.0%	0	0.0%	0
Aldi, Chiltern Road, Warrington	0.3%	2	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Callands Local Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	6	0.0%	0	0.0%	0
Co-op, Capesthorne Road, Orford, Warrington	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Co-op, Cotswold Road, Orford, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Co-op, Fearnhead Cross, Insall Road, Padgate, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Co-op, Lovely Lane, Warrington	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0
Co-op, Mercer Street, Burtonwood, Warrington	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
M&S Foodhall, Europa Boulevard, Westbrook, Warrington	0.9%	6	1.1%	1	1.9%	1	0.0%	0	0.0%	0	3.9%	0	2.3%	3	1.8%	1	0.0%	0	0.0%	0	1.1%	0
Old Hall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Tesco Express, Orford Green, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Express, Winwick Road, Warrington	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																						
Aldi, Walton Road, Stockton Heath, Warrington	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	1	1.2%	1	0.0%	0	0.0%	0	8.9%	6	1.6%	0
Appleton Local Centre	0.5%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barley Road, Thelwall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Bridge Lane, Appleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Co-op, Dudlow Green Road, Appleton, Warrington	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	1	0.0%	0	0.0%	0	0.0%	0	13.0%	9	0.0%	0
Co-op, Knutsford Road, Grappenhall, Warrington	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	3.0%	4	0.0%	0	0.0%	0	7.0%	5	0.0%	0
Co-op, The Forge Shopping Centre, Warrington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Hatton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knutsford Road, Grappenhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Morrisons, Greenalls Avenue, Warrington	2.0%	14	0.0%	0	0.0%	0	1.0%	1	0.0%	0	7.1%	0	0.9%	1	0.0%	0	1.4%	1	13.6%	10	1.0%	0
One Stop, Ellesmere Road, Walton, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sainsbury's Local, London	0.4%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Road, Stockton Heath, Warrington																						
Spar, Thelwall New Road, Grappenhall, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Spar, Wilderspool Causeway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Stockton Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco Express, Knutsford Road, Grappenhall, Warrington	2.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	22.5%	16	0.6%	0
Zone 10																						
Co-op, Cherry Lane, Lymm	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	26.5%	7
Co-op, Lymm	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1	13.0%	4
Costcutter, Higher Lane, Lymm	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Lymm Village	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	3
Sainsbury's Local, The Cross, Lymm	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	5
Outside Study Area - Bolton																						
Co-op, Market Street, Westhoughton, Bolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire East																						
Booths, Stanley Road, Knutsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire West																						
M&S, Cheshire Oaks, Ellesmere Port	0.5%	3	0.0%	0	0.0%	0	2.5%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire West and Chester																						
Aldi, Leicester Street, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Northwich Road, Weaverham, Northwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Chester Way, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Waitrose, Foregate Street, Chester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Chester Road, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Sainsbury's, Kinsey Road,	0.2%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Ellesmere Port																						
Sainsbury's, Venables Road, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco Express, Chester Road, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Frodsham Square, Chester	0.4%	3	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Flintshire																						
Asda, River Lane, Saltney, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Knowsley																						
Aldi, Leathers Lane, Halewood, Liverpool	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Walmart Supercentre, Huyton Lane, Huyton, Liverpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Outside Study Area - Liverpool																						
Aldi, Broad Green Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Smithdown Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hunts Cross Shopping Park, Speke Hall Road, Liverpool	0.4%	3	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Belle Vale Shopping Centre, Belle Vale, Liverpool	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Penketh Drive, Liverpool	0.3%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, New Mersey Retail Park, Speke Road, Speke, Liverpool	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester																						
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Altrincham Road, Baguley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Outside Study Area - Salford																						
Asda, Liverpool Road, Eccles, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Fairhills Road, Irlam, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Standfield Centre, Worsley,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Manchester																						
Tesco Extra, Fairhills Industrial Estate, Woodrow Way, Irlam, Manchester	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pendleton Way, Salford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - St. Helens																						
Aldi, Branchway, Haydock, St. Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Clock Face Road, Clock Face, St. Helens	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0
Iceland, Branchway, Haydock, St. Helens	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Outside Study Area - Stockport																						
Sainsbury's Local, Warwick Mall, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Outside Study Area - Trafford																						
Aldi, Davenport Lane, Broadheath, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Manor Road, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Outside Study Area - Wigan																						
Aldi, Atherton Road, Hindley Green, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Atherleigh Way, Leigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Outside Study Area - Other																						
Outside Study Area - Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Other																						
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		670		133		28		108		38		6		121		56		84		70		28
Sample:		690		66		62		75		75		63		74		75		59		67		74

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Mean score [Visits per week]: Daily = 7, At least two times a week = 4, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.0625, Have only visited once = 0																						
Q14 How often do you make 'top up' shopping trips to (STORE MENTIONED AT Q13)? *Those who do top-up shopping at Q12*																						
Daily	7.5%	52	10.4%	14	9.8%	3	4.0%	5	3.4%	1	3.4%	0	3.7%	5	3.8%	2	10.0%	8	9.6%	7	25.8%	7
At least two times a week	41.7%	291	40.2%	54	42.8%	12	33.9%	43	31.7%	12	39.2%	2	50.9%	63	38.8%	22	41.8%	35	56.4%	41	25.5%	7
At least once a week	33.7%	235	32.2%	43	34.8%	10	29.6%	38	52.4%	20	37.7%	2	36.4%	45	39.7%	22	34.2%	29	21.6%	16	38.5%	11
At least once a fortnight	6.2%	43	2.4%	3	8.0%	2	16.3%	21	5.4%	2	11.6%	1	2.3%	3	9.7%	5	1.4%	1	3.6%	3	8.4%	2
At least once a month	4.2%	29	7.8%	11	1.2%	0	3.7%	5	2.6%	1	7.1%	0	3.9%	5	3.3%	2	4.3%	4	2.8%	2	0.0%	0
At least every two months	0.1%	1	0.0%	0	0.9%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.2%	2	0.0%	0
Have only visited once	0.4%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.8%	40	7.0%	9	2.5%	1	11.7%	15	3.2%	1	1.1%	0	2.8%	3	0.0%	0	8.3%	7	3.8%	3	1.8%	0
Mean:		*2.73*		*2.90*		*2.86*		*2.29*		*2.13*		*2.29*		*2.76*		*2.27*		*2.98*		*3.30*		*3.32*
Weighted base:		697		134		28		128		38		6		123		56		84		72		28
Sample:		701		67		63		78		76		64		76		75		59		68		75
Q15 How do you normally travel to (STORE MENTIONED AT Q13)? *Not those who shop online at Q13*																						
Car / van (as driver)	58.3%	395	55.9%	75	63.3%	18	75.4%	83	57.5%	22	77.1%	5	51.8%	63	66.9%	37	41.9%	35	68.9%	50	29.0%	8
Car / van (as passenger)	5.2%	35	7.3%	10	7.8%	2	7.6%	8	1.6%	1	13.3%	1	4.1%	5	5.7%	3	4.6%	4	1.5%	1	2.3%	1
Bus, minibus or coach	4.5%	31	4.7%	6	3.0%	1	3.8%	4	0.8%	0	2.2%	0	2.8%	3	2.7%	1	6.7%	6	6.0%	4	14.0%	4
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	30.7%	208	32.2%	43	21.2%	6	13.2%	14	40.2%	15	6.0%	0	39.1%	48	23.9%	13	42.9%	36	23.6%	17	53.0%	15
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.1%	7	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	3.9%	3	0.0%	0	1.8%	0
Mobility scooter / disability vehicle	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Combination of modes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.1%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		678		134		28		110		38		6		122		56		84		72		28
Sample:		698		67		63		77		76		64		75		75		59		68		74

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Mean score: [Minutes]																						
Q16 How long did your last journey to (STORE MENTIONED AT Q13) take?																						
Not those who shop online at Q13																						
1 - 5 minutes	55.9%	379	58.4%	78	61.6%	17	47.5%	52	57.1%	22	37.5%	2	58.2%	71	58.8%	33	53.8%	45	55.2%	40	65.2%	18
6 - 10 minutes	25.9%	175	29.4%	40	19.9%	6	32.3%	35	20.6%	8	29.1%	2	23.0%	28	23.8%	13	27.5%	23	23.5%	17	14.3%	4
11 - 15 minutes	7.0%	47	6.2%	8	4.8%	1	2.8%	3	12.0%	5	15.1%	1	7.6%	9	7.9%	4	6.8%	6	9.4%	7	11.0%	3
16 - 20 minutes	4.5%	30	1.9%	2	1.9%	1	6.6%	7	8.7%	3	10.4%	1	0.9%	1	6.6%	4	9.0%	8	2.2%	2	7.7%	2
21 - 25 minutes	1.1%	8	1.0%	1	0.0%	0	3.5%	4	0.8%	0	1.9%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
26 - 30 minutes	2.0%	14	1.0%	1	0.9%	0	5.4%	6	0.8%	0	3.1%	0	2.1%	3	2.9%	2	0.0%	0	1.9%	1	0.8%	0
31 minutes +	1.2%	8	1.0%	1	3.9%	1	1.0%	1	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	0
(Don't know)	2.2%	15	1.0%	1	4.2%	1	1.0%	1	0.0%	0	3.1%	0	3.2%	4	0.0%	0	2.9%	2	6.7%	5	0.0%	0
(Refused)	0.2%	2	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Mean:		*8.18*		*7.26*		*8.07*		*9.92*		*7.79*		*10.35*		*8.38*		*7.86*		*7.88*		*7.46*		*8.18*
Weighted base:		678		134		28		110		38		6		122		56		84		72		28
Sample:		698		67		63		77		76		64		75		75		59		68		74
Mean score: [£]																						
Q17 How much on average does your household normally spend on top-up shopping in a week?																						
Those who do top-up shopping at Q12																						
£1 - £5	12.7%	88	13.4%	18	13.4%	4	7.9%	10	24.2%	9	13.0%	1	5.6%	7	12.2%	7	18.5%	16	20.7%	15	7.7%	2
£6 - £10	18.0%	125	11.0%	15	14.1%	4	6.6%	8	19.8%	7	25.1%	2	32.5%	40	29.0%	16	16.1%	14	15.4%	11	29.9%	8
£11 - £15	10.6%	74	14.9%	20	5.0%	1	8.2%	10	8.3%	3	10.3%	1	17.1%	21	14.7%	8	4.0%	3	5.2%	4	7.0%	2
£16 - £20	21.7%	151	22.0%	30	30.2%	8	37.0%	47	11.0%	4	12.2%	1	18.8%	23	12.7%	7	16.9%	14	13.6%	10	23.5%	7
£21 - £25	4.9%	34	5.8%	8	6.5%	2	10.5%	13	3.7%	1	4.7%	0	0.0%	0	8.6%	5	1.1%	1	4.4%	3	1.5%	0
£26 - £30	11.5%	80	9.5%	13	8.5%	2	14.4%	18	7.0%	3	4.0%	0	14.2%	17	5.5%	3	6.9%	6	21.4%	15	6.1%	2
£31 - £35	0.9%	6	1.0%	1	1.6%	0	0.9%	1	0.8%	0	1.4%	0	0.9%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0
£36 - £40	4.3%	30	8.1%	11	2.5%	1	1.5%	2	2.1%	1	5.4%	0	1.8%	2	5.6%	3	8.4%	7	1.4%	1	6.2%	2
£41 - £45	0.4%	3	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0
£46 - £50	2.8%	20	8.8%	12	1.9%	1	0.0%	0	0.0%	0	8.8%	1	0.0%	0	1.5%	1	4.2%	4	1.4%	1	5.6%	2
£51+	2.8%	19	0.0%	0	9.5%	3	2.4%	3	4.5%	2	3.5%	0	1.8%	2	0.0%	0	9.0%	8	1.9%	1	1.6%	0
(Don't know)	8.1%	56	3.9%	5	5.9%	2	10.0%	13	14.9%	6	8.5%	1	6.3%	8	4.3%	2	15.0%	13	9.0%	6	4.0%	1
(Refused)	1.5%	11	1.4%	2	0.0%	0	0.7%	1	3.8%	1	3.1%	0	0.9%	1	3.3%	2	0.0%	0	1.9%	1	7.0%	2
Mean:		*20.59*		*21.53*		*26.13*		*22.42*		*16.43*		*22.84*		*17.44*		*16.74*		*24.02*		*19.87*		*20.46*
Weighted base:		697		134		28		128		38		6		123		56		84		72		28
Sample:		701		67		63		78		76		64		76		75		59		68		75

Q18 Where did you last go to buy clothing or footwear goods?
Excluding Internet & DK

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Zone 1																						
Albert Road Retail Park, Widnes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albert Square, Widnes	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Widnes Road, Widnes	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashley Retail Park, Widnes	0.2%	2	0.0%	0	0.5%	0	0.8%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Oaks Shopping Centre, Widnes	1.5%	13	6.3%	10	0.0%	0	2.2%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Shopping Park, Widnes	2.7%	23	9.9%	16	1.2%	1	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Town Centre	6.8%	57	30.3%	48	4.1%	2	3.7%	5	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Zone 2																						
George's Precinct, Langley Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Road (West), Penketh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Zone 3																						
Asda, West Lane, Runcorn	1.0%	8	0.0%	0	0.0%	0	5.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn Shopping Centre, Runcorn	1.5%	13	0.9%	1	0.0%	0	7.9%	11	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Forest Walk, Halton Lea, Runcorn	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trident Retail & Leisure Park, Runcorn	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																						
Frodsham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																						
Lodge Lane Nursery, Lodge Lane, Dutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																						
Aldi, Crosfield Street, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cockhedge Way, Warrington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Cockhedge Shopping Park, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golden Square Shopping Centre, Warrington	11.7%	99	1.4%	2	4.7%	3	15.4%	22	0.0%	0	17.0%	1	10.4%	14	2.0%	1	30.7%	42	15.5%	13	2.3%	1
Riverside Retail Park, Warrington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Winwick Road, Warrington	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.8%	2	4.0%	6	0.0%	0	0.0%	0
Warrington	32.8%	278	17.7%	28	63.2%	35	20.0%	28	3.6%	1	22.0%	2	58.1%	81	30.1%	17	25.3%	35	48.8%	42	30.6%	10
Zone 7																						

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Asda, Dewhurst Road, Birchwood, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birchwood	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	7.6%	4	2.2%	3	0.0%	0	0.7%	0
Birchwood Shopping Centre, Warrington	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	3.5%	5	0.0%	0	0.9%	0
Culcheth Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Glazebury Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
Alban Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Westbrook Shopping Centre, Cromwell Avenue, Warrington	0.2%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Gemini Retail Park (Boots / Next), Warrington	8.1%	69	3.0%	5	12.4%	7	2.4%	3	0.8%	0	9.9%	1	11.8%	16	16.6%	9	9.3%	13	15.1%	13	4.4%	1
Matalan, Winwick Road, Kerfoot Street, Warrington	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.8%	4	0.0%	0	0.0%	0
Westbrook	0.9%	7	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.9%	5	0.0%	0	0.9%	0
Winwick Road, Warrington	0.3%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.7%	1	0.0%	0
Zone 9																						
Aldi, Walton Road, Stockton Heath, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Stockton Heath	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.7%	0
The Forge Shopping Centre, Stockton Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																						
Lymm Artisan Market, Lymm Youth and Community Centre, Bridgewater Street, Lymm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Blackpool																						
Blackpool Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Outside Study Area - Cheshire East																						
Arley Hall & Gardens, Arley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knutsford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Outside Study Area - Cheshire East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Outside Study Area - Cheshire West																						
Marbury Hall Nurseries, The Old Walled Gardens, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwich Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Outside Study Area - Cheshire West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area -																						

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Cheshire West and Chester																						
Albion Road Retail Park, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Shopping Park, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Cheshire Oaks (Development) - Marks & Spencer, Ellesmere Port	1.8%	15	2.2%	3	0.0%	0	3.6%	5	16.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Cheshire Oaks Designer Outlet, Ellesmere Port	2.9%	25	2.9%	5	0.8%	0	3.8%	5	11.9%	4	6.9%	1	4.1%	6	3.1%	2	1.1%	2	0.7%	1	0.0%	0
Chester City Centre	2.3%	20	0.9%	1	0.5%	0	1.9%	3	34.3%	12	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.9%	2	1.7%	1
Chester Retail Park, Chester	0.2%	2	0.0%	0	0.6%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester Way Retail Park, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Coliseum Shopping Park, Ellesmere Port	0.3%	2	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Greyhound Retail Park (Phase 1), Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Street, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwich Retail Park, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire West and Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Boughton Centre, Chester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weaver Square, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Conwy																						
Llandudno Town Centre	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Flintshire																						
St David's Retail Park, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Halton																						
Harefield Water Gardens, Warrington Road, Rainhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Knowsley																						
Cables Retail Park, Prescot	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool																						
Aigburth Hall Nurseries, Aigburth Hall Avenue, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	4.9%	41	12.8%	20	2.1%	1	14.3%	20	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool One, Liverpool	2.0%	17	1.6%	2	0.0%	0	3.3%	5	0.0%	0	0.0%	0	5.1%	7	0.0%	0	2.1%	3	0.0%	0	0.0%	0
New Mersey Shopping Park,	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Liverpool																						
Speke Market, Parklands, Penketh Drive, Speke Boulevard, Speke	0.4%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speke Retail Park, Penketh Drive, Liverpool	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Speke Centre, Liverpool	0.5%	4	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester																						
Manchester Airport, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	1.5%	13	0.7%	1	1.0%	1	0.0%	0	0.0%	0	2.7%	0	0.8%	1	3.5%	2	1.5%	2	5.0%	4	5.3%	2
Outside Study Area - Pendle																						
Boundary Mill Stores, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Salford																						
Brentwood Moss Nurseries, Moss Road, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salford Quays	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.2%	1	0.0%	0
Outside Study Area - St. Helens																						
Haydock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Helens Retail Park, Warrington Old Road, St Helens	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Helens Town Centre	0.4%	4	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Stockport																						
Cheadle Hulme Local Centre, Stockport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Cheadle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
John Lewis, Wilmslow Road, Cheadle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Stanley Green Retail Park, Cheadle Hulme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Outside Study Area - Trafford																						
Altrincham Market, The Market Hall, Greenwood Street, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altrincham Retail Park, Altrincham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Altrincham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	0
Atlantic Street Retail Park, Altrincham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Stamford Brook Local Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Altrincham																						
Trafford Centre, Manchester	4.9%	41	0.0%	0	3.7%	2	1.9%	3	0.0%	0	9.1%	1	3.1%	4	13.3%	8	6.5%	9	4.3%	4	35.1%	11
Outside Study Area - Wigan																						
Atherleigh Way, Leigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh Town Centre	0.2%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.9%	0
Outside Study Area - Wigan	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Atherleigh Way, Leigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Outside Study Area - Other																						
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other	0.9%	8	1.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	4.4%	3	0.0%	0	0.0%	0	1.4%	0
Other																						
Abroad	0.4%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.7%	0	1.1%	1	0.0%	0	0.0%	0	0.7%	1	0.5%	0
Weighted base:		847		158		55		140		36		9		139		57		137		85		32
Sample:		848		89		87		85		81		90		87		84		78		86		81

Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

Q19 How often do you make shopping trips for clothing or footwear to (LOCATION MENTIONED AT Q18)?

Those who buy clothing and footwear goods at a specific location (excluding those who buy via the Internet or abroad) at Q18

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.9%	8	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.8%	0	1.0%	1	0.8%	0	0.6%	1	0.9%	1	0.0%	0
At least once a week	4.7%	42	4.9%	8	4.5%	2	3.2%	5	1.3%	1	2.9%	0	3.7%	5	2.5%	1	2.5%	4	17.4%	15	1.0%	0
At least once a fortnight	6.6%	58	6.8%	11	4.2%	2	8.0%	12	5.0%	2	9.5%	1	5.2%	7	8.1%	5	7.7%	11	5.3%	5	7.3%	2
At least once a month	31.1%	273	32.8%	53	22.8%	13	38.1%	55	27.0%	12	26.9%	2	47.0%	66	24.7%	15	16.6%	24	29.9%	26	22.3%	7
At least every two months	14.7%	129	14.1%	23	4.6%	3	12.1%	17	8.6%	4	9.2%	1	8.4%	12	16.8%	10	30.6%	44	11.0%	10	17.8%	6
At least every 3 months	11.6%	102	11.7%	19	17.0%	9	13.8%	20	13.6%	6	13.4%	1	6.4%	9	19.4%	12	9.3%	13	11.3%	10	7.9%	3
At least every 6 months	9.3%	81	12.7%	21	7.0%	4	6.0%	9	13.1%	6	17.5%	1	8.7%	12	7.3%	4	7.1%	10	8.8%	8	20.3%	7
Less often than once every 6 months	7.7%	68	4.4%	7	12.7%	7	1.9%	3	19.1%	8	9.2%	1	9.0%	13	12.5%	7	5.5%	8	9.1%	8	17.9%	6
Have only visited once	2.0%	18	2.9%	5	12.8%	7	0.0%	0	2.1%	1	0.8%	0	1.0%	1	0.0%	0	2.0%	3	0.0%	0	2.2%	1
(Don't know / varies)	11.5%	101	9.8%	16	14.4%	8	14.3%	21	10.2%	4	9.9%	1	9.6%	14	7.9%	5	18.2%	26	6.4%	6	3.2%	1
Mean:		*12.77*		*10.91*		*8.64*		*17.76*		*7.48*		*11.55*		*13.38*		*11.05*		*10.97*		*18.38*		*7.31*
Weighted base:		878		162		55		145		43		9		141		59		145		88		33
Sample:		869		92		87		90		84		89		89		86		83		88		81

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q20 How do you normally travel to (LOCATION MENTIONED AT Q18)?																						
Those who buy clothing and footwear goods at a specific location (excluding those who buy via the Internet or abroad) at Q18																						
Car / van (as driver)	69.3%	608	61.8%	100	78.6%	43	75.3%	109	76.3%	33	82.3%	7	62.3%	88	76.5%	45	62.1%	90	78.0%	68	76.9%	25
Car / van (as passenger)	7.8%	68	11.7%	19	4.6%	3	5.9%	9	4.9%	2	7.5%	1	8.0%	11	7.2%	4	9.7%	14	3.9%	3	7.8%	3
Bus, minibus or coach	11.5%	101	7.4%	12	15.7%	9	11.3%	16	15.3%	7	7.0%	1	11.0%	15	6.9%	4	15.7%	23	11.5%	10	13.7%	4
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Walk	5.4%	48	7.6%	12	0.0%	0	0.8%	1	2.5%	1	0.0%	0	12.1%	17	5.8%	3	6.5%	9	3.1%	3	1.6%	1
Taxi	0.3%	3	0.0%	0	0.6%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Train	4.6%	40	10.8%	18	0.5%	0	5.1%	7	0.0%	0	1.4%	0	6.0%	9	0.8%	0	3.5%	5	1.1%	1	0.0%	0
Bicycle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Combination of modes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk and bus	0.1%	1	0.7%	1	0.0%	0	0.0%	0	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)	0.7%	6	0.0%	0	0.0%	0	0.6%	1	0.9%	0	1.8%	0	0.6%	1	1.1%	1	1.1%	2	1.5%	1	0.0%	0
Weighted base:		878		162		55		145		43		9		141		59		145		88		33
Sample:		869		92		87		90		84		89		89		86		83		88		81

Q21 When you go shopping for clothing or footwear, do you link this trip with another activity?

Those who buy clothing and footwear goods at a specific location (excluding those who buy via the Internet or abroad) at Q18

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Yes – food shopping	6.2%	55	4.6%	7	13.0%	7	5.9%	8	3.5%	1	8.0%	1	5.6%	8	4.8%	3	9.6%	14	5.2%	5	1.5%	0
Yes – non-food shopping	7.0%	61	6.7%	11	8.7%	5	8.4%	12	5.1%	2	4.5%	0	3.1%	4	5.0%	3	9.2%	13	9.2%	8	6.6%	2
Yes – visiting services such as banks and other financial institutions	1.6%	14	1.1%	2	2.6%	1	0.0%	0	0.0%	0	4.1%	0	3.2%	5	4.2%	2	1.3%	2	1.5%	1	0.9%	0
Yes – leisure activity	2.0%	17	0.0%	0	1.1%	1	1.6%	2	3.7%	2	10.1%	1	1.7%	2	4.2%	2	2.1%	3	3.1%	3	4.9%	2
Yes – travelling to/from work	2.2%	19	2.1%	3	0.0%	0	2.6%	4	1.2%	1	0.0%	0	1.8%	3	2.5%	1	3.3%	5	2.0%	2	1.6%	1
Yes – travelling to/from school/college/university	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting café / pub / restaurant	18.7%	164	13.4%	22	15.6%	9	18.2%	26	29.2%	12	13.6%	1	25.1%	35	9.5%	6	20.0%	29	11.1%	10	42.2%	14
Yes – visiting family/friends	2.1%	18	3.3%	5	0.0%	0	2.6%	4	2.3%	1	3.7%	0	0.6%	1	3.6%	2	0.6%	1	0.7%	1	10.8%	4
Yes – visiting health service such as doctor, dentist, hospital	0.6%	6	2.8%	5	0.0%	0	0.0%	0	0.7%	0	3.5%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.2%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	57.2%	502	63.5%	103	57.0%	31	56.7%	82	52.1%	22	48.7%	4	56.9%	80	63.5%	38	50.9%	74	66.1%	58	30.5%	10
(Don't know / varies)	2.4%	21	1.5%	2	2.0%	1	4.0%	6	2.1%	1	0.8%	0	2.0%	3	1.9%	1	3.1%	4	2.0%	2	0.9%	0
Weighted base:		878		162		55		145		43		9		141		59		145		88		33
Sample:		869		92		87		90		84		89		89		86		83		88		81

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q22 Where did you last go to buy books, CDs, DVDs? *Excluding Internet & DK*																						
Zone 1																						
Albert Road Retail Park, Widnes	0.4%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Widnes Road, Widnes	3.7%	12	15.8%	12	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Oaks Shopping Centre, Widnes	1.0%	3	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Oaks Way, Widnes	1.1%	4	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ashley Retail Park, Lugsdale Road, Widens	0.4%	1	1.5%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Moss Nursery, and Garden Centre, Widnes Road, Widnes	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Shopping Park, Widnes	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Town Centre	7.8%	27	28.9%	21	1.3%	0	10.2%	5	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																						
George's Precinct, Langley Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Santa Rosa Boulevard, Great Sankey, Warrington	0.1%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road, Great Sankey	0.1%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Road (West), Penketh	0.1%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																						
Asda, West Lane, Runcorn	3.5%	12	0.0%	0	0.0%	0	23.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn Shopping Centre, Runcorn	4.4%	15	1.5%	1	0.0%	0	27.4%	14	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																						
Frodsham Town Centre	1.2%	4	0.0%	0	0.0%	0	0.0%	0	25.0%	4	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chester Road, Hellsby, Frodsham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																						
Lodge Lane Nursery, Lodge Lane, Dutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stretton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																						
Aldi, Crosfield Street, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cockhedge Way, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Cockhedge Shopping Park,	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Warrington																						
Golden Square Shopping Centre, Warrington	7.4%	25	0.0%	0	7.2%	1	4.5%	2	0.0%	0	17.8%	1	3.0%	2	0.0%	0	28.7%	15	10.0%	4	2.0%	0
Hood Manor Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orford Lane	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Winwick Road, Warrington	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	2	0.0%	0	0.0%	0	0.0%	0
Warrington	32.5%	111	13.6%	10	58.9%	12	12.6%	6	0.0%	0	18.9%	1	50.9%	29	26.8%	5	39.7%	21	62.2%	24	26.5%	3
Zone 7																						
Asda, Dewhurst Road, Birchwood, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0
Birchwood	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	13.8%	2	4.0%	2	0.0%	0	0.0%	0
Birchwood Shopping Centre, Warrington	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	5.2%	3	0.0%	0	0.0%	0
Culcheth Village	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
Alban Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Westbrook Shopping Centre, Cromwell Avenue, Warrington	5.8%	20	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	32.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbrook	2.6%	9	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	7	0.0%	0	0.0%	0
Winwick Road, Warrington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																						
Aldi, Walton Road, Stockton Heath, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knutsford Road, Grappenhall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Morrisons, Greenalls Avenue, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton Heath	0.5%	2	0.0%	0	1.3%	0	0.0%	0	0.0%	0	9.4%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Zone 10																						
Lymm Artisan Market, Lymm Youth and Community Centre, Bridgewater Street, Lymm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lymm Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Outside Study Area - Blackpool																						
Blackpool Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Outside Study Area - Cheshire East																						
Arley Hall & Gardens, Arley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knutsford Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	1.5%	0
Outside Study Area - Cheshire West																						
Marbury Hall Nurseries, The Old Walled Gardens,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Northwich																						
Northwich Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.5%	0
Outside Study Area - Cheshire West and Chester																						
Albion Road Retail Park, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Shopping Park, Chester	2.0%	7	0.0%	0	0.0%	0	0.0%	0	40.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.6%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	17.3%	3	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coliseum Shopping Park, Ellesmere Port	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire West and Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weaver Square, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Conwy																						
Llandudno Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Flintshire																						
St David's Retail Park, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Halton																						
Harefield Water Gardens, Warrington Road, Rainhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Knowsley																						
Cables Retail Park, Prescot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool																						
Aigburth Hall Nurseries, Aigburth Hall Avenue, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	5.6%	19	16.1%	12	0.0%	0	12.6%	6	0.0%	0	3.1%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Liverpool One, Liverpool	0.7%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Mersey Shopping Park, Liverpool	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speke Retail Park, Penketh Drive, Liverpool	0.4%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester																						
Manchester Airport, Manchester	0.3%	1	0.0%	0	1.7%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Manchester City Centre	1.0%	3	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	1	0.0%	0	3.0%	1	4.8%	1
Outside Study Area - Manchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Outside Study Area - Pendle																						
Boundary Mill Stores,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Vivary Way, Colne																						
Outside Study Area - Salford																						
Brentwood Moss Nurseries, Moss Road, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Fairhills Industrial Estate, Woodrow Way, Irlam, Manchester	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	2	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - St. Helens																						
Haydock Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Outside Study Area - St Helens	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
St Helens Town Centre	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Square Shopping Centre, St. Helens	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Outside Study Area - Stockport																						
Cheadle Hulme Local Centre, Stockport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Trafford																						
Altrincham Market, The Market Hall, Greenwood Street, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altrincham Retail Park, Altrincham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	0
Altrincham Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	0	0.0%	0	4.7%	1	0.0%	0	2.5%	1	1.5%	0
Stamford Brook Local Shopping Centre, Altrincham	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.3%	4
Trafford Centre, Manchester	2.8%	9	0.0%	0	3.5%	1	5.4%	3	3.2%	1	2.4%	0	0.0%	0	8.3%	1	0.0%	0	8.8%	3	5.2%	1
Outside Study Area - Wigan																						
Atherleigh Way, Leigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wigan	0.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other																						
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other	0.5%	2	1.5%	1	0.0%	0	0.0%	0	2.5%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Other																						
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		340		73		20		50		16		3		58		18		52		39		11
Sample:		322		43		40		33		26		35		27		25		32		33		28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0																						
Q23 How often do you make shopping trips for Books, CDs or DVDs to (LOCATION MENTIONED AT Q22)? *Those who buy books, CDs and DVDs at a specific location (excluding those who buy via the Internet or abroad) at Q22*																						
Daily	0.5%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	6.1%	22	10.0%	8	5.8%	1	12.6%	7	7.7%	1	11.8%	0	3.8%	2	2.8%	1	2.6%	2	1.4%	1	1.5%	0
At least once a fortnight	9.7%	35	4.8%	4	1.3%	0	11.4%	6	1.8%	0	2.4%	0	4.5%	3	2.1%	0	9.3%	6	39.1%	16	2.0%	0
At least once a month	11.5%	42	2.4%	2	9.6%	2	10.0%	5	10.1%	2	21.3%	1	20.4%	13	12.2%	3	12.8%	8	15.9%	6	9.2%	1
At least every two months	16.4%	60	11.9%	9	41.7%	8	5.8%	3	40.6%	7	7.4%	0	34.8%	21	2.8%	1	9.5%	6	9.0%	4	7.8%	1
At least every 3 months	14.3%	52	16.8%	13	17.2%	3	8.9%	5	2.3%	0	7.1%	0	13.7%	8	35.2%	8	14.8%	9	8.7%	4	14.1%	2
At least every 6 months	15.8%	58	10.9%	8	14.6%	3	35.5%	19	9.6%	2	10.9%	0	5.9%	4	14.3%	3	17.8%	11	9.2%	4	42.0%	4
Less often than once every 6 months	10.2%	37	12.7%	10	3.1%	1	4.2%	2	7.0%	1	27.0%	1	5.6%	3	15.8%	4	13.6%	8	14.2%	6	16.6%	2
Have only visited once	1.9%	7	3.3%	2	1.7%	0	0.0%	0	2.3%	0	3.1%	0	1.8%	1	0.0%	0	3.0%	2	0.0%	0	5.2%	1
(Don't know / varies)	13.3%	48	22.9%	18	4.9%	1	11.7%	6	18.6%	3	9.0%	0	9.4%	6	14.8%	3	16.5%	10	2.5%	1	1.5%	0
Mean:		*13.49*		*27.34*		*8.43*		*13.76*		*10.39*		*11.59*		*9.28*		*6.44*		*8.33*		*14.39*		*4.53*
Weighted base:		364		77		20		53		17		3		62		23		59		40		11
Sample:		344		45		40		35		29		35		31		32		34		35		28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q24 Where did you last go to buy small household goods such as home furnishings, glass and china items? *Excluding Internet & DK*																						
Zone 1																						
Albert Road Retail Park, Widnes	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Widnes Road, Widnes	0.3%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Widnes Waterfront, Widnes Trade Park, Dennis Road, Widnes	0.8%	5	3.0%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Oaks Shopping Centre, Widnes	1.8%	10	7.9%	9	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Oaks Way, Widnes	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ashley Retail Park, Lugsdale Road, Widens	0.2%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Shopping Park, Widnes	2.0%	12	9.4%	11	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Town Centre	6.5%	38	24.5%	29	5.2%	2	7.0%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																						
George's Precinct, Langley Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Road (West), Penketh	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																						
Asda, West Lane, Runcorn	0.5%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn Shopping Centre, Runcorn	4.1%	24	0.0%	0	0.0%	0	22.4%	21	10.9%	3	7.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Forest Walk, Halton Lea, Runcorn	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trident Retail & Leisure Park, Runcorn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Zone 4																						
Frodsham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																						
Lodge Lane Nursery, Lodge Lane, Dutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																						
Aldi, Crosfield Street, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cockhedge Way, Warrington	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	7	0.0%	0	0.0%	0
Bridge Street, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Bruche Heath Gardens	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Cockhedge Shopping Park, Warrington	2.0%	12	0.0%	0	1.0%	0	1.2%	1	0.0%	0	0.0%	0	7.1%	6	0.0%	0	3.1%	3	1.4%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Dunelm, Parker Street, Warrington	1.1%	6	0.0%	0	1.6%	1	0.0%	0	0.0%	0	10.7%	1	0.0%	0	5.2%	2	2.6%	3	0.0%	0	3.4%	1
Golden Square Shopping Centre, Warrington	1.1%	6	0.0%	0	0.0%	0	0.0%	0	1.8%	1	10.7%	1	3.6%	3	0.0%	0	0.8%	1	1.8%	1	0.0%	0
Riverside Retail Park, Warrington	3.3%	19	0.0%	0	0.8%	0	0.9%	1	0.0%	0	4.0%	0	8.1%	7	0.0%	0	7.9%	8	2.8%	2	3.9%	1
Tesco Extra, Winwick Road, Warrington	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.7%	5	0.0%	0	0.0%	0
Warrington	26.9%	157	15.8%	19	35.7%	12	37.9%	35	24.4%	7	14.1%	1	33.0%	29	13.0%	5	23.2%	25	35.0%	20	32.2%	5
Woolston Garden Centre, New Cut Lane, Warrington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Zone 7																						
Asda, Dewhurst Road, Birchwood, Warrington	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.1%	1	2.7%	3	0.0%	0	0.0%	0
Birchwood	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	7.0%	3	3.8%	4	0.0%	0	0.0%	0
Birchwood Shopping Centre, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.0%	1	1.3%	0
Zone 8																						
Alban Retail Park, Warrington	0.5%	3	0.0%	0	1.8%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Westbrook Shopping Centre, Cromwell Avenue, Warrington	3.6%	21	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	21.2%	19	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Gemini Retail Park (Boots / Next), Warrington	15.6%	91	10.5%	12	28.5%	9	0.9%	1	2.5%	1	15.3%	1	2.7%	2	25.6%	10	32.9%	35	30.6%	17	12.8%	2
Ikea, Europa Boulevard, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Westbrook	1.0%	6	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0
Winwick Road, Warrington	1.8%	10	0.0%	0	0.8%	0	1.2%	1	1.1%	0	0.0%	0	5.9%	5	6.1%	2	0.0%	0	1.0%	1	2.0%	0
Winwick Village	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Zone 9																						
Aldi, Walton Road, Stockton Heath, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knutsford Road, Grappenhall	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton Heath	1.3%	7	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	5.2%	3	0.0%	0
Zone 10																						
Lymm Artisan Market, Lymm Youth and Community Centre, Bridgewater Street, Lymm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Blackpool																						
Blackpool Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire East																						
Arley Hall & Gardens, Arley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
High Legh Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Knutsford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Outside Study Area - Cheshire East	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Outside Study Area - Cheshire West																						
Marbury Hall Nurseries, The Old Walled Gardens, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Outside Study Area - Cheshire West and Chester																						
Albion Road Retail Park, Northwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Station Road, Ellesmere Port	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks (Development) - Marks & Spencer, Ellesmere Port	1.0%	6	0.0%	0	0.0%	0	2.9%	3	7.9%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.5%	3	0.0%	0	0.0%	0	0.9%	1	4.0%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.7%	0
Chester City Centre	1.8%	11	0.0%	0	0.0%	0	3.3%	3	22.0%	6	4.3%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Chester Retail Park, Chester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park (Phase 1), Chester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	7.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwich Retail Park, Northwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sealand Road - Staples, Stokers / former MFI, Wickes, Chester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weaver Square, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Conwy																						
Llandudno Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Flintshire																						
St David's Retail Park, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Halton																						
Harefield Water Gardens, Warrington Road, Rainhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Knowsley																						
Cables Retail Park, Prescot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool																						
Aigburth Hall Nurseries, Aigburth Hall Avenue,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Liverpool																						
Liverpool City Centre	2.0%	12	6.6%	8	3.2%	1	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Montrose Retail Park (Phase 1), Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
New Mersey Shopping Park, Liverpool	1.0%	6	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool	0.5%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speke Retail Park, Penketh Drive, Liverpool	0.7%	4	3.0%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Speke Centre, Liverpool	1.8%	11	6.9%	8	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester																						
Manchester Airport, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.0%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Pendle																						
Boundary Mill Stores, Vivary Way, Colne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Outside Study Area - Pendle	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Salford																						
Brentwood Moss Nurseries, Moss Road, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irlam Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Salford Quays	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	1.8%	1	0.0%	0
Outside Study Area - St. Helens																						
Haydock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Helens Retail Park, Warrington Old Road, St Helens	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Helens Town Centre	0.5%	3	1.6%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Square Shopping Centre, St. Helens	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Costco, Haydock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trebaron Garden Centre, Southworth Road, Newton-le-Willows	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Stockport																						
Cheadle Hulme Local Centre, Stockport	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.1%	1
Cheadle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wilmslow Road, Cheadle	0.7%	4	0.0%	0	0.8%	0	1.6%	1	0.0%	0	12.3%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	3.9%	1
Outside Study Area - Stockport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Stanley Green Retail Park, Cheadle Hulme	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.0%	0
Outside Study Area - Trafford																						
Altrincham Market, The Market Hall, Greenwood Street, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altrincham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Stamford Brook Local Shopping Centre, Altrincham	0.1%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Trafford Centre, Manchester	2.7%	16	0.0%	0	2.4%	1	0.0%	0	0.0%	0	5.9%	0	4.4%	4	13.5%	5	0.8%	1	1.8%	1	20.8%	3
Outside Study Area - Wigan																						
Atherleigh Way, Leigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Atherleigh Way, Leigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other																						
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Outside Study Area - Other	1.3%	8	2.5%	3	0.8%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	1.2%	0	2.6%	3	1.8%	1	1.0%	0
Other																						
Abroad	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Weighted base:		583		117		33		92		28		5		88		40		107		56		17
Sample:		540		63		57		63		50		50		50		51		56		52		48

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0																						
Q25 How often do you make shopping trips for small household goods to (LOCATION MENTIONED AT Q24)? *Those who buy small household goods at a specific location (excluding those who buy via the Internet or abroad) at Q24*																						
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.5%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	1.4%	9	3.4%	5	1.2%	0	0.8%	1	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.8%	1	0.9%	1	0.0%	0
At least once a fortnight	2.3%	15	0.0%	0	0.9%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	1	7.9%	9	1.2%	1	0.0%	0
At least once a month	8.4%	56	9.7%	13	3.0%	1	14.8%	15	8.8%	3	20.2%	1	9.1%	9	5.7%	3	5.4%	6	5.4%	3	4.7%	1
At least every two months	5.9%	39	3.4%	5	6.1%	2	2.5%	3	6.3%	2	7.7%	0	7.9%	8	11.0%	6	5.9%	7	10.1%	6	2.7%	1
At least every 3 months	14.4%	95	19.9%	27	10.7%	4	15.2%	15	13.5%	4	9.9%	1	14.0%	14	11.9%	6	11.8%	13	13.2%	8	10.5%	3
At least every 6 months	21.2%	141	8.5%	11	28.8%	11	18.6%	19	13.0%	4	22.5%	1	11.4%	12	18.1%	9	41.9%	47	34.8%	22	20.5%	5
Less often than once every 6 months	25.7%	170	21.6%	29	23.9%	9	15.9%	16	13.0%	4	33.5%	2	42.3%	44	45.8%	23	12.0%	13	24.8%	15	58.0%	15
Have only visited once	1.9%	13	1.1%	1	2.1%	1	1.1%	1	22.2%	7	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.6%	1	3.5%	1
(Don't know / varies)	18.3%	121	30.3%	41	23.3%	9	27.4%	28	23.1%	7	6.2%	0	13.4%	14	3.6%	2	14.2%	16	8.0%	5	0.0%	0
Mean:		*6.00*		*12.92*		*3.68*		*6.15*		*3.09*		*4.34*		*4.36*		*3.54*		*5.73*		*3.84*		*2.14*
Weighted base:		663		134		37		102		32		6		103		50		111		62		25
Sample:		646		74		68		69		60		55		63		68		59		59		71

Q26 Where did you last go to buy goods such as toys, games, bicycles and recreations goods?
Excluding Internet & DK

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Zone 1																						
Albert Road Retail Park, Widnes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Widnes Road, Widnes	0.5%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Oaks Shopping Centre, Widnes	1.1%	4	1.9%	1	0.0%	0	6.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Rivendell Garden Centre, Mill Lane, Widnes	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Widnes Shopping Park, Widnes	0.5%	2	1.9%	1	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Town Centre	8.6%	34	45.4%	33	1.3%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																						
George's Precinct, Langley Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																						
Asda, West Lane, Runcorn	0.7%	3	0.0%	0	0.0%	0	5.1%	2	0.0%	0	11.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn Shopping Centre, Runcorn	4.6%	18	1.5%	1	0.0%	0	26.7%	12	13.6%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0
Zone 4																						
Frodsham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	6.4%	1	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Frodsham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chester Road, Hellsby, Frodsham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																						
Lodge Lane Nursery, Lodge Lane, Dutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																						
Aldi, Crosfield Street, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cockhedge Way, Warrington	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cockhedge Shopping Park, Warrington	1.7%	6	0.0%	0	4.1%	1	2.5%	1	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	5.9%	2	0.0%	0
Golden Square Shopping Centre, Warrington	3.2%	13	1.9%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	0	3.0%	2	0.0%	0	8.3%	7	3.9%	1	2.7%	0
Orford Lane	5.4%	21	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	21	0.0%	0	0.0%	0
Padgate Lane	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Warrington	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Church Street, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Winwick Road, Warrington	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	1.4%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Warrington	28.7%	112	8.6%	6	19.0%	4	19.4%	8	3.5%	1	10.2%	0	51.4%	40	29.9%	9	29.3%	25	50.0%	15	33.0%	3
Zone 7																						
Asda, Dewhurst Road, Birchwood, Warrington	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Birchwood	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	19.6%	6	0.0%	0	0.0%	0	0.0%	0
Birchwood Shopping Centre, Warrington	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	3.6%	0
Culcheth Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Portland Trade Park, Buckley Street, Warrington	0.2%	1	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
Alban Retail Park, Warrington	1.0%	4	0.0%	0	1.7%	0	0.0%	0	0.0%	0	4.4%	0	1.1%	1	0.0%	0	1.1%	1	3.4%	1	6.3%	0
Decathlon, Jubilee Way, Warrington	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Gemini Retail Park (Boots / Next), Warrington	15.5%	60	4.0%	3	49.0%	10	11.1%	5	9.5%	1	16.1%	1	15.8%	12	10.8%	3	23.7%	20	13.2%	4	6.3%	0
Westbrook	1.6%	6	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	5	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Winwick Road, Warrington	1.9%	7	0.0%	0	3.4%	1	0.0%	0	0.0%	0	11.7%	0	3.8%	3	2.1%	1	1.9%	2	3.4%	1	0.0%	0
Zone 9																						
Aldi, Walton Road, Stockton Heath, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Appleton Local Centre	0.1%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton Heath	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0
Zone 10																						
Lymm Artisan Market, Lymm Youth and Community Centre, Bridgewater Street, Lymm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lymm Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	1
Outside Study Area - Blackpool																						
Blackpool Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire East																						
Arley Hall & Gardens, Arley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Leigh Garden Centre, Halliwell's Brow, High Leigh	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	3.6%	1	0.0%	0
Outside Study Area - Cheshire East	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire West																						
Marbury Hall Nurseries, The Old Walled Gardens, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwich Town Centre	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Outside Study Area - Cheshire West and Chester																						
Albion Road Retail Park, Northwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks (Development) - Marks & Spencer, Ellesmere Port	0.3%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.4%	1	0.0%	0	1.7%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0
Chester City Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	16.7%	3	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester Market, Princess Street, Chester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester Retail Park, Chester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park (Phase 1), Chester	0.6%	2	0.0%	0	0.0%	0	0.0%	0	14.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwich Retail Park, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sealand Road - Staples, Stokers / former MFI, Wickes, Chester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Conwy																						
Llandudno Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Outside Study Area - Flintshire																						
St David's Retail Park, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Halton																						
Harefield Water Gardens, Warrington Road, Rainhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Knowsley																						
Cables Retail Park, Prescot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool																						
Aigburth Hall Nurseries, Aigburth Hall Avenue, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.8%	3	2.7%	2	0.0%	0	0.0%	0	2.5%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Mersey Shopping Park, Liverpool	3.5%	13	9.2%	7	0.0%	0	15.0%	7	0.0%	0	6.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool	0.3%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speke Retail Park, Penketh Drive, Liverpool	1.2%	5	2.5%	2	4.1%	1	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Speke Centre, Liverpool	1.8%	7	6.7%	5	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester																						

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Manchester Airport, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.6%	0
Outside Study Area - Manchester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Pendle																						
Boundary Mill Stores, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Salford																						
Brentwood Moss Nurseries, Moss Road, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Salford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - St. Helens																						
Haydock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Helens Retail Park, Warrington Old Road, St Helens	0.4%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Helens Town Centre	1.2%	5	6.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chain Lane District Centre, St. Helens	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenhead Retail Park, St. Helens	1.0%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Stockport																						
Cheadle Hulme Local Centre, Stockport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wilmslow Road, Cheadle	0.4%	2	0.0%	0	1.3%	0	0.0%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	3.6%	0
Stanley Green Retail Park, Cheadle Hulme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Trafford																						
Altrincham Market, The Market Hall, Greenwood Street, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altrincham Retail Park, Altrincham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Altrincham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0
Atlantic Street Retail Park, Altrincham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Trafford Centre, Manchester	0.7%	3	0.0%	0	1.7%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	12.4%	1
Outside Study Area - Wigan																						
Atherleigh Way, Leigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other																						
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other	1.5%	6	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	4.4%	1	1.1%	1	2.6%	1	2.7%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Other																						
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		389		73		21		44		16		4		78		31		86		30		8
Sample:		352		38		37		33		33		33		42		38		41		31		26

Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

Q27 How often do you make shopping trips for toys, games, bicycles and recreational goods to (LOCATION MENTIONED AT Q26)?

Those who buy toys, games and recreational goods at a specific location (excluding those who buy via the Internet or abroad) at Q26

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.5%	2	1.3%	1	1.2%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	2.0%	9	8.2%	7	0.0%	0	0.0%	0	2.6%	1	3.7%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
At least once a fortnight	4.1%	18	0.0%	0	0.0%	0	3.2%	2	1.7%	0	0.0%	0	1.7%	1	9.2%	3	12.1%	11	0.0%	0	0.0%	0
At least once a month	10.1%	46	11.1%	9	7.0%	2	31.8%	22	7.8%	2	10.8%	0	6.5%	6	2.4%	1	1.3%	1	7.9%	3	8.5%	1
At least every two months	6.7%	30	8.7%	7	10.6%	2	5.8%	4	0.0%	0	2.4%	0	9.1%	8	5.1%	2	7.3%	7	0.0%	0	6.1%	1
At least every 3 months	12.0%	54	13.8%	11	4.7%	1	15.2%	11	17.0%	4	1.9%	0	8.1%	7	15.6%	6	6.2%	6	25.0%	8	15.3%	1
At least every 6 months	27.7%	125	19.6%	16	18.6%	4	20.8%	14	8.1%	2	39.9%	1	34.9%	30	28.6%	10	37.3%	34	34.6%	11	26.2%	2
Less often than once every 6 months	25.9%	117	20.7%	17	48.3%	11	8.8%	6	51.5%	12	41.3%	2	31.6%	27	34.1%	12	22.5%	21	24.7%	8	29.0%	3
Have only visited once	1.7%	8	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	3.2%	3	4.9%	2	11.7%	1
(Don't know / varies)	9.2%	42	16.4%	13	5.8%	1	12.8%	9	11.3%	3	0.0%	0	6.3%	5	5.0%	2	8.1%	7	3.1%	1	3.2%	0
Mean:		*6.75*		*12.08*		*5.27*		*10.80*		*4.59*		*4.66*		*3.32*		*4.76*		*6.50*		*2.98*		*2.90*
Weighted base:		452		80		22		69		23		4		86		36		92		33		9
Sample:		394		41		42		38		38		34		47		47		42		35		30

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q28 Where did you last go to buy chemist goods (including health and beauty products)? *Excluding Internet & DK*																						
Zone 1																						
Albert Road Retail Park, Widnes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Widnes Road, Widnes	1.5%	13	7.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashley Retail Park, Widnes	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnworth Town Centre, Cheshire	0.7%	7	3.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Oaks Shopping Centre, Widnes	1.5%	13	7.0%	12	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Green Oaks Way, Widnes	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Shopping Park, Widnes	2.7%	23	12.3%	22	0.8%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Town Centre	11.9%	106	55.2%	97	5.0%	3	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Zone 2																						
George's Precinct, Langley Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Honiton Square, Penketh	0.3%	3	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knutsford Road, Latchford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Station Road, Great Sankey	0.2%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Road (East), Penketh	0.4%	3	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Road (West), Penketh	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																						
Asda, West Lane, Runcorn	1.8%	16	0.0%	0	0.0%	0	12.2%	15	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn Shopping Centre, Runcorn	8.8%	77	0.0%	0	0.0%	0	59.7%	75	1.4%	1	4.5%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Trident Retail & Leisure Park, Runcorn	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																						
Frodsham Town Centre	2.9%	25	0.0%	0	0.0%	0	1.1%	1	63.3%	24	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helsby, Frodsham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	12.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Frodsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chester Road, Hellsby, Frodsham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																						
Lodge Lane Nursery, Lodge Lane, Dutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Stretton Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stretton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																						
Aldi, Crosfield Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Warrington																						
Asda, Cockhedge Way, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cockhedge Shopping Park, Warrington	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.6%	1	2.7%	2	0.0%	0
Golden Square Shopping Centre, Warrington	5.0%	44	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	0	8.1%	12	0.0%	0	15.1%	23	7.9%	7	2.4%	1
Holes Lane / Manchester Road	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Hood Manor Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Latchford Village	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Lidl, Thelwall Lane, Latchford, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Orford Lane	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Padgate Lane	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.6%	1	0.0%	0	0.0%	0
Riverside Retail Park, Warrington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Church Street, Warrington	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Winwick Road, Warrington	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.6%	2	0.0%	0	1.1%	1	0.0%	0
Warrington	24.7%	218	4.4%	8	45.3%	26	6.3%	8	1.0%	0	4.8%	0	59.0%	83	14.8%	9	30.5%	47	31.6%	28	24.7%	8
Zone 7																						
Asda, Dewhurst Road, Birchwood, Warrington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Birchwood	3.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	27.9%	17	5.9%	9	0.0%	0	0.0%	0
Birchwood Shopping Centre, Warrington	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	1.0%	2	0.0%	0	0.0%	0
Culcheth Village	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	11	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
Alban Retail Park, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Westbrook Shopping Centre, Cromwell Avenue, Warrington	0.9%	8	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	4	1.5%	1	1.0%	2	0.0%	0	0.0%	0
Burtonwood Village	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0
Callands Local Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	6	0.0%	0	0.0%	0
Chapelford	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Road, Poplars	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Fearnhead Cross	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	1	0.0%	0	0.0%	0
Folly Lane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Gemini Retail Park (Boots / Next), Warrington	5.2%	46	0.6%	1	21.6%	13	1.1%	1	0.0%	0	5.4%	0	6.8%	10	6.1%	4	9.0%	14	3.6%	3	1.3%	0
Longshaw Street, Bewsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Marks & Spencer, Gemini Retail Park, Europa Boulevard, Warrington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Old Hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Orford Local Centre, Warrington	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	3.6%	6	0.0%	0	0.0%	0
Westbrook	4.0%	35	0.0%	0	9.2%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.8%	0	17.2%	26	0.0%	0	0.0%	0
Winwick Road, Warrington	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	1.9%	3	1.1%	1	0.0%	0
Zone 9																						
Aldi, Walton Road, Stockton Heath, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Appleton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knutsford Road, Grappenhall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Lindi Avenue, Grappenhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Morrisons, Greenalls Avenue, Warrington	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0
Stockton Heath	4.7%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.2%	4	2.0%	3	0.0%	0	0.0%	0	40.1%	35	1.3%	0
The Forge Shopping Centre, Stockton Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																						
Lymm Artisan Market, Lymm Youth and Community Centre, Bridgewater Street, Lymm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lymm Village	1.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	43.5%	15
Outside Study Area - Blackpool																						
Blackpool Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Outside Study Area - Cheshire East																						
Arley Hall & Gardens, Arley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knutsford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire West																						
Marbury Hall Nurseries, The Old Walled Gardens, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwich Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	0
Outside Study Area - Cheshire West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire West and Chester																						
Albion Road Retail Park, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks (Development) - Marks & Spencer, Ellesmere Port	0.5%	5	0.0%	0	0.0%	0	2.2%	3	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer	0.6%	5	0.0%	0	0.0%	0	3.3%	4	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Outlet, Ellesmere Port																						
Chester City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Centre (Phase 2), Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Street, Northwich	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwich Retail Park, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Road, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Conwy																						
Llandudno Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Outside Study Area - Flintshire																						
St David's Retail Park, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Halton																						
Harefield Water Gardens, Warrington Road, Rainhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Knowsley																						
Cables Retail Park, Prescot	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Outside Study Area - Liverpool																						
Aigburth Hall Nurseries, Aigburth Hall Avenue, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunts Cross Retail Park, Speke	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Mersey Shopping Park, Liverpool	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speke Market, Parklands, Penketh Drive, Speke Boulevard, Speke	0.3%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speke Retail Park, Penketh Drive, Liverpool	0.4%	3	1.1%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Speke Centre, Liverpool	0.3%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester																						
Manchester Airport, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1
Outside Study Area - Pendle																						
Boundary Mill Stores, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Salford																						
Brentwood Moss Nurseries, Moss Road, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Irlam Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Fairhills Industrial Estate, Woodrow Way, Irlam, Manchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - St. Helens																						
Haydock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Helens Town Centre	0.3%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Haydock	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Stockport																						
Cheadle Hulme Local Centre, Stockport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Trafford																						
Altrincham Market, The Market Hall, Greenwood Street, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altrincham Retail Park, Altrincham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Altrincham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Outside Study Area - Trafford	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Stamford Brook Local Shopping Centre, Altrincham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	4
Trafford Centre, Manchester	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	1	5.2%	3	0.0%	0	2.0%	2	6.3%	2
Trafford Retail Park, Manchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wigan																						
Atherleigh Way, Leigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh Town Centre	0.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Atherleigh Way, Leigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other																						
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Other																						
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		883		175		58		126		37		9		141		62		153		87		34
Sample:		900		93		93		88		89		95		88		86		89		91		88

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0																						
Q29 How often do you make shopping trips for chemist goods (including health and beauty products) to (LOCATION MENTIONED AT Q28)? *Those who buy chemist goods at a specific location (excluding those who buy via the Internet or abroad) at Q28*																						
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
At least two times a week	0.7%	7	2.6%	5	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	14.7%	133	14.2%	25	13.6%	8	18.1%	24	9.9%	4	9.3%	1	13.0%	18	14.0%	9	17.1%	27	11.7%	10	20.3%	7
At least once a fortnight	11.7%	106	11.6%	20	10.5%	6	3.1%	4	10.5%	5	10.8%	1	9.0%	13	13.1%	8	14.0%	22	24.4%	22	15.7%	5
At least once a month	34.5%	312	38.4%	68	29.8%	17	36.3%	49	36.8%	16	34.3%	3	36.6%	52	41.8%	26	26.5%	41	26.2%	23	47.8%	16
At least every two months	12.5%	113	7.0%	12	17.8%	10	7.3%	10	10.7%	5	15.3%	1	28.7%	40	13.4%	8	11.2%	17	7.8%	7	4.3%	1
At least every 3 months	6.1%	55	4.8%	8	6.0%	3	3.7%	5	4.5%	2	8.8%	1	1.4%	2	9.3%	6	9.1%	14	12.7%	11	5.8%	2
At least every 6 months	3.9%	36	5.2%	9	11.2%	7	3.1%	4	2.9%	1	4.9%	0	2.3%	3	0.0%	0	2.9%	4	6.8%	6	0.9%	0
Less often than once every 6 months	2.8%	25	0.6%	1	2.1%	1	1.7%	2	16.3%	7	2.2%	0	4.2%	6	3.7%	2	1.7%	3	1.8%	2	1.3%	0
Have only visited once	0.5%	4	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
(Don't know / varies)	12.6%	114	15.6%	28	7.1%	4	25.7%	34	8.3%	4	14.4%	1	3.7%	5	4.8%	3	17.5%	27	6.5%	6	3.3%	1
Mean:		*20.09*		*24.99*		*17.35*		*20.49*		*14.55*		*15.34*		*18.57*		*17.74*		*20.40*		*17.87*		*23.99*
Weighted base:		904		177		58		134		44		9		141		63		156		88		34
Sample:		913		94		94		92		90		96		88		88		91		92		88

Q30 Where did you last go to buy electrical items, such as televisions, washing machines and computers?
Excluding Internet & DK

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Zone 1																						
Albert Road Retail Park, Widnes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albert Square, Widnes	0.6%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Oaks Shopping Centre, Widnes	1.1%	7	5.3%	6	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ashley Retail Park, Lugsdale Road, Widens	0.3%	2	0.9%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Shopping Park, Widnes	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Town Centre	7.5%	45	35.3%	42	0.6%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																						
George's Precinct, Langley Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																						
Asda, West Lane, Runcorn	0.4%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Thomas Jones Way, Bridge Retail Park, Runcorn	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn Shopping Centre, Runcorn	4.5%	27	0.9%	1	0.0%	0	29.4%	21	11.4%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trident Retail & Leisure Park, Runcorn	0.7%	4	0.0%	0	0.0%	0	2.0%	1	11.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																						
Frodsham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helsby, Frodsham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chester Road, Hellsby, Frodsham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																						
Lodge Lane Nursery, Lodge Lane, Dutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																						
Aldi, Crosfield Street, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cockhedge Way, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Cockhedge Shopping Park, Warrington	1.6%	10	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.6%	0	3.6%	3	3.1%	2	0.0%	0	3.9%	2	4.9%	1
Golden Square Shopping Centre, Warrington	1.3%	8	0.0%	0	13.5%	6	0.0%	0	0.0%	0	6.9%	0	0.0%	0	1.3%	1	0.0%	0	1.8%	1	0.0%	0
JTF, Chesford Grange, Woolston, Warrington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Latchford Village	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	0	0.0%	0	1.8%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Padgate Lane	1.2%	7	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.9%	1	4.1%	4	0.0%	0	0.0%	0
Pinners Brow Retail Park, Warrington	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Warrington	1.2%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.2%	1	0.0%	0	5.3%	6	0.0%	0	0.0%	0
Tesco Extra, Winwick Road, Warrington	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	7.3%	8	0.0%	0	0.0%	0
Warrington	21.0%	125	4.8%	6	27.6%	12	23.0%	17	0.0%	0	7.6%	0	30.7%	30	14.5%	7	17.0%	18	50.7%	28	31.0%	7
Zone 7																						
Asda, Dewhurst Road, Birchwood, Warrington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Birchwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Birchwood Shopping Centre, Warrington	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	2.0%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Culcheth Village	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
Alban Retail Park, Warrington	15.2%	90	1.6%	2	22.3%	10	7.7%	6	0.0%	0	12.1%	1	20.5%	20	19.6%	10	32.5%	34	12.0%	7	9.2%	2
Asda, Westbrook Shopping Centre, Cromwell Avenue, Warrington	0.5%	3	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
B&Q, Delph LaneNewton Road, Winwick, Warrington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.9%	1	0.0%	0	0.0%	0
Gemini Retail Park (Boots / Next), Warrington	0.9%	5	0.9%	1	1.4%	1	1.2%	1	2.1%	1	3.1%	0	0.0%	0	1.0%	0	0.0%	0	3.2%	2	0.0%	0
Marks & Spencer, Gemini Retail Park, Europa Boulevard, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbrook	3.9%	23	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	19	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Winwick Road, Warrington	7.4%	44	0.0%	0	4.7%	2	0.0%	0	0.0%	0	3.4%	0	8.3%	8	6.1%	3	22.9%	24	10.4%	6	4.2%	1
Zone 9																						
Aldi, Walton Road, Stockton Heath, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Greenalls Avenue, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Stockton Heath	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Zone 10																						
Lymm Artisan Market, Lymm Youth and Community Centre, Bridgewater Street, Lymm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lymm Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Blackpool																						
Blackpool Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire East																						

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Arley Hall & Gardens, Arley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire West																						
Marbury Hall Nurseries, The Old Walled Gardens, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwich Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire West and Chester																						
Albion Road Retail Park, Northwich	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks (Development) - Marks & Spencer, Ellesmere Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	1.4%	9	0.0%	0	0.0%	0	5.2%	4	19.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester Retail Park, Chester	0.5%	3	0.0%	0	0.0%	0	0.0%	0	10.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Chester Way Retail Park, Northwich	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Coliseum Shopping Park, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Deva Retail Centre, Chester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Port	0.4%	2	0.0%	0	0.0%	0	1.5%	1	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park (Phase 1), Chester	0.6%	4	0.0%	0	0.0%	0	0.0%	0	10.7%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park (Phase 2), Chester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwich Retail Park, Northwich	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	18.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sealand Road - Staples, Stokers / former MFI, Wickes, Chester	0.7%	4	0.0%	0	0.0%	0	3.7%	3	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Road, Chester	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weaver Square, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Conwy																						
Llandudno Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Flintshire																						
St David's Retail Park, Chester	0.3%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Halton																						
Harefield Water Gardens, Warrington Road, Rainhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Knowsley																						
Cables Retail Park, Prescot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Outside Study Area - Liverpool																						
Aigburth Hall Nurseries, Aigburth Hall Avenue, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, South John Street, Liverpool	0.6%	3	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.1%	1	0.0%	0	0.0%	0
Liverpool City Centre	3.3%	19	13.0%	15	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Mersey Shopping Park, Liverpool	1.0%	6	4.3%	5	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool	0.6%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speke Market, Parklands, Penketh Drive, Speke Boulevard, Speke	0.7%	4	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speke Retail Park, Penketh Drive, Liverpool	1.3%	8	5.7%	7	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Speke Centre, Liverpool	1.0%	6	3.9%	5	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester																						
Manchester Airport, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Manchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Outside Study Area - Pendle																						
Boundary Mill Stores, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Salford																						
Brentwood Moss Nurseries, Moss Road, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Salford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Fairhills Industrial Estate, Woodrow Way, Irlam, Manchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - St. Helens																						
Haydock Village Centre	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - St Helens	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
St Helens Retail Park, Warrington Old Road, St Helens	0.7%	4	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Helens Town Centre	1.3%	8	5.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Chalon Way West Retail Park, St. Helens	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Square Shopping Centre, St. Helens	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Costco, Haydock	1.4%	8	0.0%	0	12.9%	6	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Ravenhead Retail Park, St. Helens	0.4%	2	1.6%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Stockport																						
Cheadle Hulme Local Centre, Stockport	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.3%	1
Cheadle Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
John Lewis, Wilmslow Road, Cheadle	1.5%	9	0.0%	0	0.6%	0	0.0%	0	2.1%	1	22.7%	1	0.0%	0	3.3%	2	0.9%	1	7.1%	4	0.7%	0
Outside Study Area - Trafford																						
Altrincham Market, The Market Hall, Greenwood Street, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altrincham Retail Park, Altrincham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	2
Atlantic Street Retail Park, Altrincham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Outside Study Area - Trafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford Brook Local Shopping Centre, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Trafford Centre, Manchester	2.4%	14	0.0%	0	2.2%	1	0.0%	0	0.0%	0	9.5%	1	2.9%	3	12.7%	6	1.1%	1	1.8%	1	6.5%	1
Trafford Retail Park, Manchester	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	4
Outside Study Area - Wigan																						
Atherleigh Way, Leigh	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Parsonage Retail Park, Leigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other																						
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other	0.7%	4	0.0%	0	0.6%	0	1.5%	1	0.0%	0	1.9%	0	0.0%	0	3.1%	2	0.0%	0	1.8%	1	0.0%	0
Other																						
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Weighted base:		594		118		44		73		24		6		97		51		104		55		22
Sample:		609		66		66		53		56		59		62		73		60		55		59

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0																						
Q31 How often do you make shopping trips for electrical items, such as televisions, washing machines and computers to (LOCATION MENTIONED AT Q30)? *Those who buy electrical items at a specific location (excluding those who buy via the Internet or abroad) at Q30*																						
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
At least once a month	1.5%	10	0.0%	0	4.5%	2	3.4%	3	0.0%	0	2.9%	0	3.5%	4	0.0%	0	0.0%	0	1.7%	1	0.0%	0
At least every two months	1.1%	7	0.0%	0	1.5%	1	0.0%	0	3.3%	1	1.1%	0	0.8%	1	0.0%	0	1.9%	2	3.4%	2	0.9%	0
At least every 3 months	3.3%	21	2.6%	3	3.6%	2	2.7%	2	0.0%	0	10.7%	1	3.2%	3	2.7%	1	4.1%	4	4.3%	3	4.6%	1
At least every 6 months	9.1%	58	12.8%	16	5.0%	2	13.0%	11	4.8%	1	7.5%	0	2.7%	3	9.4%	5	12.0%	13	8.5%	5	7.0%	2
Less often than once every 6 months	62.0%	396	50.9%	64	77.7%	37	34.0%	27	56.8%	14	65.7%	4	78.6%	84	79.0%	44	59.1%	64	76.6%	45	53.4%	13
Have only visited once	3.3%	21	2.0%	2	0.6%	0	3.4%	3	11.6%	3	3.0%	0	0.0%	0	3.8%	2	0.8%	1	4.4%	3	30.1%	7
(Don't know / varies)	19.3%	123	31.7%	40	7.2%	3	43.6%	35	23.5%	6	9.2%	1	10.5%	11	5.1%	3	21.0%	23	1.0%	1	4.1%	1
Mean:		*1.61*		*1.27*		*1.78*		*1.97*		*1.13*		*1.81*		*2.07*		*1.14*		*1.76*		*1.54*		*0.95*
Weighted base:		638		126		47		81		25		6		107		55		109		58		24
Sample:		662		70		74		57		59		62		72		79		64		59		66

Q32 Where did you last go to buy DIY or gardening goods?
Excluding Internet & DK

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Zone 1																						
Albert Road Retail Park, Widnes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Oaks Way, Widnes	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Widnes Waterfront, Widnes Trade Park, Dennis Road, Widnes	21.9%	161	63.6%	89	32.9%	14	41.9%	57	1.3%	0	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bold Heath Garden Centre, Mill Lane, Bold Heath, Widnes	1.0%	8	0.8%	1	16.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cronton Nurseries, Cronton Lane, Widnes	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Oaks Shopping Centre, Widnes	0.7%	5	3.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Rivendell Garden Centre, Mill Lane, Widnes	0.9%	6	1.8%	2	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.4%	1	0.0%	0
Widnes Shopping Park, Widnes	0.3%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Town Centre	3.8%	28	14.5%	20	2.1%	1	4.8%	7	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																						
George's Precinct, Langley Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																						
Asda, West Lane, Runcorn	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Thomas Jones Way, Bridge Retail Park, Runcorn	3.4%	25	0.0%	0	0.0%	0	17.1%	23	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn Hydroponics Emporium, Pimlico Road, Runcorn	0.4%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn Shopping Centre, Runcorn	2.2%	16	2.5%	3	0.0%	0	8.1%	11	4.3%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Zone 4																						
Frodsham Town Centre	1.0%	7	0.0%	0	0.0%	0	0.8%	1	20.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helsby, Frodsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robert Gleave & Sons Home & Garden Centre, Mill Lane, Frodsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																						
Lodge Lane Nursery, Lodge Lane, Dutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																						
Aldi, Crosfield Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Warrington																						
B&Q, Milner Street, Warrington	11.3%	83	0.0%	0	16.2%	7	0.0%	0	1.0%	0	10.4%	1	34.5%	38	3.2%	2	13.8%	17	24.2%	18	5.0%	1
Cockhedge Shopping Park, Warrington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Homebase, Riverside Retail Park, Wharf Street, Warrington	5.3%	39	0.0%	0	0.8%	0	0.0%	0	0.0%	0	14.6%	1	10.9%	12	4.3%	2	1.0%	1	27.9%	20	7.0%	2
JTF, Chesford Grange, Woolston, Warrington	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	3	0.0%	0	0.0%	0	0.7%	0
Latchford Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Warrington	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	3.4%	4	0.0%	0	0.0%	0	3.0%	2	0.7%	0
Warrington	5.2%	38	0.8%	1	1.5%	1	4.1%	6	0.0%	0	0.0%	0	12.7%	14	11.9%	6	5.3%	7	5.2%	4	3.2%	1
Warrington Market, Bank Street, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Pinner's Brow Retail Park, Pinner's Brow, Warrington	1.2%	9	0.0%	0	1.1%	0	0.0%	0	0.0%	0	4.3%	0	3.6%	4	1.0%	0	2.2%	3	0.8%	1	0.0%	0
Woolston Garden Centre, New Cut Lane, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Zone 7																						
Asda, Dewhurst Road, Birchwood, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bents Garden & Home, Warrington Road, Glazebury, Warrington	1.1%	8	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	2.0%	2	0.0%	0	2.9%	1
Birchwood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.7%	1	0.0%	0	0.0%	0
Culcheth Village	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
Alban Retail Park, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
B&Q Warehouse, Newton Road, Warrington	4.4%	32	0.8%	1	8.6%	4	2.5%	3	0.0%	0	10.5%	1	8.9%	10	5.3%	3	3.7%	5	5.1%	4	10.4%	2
B&Q, Delph LaneNewton Road, Winwick, Warrington	22.8%	167	0.0%	0	16.9%	7	1.0%	1	2.6%	1	13.1%	1	24.2%	26	47.3%	25	66.4%	81	21.5%	16	39.3%	9
Gemini Retail Park (Boots / Next), Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winwick Road, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																						
Aldi, Walton Road, Stockton Heath, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Knutsford Road, Grappenhall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Greenalls	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Avenue, Warrington																						
Stockton Heath	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
The Forge Shopping Centre, Stockton Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Zone 10																						
Lymm Artisan Market, Lymm Youth and Community Centre, Bridgewater Street, Lymm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lymm Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.9%	0
Outside Study Area - Blackpool																						
Blackpool Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire East																						
Arley Hall & Gardens, Arley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Legh Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
High Leigh Garden Centre, Halliwell's Brow, High Leigh	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.9%	0	0.0%	0	0.0%	0	1.3%	2	1.4%	1	1.6%	0
Outside Study Area - Cheshire East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.2%	0
Outside Study Area - Cheshire West																						
Marbury Hall Nurseries, The Old Walled Gardens, Northwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Northwich Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire West and Chester																						
Albion Road Retail Park, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Northwich Retail Park, Manchester Road, Northwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Sealand Road, Chester	0.5%	4	0.0%	0	0.0%	0	0.0%	0	12.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Station Road, Ellesmere Port	0.9%	7	0.0%	0	0.0%	0	0.0%	0	22.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks (Development) - Marks & Spencer, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park (Phase 1), Chester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Northwich Retail Park, Northwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	10.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Outside Study Area - Cheshire West and Chester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sealand Road - Staples, Stokers / former MFI, Wickes, Chester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weaverham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Conwy																						
Llandudno Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Flintshire																						
St David's Retail Park, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Halton																						
Harefield Water Gardens, Warrington Road, Rainhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Knowsley																						
Cables Retail Park, Prescot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool																						
Aigburth Hall Nurseries, Aigburth Hall Avenue, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Speke Road, New Mersey Retail Park, Speke	2.4%	18	8.7%	12	0.0%	0	3.7%	5	1.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester																						
Manchester Airport, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Outside Study Area - Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Outside Study Area - Pendle																						
Boundary Mill Stores, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Salford																						
Brentwood Moss Nurseries, Moss Road, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - St. Helens																						
Haydock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
St Helens Town Centre	2.5%	18	0.0%	0	0.0%	0	13.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Milverny Way, Ravenhead Retail Park, St.	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Helens Linkway, St. Helens																						
Outside Study Area - Stockport																						
Cheadle Hulme Local Centre, Stockport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Stockport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Outside Study Area - Trafford																						
Altrincham Market, The Market Hall, Greenwood Street, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altrincham Retail Park, Altrincham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	2
Atlantic Street Retail Park, Altrincham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Homebase, Altrincham Retail Park, Manchester Road, Altrincham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Trafford Centre, Manchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Retail Park, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wigan																						
Atherleigh Way, Leigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Kirkhall Lane, Leigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other																						
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	3.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.2%	0
Other																						
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		735		140		41		137		30		8		109		52		122		72		24
Sample:		733		77		75		69		68		80		76		72		73		70		73

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0																						
Q33 How often do you make shopping trips for DIY or gardening goods to (LOCATION MENTIONED AT Q32)? *Those who buy DIY or gardening goods at a specific location (excluding those who buy via the Internet or abroad) at Q32*																						
Daily	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
At least once a week	1.6%	12	0.0%	0	3.9%	2	0.0%	0	2.1%	1	0.8%	0	0.9%	1	6.9%	4	3.3%	4	0.0%	0	3.4%	1
At least once a fortnight	3.0%	24	1.0%	1	4.5%	2	0.0%	0	3.7%	1	8.1%	1	3.2%	4	5.3%	3	4.7%	6	6.4%	5	1.6%	0
At least once a month	8.9%	69	7.2%	10	11.7%	5	10.9%	15	10.2%	3	20.5%	2	4.2%	6	16.4%	9	7.1%	9	11.2%	8	7.2%	2
At least every two months	9.4%	74	5.1%	7	5.4%	2	5.8%	8	10.7%	3	12.6%	1	21.4%	28	5.6%	3	5.6%	7	13.7%	10	10.2%	2
At least every 3 months	14.8%	116	10.8%	15	14.9%	6	24.1%	33	9.2%	3	11.0%	1	13.3%	18	9.8%	5	12.6%	16	13.0%	10	30.2%	7
At least every 6 months	18.2%	143	18.2%	26	9.6%	4	11.3%	16	23.2%	8	14.8%	1	13.9%	18	20.8%	11	33.0%	43	13.6%	10	21.5%	5
Less often than once every 6 months	24.0%	188	26.8%	38	25.7%	11	27.5%	38	17.9%	6	14.7%	1	22.1%	29	29.4%	16	14.0%	18	33.2%	25	18.8%	5
Have only visited once	1.2%	9	1.7%	2	13.1%	6	0.0%	0	0.9%	0	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
(Don't know / varies)	18.7%	146	29.3%	42	10.5%	5	20.4%	28	22.1%	7	12.7%	1	21.0%	28	3.4%	2	19.6%	25	9.0%	7	5.1%	1
Mean:		*6.15*		*3.51*		*8.49*		*3.92*		*6.35*		*7.57*		*5.19*		*15.79*		*6.77*		*5.43*		*5.76*
Weighted base:		782		144		43		139		32		9		133		54		130		75		24
Sample:		766		80		76		71		74		86		81		75		76		73		74

Q34 Where did you last go to buy furniture, carpets and floor coverings?
Excluding Internet & DK

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Zone 1																						
Albert Road Retail Park, Widnes	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Widnes Waterfront, Widnes Trade Park, Dennis Road, Widnes	0.5%	3	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Oaks Shopping Centre, Widnes	0.9%	5	3.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Shopping Park, Widnes	3.1%	17	13.7%	14	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Town Centre	4.7%	25	16.6%	17	1.7%	1	6.4%	7	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																						
George's Precinct, Langley Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Honiton Square, Penketh	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road, Great Sankey	0.1%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Road (East), Penketh	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Road (West), Penketh	0.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																						
Asda, West Lane, Runcorn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn Shopping Centre, Runcorn	1.8%	10	0.0%	0	0.0%	0	8.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trident Retail & Leisure Park, Runcorn	0.5%	2	0.0%	0	0.0%	0	1.7%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																						
Frodsham Town Centre	4.6%	25	1.0%	1	0.0%	0	16.9%	19	22.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																						
Lodge Lane Nursery, Lodge Lane, Dutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																						
Aldi, Crosfield Street, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Milner Street, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Street, Warrington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Cockhedge Shopping Park, Warrington	0.7%	4	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.7%	0	1.3%	1	2.0%	1	1.1%	1	0.9%	1	0.0%	0
Golden Square Shopping Centre, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holes Lane / Manchester Road	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Orford Lane	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Pinners Brow Retail Park, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Warrington	5.6%	31	0.0%	0	2.5%	1	3.5%	4	1.4%	0	6.7%	0	13.3%	8	7.1%	3	12.9%	11	3.4%	2	4.6%	1
Schoolbrow Retail Park, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Warrington	21.9%	119	10.7%	11	18.2%	6	14.7%	17	1.8%	0	20.2%	1	48.4%	31	25.0%	11	23.8%	20	32.3%	20	13.7%	2
Zone 7																						
Asda, Dewhurst Road, Birchwood, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birchwood	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3	2.4%	2	0.0%	0	0.0%	0
Birchwood Shopping Centre, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Culcheth Village	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	4	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
Alban Retail Park, Warrington	2.3%	12	0.0%	0	6.9%	2	3.3%	4	0.0%	0	1.3%	0	4.3%	3	0.0%	0	1.8%	2	2.9%	2	2.8%	0
B&Q, Delph LaneNewton Road, Winwick, Warrington	1.8%	9	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	6	8.3%	4	0.0%	0	0.0%	0	0.0%	0
Gemini Retail Park (Boots / Next), Warrington	11.3%	61	6.5%	7	26.3%	8	1.7%	2	6.9%	1	9.6%	0	0.0%	0	7.5%	3	38.1%	33	6.6%	4	22.1%	3
Ikea, Europa Boulevard, Warrington	0.5%	3	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Westbrook	2.1%	11	0.0%	0	13.2%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	4.6%	4	2.9%	2	0.0%	0
Winwick Road, Warrington	2.0%	11	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	5	1.5%	1	3.4%	3	1.9%	1	6.9%	1
Zone 9																						
Aldi, Walton Road, Stockton Heath, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knutsford Road, Grappenhall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Stockton Heath	3.9%	21	0.0%	0	1.9%	1	1.0%	1	0.0%	0	23.3%	1	5.8%	4	2.3%	1	0.0%	0	20.7%	13	6.6%	1
Zone 10																						
Lymm Artisan Market, Lymm Youth and Community Centre, Bridgewater Street, Lymm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lymm Village	2.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	13	6.0%	1
rminator																						
Blackpool Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire East																						
Arley Hall & Gardens, Arley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Leigh Garden Centre, Halliwell's Brow, High Leigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Knutsford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Outside Study Area - Cheshire East	0.4%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	5.3%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	4.2%	0
Outside Study Area - Cheshire West																						
Marbury Hall Nurseries, The Old Walled Gardens, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwich Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire West and Chester																						
Albion Road Retail Park, Northwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.4%	0
Broughton Shopping Park, Chester	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks (Development) - Marks & Spencer, Ellesmere Port	0.6%	3	0.0%	0	0.0%	0	2.4%	3	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Chester City Centre	1.4%	8	0.0%	0	0.0%	0	1.0%	1	25.0%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Chester Retail Park, Chester	0.3%	2	0.0%	0	0.0%	0	1.0%	1	1.4%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Centre (Phase 2), Manchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Port	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park (Phase 1), Chester	0.5%	3	0.0%	0	0.0%	0	1.3%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park (Phase 2), Chester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwich Retail Park, Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sealand Road - Staples, Stokers / former MFI, Wickes, Chester	0.6%	3	0.0%	0	0.0%	0	0.7%	1	10.3%	2	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Conwy																						
Llandudno Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Flintshire																						
St David's Retail Park, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Halton																						
Harefield Water Gardens, Warrington Road, Rainhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn Town Centre	4.3%	23	3.3%	3	0.0%	0	16.7%	19	2.8%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Knowsley																						
Cables Retail Park, Prescot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool																						

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Aigburth Hall Nurseries, Aigburth Hall Avenue, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Speke Road, New Mersey Retail Park, Speke	0.6%	3	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunts Cross Retail Park, Speke	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, South John Street, Liverpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Liverpool City Centre	2.6%	14	7.2%	7	2.8%	1	2.7%	3	5.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Liverpool One, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
New Mersey Shopping Park, Liverpool	3.5%	19	11.0%	11	0.8%	0	6.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speke Market, Parklands, Penketh Drive, Speke Boulevard, Speke	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Speke Centre, Liverpool	2.5%	14	10.4%	11	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester																						
Manchester Airport, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.6%	3	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	4.2%	0
Outside Study Area - Pendle																						
Boundary Mill Stores, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Salford																						
Brentwood Moss Nurseries, Moss Road, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Irlam Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Salford	0.2%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Salford Quays	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - St. Helens																						
Haydock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Helens Retail Park, Warrington Old Road, St Helens	0.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Helens Town Centre	1.3%	7	6.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenhead Retail Park, St. Helens	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Stockport																						
Cheadle Hulme Local Centre, Stockport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheadle Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	4.9%	1
John Lewis, Wilmslow Road, Cheadle	0.5%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	2.0%	1	1.1%	1	0.9%	1	1.4%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Outside Study Area - Stockport	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.9%	1	0.0%	0
Outside Study Area - Trafford																						
Altrincham Market, The Market Hall, Greenwood Street, Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altrincham Retail Park, Altrincham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Altrincham Town Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atlantic Street Retail Park, Altrincham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Stamford Brook Local Shopping Centre, Altrincham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Trafford Centre, Manchester	1.4%	8	0.0%	0	5.6%	2	0.0%	0	0.0%	0	11.2%	1	2.3%	1	4.6%	2	0.0%	0	1.6%	1	6.9%	1
Outside Study Area - Wigan																						
Atherleigh Way, Leigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other																						
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other	0.7%	4	1.0%	1	0.8%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.9%	1	0.0%	0
Other																						
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		542		104		31		114		22		5		64		43		85		62		12
Sample:		552		59		67		66		50		51		48		59		50		60		42

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0																						
Q35 How often do you make shopping trips for furniture, carpets and floor coverings to (LOCATION MENTIONED AT Q34)? *Those who buy furniture, carpets and floor coverings at a specific location (excluding those who buy via the Internet or abroad) at Q34*																						
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	1.1%	8	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0
At least every two months	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 3 months	1.4%	10	2.7%	3	2.2%	1	3.1%	4	0.0%	0	1.6%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.2%	0
At least every 6 months	5.5%	37	4.6%	6	5.8%	2	6.0%	7	4.7%	1	6.8%	0	5.1%	5	6.7%	4	6.4%	7	3.0%	2	10.4%	2
Less often than once every 6 months	68.3%	460	56.9%	74	78.8%	30	60.3%	74	54.5%	15	79.1%	4	63.8%	63	87.6%	49	68.3%	73	94.7%	66	63.5%	11
Have only visited once	4.1%	27	3.3%	4	2.5%	1	4.3%	5	20.8%	6	5.8%	0	2.6%	3	3.3%	2	1.1%	1	2.3%	2	21.6%	4
(Don't know / varies)	19.4%	131	29.8%	39	10.8%	4	25.4%	31	20.0%	5	6.7%	0	28.5%	28	2.4%	1	19.3%	21	0.0%	0	3.2%	1
Mean:		*1.24*		*1.55*		*1.11*		*1.21*		*0.80*		*1.06*		*1.03*		*1.04*		*1.63*		*1.01*		*0.92*
Weighted base:		673		129		38		123		27		6		99		56		107		70		17
Sample:		683		75		79		71		65		55		65		78		61		70		64
Q36 Do you ever visit any of the following centres? [MR/PR]																						
Warrington town centre	80.5%	808	77.3%	143	84.0%	51	89.0%	158	25.6%	12	72.7%	7	93.8%	142	80.2%	56	84.5%	140	75.7%	74	65.2%	24
Birchwood district centre	34.3%	344	10.6%	20	34.7%	21	29.6%	52	4.6%	2	14.6%	1	48.0%	73	86.5%	61	56.6%	94	14.9%	15	15.3%	6
Stockton Heath district centre	39.3%	395	21.8%	41	18.8%	11	36.5%	65	15.1%	7	86.8%	8	48.5%	74	26.0%	18	30.9%	51	96.2%	94	68.8%	25
Westbrook district centre	34.6%	347	23.8%	44	71.5%	44	19.6%	35	6.5%	3	15.9%	2	50.5%	77	37.3%	26	51.7%	86	21.1%	21	30.4%	11
(Don't visit any of these centres)	10.1%	102	19.7%	36	0.7%	0	7.8%	14	63.3%	31	2.6%	0	1.7%	3	5.7%	4	4.9%	8	1.2%	1	11.5%	4
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100
Q37 Which of those centres do you visit most often? [PR] *Those who mentioned more than one centre at Q36*																						
Warrington town centre	49.1%	316	81.1%	56	21.5%	9	59.0%	60	67.0%	5	15.7%	1	59.2%	78	19.1%	11	45.9%	58	32.7%	25	53.4%	13
Birchwood district centre	19.4%	125	0.0%	0	3.7%	2	21.2%	22	0.0%	0	1.8%	0	20.3%	27	78.1%	46	20.8%	26	1.3%	1	6.3%	2
Stockton Heath district centre	15.4%	99	3.6%	2	0.8%	0	17.3%	18	28.9%	2	81.5%	5	7.5%	10	2.8%	2	1.2%	2	66.0%	50	34.8%	8
Westbrook district centre	16.1%	104	15.3%	11	73.9%	31	2.5%	3	4.1%	0	1.1%	0	13.0%	17	0.0%	0	32.1%	41	0.0%	0	5.5%	1
Weighted base:		644		69		42		103		7		6		131		59		127		75		24
Sample:		634		40		75		55		16		67		82		84		67		88		60

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q37X Centre visited most often:																						
Those who mentioned one or more centres at Q36																						
Warrington town centre	56.0%	505	87.4%	130	31.0%	19	70.8%	116	65.1%	12	20.8%	2	60.9%	91	19.1%	13	52.3%	82	27.4%	26	43.9%	14
Birchwood district centre	15.9%	143	0.7%	1	12.3%	7	14.2%	23	2.2%	0	2.0%	0	18.5%	28	75.8%	50	19.3%	30	1.0%	1	5.3%	2
Stockton Heath district centre	15.6%	140	2.4%	4	0.6%	0	13.4%	22	31.0%	5	76.5%	7	8.5%	13	5.0%	3	1.0%	2	71.5%	69	46.8%	15
Westbrook district centre	12.6%	114	9.5%	14	56.0%	34	1.6%	3	1.7%	0	0.7%	0	12.2%	18	0.0%	0	27.5%	43	0.0%	0	4.0%	1
Weighted base:		902		149		61		163		18		9		149		66		158		96		33
Sample:		876		81		99		90		41		97		97		95		93		99		84

Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

Q38 How often do you visit (CENTRE MENTIONED AT Q37)?																						
Those who mentioned Warrington at Q37X																						
Daily	2.8%	14	1.1%	1	0.0%	0	0.7%	1	8.4%	1	4.6%	0	8.0%	7	0.0%	0	2.5%	2	3.8%	1	3.7%	1
At least two times a week	7.3%	37	2.7%	3	7.5%	1	0.0%	0	4.4%	1	3.5%	0	15.9%	14	0.0%	0	11.8%	10	27.3%	7	0.0%	0
At least once a week	22.1%	111	5.5%	7	14.9%	3	7.1%	8	0.0%	0	22.5%	0	57.2%	52	33.6%	4	32.1%	26	34.3%	9	7.6%	1
At least once a fortnight	19.1%	96	8.5%	11	61.7%	12	20.4%	24	0.0%	0	20.8%	0	7.8%	7	0.0%	0	36.8%	30	22.0%	6	44.7%	6
At least once a month	17.9%	90	18.3%	24	6.0%	1	34.2%	39	16.2%	2	38.9%	1	5.6%	5	29.7%	4	10.2%	8	7.6%	2	26.9%	4
At least every two months	8.4%	43	20.6%	27	0.0%	0	6.4%	7	2.6%	0	3.5%	0	2.9%	3	11.7%	1	2.2%	2	2.9%	1	8.0%	1
At least every 3 months	7.8%	40	14.9%	19	4.5%	1	10.3%	12	26.9%	3	6.3%	0	0.0%	0	13.3%	2	1.9%	2	2.2%	1	3.1%	0
At least every 6 months	7.1%	36	14.7%	19	0.0%	0	10.2%	12	20.9%	2	0.0%	0	1.0%	1	11.7%	1	0.0%	0	0.0%	0	1.5%	0
Less often than once every 6 months	3.4%	17	6.2%	8	1.8%	0	4.0%	5	18.0%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	4.2%	21	7.5%	10	3.6%	1	6.7%	8	2.6%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	2.6%	0
Mean:		*46.96*		*20.48*		*41.87*		*18.00*		*44.79*		*46.18*		*95.01*		*22.51*		*63.05*		*95.29*		*33.74*
Weighted base:		505		130		19		116		12		2		91		13		82		26		14
Sample:		413		69		34		67		28		17		61		18		46		32		41

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0																						
Q38 How often do you visit (CENTRE MENTIONED AT Q37)? *Those who mentioned Blackwood at Q37X*																						
Daily	7.5%	11	0.0%	0	0.0%	0	11.7%	3	0.0%	0	0.0%	0	4.1%	1	5.9%	3	9.6%	3	100.0%	1	0.0%	0
At least two times a week	15.4%	22	0.0%	0	11.3%	1	0.0%	0	0.0%	0	0.0%	0	13.3%	4	21.2%	11	22.7%	7	0.0%	0	0.0%	0
At least once a week	39.3%	56	0.0%	0	3.5%	0	0.0%	0	0.0%	0	62.9%	0	60.9%	17	53.7%	27	37.0%	11	0.0%	0	55.3%	1
At least once a fortnight	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	4	0.0%	0	0.0%	0	16.2%	0
At least once a month	5.9%	8	0.0%	0	9.8%	1	3.6%	1	0.0%	0	0.0%	0	3.1%	1	6.6%	3	8.0%	2	0.0%	0	16.2%	0
At least every two months	9.5%	14	0.0%	0	75.4%	6	0.0%	0	0.0%	0	0.0%	0	13.3%	4	1.0%	0	12.6%	4	0.0%	0	0.0%	0
At least every 3 months	13.1%	19	0.0%	0	0.0%	0	78.4%	18	100.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	0
At least every 6 months	3.5%	5	100.0%	1	0.0%	0	6.2%	1	0.0%	0	0.0%	0	5.4%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	5.1%	2	0.0%	0	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0
Mean:		*83.44*		*2.00*		*30.96*		*46.48*		*4.00*		*32.79*		*75.49*		*96.74*		*108.64*		*365.00*		*35.39*
Weighted base:		143		1		7		23		0		0		28		50		30		1		2
Sample:		129		1		5		4		1		2		17		72		20		1		6

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0																						
Q38 How often do you visit (CENTRE MENTIONED AT Q37)? *Those who mentioned Stockton Heath at Q37X*																						
Daily	9.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	20.5%	3	0.0%	0	0.0%	0	15.2%	10	1.8%	0
At least two times a week	20.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.5%	2	50.7%	6	0.0%	0	0.0%	0	30.6%	21	0.0%	0
At least once a week	30.6%	43	0.0%	0	0.0%	0	20.8%	5	0.0%	0	44.6%	3	28.8%	4	0.0%	0	0.0%	0	42.1%	29	16.6%	3
At least once a fortnight	10.2%	14	0.0%	0	0.0%	0	27.8%	6	12.6%	1	11.5%	1	0.0%	0	0.0%	0	0.0%	0	7.9%	5	8.7%	1
At least once a month	9.1%	13	30.2%	1	100.1%	0	31.3%	7	0.0%	0	8.3%	1	0.0%	0	14.9%	0	0.0%	0	0.8%	1	18.2%	3
At least every two months	6.4%	9	0.0%	0	0.0%	0	5.0%	1	27.0%	1	2.7%	0	0.0%	0	19.5%	1	0.0%	0	2.3%	2	26.2%	4
At least every 3 months	5.7%	8	30.2%	1	0.0%	0	10.0%	2	0.0%	0	1.6%	0	0.0%	0	14.9%	0	0.0%	0	0.0%	0	26.6%	4
At least every 6 months	5.8%	8	39.5%	1	0.0%	0	5.0%	1	27.0%	1	1.6%	0	0.0%	0	50.8%	2	100.0%	2	1.1%	1	0.0%	0
Less often than once every 6 months	1.4%	2	0.0%	0	0.0%	0	0.0%	0	28.0%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*99.55*		*5.63*		*12.00*		*22.61*		*6.05*		*92.55*		*195.35*		*4.56*		*2.00*		*143.36*		*22.35*
Weighted base:		140		4		0		22		5		7		13		3		2		69		15
Sample:		219		3		1		17		11		77		7		5		1		66		31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0																						
Q38 How often do you visit (CENTRE MENTIONED AT Q37)? *Those who mentioned Westbrook at Q37X*																						
Daily	2.3%	3	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
At least two times a week	29.5%	33	0.0%	0	23.8%	8	0.0%	0	0.0%	0	0.0%	0	12.9%	2	0.0%	0	53.3%	23	0.0%	0	0.0%	0
At least once a week	29.6%	34	0.0%	0	49.1%	17	43.4%	1	0.0%	0	0.0%	0	59.3%	11	0.0%	0	11.9%	5	0.0%	0	0.0%	0
At least once a fortnight	11.5%	13	15.3%	2	8.4%	3	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	15.5%	7	0.0%	0	21.3%	0
At least once a month	10.7%	12	0.0%	0	11.8%	4	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	15.7%	7	0.0%	0	16.3%	0
At least every two months	1.0%	1	0.0%	0	1.3%	0	0.0%	0	100.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.7%	0
At least every 3 months	10.6%	12	52.4%	7	0.8%	0	56.6%	1	0.0%	0	0.0%	0	15.3%	3	0.0%	0	0.0%	0	0.0%	0	12.4%	0
At least every 6 months	0.3%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	99.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	4.2%	5	32.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	0.2%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*90.20*		*6.40*		*91.35*		*24.82*		*6.00*		*2.00*		*60.62*		*0.00*		*135.97*		*0.00*		*10.17*
Weighted base:		114		14		34		3		0		0		18		0		43		0		1
Sample:		115		8		59		2		1		1		12		0		26		0		6
Q39 How do you usually travel to (CENTRE MENTIONED AT Q37)? *Those who mentioned Warrington at Q37X*																						
Car / van (as driver)	60.9%	307	60.7%	79	73.1%	14	59.8%	69	74.0%	9	82.5%	2	47.7%	43	68.4%	9	67.3%	55	74.3%	20	56.5%	8
Car / van (as passenger)	12.2%	61	14.3%	19	4.6%	1	24.4%	28	7.8%	1	7.0%	0	8.6%	8	6.6%	1	1.4%	1	5.1%	1	11.6%	2
Bus, minibus or coach	15.9%	80	16.0%	21	20.5%	4	12.5%	14	12.2%	1	10.5%	0	18.4%	17	18.3%	2	15.2%	12	13.3%	4	31.8%	5
Motorcycle, scooter or moped	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Walk	6.3%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	20	0.0%	0	11.7%	10	7.3%	2	0.0%	0
Taxi	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Train	3.4%	17	9.1%	12	0.0%	0	3.3%	4	6.0%	1	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Combination of modes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car and walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	0.1%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		505		130		19		116		12		2		91		13		82		26		14
Sample:		413		69		34		67		28		17		61		18		46		32		41

Q39 How do you usually travel to (CENTRE MENTIONED AT Q37)?
Those who mentioned Blackwood at Q37X

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Car / van (as driver)	69.8%	100	0.0%	0	93.7%	7	17.9%	4	100.1%	0	99.8%	0	79.5%	22	79.5%	40	77.9%	24	100.0%	1	100.0%	2
Car / van (as passenger)	8.5%	12	0.0%	0	6.3%	0	3.6%	1	0.0%	0	0.0%	0	16.4%	5	6.5%	3	10.1%	3	0.0%	0	0.0%	0
Bus, minibus or coach	15.9%	23	0.0%	0	0.0%	0	78.4%	18	0.0%	0	0.0%	0	4.1%	1	2.0%	1	8.0%	2	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	4	0.0%	0	0.0%	0	0.0%	0
Taxi	1.4%	2	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.9%	1	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Combination of modes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car and walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		143		1		7		23		0		0		28		50		30		1		2
Sample:		129		1		5		4		1		2		17		72		20		1		6

Q39 How do you usually travel to (CENTRE MENTIONED AT Q37)?
Those who mentioned Stockton Heath at Q37X

Car / van (as driver)	73.9%	104	60.5%	2	100.1%	0	85.8%	19	85.2%	5	86.2%	6	78.0%	10	74.6%	2	100.0%	2	62.9%	43	93.2%	14
Car / van (as passenger)	5.3%	7	39.5%	1	0.0%	0	10.4%	2	9.3%	1	8.5%	1	0.0%	0	25.4%	1	0.0%	0	2.4%	2	1.1%	0
Bus, minibus or coach	3.1%	4	0.0%	0	0.0%	0	3.8%	1	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	3.9%	1
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	16.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	22.0%	3	0.0%	0	0.0%	0	28.5%	20	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Combination of modes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car and walk	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
(Don't know / varies)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		140		4		0		22		5		7		13		3		2		69		15
Sample:		219		3		1		17		11		77		7		5		1		66		31

Q39 How do you usually travel to (CENTRE MENTIONED AT Q37)?
Those who mentioned Westbrook at Q37X

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Car / van (as driver)	73.0%	83	100.0%	14	91.1%	31	100.0%	3	100.1%	0	99.9%	0	100.0%	18	0.0%	0	36.5%	16	0.0%	0	87.5%	1
Car / van (as passenger)	4.2%	5	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0	12.4%	0
Bus, minibus or coach	3.6%	4	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	4	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	7.6%	9	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	8	0.0%	0	0.0%	0
Taxi	0.5%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	4	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Combination of modes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car and walk	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
(Don't know / varies)	6.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	7	0.0%	0	0.0%	0
Weighted base:		114		14		34		3		0		0		18		0		43		0		1
Sample:		115		8		59		2		1		1		12		0		26		0		6

Q40 What is the main reason for visiting (CENTRE MENTIONED AT Q37)?
Those who mentioned Warrington at Q37X

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Choice and range of shops	50.4%	254	72.4%	94	32.6%	6	57.6%	67	54.8%	6	51.5%	1	33.3%	30	35.1%	4	34.0%	28	39.8%	11	46.0%	7
New supermarket	0.4%	2	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	3.4%	17	0.0%	0	3.8%	1	1.2%	1	0.0%	0	3.5%	0	6.0%	5	6.6%	1	9.2%	8	2.9%	1	1.1%	0
Choice of services (hairdressers, banks etc)	6.8%	34	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	10.5%	1	32.1%	26	11.3%	3	0.0%	0
Livestock market	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6	3.9%	0	1.1%	1	2.2%	1	0.0%	0
Environmental quality of centre	4.0%	20	0.0%	0	0.0%	0	17.0%	20	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Close to home	17.8%	90	8.8%	11	13.7%	3	13.0%	15	0.0%	0	19.3%	0	44.0%	40	33.3%	4	8.6%	7	25.4%	7	15.9%	2
Close to work	3.0%	15	4.8%	6	0.0%	0	0.0%	0	12.8%	1	0.0%	0	3.2%	3	0.0%	0	1.4%	1	9.6%	3	3.7%	1
Easily accessible by public transport	1.9%	10	2.7%	3	0.0%	0	3.1%	4	3.4%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.4%	1	1.9%	0
Convenient car parking	0.6%	3	0.0%	0	1.8%	0	1.7%	2	0.0%	0	11.3%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.4%	2	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	0
Close to friends / family	1.7%	9	0.0%	0	0.0%	0	2.4%	3	2.6%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	6	0.0%	0	0.0%	0
Compact centre	1.6%	8	6.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Easy to get to by car	1.7%	9	0.0%	0	38.5%	7	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Undercovered / sheltered areas	1.2%	6	1.1%	1	0.0%	0	3.1%	4	8.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular)	3.7%	19	4.1%	5	5.5%	1	1.0%	1	12.0%	1	14.4%	0	0.0%	0	6.6%	1	4.7%	4	4.4%	1	24.5%	4
Weighted base:		505		130		19		116		12		2		91		13		82		26		14
Sample:		413		69		34		67		28		17		61		18		46		32		41

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q40 What is the main reason for visiting (CENTRE MENTIONED AT Q37)? *Those who mentioned Blackwood at Q37X*																						
Choice and range of shops	33.8%	48	100.0%	1	3.5%	0	6.2%	1	100.1%	0	36.9%	0	62.5%	17	21.0%	11	54.9%	17	0.0%	0	42.9%	1
New supermarket	5.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.9%	0	0.0%	0	8.9%	4	12.6%	4	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	2.1%	3	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	2.0%	1	0.0%	0	0.0%	0	12.4%	0
Close to home	25.4%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	3	59.0%	30	11.9%	4	0.0%	0	16.2%	0
Close to work	10.3%	15	0.0%	0	86.7%	6	11.7%	3	0.0%	0	0.0%	0	4.1%	1	1.0%	0	9.6%	3	100.0%	1	0.0%	0
Easily accessible by public transport	12.7%	18	0.0%	0	0.0%	0	78.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Free car parking	4.3%	6	0.0%	0	6.3%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	3.0%	1	8.0%	2	0.0%	0	16.2%	0
Compact centre	0.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Undercovered / sheltered areas	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
(Nothing in particular)	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	12.4%	0
Weighted base:		143		1		7		23		0		0		28		50		30		1		2
Sample:		129		1		5		4		1		2		17		72		20		1		6
Q40 What is the main reason for visiting (CENTRE MENTIONED AT Q37)? *Those who mentioned Stockton Heath at Q37X*																						
Choice and range of shops	36.4%	51	60.5%	2	0.0%	0	58.3%	13	49.5%	3	31.8%	2	50.7%	6	19.5%	1	0.0%	0	24.4%	17	47.6%	7
New supermarket	3.2%	4	0.0%	0	0.0%	0	8.9%	2	0.0%	0	5.6%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	3.6%	1
Choice of leisure facilities (restaurants, pubs etc)	21.4%	30	39.5%	1	0.0%	0	17.4%	4	32.4%	2	8.5%	1	22.0%	3	25.4%	1	0.0%	0	24.3%	17	13.4%	2
Choice of services (hairdressers, banks etc)	11.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	1	0.0%	0	14.9%	0	100.0%	2	11.8%	8	26.6%	4
Environmental quality of centre	1.8%	3	0.0%	0	100.1%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	25.4%	1	0.0%	0	1.4%	1	1.8%	0
Close to home	13.8%	19	0.0%	0	0.0%	0	6.6%	1	0.0%	0	28.1%	2	6.8%	1	0.0%	0	0.0%	0	21.7%	15	0.0%	0
Close to work	5.5%	8	0.0%	0	0.0%	0	5.0%	1	0.0%	0	1.6%	0	20.5%	3	0.0%	0	0.0%	0	5.2%	4	1.8%	0
Convenient car parking	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Free car parking	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Close to friends / family	1.1%	2	0.0%	0	0.0%	0	3.8%	1	7.2%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Compact centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
(Nothing in particular)	4.0%	6	0.0%	0	0.0%	0	0.0%	0	10.9%	1	1.0%	0	0.0%	0	14.9%	0	0.0%	0	5.5%	4	3.7%	1
Weighted base:		140		4		0		22		5		7		13		3		2		69		15
Sample:		219		3		1		17		11		77		7		5		1		66		31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q40 What is the main reason for visiting (CENTRE MENTIONED AT Q37)?																						
Those who mentioned Westbrook at Q37X																						
Choice and range of shops	51.1%	58	47.7%	7	39.7%	13	100.0%	3	0.0%	0	0.0%	0	52.7%	10	0.0%	0	59.3%	26	0.0%	0	12.4%	0
New supermarket	13.4%	15	0.0%	0	18.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.3%	9	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	4.6%	5	10.0%	1	1.0%	0	0.0%	0	100.1%	0	0.0%	0	15.3%	3	0.0%	0	0.0%	0	0.0%	0	28.7%	0
Choice of services (hairdressers, banks etc)	0.4%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.2%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	16.5%	19	0.0%	0	17.2%	6	0.0%	0	0.0%	0	0.0%	0	27.2%	5	0.0%	0	18.3%	8	0.0%	0	0.0%	0
Close to work	1.8%	2	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.5%	0
Free car parking	1.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Close to friends / family	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.3%	0
(Nothing in particular)	10.3%	12	42.3%	6	16.6%	6	0.0%	0	0.0%	0	99.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		114		14		34		3		0		0		18		0		43		0		1
Sample:		115		8		59		2		1		1		12		0		26		0		6
Q41 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q37) more often? [MR]																						
Those who mentioned Warrington at Q37X																						
1st Mention																						
Increased choice and range of shops	7.8%	39	2.2%	3	10.2%	2	4.0%	5	2.6%	0	19.3%	0	8.9%	8	11.7%	1	9.5%	8	23.3%	6	39.3%	6
Improved non-food shops within the town centre	0.8%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	3.9%	20	5.1%	7	0.0%	0	4.7%	5	0.0%	0	0.0%	0	4.1%	4	0.0%	0	1.4%	1	3.8%	1	11.7%	2
Improved quality of shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
More parking	5.2%	26	6.5%	8	5.6%	1	7.9%	9	0.0%	0	0.0%	0	3.4%	3	0.0%	0	3.4%	3	2.9%	1	6.7%	1
Cheaper parking	12.4%	62	8.3%	11	7.8%	1	3.8%	4	4.4%	1	15.1%	0	30.6%	28	5.1%	1	13.0%	11	19.1%	5	4.8%	1
Improved street cleaning	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	1.6%	8	0.8%	1	0.0%	0	2.4%	3	6.0%	1	0.0%	0	1.6%	1	3.9%	0	0.0%	0	6.7%	2	0.0%	0
Cheaper public transport	0.2%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	2.1%	11	0.0%	0	1.4%	0	3.4%	4	5.2%	1	29.4%	1	2.5%	2	6.6%	1	1.1%	1	3.8%	1	3.1%	0
Better security	1.6%	8	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	6	2.9%	1	0.0%	0
Longer opening hours	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduced traffic congestion	3.6%	18	7.1%	9	2.4%	0	3.3%	4	10.2%	1	0.0%	0	2.2%	2	9.0%	1	0.0%	0	0.0%	0	1.1%	0
Improved market	0.6%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	0
(Nothing / Nothing else)	59.4%	300	65.7%	86	66.4%	12	69.6%	80	71.6%	8	31.6%	1	41.4%	38	63.7%	8	64.9%	53	33.8%	9	29.2%	4
(Don't know)	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Weighted base:		505		130		19		116		12		2		91		13		82		26		14
Sample:		413		69		34		67		28		17		61		18		46		32		41

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
2nd Mention																						
Increased choice and range of shops	1.4%	7	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	6	0.0%	0	3.7%	1
Improved non-food shops within the town centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	0	1.6%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Improved leisure facilities	1.7%	9	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	6.0%	2	24.5%	4
Improved quality of shops	0.5%	2	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	1.9%	0
More parking	1.7%	8	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	1.9%	2	5.1%	1	4.7%	4	0.0%	0	0.0%	0
Cheaper parking	3.2%	16	3.5%	5	0.0%	0	4.7%	5	0.0%	0	0.0%	0	3.4%	3	0.0%	0	3.4%	3	0.0%	0	1.9%	0
Improved street cleaning	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Cheaper public transport	0.4%	2	0.0%	0	1.8%	0	0.0%	0	3.4%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	1.5%	8	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	3.6%	3	0.0%	0	4.8%	1
Reduced traffic congestion	0.6%	3	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0
Improved market	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.1%	0
(Nothing / Nothing else)	87.7%	443	93.5%	122	90.2%	17	91.7%	106	96.6%	11	90.9%	2	85.2%	77	94.9%	12	78.1%	64	90.2%	24	53.5%	8
(Don't know)	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Weighted base:		505		130		19		116		12		2		91		13		82		26		14
Sample:		413		69		34		67		28		17		61		18		46		32		41
3rd Mention																						
Improved non-food shops within the town centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Improved leisure facilities	0.1%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Cheaper parking	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Better environment	0.5%	2	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	2.2%	1	0.0%	0
Reduced traffic congestion	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	98.3%	496	99.2%	129	96.8%	18	99.0%	114	100.0%	12	95.4%	2	98.8%	90	100.0%	13	97.0%	80	94.0%	25	96.6%	14
(Don't know)	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Weighted base:		505		130		19		116		12		2		91		13		82		26		14
Sample:		413		69		34		67		28		17		61		18		46		32		41

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Any Mention																						
Increased choice and range of shops	9.1%	46	2.2%	3	12.5%	2	4.0%	5	2.6%	0	19.3%	0	8.9%	8	11.7%	1	16.6%	14	23.3%	6	42.9%	6
Improved non-food shops within the town centre	1.8%	9	1.1%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	0	5.9%	5	0.0%	0	1.1%	1	3.8%	1	0.0%	0
Improved leisure facilities	5.7%	29	6.1%	8	1.4%	0	4.7%	5	0.0%	0	0.0%	0	6.6%	6	0.0%	0	1.4%	1	9.8%	3	36.3%	5
Improved quality of shops	0.9%	4	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	7.6%	2	1.9%	0
More parking	6.9%	35	6.5%	8	5.6%	1	9.8%	11	0.0%	0	0.0%	0	5.3%	5	5.1%	1	8.2%	7	2.9%	1	6.7%	1
Cheaper parking	15.6%	79	11.8%	15	7.8%	1	8.5%	10	4.4%	1	19.7%	0	34.0%	31	5.1%	1	16.4%	14	19.1%	5	8.2%	1
Improved street cleaning	0.3%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	1.7%	8	0.8%	1	0.0%	0	2.4%	3	6.0%	1	0.0%	0	1.6%	1	3.9%	0	0.0%	0	6.7%	2	1.5%	0
Cheaper public transport	0.7%	3	0.0%	0	8.1%	2	0.0%	0	3.4%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	4.1%	21	0.0%	0	5.6%	1	3.4%	4	5.2%	1	29.4%	1	6.2%	6	6.6%	1	6.6%	5	6.0%	2	7.9%	1
Better security	1.6%	8	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	6	2.9%	1	0.0%	0
Longer opening hours	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduced traffic congestion	4.4%	22	8.2%	11	2.4%	0	5.2%	6	10.2%	1	0.0%	0	2.2%	2	9.0%	1	0.0%	0	0.0%	0	4.2%	1
Improved market	0.8%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	5.1%	1
Weighted base:		505		130		19		116		12		2		91		13		82		26		14
Sample:		413		69		34		67		28		17		61		18		46		32		41

Q41 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q37) more often? [MR]
Those who mentioned Blackwood at Q37X

1st Mention																						
Increased choice and range of shops	9.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	4	15.6%	8	6.9%	2	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
More parking	5.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	7	3.0%	1	0.0%	0	30.5%	1
Cheaper parking	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0
Increased public transport	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	16.2%	0
Cheaper public transport	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0
Reduced traffic congestion	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	77.3%	111	100.0%	1	100.0%	7	100.0%	23	100.1%	0	99.8%	0	73.5%	20	63.6%	32	80.0%	24	100.0%	1	53.3%	1
(Don't know)	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		143		1		7		23		0		0		28		50		30		1		2
Sample:		129		1		5		4		1		2		17		72		20		1		6

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
2nd Mention																						
Increased choice and range of shops	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0
(Nothing / Nothing else)	95.5%	137	100.0%	1	100.0%	7	100.0%	23	100.1%	0	99.8%	0	89.9%	25	95.8%	48	94.9%	29	100.0%	1	100.0%	2
(Don't know)	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		143		1		7		23		0		0		28		50		30		1		2
Sample:		129		1		5		4		1		2		17		72		20		1		6
3rd Mention																						
(Nothing / Nothing else)	97.6%	140	100.0%	1	100.0%	7	100.0%	23	100.1%	0	99.8%	0	89.9%	25	98.7%	50	100.0%	30	100.0%	1	100.0%	2
(Don't know)	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		143		1		7		23		0		0		28		50		30		1		2
Sample:		129		1		5		4		1		2		17		72		20		1		6
Any Mention																						
Increased choice and range of shops	9.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	4	16.6%	8	6.9%	2	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
More parking	5.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	7	3.0%	1	0.0%	0	30.5%	1
Cheaper parking	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	5.1%	2	0.0%	0	0.0%	0
Increased public transport	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	5.1%	2	0.0%	0	16.2%	0
Cheaper public transport	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0
Reduced traffic congestion	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		143		1		7		23		0		0		28		50		30		1		2
Sample:		129		1		5		4		1		2		17		72		20		1		6

Q41 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q37) more often? [MR]
Those who mentioned Stockton Heath at Q37X

1st Mention

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Increased choice and range of shops	7.3%	10	30.2%	1	0.0%	0	5.0%	1	0.0%	0	9.8%	1	0.0%	0	0.0%	0	0.0%	0	10.5%	7	1.1%	0
Discount foodstores within the town centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Improved non-food shops within the town centre	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	4
Improved leisure facilities	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Improved quality of shops	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	13.7%	19	0.0%	0	0.0%	0	3.8%	1	0.0%	0	15.4%	1	65.9%	8	25.4%	1	0.0%	0	7.9%	5	16.7%	3
Cheaper parking	18.9%	26	0.0%	0	0.0%	0	6.6%	1	0.0%	0	11.8%	1	0.0%	0	0.0%	0	0.0%	0	34.7%	24	1.8%	0
Increased public transport	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Cheaper public transport	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.8%	0
Better environment	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Reduced traffic congestion	6.7%	9	30.2%	1	0.0%	0	3.8%	1	24.8%	1	6.1%	0	15.7%	2	0.0%	0	0.0%	0	4.7%	3	3.2%	0
More service outlets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	46.3%	65	39.5%	1	100.1%	0	80.7%	18	75.2%	4	50.5%	4	18.4%	2	74.6%	2	100.0%	2	34.4%	24	50.6%	8
Weighted base:		140		4		0		22		5		7		13		3		2		69		15
Sample:		219		3		1		17		11		77		7		5		1		66		31

2nd Mention

Increased choice and range of shops	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Improved non-food shops within the town centre	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Improved quality of shops	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	4
More parking	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	5	0.0%	0
Cheaper parking	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	3	6.8%	1
Improved street cleaning	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduced traffic congestion	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.8%	0
(Nothing / Nothing else)	86.4%	121	100.0%	4	100.1%	0	100.0%	22	100.0%	5	78.9%	6	100.0%	13	100.0%	3	100.0%	2	81.5%	56	68.3%	10
Weighted base:		140		4		0		22		5		7		13		3		2		69		15
Sample:		219		3		1		17		11		77		7		5		1		66		31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
3rd Mention																						
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Reduced traffic congestion	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	99.7%	140	100.0%	4	100.1%	0	100.0%	22	100.0%	5	97.1%	7	100.0%	13	100.0%	3	100.0%	2	100.0%	69	98.2%	15
Weighted base:		140		4		0		22		5		7		13		3		2		69		15
Sample:		219		3		1		17		11		77		7		5		1		66		31
Any Mention																						
Increased choice and range of shops	8.6%	12	30.2%	1	0.0%	0	5.0%	1	0.0%	0	9.8%	1	0.0%	0	0.0%	0	0.0%	0	13.1%	9	1.1%	0
Discount foodstores within the town centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Improved non-food shops within the town centre	4.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	23.0%	4
Improved leisure facilities	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Improved quality of shops	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	4
More parking	17.3%	24	0.0%	0	0.0%	0	3.8%	1	0.0%	0	19.5%	1	65.9%	8	25.4%	1	0.0%	0	15.0%	10	16.7%	3
Cheaper parking	22.3%	31	0.0%	0	0.0%	0	6.6%	1	0.0%	0	25.3%	2	0.0%	0	0.0%	0	0.0%	0	38.7%	27	8.7%	1
Improved street cleaning	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Cheaper public transport	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.8%	0
Better environment	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.8%	0
Reduced traffic congestion	7.5%	11	30.2%	1	0.0%	0	3.8%	1	24.8%	1	9.3%	1	15.7%	2	0.0%	0	0.0%	0	5.5%	4	5.0%	1
More service outlets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		140		4		0		22		5		7		13		3		2		69		15
Sample:		219		3		1		17		11		77		7		5		1		66		31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q41 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q37) more often? [MR]																						
Those who mentioned Westbrook at Q37X																						
1st Mention																						
Increased choice and range of shops	8.8%	10	0.0%	0	17.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	4	0.0%	0	0.0%	0
Improved leisure facilities	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	5	0.0%	0	0.0%	0
More parking	1.5%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Increased public transport	1.6%	2	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Better environment	0.3%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduced traffic congestion	12.2%	14	10.0%	1	22.3%	8	0.0%	0	0.0%	0	0.0%	0	11.0%	2	0.0%	0	6.7%	3	0.0%	0	0.0%	0
More service outlets	1.9%	2	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
(Nothing / Nothing else)	69.4%	79	90.0%	13	51.3%	17	100.0%	3	100.1%	0	99.9%	0	89.0%	16	0.0%	0	65.8%	28	0.0%	0	100.0%	1
Weighted base:		114		14		34		3		0		0		18		0		43		0		1
Sample:		115		8		59		2		1		1		12		0		26		0		6
2nd Mention																						
Increased choice and range of shops	2.4%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0
Improved leisure facilities	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	4	0.0%	0	0.0%	0
More parking	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.4%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	92.6%	105	100.0%	14	96.7%	33	100.0%	3	100.1%	0	99.9%	0	93.8%	17	0.0%	0	85.7%	37	0.0%	0	100.0%	1
Weighted base:		114		14		34		3		0		0		18		0		43		0		1
Sample:		115		8		59		2		1		1		12		0		26		0		6
3rd Mention																						
Improved non-food shops within the town centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
(Nothing / Nothing else)	99.2%	113	100.0%	14	100.0%	34	100.0%	3	100.1%	0	99.9%	0	100.0%	18	0.0%	0	97.9%	42	0.0%	0	100.0%	1
Weighted base:		114		14		34		3		0		0		18		0		43		0		1
Sample:		115		8		59		2		1		1		12		0		26		0		6

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Any Mention																						
Increased choice and range of shops	11.2%	13	0.0%	0	19.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	6	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Improved leisure facilities	7.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	9	0.0%	0	0.0%	0
More parking	2.5%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Increased public transport	1.6%	2	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Cheaper public transport	0.4%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.3%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduced traffic congestion	12.2%	14	10.0%	1	22.3%	8	0.0%	0	0.0%	0	0.0%	0	11.0%	2	0.0%	0	6.7%	3	0.0%	0	0.0%	0
More service outlets	1.9%	2	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Weighted base:		114		14		34		3		0		0		18		0		43		0		1
Sample:		115		8		59		2		1		1		12		0		26		0		6

Q42 Why don't you visit Warrington Town Centre? [MR]

Those who don't visit Warrington Town Centre at Q36

Lack of choice and range of shops	5.3%	10	2.6%	1	7.3%	1	4.3%	1	0.0%	0	4.4%	0	12.1%	1	9.6%	1	10.6%	3	4.2%	1	11.2%	1
Lack of supermarket	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.7%	0
Environmental quality of centre	5.6%	11	0.0%	0	0.0%	0	0.0%	0	0.8%	0	15.6%	0	0.0%	0	9.6%	1	18.0%	5	10.6%	3	13.3%	2
To far away from home or work	18.7%	36	22.4%	9	0.0%	0	33.5%	7	43.4%	16	5.2%	0	9.2%	1	16.1%	2	4.6%	1	0.0%	0	4.1%	1
Not accessible by public transport	9.1%	18	2.6%	1	2.7%	0	0.0%	0	3.9%	1	15.6%	0	0.0%	0	3.5%	0	0.0%	0	57.5%	14	4.5%	1
Inconveniently located car parking	7.8%	15	2.6%	1	8.9%	1	13.0%	3	6.0%	2	24.2%	1	0.0%	0	15.0%	2	11.4%	3	7.4%	2	9.4%	1
Expensive car parking	4.7%	9	0.0%	0	12.6%	1	0.0%	0	2.3%	1	13.0%	0	0.0%	0	4.6%	1	14.9%	4	4.2%	1	10.5%	1
Too busy / congested	6.3%	12	8.3%	3	2.7%	0	5.7%	1	14.8%	5	9.6%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	7.3%	1
Don't like the new shopping centre	1.6%	3	0.0%	0	4.6%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	1	6.0%	1	3.5%	1	0.0%	0	1.3%	0
Health problems	6.6%	13	0.0%	0	5.4%	1	5.7%	1	2.5%	1	2.6%	0	18.5%	2	6.4%	1	26.1%	7	2.5%	1	2.5%	0
Poor market	0.3%	1	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not safe	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
(Nothing, no reason to visit)	41.3%	81	61.7%	26	57.9%	6	37.9%	7	31.5%	11	39.8%	1	51.0%	5	29.2%	4	37.8%	10	13.4%	3	59.6%	8
(Don't know)	0.8%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Weighted base:		195		42		10		19		36		3		9		14		26		24		13
Sample:		250		23		15		14		70		30		8		18		20		15		37

Q43 Do you make use of electronic home shopping (i.e. internet or TV shopping)? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Yes, Internet	66.8%	671	67.3%	125	70.2%	43	76.2%	135	58.4%	28	64.7%	6	51.2%	78	56.5%	40	68.7%	114	72.9%	71	84.8%	31
Yes, Portable internet shopping (through mobile phone)	11.6%	116	17.5%	32	9.2%	6	17.0%	30	12.7%	6	13.3%	1	8.5%	13	15.3%	11	3.2%	5	3.6%	3	21.7%	8
Yes, TV Shopping	3.0%	31	8.8%	16	1.7%	1	2.0%	4	4.8%	2	1.6%	0	1.8%	3	1.2%	1	0.5%	1	2.6%	3	0.0%	0
No	30.7%	308	25.5%	47	27.1%	17	23.8%	42	41.6%	20	35.3%	3	46.0%	70	36.3%	26	31.3%	52	27.1%	26	14.5%	5
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100

Q44 Which goods or services do you currently purchase via electronic (home / mobile) shopping? [MR]

Those who use electronic home shopping at Q43

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Food	12.4%	86	4.3%	6	9.9%	4	19.0%	26	9.1%	3	6.1%	0	13.2%	11	12.3%	6	16.9%	19	8.1%	6	19.3%	6
Clothes / shoes	36.6%	254	45.1%	62	23.6%	10	31.7%	43	42.4%	12	41.1%	3	40.3%	33	37.6%	17	33.2%	38	29.9%	21	48.2%	15
Banking / finance	4.1%	28	0.8%	1	0.8%	0	1.6%	2	16.5%	5	5.5%	0	4.8%	4	1.1%	0	5.8%	7	1.4%	1	24.2%	8
Books	49.9%	347	34.8%	48	38.8%	17	42.8%	58	64.0%	18	59.7%	4	40.3%	33	63.6%	29	55.2%	63	79.8%	57	67.4%	21
CDs, DVDs, music	42.3%	294	47.9%	66	47.7%	21	38.4%	52	53.8%	15	30.1%	2	34.7%	28	34.6%	16	44.4%	51	38.5%	27	51.0%	16
DIY goods	5.5%	38	5.8%	8	0.6%	0	5.5%	7	12.1%	3	6.6%	0	8.3%	7	2.5%	1	1.8%	2	8.8%	6	7.3%	2
Furniture / carpets	6.4%	44	1.0%	1	0.0%	0	14.5%	20	3.5%	1	6.3%	0	6.2%	5	5.4%	2	6.5%	7	1.4%	1	19.3%	6
Garden items	2.0%	14	0.0%	0	0.0%	0	0.8%	1	2.9%	1	5.8%	0	1.4%	1	3.6%	2	5.7%	7	1.4%	1	3.3%	1
Holiday and / or travel tickets	7.2%	50	4.1%	6	2.8%	1	6.2%	8	11.7%	3	13.3%	1	12.7%	10	1.9%	1	6.0%	7	6.9%	5	24.9%	8
Jewellery	3.5%	25	5.9%	8	1.2%	1	5.1%	7	3.4%	1	6.3%	0	1.4%	1	5.4%	2	1.0%	1	2.2%	2	4.2%	1
Major electrical items	17.6%	122	10.9%	15	11.6%	5	14.4%	19	27.0%	8	21.9%	1	25.4%	21	14.8%	7	17.8%	20	22.3%	16	32.5%	10
Small electrical items	22.5%	157	26.9%	37	6.6%	3	15.0%	20	19.1%	5	23.1%	1	28.9%	24	22.9%	10	18.8%	21	30.3%	22	39.8%	13
Small household goods	13.1%	91	21.9%	30	19.4%	9	10.2%	14	10.7%	3	8.0%	0	11.0%	9	13.1%	6	4.7%	5	9.9%	7	23.9%	8
Sports goods	3.7%	26	2.0%	3	4.6%	2	1.6%	2	5.4%	2	20.9%	1	6.6%	5	3.3%	1	1.0%	1	3.6%	3	17.3%	5
Toys	20.6%	143	23.1%	32	13.7%	6	23.3%	31	20.1%	6	20.6%	1	16.7%	14	20.5%	9	11.3%	13	26.9%	19	37.1%	12
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Art and craft / hobby items	1.2%	8	0.0%	0	0.6%	0	0.0%	0	3.2%	1	0.0%	0	1.8%	1	1.9%	1	2.2%	2	2.5%	2	1.8%	1
Car / motorbike parts and accessories	1.4%	10	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.4%	3	1.4%	1	2.2%	2	3.6%	3	0.0%	0
Computer accessories	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Computer games	0.3%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	1.4%	1	1.0%	1	0.0%	0	0.0%	0
Flowers	0.2%	1	0.0%	0	0.6%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Gifts / vouchers	7.4%	51	10.4%	14	2.9%	1	17.4%	23	1.1%	0	10.1%	1	3.4%	3	6.6%	3	4.2%	5	1.1%	1	0.0%	0
Handbags	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health, beauty and chemist goods	3.9%	27	3.4%	5	7.5%	3	6.0%	8	11.7%	3	7.8%	0	2.9%	2	4.9%	2	0.0%	0	3.3%	2	0.9%	0
Insurance	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Pet food / products	0.9%	6	2.5%	3	0.6%	0	0.0%	0	1.8%	1	4.8%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Soft household furnishings (bedding, curtains, towels, cushions etc.)	0.1%	1	0.0%	0	0.6%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stationery	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Theatre / concert tickets	0.3%	2	0.0%	0	0.0%	0	0.8%	1	1.1%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.3%	23	1.0%	1	13.5%	6	4.8%	7	8.4%	2	0.0%	0	2.4%	2	0.0%	0	2.2%	3	3.3%	2	0.0%	0
Weighted base:		695		138		44		135		28		6		82		45		114		71		32
Sample:		628		66		65		69		60		58		51		60		59		66		74

Q45 Which goods or services are you likely to purchase in the future via electronic (home/mobile) shopping? [MR]
Those who use electronic home shopping at Q43

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
None	3.9%	27	3.5%	5	0.6%	0	2.3%	3	6.6%	2	8.5%	1	0.0%	0	2.5%	1	0.8%	1	19.7%	14	0.9%	0
Food	13.5%	94	4.3%	6	10.1%	5	20.4%	28	15.6%	4	7.7%	0	14.5%	12	10.8%	5	17.2%	20	11.7%	8	20.6%	6
Clothes / shoes	36.4%	253	37.5%	52	23.2%	10	42.8%	58	34.2%	10	32.5%	2	41.7%	34	37.3%	17	31.0%	35	30.2%	21	43.5%	14
Banking / finance	3.9%	27	0.8%	1	1.8%	1	1.6%	2	12.8%	4	5.5%	0	4.8%	4	1.1%	0	5.8%	7	0.0%	0	26.5%	8
Books	42.2%	293	34.8%	48	36.8%	16	24.5%	33	61.6%	17	45.9%	3	38.5%	32	58.0%	26	48.9%	56	59.9%	43	62.1%	20
CDs, DVDs, music	39.2%	273	42.9%	59	49.6%	22	36.7%	50	45.3%	13	28.3%	2	31.3%	26	33.1%	15	39.8%	45	37.7%	27	46.6%	15
DIY goods	5.1%	36	6.8%	9	0.6%	0	4.7%	6	10.2%	3	7.5%	0	9.6%	8	2.5%	1	1.0%	1	4.9%	3	8.5%	3
Furniture / carpets	4.7%	33	3.5%	5	0.0%	0	1.9%	3	6.7%	2	6.3%	0	6.2%	5	5.4%	2	5.7%	7	2.8%	2	21.7%	7
Garden items	1.9%	13	0.0%	0	0.0%	0	0.8%	1	1.1%	0	5.8%	0	3.4%	3	3.6%	2	4.4%	5	1.4%	1	4.0%	1
Holiday and / or travel tickets	7.3%	51	5.5%	8	4.8%	2	6.2%	8	11.7%	3	13.3%	1	10.9%	9	1.9%	1	6.0%	7	5.5%	4	25.2%	8
Jewellery	3.7%	26	5.9%	8	1.2%	1	4.5%	6	3.4%	1	6.3%	0	4.8%	4	3.6%	2	1.0%	1	2.2%	2	4.7%	1
Major electrical items	15.7%	109	9.4%	13	9.7%	4	8.8%	12	25.0%	7	21.3%	1	25.4%	21	16.6%	7	15.6%	18	21.8%	15	32.2%	10
Small electrical items	25.1%	175	29.2%	40	3.7%	2	27.6%	37	17.8%	5	22.4%	1	28.9%	24	25.2%	11	16.6%	19	30.6%	22	41.8%	13
Small household goods	12.3%	85	16.9%	23	22.3%	10	10.8%	15	13.4%	4	8.0%	0	11.0%	9	12.7%	6	3.1%	4	9.4%	7	25.4%	8
Sports goods	3.8%	27	2.0%	3	4.6%	2	1.6%	2	2.5%	1	20.9%	1	8.4%	7	3.3%	1	1.0%	1	3.6%	3	17.7%	6
Toys	17.9%	124	19.1%	26	13.7%	6	24.9%	34	16.8%	5	18.9%	1	13.5%	11	20.5%	9	12.7%	14	9.1%	6	35.9%	11
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Art and craft / hobby items	0.9%	6	0.0%	0	1.2%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.9%	1	2.2%	2	1.1%	1	1.8%	1
Car / motorbike parts and accessories	1.1%	8	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.4%	3	1.4%	1	2.2%	2	0.8%	1	0.0%	0
Computer accessories	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Computer games	0.7%	5	0.0%	0	0.8%	0	2.0%	3	0.0%	0	3.5%	0	0.0%	0	1.4%	1	1.0%	1	0.0%	0	0.0%	0
Flowers	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gifts / vouchers	5.3%	37	9.4%	13	1.9%	1	7.3%	10	0.0%	0	5.2%	0	6.8%	6	6.6%	3	3.2%	4	1.1%	1	0.0%	0
Handbags	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health, beauty and chemist goods	3.3%	23	2.4%	3	6.3%	3	4.0%	5	8.3%	2	8.1%	1	2.9%	2	4.9%	2	1.4%	2	3.3%	2	0.9%	0
Insurance	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Pet food / products	0.8%	5	2.5%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Soft household furnishings (bedding, curtains, towels, cushions etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stationery	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Theatre / concert tickets	0.3%	2	0.0%	0	0.0%	0	0.8%	1	1.1%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.1%	43	2.5%	3	16.4%	7	6.3%	8	11.1%	3	5.7%	0	7.4%	6	1.9%	1	6.9%	8	7.2%	5	0.5%	0
Weighted base:		695		138		44		135		28		6		82		45		114		71		32
Sample:		628		66		65		69		60		58		51		60		59		66		74

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q46 Which of these leisure activities do you participate in? [MR/PR]																						
Health and fitness	23.4%	235	20.8%	39	12.9%	8	17.5%	31	19.1%	9	23.2%	2	39.7%	60	10.9%	8	24.9%	41	33.2%	32	12.8%	5
Leisure centre activities	25.7%	258	19.2%	36	18.3%	11	24.5%	43	31.3%	15	21.1%	2	30.0%	45	16.3%	11	27.9%	46	37.9%	37	29.2%	11
Cinema	47.9%	480	58.4%	108	26.8%	16	52.2%	92	57.8%	28	50.0%	5	46.7%	71	42.8%	30	34.9%	58	51.0%	50	59.0%	22
Restaurant	75.9%	762	82.6%	153	71.8%	44	81.0%	143	76.9%	37	74.9%	7	78.8%	120	66.1%	47	66.9%	111	75.4%	74	72.7%	27
Pubs / bars	59.2%	594	69.9%	130	61.7%	38	46.6%	83	67.2%	32	49.3%	5	63.2%	96	38.5%	27	65.2%	108	62.4%	61	40.2%	15
Nightclub	4.2%	42	6.2%	11	3.2%	2	6.0%	11	0.0%	0	9.9%	1	2.8%	4	2.3%	2	3.3%	6	3.7%	4	6.2%	2
Social club	12.7%	128	24.8%	46	16.9%	10	5.0%	9	3.9%	2	0.0%	0	9.4%	14	5.1%	4	18.0%	30	12.3%	12	3.4%	1
Ten-pin bowling	23.7%	238	28.7%	53	15.2%	9	38.0%	67	12.4%	6	12.1%	1	27.5%	42	10.7%	8	13.7%	23	25.4%	25	10.9%	4
Bingo	4.8%	48	5.0%	9	1.0%	1	2.0%	4	0.6%	0	0.0%	0	4.4%	7	3.2%	2	5.6%	9	12.9%	13	10.0%	4
Theatre / concert hall	47.4%	476	55.7%	103	44.2%	27	41.9%	74	64.3%	31	45.2%	4	43.9%	67	48.0%	34	40.4%	67	48.4%	47	59.0%	22
Museum / art galleries	35.3%	355	38.7%	72	17.7%	11	34.2%	61	34.6%	17	30.0%	3	31.1%	47	33.7%	24	41.3%	68	38.5%	38	40.5%	15
Running / cycling / outdoor activities	30.2%	303	32.3%	60	16.2%	10	33.0%	58	31.3%	15	26.7%	3	21.0%	32	27.4%	19	37.9%	63	30.5%	30	36.3%	13
(None mentioned)	8.2%	82	5.0%	9	14.3%	9	4.4%	8	10.5%	5	11.2%	1	8.8%	13	16.4%	12	11.0%	18	5.2%	5	6.2%	2
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100

Q47 Which centre / facility did you last visit for indoor sports or health and fitness activity?
Those who participate in health and fitness or leisure centre activities at Q46 AND Excluding Internet & DK

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Zone 1																						
Club Fitness At The Wids, Widnes Rugby Union Club, Heath Road, Widnes	0.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DW Sports Fitness, Cross Street, Widnes	2.4%	8	11.1%	6	16.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsway Leisure Centre, Kingsway, Widnes	4.1%	14	24.5%	13	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Optimum Fitness, Everite Road Industrial Estate, Westgate, Widnes	1.0%	3	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pure Gym, Venturefields Earle Road, Widnes	1.4%	5	9.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stones Gym, Gladstone Street, Widnes	1.1%	4	2.0%	1	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Town Centre	2.1%	7	12.9%	7	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																						
Great Sankey Leisure Centre, Barrowhall Lane, Warrington	12.6%	44	0.0%	0	31.5%	4	1.8%	1	0.0%	0	0.0%	0	31.1%	20	0.0%	0	30.8%	19	0.0%	0	0.0%	0
Penketh Pool & Community Centre, Honiton Way, Warrington	1.4%	5	0.0%	0	10.7%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Zone 3																						
Brookvale Recreation Centre, Barnfield Avenue, Runcorn	8.9%	31	0.0%	0	0.0%	0	39.3%	25	30.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heath Leisure Suite & Gym, The Heath, Business & Technical Park, Runcorn	0.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holiday Inn Runcorn, Wood Lane, Runcorn	0.3%	1	0.0%	0	0.0%	0	1.3%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pure Gym, Thomas Jones Way, Runcorn	3.7%	13	2.6%	1	0.0%	0	17.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Runcorn Swimming Pool, Bridge Street, Runcorn	1.3%	5	0.0%	0	0.0%	0	7.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn Town Centre	1.3%	4	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spirit Health & Fitness Club, Holiday Inn, Wood Lane, Runcorn	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Trugym, West Lane, Runcorn	2.1%	7	0.0%	0	0.0%	0	10.4%	7	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																						
Best Western Forest Hills	0.8%	3	0.0%	0	0.0%	0	0.0%	0	13.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Hotel, Overton Drive, Frodsham																						
Castle Park, Frodsham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frodsham Leisure Centre, Queensway, Frodsham	1.1%	4	0.0%	0	0.0%	0	0.0%	0	18.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frodsham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helsby Community Centre, Lower Robin Hood Lane, Frodsham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																						
Daresbury Park Hotel, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	0	12.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reflections, The Park Royal Hotel, Stretton Road, Warrington	2.3%	8	0.0%	0	1.9%	0	0.0%	0	0.0%	0	28.9%	1	0.0%	0	0.0%	0	1.5%	1	12.0%	6	4.8%	1
Stretton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																						
David Lloyd Leisure, Cromwell Avenue South, Warrington	3.3%	12	6.0%	3	11.0%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	4.7%	3	4.1%	2	0.0%	0
DW Sports Fitness, Bank Street, Warrington	3.6%	13	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	5.3%	1	5.6%	3	11.2%	5	2.4%	0
Exclusive Fitness for Women, Evans House, Norman Street, Warrington	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	4.7%	3	0.0%	0	0.0%	0
Fit4less Warrington, The Bridge Shopping Centre, Latchford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Fitness Leadue, Rylands Recreation Club, Gorsey Lane Padgate	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Hard Labour Gym, Grange Avenue, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Pure Gym, Fennel Street, Warrington Bank Quay, Warrington	3.7%	13	9.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0	5.3%	3	1.7%	1	0.0%	0
Pyramid & Parr Hall, Cultural Quarter, Palmyra Square, South Warrington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Village Urban Resort, Centre Park Square, Warrington	1.1%	4	0.0%	0	4.4%	1	0.0%	0	0.0%	0	13.5%	0	1.8%	1	0.0%	0	1.9%	1	1.3%	1	0.0%	0
Warrington Town Centre	2.5%	9	0.0%	0	0.0%	0	2.3%	1	0.0%	0	3.6%	0	8.8%	6	0.0%	0	1.5%	1	1.3%	1	0.0%	0
Woolston Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolston Neighbourhood Hub, Hall Road, Woolston, Warrington	2.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	6	17.1%	2	0.0%	0	0.0%	0	4.8%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Zone 7																						
Alive & Well Gym, Faraday Street, Birchwood Park, Warrington	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Birchwood Leisure & Tennis Complex, Benson Road, Warrington	5.7%	20	0.0%	0	3.3%	0	1.8%	1	0.0%	0	0.0%	0	3.7%	2	20.3%	2	0.0%	0	29.7%	14	0.0%	0
Culcheth High School Community Camp, Warrington Road, Warrington	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.1%	3	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
Fordton Leisure Centre, Chiltern Road, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orford Jubilee Neighbourhood Hub, Jubilee Way, Orford, Warrington	8.5%	30	0.0%	0	15.3%	2	0.0%	0	0.0%	0	0.0%	0	9.4%	6	19.9%	2	21.4%	13	5.1%	2	33.8%	4
Orford War Memorial Recreation Club, Orford, Warrington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pure Gym, Calver Road, Fearnhead, Warrington	1.5%	5	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	4.7%	3	0.0%	0	0.0%	0
Westbrook Centre, Warrington	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Winwick Village Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0
Zone 9																						
Broomfields Leisure Centre, Broomfields Road, Warrington	2.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.4%	1	1.4%	1	0.0%	0	0.0%	0	13.3%	6	1.9%	0
Stockton Heath Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Appleton Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Grappenhall, Warrington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Zone 10																						
Lymm Leisure Centre, Oughtrington Lane, Lymm	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	33.2%	4
Outside Study Area - Cheshire East																						
High Legh Park Golf Club, Warrington Road, High Legh, Knutsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Total Fitness, Handforth Bypass, Handforth, Wilmslow	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Outside Study Area - Cheshire West and Chester																						
Dave's Gym, Millbank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
House, Station Road, Northwich																						
Northgate Arena Leisure Centre, Victoria Road, Chester	0.7%	3	0.0%	0	0.0%	0	0.0%	0	12.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire West and Chester	0.9%	3	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Outside Study Area - Knowsley																						
The Huyton Leisure Centre, Knowsley Leisure & Culture Park, Roby Road, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester																						
Manchester City Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Outside Study Area - Salford																						
Irlam and Cadishead Leisure Centre, Liverpool Road, Irlam	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - St. Helens																						
Broadway Leisure Centre, Broadway, St. Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Trafford																						
Altrincham Leisure Centre, Oakfield Road, Altrincham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Ladyzone, Goose Green, Altrincham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Total Fitness, Lloyd Street, Altrincham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
WOW, Denmark Street, Altrincham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wigan																						
Ashton Leisure Centre, Old Road, Ashton-in-Makerfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DW Sports Fitness Club, Parsonage Retail Park, Parsonage Way, Leigh	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh Indoor Sports Centre, Leigh Sports Village, Sale Way, Leigh	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
The Gym, Golborne Enterprise Park,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0

Warrington Household Survey
For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Warrington																						
Outside Study Area - Other																						
Outside Study Area - Other	2.7%	9	11.5%	6	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Weighted base:		350		55		14		63		21		3		64		12		62		46		12
Sample:		289		29		31		27		30		29		28		16		35		36		28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q48 Which centre / facility did you last visit to go the cinema? *Those who go to the cinema at Q46 AND Excluding Internet & DK*																						
Zone 1																						
Reel Cinema, Venture Fields Leisure Park, Widnes	15.9%	74	68.4%	72	15.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																						
Cineworld Cinemas, Trident Park, Halton Lea, Runcorn	27.9%	131	16.1%	17	0.0%	0	93.4%	86	53.2%	14	35.2%	2	4.0%	3	0.0%	0	2.1%	1	15.7%	8	0.0%	0
Zone 8																						
Odeon Cinema, Westbrook Centre, Warrington	35.6%	167	1.3%	1	84.2%	14	1.6%	1	2.6%	1	27.9%	1	82.7%	58	25.1%	7	97.9%	55	47.5%	23	25.9%	5
Outside Study Area - Cheshire East																						
Studio Cinema, Knutsford Civic Centre, Toft Road, Knutsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Outside Study Area - Cheshire West and Chester																						
Vue Cinema, Cheshire Oaks Outlet Village, Ellesmere Port	3.0%	14	0.0%	0	0.0%	0	2.9%	3	35.7%	10	20.0%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Outside Study Area - Liverpool																						
Liverpool City Centre	0.9%	4	3.3%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolton Picture House, Mason Street, Liverpool	1.4%	7	3.3%	3	0.0%	0	0.0%	0	1.5%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester																						
Cineworld Cinemas, Parrs Wood Entertainment Centre, Wilmslow Road, Manchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Cornerhouse, Oxford Street, Manchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon IMAX Cinema, Printworks, Withy Grove, Manchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.3%	0
Outside Study Area - St. Helens																						
Cineworld Cinemas, Chalon Way West, St. Helens	1.3%	6	5.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Trafford																						
Apollo Cinemas, Denmark Street, Altrincham	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	19.0%	4
Odeon Cinema, The Dome, Trafford Centre, Barton	7.9%	37	0.0%	0	0.0%	0	0.0%	0	3.6%	1	11.5%	1	7.2%	5	29.0%	8	0.0%	0	30.3%	15	36.5%	8

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Dock Road, Manchester																						
Vue Cinema, Denmark Street, Altrincham	0.8%	4	0.0%	0	0.0%	0	1.2%	1	3.4%	1	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2
Outside Study Area - Wigan																						
Cineworld Cinemas, The Loom, Spinning Jenny Way, Leigh	2.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.2%	11	0.0%	0	0.0%	0	0.0%	0
Empire Cinema, Anjou Boulevard, Wigan	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other																						
Outside Study Area - Other	0.8%	4	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	3.5%	1
Weighted base:		469		105		16		92		27		5		70		28		56		48		21
Sample:		410		48		34		46		44		43		34		39		32		39		51

Q49 Which centre / facility did you last visit to go to a restaurant?
Those who go to restaurants at Q46 AND Excluding Internet & DK

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Zone 1																						
Bold Heath, Widnes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Widnes	12.0%	89	52.2%	77	1.4%	1	7.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																						
Cuerdley Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road, Great Sankey	0.5%	4	1.0%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																						
Preston Brook, Halton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn	5.5%	40	0.7%	1	0.0%	0	26.4%	38	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Weaver	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trident Retail Park, Runcorn	0.6%	4	1.0%	1	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																						
Delamere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frodsham	2.5%	19	1.0%	1	0.0%	0	4.5%	6	32.8%	11	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatchmere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helsby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																						
Daresbury Halton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Stretton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Zone 6																						
Bruche Heath Gardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dam Lane, Woolston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Latchford Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Orford Lane	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Padgate Lane	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Parksway, Woolston	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington	27.6%	205	5.9%	9	47.1%	20	22.9%	33	2.9%	1	4.9%	0	63.2%	74	15.0%	7	43.2%	48	13.5%	10	16.8%	4
Woolston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Zone 7																						
Birchwood	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	3.0%	1	5.3%	6	0.0%	0	0.0%	0
Croft Village	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0
Culcheth Village	2.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.4%	16	0.0%	0	0.0%	0	0.0%	0
Glazebury Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Hollins Green Village	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.2%	0
Risley, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
Burtonwood Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chapelford	0.3%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Folly Lane	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Gemini Retail Park, Warrington	0.4%	3	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Longshaw Street, Bewsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbrook	2.5%	19	0.0%	0	16.9%	7	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	8.5%	9	0.0%	0	0.0%	0
Winwick Village	0.5%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.4%	2	0.0%	0	0.7%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Zone 9																						
Appleton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Barley Road, Thelwall	0.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Grappenhall	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Knutsford Road, Grappenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton Heath	11.5%	86	4.0%	6	6.0%	3	2.3%	3	0.0%	0	49.4%	3	16.4%	19	3.3%	1	3.5%	4	60.0%	44	8.2%	2
Thelwall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	1	1.2%	0
Zone 10																						
Lymm Village	2.8%	21	0.0%	0	0.0%	0	1.9%	3	0.0%	0	5.1%	0	0.0%	0	4.5%	2	2.4%	3	4.3%	3	41.1%	10
Outside Study Area - Cheshire East																						
Alderley Edge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
High Legh	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Knutsford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	1.5%	1	0.0%	0	2.2%	2	0.7%	0
Outside Study Area - Cheshire East	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	1.1%	0	0.8%	1	0.8%	1	1.2%	0
Pickmere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire West and Chester																						
Antrobus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	2.2%	17	0.0%	0	0.8%	0	1.9%	3	33.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.2%	0
Comberbach	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Ellesmere Port	1.6%	12	0.0%	0	0.0%	0	4.0%	6	11.0%	4	5.9%	0	1.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Northwich	0.3%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Outside Study Area - Cheshire West and Chester	0.9%	6	0.0%	0	0.0%	0	2.9%	4	3.9%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weaverham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Outside Study Area - Knowsley																						
Outside Study Area - Knowsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool																						
Liverpool City Centre	9.4%	70	25.4%	38	5.8%	2	15.0%	21	1.5%	1	0.0%	0	3.1%	4	0.0%	0	2.6%	3	1.4%	1	0.0%	0
Outside Study Area - Liverpool	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester																						
Manchester City Centre	3.7%	28	0.7%	1	7.6%	3	4.6%	7	0.0%	0	1.6%	0	3.0%	3	8.9%	4	2.7%	3	3.9%	3	13.6%	3
Outside Study Area - Salford																						
Outside Study Area - Salford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - St Helens																						
St Helens	0.6%	5	1.7%	2	0.6%	0	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Trafford																						

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Altrincham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Hale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.2%	0
Trafford Centre, Manchester	0.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Urmston																						
Outside Study Area - Urmston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wigan																						
Leigh, Greater Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.2%	0
Outside Study Area - Wigan	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Outside Study Area - Other																						
Abroad	0.3%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Central London	2.9%	22	1.0%	1	0.0%	0	0.0%	0	1.2%	0	1.7%	0	0.0%	0	0.0%	0	17.6%	20	0.0%	0	1.6%	0
Glasgow	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Southport	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other	1.8%	13	3.3%	5	1.2%	1	0.0%	0	0.0%	0	1.7%	0	0.7%	1	3.0%	1	4.1%	5	0.0%	0	3.7%	1
Weighted base:		742		148		43		142		33		7		117		45		111		73		24
Sample:		673		74		64		71		62		70		69		65		63		72		63

Q50 Which centre / facility did you last visit to go to bars, pubs and nightclubs?
Those who go to pubs / bars, nightclubs or a social club at Q46 AND Excluding Internet & DK

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Zone 1																						
Bold Heath, Widnes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes	13.7%	82	57.9%	78	3.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Zone 2																						
Cuerdley Cross	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Honiton Square, Penketh	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knutsford Road, Latchford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Station Road, Great Sankey	2.3%	13	0.0%	0	32.8%	12	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Road (East), Penketh	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Road (West), Penketh	0.2%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																						
Preston Brook, Halton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn	6.1%	36	5.1%	7	0.0%	0	35.6%	29	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																						
Delamere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frodsham	4.8%	28	2.6%	3	0.0%	0	7.4%	6	63.0%	19	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helsby	0.4%	2	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																						
Daresbury Halton	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Higher Whitley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Whitley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stretton	0.3%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	13.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																						
Bruche Heath Gardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dam Lane, Woolston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Latchford Village	1.5%	9	0.0%	0	15.0%	6	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lovely Lane	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Orford Lane	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Padgate Lane	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Warrington	24.0%	142	5.5%	7	25.0%	9	10.7%	9	2.7%	1	1.5%	0	70.4%	68	0.0%	0	38.3%	40	12.0%	8	2.6%	0
Woolston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Zone 7																						
Birchwood	2.6%	15	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	22.3%	6	6.7%	7	0.0%	0	0.0%	0
Croft Village	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	18.7%	5	0.0%	0	0.0%	0	0.0%	0
Culcheth Village	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.0%	9	0.0%	0	0.0%	0	0.0%	0
Glazebrook Village	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Hollins Green Village	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	10.4%	3	0.0%	0	0.0%	0	0.0%	0
Risley, Warrington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
Burtonwood Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Callands Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Chapelford	0.7%	4	0.0%	0	8.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Long Lane, Warrington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Longshaw Street, Bewsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbrook	1.6%	9	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	7.3%	8	0.0%	0	0.0%	0
Winwick Village	0.6%	4	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
Zone 9																						
Appleton	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
Dudlows Green Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Grappenhall	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	5	0.0%	0
Knutsford Road, Grappenhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Moore	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Stockton Heath	7.1%	42	0.0%	0	2.1%	1	14.1%	11	1.3%	0	23.8%	1	2.9%	3	0.0%	0	2.6%	3	35.5%	22	7.0%	1
Thelwall	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0
Zone 10																						
Lymm Village	2.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	3.0%	1	0.0%	0	3.1%	2	78.8%	11
Outside Study Area - Cheshire East																						
Alderley Edge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Legh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knutsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Outside Study Area - Cheshire East	0.3%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.9%	1	2.0%	0
Pickmere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire West and Chester																						
Antrobus	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Chester	1.2%	7	3.4%	5	0.0%	0	1.0%	1	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comberbach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Port	0.8%	5	0.0%	0	0.0%	0	3.4%	3	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Outside Study Area - Cheshire West and Chester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	1	7.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weaverham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Outside Study Area - Knowsley																						
Outside Study Area - Knowsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool																						
Liverpool City Centre	9.1%	54	22.2%	30	0.9%	0	22.6%	18	0.0%	0	0.0%	0	2.9%	3	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Outside Study Area - Liverpool	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester																						
Manchester City Centre	3.3%	20	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.5%	0	3.8%	4	4.8%	1	1.1%	1	20.2%	13	0.0%	0
Outside Study Area - Salford																						
Outside Study Area - Salford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Outside Study Area - St Helens																						
St Helens	0.4%	3	1.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Trafford																						
Altrincham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Hale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Outside Study Area - Urmston																						
Outside Study Area - Urmston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wigan																						
Leigh, Greater Manchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Outside Study Area - Wigan	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Outside Study Area - Other																						
Abroad	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Central London	4.0%	24	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	18.7%	20	0.0%	0	1.5%	0
Glasgow	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southport	0.1%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other	1.5%	9	1.4%	2	0.9%	0	0.0%	0	2.8%	1	3.9%	0	1.8%	2	0.0%	0	1.1%	1	4.4%	3	0.0%	0
Weighted base:		594		135		38		81		30		5		97		28		104		63		14
Sample:		542		70		62		51		51		43		58		40		56		60		51

Q51 Which centre / facility did you last visit to go ten-pin bowling?
Those who go ten-pin bowling at Q46 AND Excluding Internet & DK

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Zone 1																						
Widnes Superbowl, The Hive, Earle Road, Widnes	41.8%	93	88.6%	47	16.7%	1	66.4%	45	0.0%	0	5.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
LA Bowl, Chetham Court, Warrington	47.6%	107	11.4%	6	83.3%	7	13.0%	9	0.0%	0	58.6%	1	100.0%	42	82.9%	6	100.0%	23	100.0%	11	44.8%	2
Outside Study Area - Cheshire West and Chester																						
Outside Study Area - Cheshire West and Chester	0.2%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin, Coliseum Leisure Park, Coliseum Way, Ellesmere Port	6.5%	14	0.0%	0	0.0%	0	13.0%	9	88.4%	5	35.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester																						
Tenpin, Parrs Wood Entertainment Centre, Wilmslow Road, Manchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Trafford																						
Namco Funscape, The Orient, The Trafford Centre, Manchester	3.7%	8	0.0%	0	0.0%	0	7.6%	5	0.0%	0	0.0%	0	0.0%	0	17.1%	1	0.0%	0	0.0%	0	48.0%	2
Outside Study Area - Wigan																						
AMF Bowling, Wallgate, Wigan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other																						
Outside Study Area - Other	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	0
Weighted base:		224		53		9		67		6		1		42		8		23		11		4
Sample:		130		23		15		26		10		6		12		9		12		9		8

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q52 Which centre / facility do you normally visit for bingo? *Those who go to bingo at Q46 AND Excluding Internet & DK*																						
Zone 1																						
Gala, Windmill Centre, Lugsdale Road, Widnes	13.6%	6	62.2%	6	43.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																						
Club 2000 Bingo, Trident Retail Park, Halton Lea, Runcorn	16.2%	7	37.8%	3	0.0%	0	100.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																						
Gala, Cockhedge Centre, Prince Henry Square, Warrington	57.7%	25	0.0%	0	56.7%	0	0.0%	0	0.0%	0	0.0%	0	83.4%	4	71.1%	2	42.9%	3	100.0%	13	100.0%	4
Nora Street Community House, Nora Street, Warrington	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Benedicts Social Centre, Rhodes Street, Warrington	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	1	0.0%	0	0.0%	0
Warrington Town Centre	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	1	0.0%	0	0.0%	0
Zone 7																						
Gorse Covert Primary School, Gorse Covert Road, Birchwood, Warrington	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.9%	1	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
Tetley Walker Recreation Club, Long Lane, Warrington	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.3%	2	0.0%	0	0.0%	0
Outside Study Area - Cheshire West and Chester																						
Mecca, Marina Drive, Ellesmere Port	0.7%	0	0.0%	0	0.0%	0	0.0%	0	100.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Knowsley																						
Club 3000, Poplar Bank, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool																						
Pavilion Bingo Club, Lodge Lane, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - St. Helens																						
Hippodrome Social Club, Corporation Street, St. Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wigan																						

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
BJ's Luxury Bingo, Ellesmere Street, Leigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other																						
Outside Study Area - Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		44		9		1		4		0		0		5		2		6		13		4
Sample:		28		6		2		4		1		0		5		2		5		1		2

Q53 Which centre / facility do you normally visit for art / culture activities (i.e. theatres / galleries / museums)?
Those who visit theatre / concert hall / museum / art galleries at Q46 AND Excluding Internet & DK

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Zone 1																						
Bold Heath, Widnes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																						
Cuerdley Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knutsford Road, Latchford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Zone 3																						
Preston Brook, Halton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn	5.0%	27	7.8%	10	0.0%	0	13.8%	13	2.6%	1	6.0%	0	1.6%	1	0.0%	0	0.0%	0	5.4%	3	0.0%	0
Zone 4																						
Delamere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																						
Daresbury Halton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																						
Bruche Heath Gardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington	10.0%	54	1.1%	1	14.0%	4	0.0%	0	0.0%	0	6.5%	0	28.7%	21	6.5%	2	19.6%	17	10.0%	5	18.7%	4
Zone 7																						
Birchwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
Burtonwood Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poplars Avenue / Capesthorne Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																						
Appleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thelwall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Zone 10																						
Lymm Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Outside Study Area - Cheshire East																						
Alderley Edge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knutsford	0.8%	4	0.0%	0	0.0%	0	1.2%	1	6.0%	2	2.6%	0	0.0%	0	1.6%	0	0.0%	0	1.2%	1	0.0%	0
Outside Study Area - Cheshire West and Chester																						
Antrobus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Knowsley																						
Outside Study Area - Knowsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool																						
Liverpool City Centre	40.3%	218	71.5%	89	25.2%	7	67.6%	62	29.3%	9	12.8%	1	19.6%	14	12.9%	4	26.5%	22	14.3%	7	9.6%	2
Outside Study Area - Manchester																						
Manchester City Centre	27.8%	151	5.4%	7	49.5%	14	11.1%	10	37.3%	12	56.2%	3	43.2%	31	55.5%	17	24.4%	21	46.9%	24	56.4%	13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Outside Study Area - Salford																						
Outside Study Area - Salford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salford	0.6%	3	0.0%	0	2.5%	1	0.0%	0	2.6%	1	1.5%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Salford Quays	0.8%	5	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.5%	0	1.2%	1	2.1%	1	0.0%	0	4.2%	2	2.4%	1
Outside Study Area - St Helens																						
St Helens	1.4%	8	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Trafford																						
Altrincham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.5%	1	1.4%	0
Outside Study Area - Urmston																						
Outside Study Area - Urmston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wigan																						
Leigh, Greater Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other																						
Abroad	0.5%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	0
Central London	8.0%	43	6.5%	8	4.2%	1	2.4%	2	8.7%	3	4.1%	0	1.2%	1	4.4%	1	26.7%	22	6.3%	3	3.9%	1
Glasgow	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.0%	1	0.0%	0
Mold, Flintshire, Wales	0.4%	2	0.0%	0	0.9%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Sheffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Shrewsbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Southport	0.3%	2	0.9%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other	2.3%	12	0.9%	1	0.9%	0	3.9%	4	3.2%	1	3.5%	0	1.2%	1	10.2%	3	0.0%	0	3.1%	2	3.1%	1
Weighted base:		542		125		28		92		32		5		72		31		84		50		24
Sample:		526		63		53		63		56		45		49		43		44		60		50

Q54 Which centre / facility do you normally visit for running / cycling / outdoor activities?
Those who do running / cycling / outdoor activities at Q46 AND Excluding Internet & DK

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Zone 1																						
Bold Heath, Widnes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnworth, Cheshire	2.5%	7	14.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes	18.9%	50	68.8%	32	2.9%	0	32.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																						
Cuerdley Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road, Great Sankey	4.3%	11	0.0%	0	7.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	11	0.0%	0	0.0%	0
Warrington Road (East), Penketh	0.1%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																						
Preston Brook, Halton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runcorn	12.1%	32	3.1%	1	0.0%	0	55.1%	31	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																						
Delamere	2.0%	5	3.1%	1	0.0%	0	4.0%	2	3.4%	1	19.8%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Frodsham	5.8%	15	0.0%	0	0.0%	0	4.9%	3	84.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helsby	0.6%	2	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																						
Daresbury Halton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Higher Whitley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stretton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Zone 6																						
Bruche Heath Gardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dam Lane, Woolston	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Latchford Village	12.0%	32	3.1%	1	3.8%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	41.7%	25	19.4%	4	0.0%	0
Marsh House Lane, Fairfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Padgate Lane	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parksway, Woolston	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington	14.2%	38	0.0%	0	64.7%	6	0.0%	0	2.0%	0	24.4%	1	45.7%	12	21.1%	3	16.0%	10	24.0%	5	1.7%	0
Woolston	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																						
Birchwood	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	20.1%	3	0.0%	0	0.0%	0	0.0%	0
Croft Village	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0
Culcheth Village	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	3	0.0%	0	0.0%	0	0.0%	0
Glazebrook Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%	0	0.0%	0	0.0%	0
Hollins Green Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 8																						
Burtonwood Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Callands Local Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0
Fearnhead Cross	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Old Hall	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Westbrook	2.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	6	0.0%	0	0.0%	0
Winwick Village	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0
Zone 9																						
Appleton	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	3	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Bridge Lane, Appleton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Grappenhall	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Stockton Heath	3.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	0	10.2%	3	0.0%	0	0.0%	0	24.7%	6	0.0%	0
Thelwall	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Zone 10																						
Lymm Village	4.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	87.5%	11
Outside Study Area - Cheshire East																						
Alderley Edge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pickmere	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire West and Chester																						
Antrobus	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.4%	1	0.0%	0	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0
Comberbach	0.1%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwich	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Outside Study Area - Knowsley																						
Outside Study Area - Knowsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool																						
Liverpool City Centre	0.5%	1	0.0%	0	3.8%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Liverpool	1.0%	3	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Outside Study Area - Manchester																						
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Salford																						
Outside Study Area - Salford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - St Helens																						
St Helens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Trafford																						
Altrincham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Hale	0.4%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Urmston																						
Outside Study Area - Urmston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wigan																						
Leigh, Greater Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other																						
Abroad	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.3%	0
Mold, Flintshire, Wales	0.1%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other	1.0%	3	0.0%	0	2.9%	0	0.0%	0	0.0%	0	8.5%	0	0.0%	0	15.0%	2	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Weighted base:		266		46		9		56		15		2		27		16		60		22		12
Sample:		209		22		19		23		19		16		19		21		23		20		27

Q55 How do you normally travel when visiting leisure locations?

Those who visit for leisure activities at Q46

Car / van (as driver)	51.1%	470	51.0%	90	59.5%	31	45.8%	77	67.8%	29	64.2%	5	55.7%	77	59.9%	35	39.8%	59	47.2%	44	65.0%	23
Car / van (as passenger)	15.9%	146	20.1%	35	13.7%	7	20.2%	34	13.0%	6	14.5%	1	14.1%	19	12.9%	8	15.0%	22	11.3%	10	9.3%	3
Bus, minibus or coach	7.2%	66	5.1%	9	12.8%	7	15.0%	25	5.6%	2	3.8%	0	4.4%	6	1.7%	1	6.2%	9	2.3%	2	11.6%	4
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Walk	8.3%	76	6.9%	12	4.3%	2	4.7%	8	6.8%	3	5.3%	0	9.8%	14	16.3%	10	8.8%	13	12.9%	12	6.4%	2
Taxi	4.8%	44	2.7%	5	0.5%	0	5.6%	9	0.7%	0	0.0%	0	5.9%	8	0.0%	0	13.2%	20	1.7%	2	0.0%	0
Train	7.3%	67	9.1%	16	6.4%	3	3.3%	6	3.4%	1	4.9%	0	7.0%	10	6.0%	4	6.8%	10	18.1%	17	1.1%	0
Metro	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Bicycle	1.8%	17	0.8%	1	0.7%	0	0.7%	1	0.0%	0	3.9%	0	1.1%	1	0.8%	0	5.2%	8	3.1%	3	2.6%	1
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.5%	32	4.3%	8	2.2%	1	4.7%	8	2.6%	1	3.3%	0	2.0%	3	2.4%	1	5.0%	7	1.1%	1	4.0%	1
Weighted base:		921		176		52		169		43		9		138		59		147		93		35
Sample:		896		95		90		94		87		87		87		86		87		94		89

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q56 Which leisure facilities would you like to see more of in the Warrington area? [MR]																						
Bars / pubs	0.7%	7	0.8%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better shopping facilities	0.6%	6	0.0%	0	0.0%	0	2.4%	4	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	0
Bowling alley	0.5%	5	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1	1.8%	3	0.0%	0	1.4%	1
Cinema	6.9%	70	1.9%	3	4.6%	3	0.0%	0	0.6%	0	7.9%	1	24.0%	36	3.1%	2	7.6%	13	9.0%	9	6.1%	2
Concert hall / venue	1.1%	11	0.0%	0	0.6%	0	2.2%	4	0.0%	0	0.0%	0	0.6%	1	1.9%	1	1.4%	2	1.8%	2	2.7%	1
Cycle paths	1.0%	10	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.9%	0	0.6%	1	3.3%	2	0.7%	1	3.6%	3	2.1%	1
Dance facilities	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.8%	1	0.8%	0
Extreme sports	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Health and fitness (Gym)	0.5%	5	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	2.4%	2	0.0%	0	1.8%	2	2.3%	1
Ice rink	0.9%	9	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Karting	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	1.2%	12	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	2.8%	5	2.0%	2	3.4%	1
More children facilities / activities	1.9%	19	1.2%	2	1.0%	1	0.5%	1	4.4%	2	0.7%	0	0.7%	1	3.3%	2	3.6%	6	2.4%	2	2.8%	1
More sports facilities (football pitches, tennis courts)	1.0%	10	0.6%	1	1.5%	1	2.0%	4	0.8%	0	0.0%	0	0.0%	0	3.2%	2	0.7%	1	0.8%	1	0.0%	0
Museum / art galleries	0.5%	5	0.0%	0	1.6%	1	1.2%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.4%	1
Outdoor play areas / park facilities	0.9%	9	0.0%	0	0.6%	0	0.6%	1	0.0%	0	0.0%	0	2.6%	4	0.0%	0	1.5%	2	1.4%	1	0.6%	0
Paintballing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Restaurants	1.8%	18	1.8%	3	6.1%	4	1.2%	2	1.2%	1	0.0%	0	3.3%	5	0.0%	0	2.2%	4	0.0%	0	0.0%	0
Skate park	0.2%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Swimming pool	5.8%	58	0.0%	0	1.6%	1	1.9%	3	16.7%	8	2.6%	0	6.1%	9	8.8%	6	12.3%	20	7.2%	7	6.7%	2
Theatre	5.6%	56	2.7%	5	4.0%	2	1.4%	3	1.2%	1	4.8%	0	15.7%	24	3.7%	3	3.2%	5	13.4%	13	0.8%	0
Things for old people to do	0.4%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.2%	1	1.3%	2	0.0%	0	0.0%	0
Still water ponds for fishing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
(None)	68.5%	687	77.0%	143	54.3%	33	78.2%	138	74.1%	36	78.5%	8	63.7%	97	57.5%	40	63.6%	105	62.7%	61	70.3%	26
(Don't know)	7.1%	71	14.9%	28	22.7%	14	4.5%	8	1.7%	1	4.6%	0	1.5%	2	14.6%	10	1.5%	3	3.1%	3	5.5%	2
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100
GEN Gender of respondent.																						
Male	36.2%	363	39.1%	73	34.3%	21	47.6%	84	27.0%	13	27.7%	3	29.0%	44	29.2%	21	38.7%	64	33.1%	32	23.4%	9
Female	63.8%	640	60.9%	113	65.7%	40	52.4%	93	73.0%	35	72.3%	7	71.0%	108	70.8%	50	61.3%	102	66.9%	65	76.6%	28
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
AGE Could I ask, how old are you?																						
18 – 24 years	5.2%	52	7.1%	13	5.2%	3	2.9%	5	3.8%	2	8.7%	1	0.0%	0	0.0%	0	13.3%	22	3.7%	4	5.4%	2
25 – 34 years	12.6%	127	0.0%	0	37.0%	23	20.5%	36	13.4%	6	0.0%	0	12.3%	19	0.0%	0	11.8%	20	12.9%	13	28.6%	11
35 – 44 years	21.9%	220	31.9%	59	13.8%	8	27.6%	49	14.0%	7	4.6%	0	29.4%	45	18.1%	13	15.8%	26	7.7%	8	14.2%	5
45 – 54 years	20.5%	206	26.6%	49	14.6%	9	24.9%	44	15.4%	7	17.6%	2	17.9%	27	19.3%	14	19.3%	32	17.3%	17	12.7%	5
55 – 64 years	16.9%	169	13.9%	26	10.2%	6	12.2%	22	17.0%	8	24.2%	2	15.5%	24	25.2%	18	14.9%	25	31.7%	31	21.9%	8
65 – 74 years	13.1%	131	10.5%	19	12.0%	7	9.0%	16	13.1%	6	20.6%	2	14.8%	22	19.7%	14	15.3%	25	16.2%	16	7.5%	3
75 – 84 years	6.0%	60	5.8%	11	6.4%	4	2.4%	4	14.9%	7	12.1%	1	8.0%	12	9.8%	7	5.5%	9	3.6%	4	4.0%	1
85 + years	1.7%	17	1.2%	2	0.0%	0	0.5%	1	5.0%	2	2.1%	0	1.1%	2	2.8%	2	2.2%	4	3.6%	4	0.9%	0
(Refused)	2.2%	22	3.1%	6	0.8%	0	0.0%	0	3.4%	2	10.2%	1	1.0%	2	5.1%	4	2.0%	3	3.3%	3	4.8%	2
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100
ADU How many adults, including yourself, live in your household (16 years and above)?																						
One	20.5%	206	24.6%	46	8.1%	5	12.3%	22	37.4%	18	9.9%	1	20.1%	30	20.8%	15	30.8%	51	14.7%	14	11.0%	4
Two	55.1%	553	44.2%	82	60.8%	37	71.8%	127	47.7%	23	60.4%	6	61.9%	94	52.1%	37	44.0%	73	53.5%	52	60.0%	22
Three	14.8%	148	16.6%	31	21.5%	13	10.2%	18	9.6%	5	15.5%	1	8.6%	13	17.3%	12	17.7%	29	22.0%	21	11.1%	4
Four or more	7.7%	77	12.5%	23	8.3%	5	5.6%	10	2.4%	1	6.5%	1	7.8%	12	3.7%	3	5.5%	9	7.7%	8	15.5%	6
(Refused)	2.0%	20	2.1%	4	1.3%	1	0.0%	0	2.9%	1	7.7%	1	1.6%	2	6.0%	4	2.0%	3	2.2%	2	2.4%	1
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100
CHI How many children aged under 16 years old are there living in your household?																						
None	65.7%	659	60.5%	112	74.2%	45	49.7%	88	67.0%	32	74.5%	7	68.5%	104	72.1%	51	70.8%	117	82.6%	81	59.1%	22
One	15.0%	150	15.4%	29	11.7%	7	21.3%	38	12.2%	6	8.6%	1	11.4%	17	14.1%	10	17.2%	28	5.1%	5	25.5%	9
Two	13.3%	134	14.5%	27	12.2%	7	25.3%	45	17.9%	9	9.2%	1	13.0%	20	3.2%	2	10.0%	17	3.7%	4	8.2%	3
Three	3.7%	37	7.5%	14	0.6%	0	3.7%	7	0.0%	0	0.0%	0	3.7%	6	4.5%	3	0.0%	0	6.4%	6	3.4%	1
Four or more	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1
(Refused)	2.0%	20	2.1%	4	1.3%	1	0.0%	0	2.9%	1	7.7%	1	1.6%	2	6.0%	4	2.0%	3	2.2%	2	2.4%	1
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100
DIS1 Do you consider yourself to have a disability, or a long-illness, physical or mental health condition?																						
Yes	15.5%	155	18.4%	34	7.5%	5	13.8%	24	13.5%	6	6.4%	1	11.4%	17	16.5%	12	18.4%	31	22.9%	22	8.5%	3
No	81.8%	821	78.5%	146	89.5%	55	85.6%	152	82.7%	40	84.4%	8	87.0%	132	75.6%	53	78.9%	131	75.0%	73	87.0%	32
(Refused)	2.7%	28	3.1%	6	2.9%	2	0.6%	1	3.9%	2	9.2%	1	1.6%	2	7.9%	6	2.7%	4	2.2%	2	4.6%	2
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
DIS2 What is the nature of your disability, long-term limiting condition or health problem? [MR/PR]																						
Those who have a disability, or a long-illness, physical or mental health condition at DIS1																						
Physical disability	82.0%	127	68.1%	23	86.9%	4	80.6%	20	80.1%	5	88.9%	1	66.4%	11	88.5%	10	97.0%	30	92.1%	21	82.7%	3
Learning disability	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	10.4%	0
Mental ill health	7.9%	12	23.4%	8	13.1%	1	0.0%	0	6.0%	0	11.1%	0	13.5%	2	5.6%	1	0.0%	0	0.0%	0	6.8%	0
Visual disability	5.3%	8	8.5%	3	0.0%	0	5.9%	1	13.9%	1	11.1%	0	0.0%	0	14.1%	2	0.0%	0	5.2%	1	5.2%	0
Hearing disability	6.9%	11	5.4%	2	0.0%	0	0.0%	0	13.9%	1	11.1%	0	22.0%	4	5.6%	1	5.1%	2	7.9%	2	5.2%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	4.2%	6	0.0%	0	5.7%	0	13.5%	3	0.0%	0	0.0%	0	6.5%	1	7.3%	1	3.0%	1	0.0%	0	0.0%	0
Weighted base:		155		34		5		24		6		1		17		12		31		22		3
Sample:		180		20		17		19		20		9		18		19		28		15		15
CAR1 Is there anyone who relies on you for care and attention AND that you assist with their daily routine?																						
Yes	29.4%	295	29.5%	55	27.0%	16	34.1%	60	36.2%	17	12.9%	1	39.8%	60	30.5%	21	20.0%	33	15.6%	15	40.1%	15
No	68.1%	683	68.4%	127	70.8%	43	65.3%	116	61.0%	29	77.8%	7	58.6%	89	61.6%	43	76.9%	127	82.2%	80	55.3%	20
(Refused)	2.5%	25	2.1%	4	2.2%	1	0.6%	1	2.8%	1	9.2%	1	1.6%	2	7.9%	6	3.1%	5	2.2%	2	4.6%	2
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100
CAR2 Are these…. [MR/PR]																						
Those who provide care and attention and assist others with their daily routines at CAR1																						
Children	67.5%	199	70.3%	38	41.5%	7	79.8%	48	76.6%	13	28.7%	0	75.3%	45	52.2%	11	48.5%	16	40.5%	6	89.6%	13
Adults	34.9%	103	32.3%	18	58.5%	10	24.7%	15	25.7%	4	71.3%	1	26.6%	16	47.8%	10	51.5%	17	66.0%	10	13.7%	2
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		295		55		16		60		17		1		60		21		33		15		15
Sample:		224		22		24		25		22		16		26		27		20		15		27
REL Can I please ask what you consider to be your religion or belief? [PR]																						
No religion or belief	33.1%	332	22.4%	41	32.8%	20	39.8%	71	44.8%	22	25.6%	2	33.3%	51	29.6%	21	37.0%	61	29.2%	28	41.0%	15
Christian	61.8%	620	71.2%	132	62.4%	38	58.9%	104	45.5%	22	62.3%	6	63.4%	96	61.5%	43	59.2%	98	62.1%	61	52.6%	19
Buddhist	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Muslim	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hindu	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sikh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewish	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	5.0%	50	6.4%	12	4.8%	3	1.2%	2	8.6%	4	12.1%	1	3.3%	5	7.7%	5	3.8%	6	8.7%	9	6.4%	2
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
ORI How would you describe your sexual orientation? [PR]																						
Heterosexual	91.8%	921	87.7%	163	93.1%	57	96.0%	170	82.9%	40	83.0%	8	95.7%	145	85.5%	60	93.8%	155	89.8%	88	95.8%	35
Bisexual	0.4%	4	0.0%	0	0.6%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Lesbian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gay man	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	7.8%	79	12.3%	23	6.3%	4	2.5%	4	17.1%	8	17.0%	2	4.3%	6	13.6%	10	6.2%	10	10.2%	10	4.2%	2
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100
IDE And is your gender identity the same as you were assigned at birth?																						
Yes	95.0%	953	96.9%	180	96.2%	59	98.8%	175	92.6%	45	86.7%	8	93.6%	142	86.9%	61	94.4%	156	94.2%	92	95.1%	35
No	1.3%	13	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.6%	0	4.2%	6	4.5%	3	1.3%	2	0.0%	0	2.0%	1
(Refused)	3.8%	38	3.1%	6	3.2%	2	1.2%	2	7.4%	4	10.7%	1	2.2%	3	8.6%	6	4.3%	7	5.8%	6	3.0%	1
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be? [PR]																						
White (English / Welsh / Scottish / Northern Irish / British	95.8%	961	95.9%	178	97.5%	59	97.8%	173	94.0%	45	90.8%	9	97.3%	148	90.7%	64	95.7%	159	93.4%	91	95.8%	35
White (Irish)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.6%	1	0.0%	0
White (Gypsy)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White (Irish Traveller)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed / multiple ethnic groups (White and Black Caribbean)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed / multiple ethnic groups (White and Black African)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Black / African / Caribbean (Caribbean)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black / African / Caribbean (African)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian / Asian British (Indian)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian / Asian British (Pakistani)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian / Asian British (Banglasdeshi)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian / Asian British (Chinese)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group (Arab)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Ethnic Group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	3.9%	39	4.1%	8	2.5%	2	2.2%	4	5.2%	2	9.2%	1	2.7%	4	7.2%	5	4.3%	7	5.2%	5	4.2%	2
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100
ZON Zone:																						
Zone 1	18.5%	185	100.0%	185	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	6.1%	61	0.0%	0	100.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	17.6%	177	0.0%	0	0.0%	0	100.0%	177	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	4.8%	48	0.0%	0	0.0%	0	0.0%	0	100.0%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	15.1%	152	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	152	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	7.0%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	70	0.0%	0	0.0%	0	0.0%	0
Zone 8	16.5%	166	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	166	0.0%	0	0.0%	0
Zone 9	9.7%	98	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	98	0.0%	0
Zone 10	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	37
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100

PC Postcode sector:	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
L24 1	0.4%	4	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L24 4	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L24 5	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA1 1	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA1 2	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA1 3	3.1%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA1 4	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA13 0	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.7%	17
WA13 9	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.3%	20
WA2 0	4.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.2%	40	0.0%	0	0.0%	0
WA2 7	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA2 8	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	15	0.0%	0	0.0%	0
WA2 9	3.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.6%	39	0.0%	0	0.0%	0
WA3 4	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	12	0.0%	0	0.0%	0	0.0%	0
WA3 5	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	14	0.0%	0	0.0%	0	0.0%	0
WA3 6	3.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.6%	32	0.0%	0	0.0%	0	0.0%	0
WA3 7	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	13	0.0%	0	0.0%	0	0.0%	0
WA4 1	3.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA4 2	4.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.6%	42	0.0%	0
WA4 3	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	11	0.0%	0
WA4 4	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA4 5	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.1%	20	0.0%	0
WA4 6	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.6%	25	0.0%	0
WA5 0	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	13	0.0%	0	0.0%	0
WA5 1	4.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.9%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA5 2	2.4%	24	0.0%	0	40.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA5 3	3.6%	37	0.0%	0	60.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA5 4	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	8	0.0%	0	0.0%	0
WA5 7	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0	0.0%	0
WA5 8	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	21	0.0%	0	0.0%	0
WA5 9	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	24	0.0%	0	0.0%	0
WA6 0	0.8%	8	0.0%	0	0.0%	0	0.0%	0	17.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA6 6	1.6%	16	0.0%	0	0.0%	0	0.0%	0	33.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA6 7	1.6%	16	0.0%	0	0.0%	0	0.0%	0	33.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA6 9	0.8%	8	0.0%	0	0.0%	0	0.0%	0	16.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA7 1	1.2%	12	0.0%	0	0.0%	0	6.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA7 2	3.3%	33	0.0%	0	0.0%	0	18.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA7 3	0.6%	6	0.0%	0	0.0%	0	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA7 4	3.5%	36	0.0%	0	0.0%	0	20.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA7 5	3.3%	33	0.0%	0	0.0%	0	18.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA7 6	5.7%	57	0.0%	0	0.0%	0	32.4%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA8 0	0.8%	8	4.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA8 3	2.0%	20	10.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA8 4	1.6%	16	8.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA8 5	0.5%	5	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Warrington Household Survey
For WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
WA8 6	1.9%	19	10.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA8 7	2.9%	29	15.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA8 8	5.0%	50	27.1%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA8 9	3.0%	30	16.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1004		185		61		177		48		10		152		70		166		98		37
Sample:		1004		101		100		101		100		100		100		100		101		101		100