

Appendix 2: Household Survey Results

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																	
Q01 Where did you last undertake your main food and grocery shopping?																															
<i>Excl. Nulls & SFT</i>																															
Zone 1 - Stoke-on-Trent																															
Aldi, Leek New Road, Norton	3.4%	43	11.2%	19	0.0%	0	0.0%	0	0.0%	0	26.9%	23	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Aldi, Victoria Road, Berry Hill, Fenton	2.2%	27	10.8%	18	0.0%	0	2.1%	4	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Asda, Victoria Road, Berry Hill, Fenton	0.7%	9	3.6%	6	0.0%	0	0.0%	0	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			
Asda, Werrington Road, Bucknall	0.3%	4	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	0.0%	0	0.0%	0	0.0%	0			
B&M, Old Hall Street, Stoke-on-Trent	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	0.0%	0	0.0%	0	0.0%	0			
Co-op, Christchurch Street, Fenton	0.1%	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	0.0%	0	0.0%	0	0.0%	0			
Co-op, Millrise Road, Milton	0.3%	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	0.0%	0	0.0%	0	0.0%	0			
Farmfoods, Leek Road, Hanley	0.1%	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	0.0%	0	0.0%	0	0.0%	0			
Iceland, Charles Street, City Centre (Hanley)	0.1%	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	0.0%	0	0.0%	0	0.0%	0			
Lidl, Dividy Road, Bentilee	0.6%	8	1.5%	3	0.0%	0	2.5%	5	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			
Local shops, Hanley Town Centre	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	0.0%	0	0.0%	0	0.0%	0			
Local shops, Shelton Local 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	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Marks & Spencer, Upper Market Square, City Centre (Hanley)	0.4%	5	0.6%	1	0.7%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0			
Morrisons, Festival Park, Ridgeway Drive, Stoke-on-Trent	3.9%	49	13.0%	22	2.6%	1	0.0%	0	1.4%	1	12.5%	11	6.2%	3	1.8%	1	2.2%	1	3.5%	5	0.9%	1	0.6%	1	1.3%	2	0.0%	0			
Sainsbury's, Etruria Road, Stoke-on-Trent	2.1%	26	3.7%	6	0.0%	0	1.3%	2	10.2%	9	4.4%	4	0.0%	0	0.7%	0	1.5%	1	0.8%	1	0.6%	0	0.0%	0	1.3%	2	0.0%	0			
Tesco Extra, Clough Street, Stoke-on-Trent	2.0%	25	10.1%	17	0.0%	0	0.0%	0	3.0%	3	2.5%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.8%	2	0.0%	0			
Zone 2 - Newcastle-under-Lyme																															
Betley Post Office & Village Shop, Bow Hill House, Main Road, Betley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Church Street, Audley	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Zone 2 - Shropshire																															
Local shops, Woore 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	0.0%	0	0.0%	0	0.0%	0			
Zone 3 - Staffordshire																															

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																	
Moorlands																															
Co-op, Uttoxeter Road, Blythe Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Express, Uttoxeter Road, Blythe Bridge	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	0.0%	0	0.0%	0					
Zone 3 - Stoke-on-Trent																															
Aldi, Whittle Road, Meir Retail Park, Meir	1.0%	13	2.5%	4	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	2.5%	4	0.0%	0	0.0%	0	0.0%	0					
Farmfoods, Edensor Road, Longton	0.2%	2	0.0%	0	0.0%	0	0.9%	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	0.0%	0					
Lidl, The Strand, Longton	1.2%	15	5.5%	9	0.0%	0	2.8%	5	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					
Tesco Express, Amison Street, Meir Hay, Longton	0.6%	8	0.9%	1	0.0%	0	2.6%	5	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1					
Tesco Extra, Longton Retail Park, Baths Road, Longton	5.1%	64	12.2%	21	0.0%	0	22.0%	39	4.0%	4	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0					
Tesco Superstore, Lysander Road, Meir Retail Park, Meir	5.8%	72	0.0%	0	0.0%	0	32.7%	58	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	11	0.0%	0	0.0%	0	0.8%	2					
Zone 4 - Stoke-on-Trent																															
Aldi, Newcastle Road, Springfields, Stoke-on-Trent	3.9%	48	0.9%	1	1.5%	0	3.9%	7	13.2%	12	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	27					
Aldi, Stanley Matthews Way, Trentham	2.6%	33	0.0%	0	0.0%	0	9.9%	18	9.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	1.3%	2					
Co-op, Mayne Street, Hanford	0.1%	2	0.0%	0	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	0.0%	0					
Iceland, Boothan Park, London Road, Stoke-on-Trent Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0					
Iceland, Springfield Retail Park, Newcastle Road, Stoke-on-Trent	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	0.0%	0	0.0%	0	0.0%	0	0.8%	2					
Lidl, Boothan Park, Stoke-on-Trent Town Centre	0.3%	3	0.0%	0	0.0%	0	0.8%	1	2.0%	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					
Sainsbury's, Minton House, London Road, Stoke-on-Trent Town Centre	1.0%	13	0.6%	1	0.0%	0	0.7%	1	5.5%	5	1.9%	2	0.9%	0	0.7%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.3%	2					
Tesco Superstore, Newcastle Road, Springfields, Stoke-on-Trent	4.5%	56	3.0%	5	1.0%	0	2.3%	4	21.9%	20	2.9%	2	2.9%	1	0.0%	0	3.0%	1	0.0%	0	0.6%	0	0.0%	0	10.9%	21					
Zone 5 - Staffordshire																															
Moorlands																															
Keith Supermarket, High Lane, Brown Edge, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0					

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Zone 5 - Stoke-on-Trent																												
Aldi, Brownhills Road, Tunstall	2.4%	30	0.0%	0	0.0%	0	0.0%	0	1.4%	1	8.4%	7	16.7%	9	1.9%	1	0.7%	0	0.6%	1	0.0%	0	0.0%	0	5.6%	11	0.0%	0
Asda, Scotia Road, Tunstall	4.3%	54	3.7%	6	0.7%	0	2.5%	5	0.0%	0	18.2%	15	39.3%	20	7.0%	4	5.7%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Newcastle Street, Burslem	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	0.0%	0	0.0%	0	0.0%	0
Zone 6 - Stoke-on-Trent																												
Asda, Scotia Road, Tunstall (opposite Matalan / Next)	0.6%	8	0.0%	0	0.7%	0	0.0%	0	0.0%	0	4.8%	4	3.4%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Lidl, High Street, Tunstall	1.1%	14	0.0%	0	1.0%	0	0.0%	0	0.6%	1	1.8%	1	11.2%	6	0.0%	0	0.9%	0	1.5%	2	0.0%	0	1.5%	2	0.6%	1	0.0%	0
Local shops, Tunstall Town Centre	0.1%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Biddulph Road, Great Chell	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7 - Cheshire East																												
Sainsbury's Local, Crewe Road, Alsager	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	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Zone 7 - Newcastle-under-Lyme																												
Aldi, Liverpool Road, Kidsgrove	2.3%	29	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	2	32.3%	19	8.2%	4	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Co-op, Cedar Avenue, Central, Talke	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	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Market Street, Kidsgrove	0.1%	1	0.0%	0	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	0.0%	0	0.0%	0
Tesco Superstore, Liverpool Road, Kidsgrove	2.6%	32	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.9%	1	7.1%	4	26.6%	16	0.0%	0	0.0%	0	0.0%	0	10.6%	12	0.0%	0	0.0%	0
Zone 7 - Stoke-on-Trent																												
Local shops, Packmoor 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	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Staffordshire Moorlands																												
B&M, High Street, Biddulph	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Wharf Road, Biddulph	2.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	3.5%	2	38.1%	17	0.0%	0	0.0%	0	2.5%	3	2.2%	4	0.0%	0
Zone 9 - Staffordshire Moorlands																												
Aldi, Haywood Street, Leek	1.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	10.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ashbourne Road, Cheadle	0.4%	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	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Springfield Road, Leek	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	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Tape Street, Cheadle	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	0.0%	0	0.0%	0	0.0%	0
Local shops, Cheadle Town 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	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Smithy Bank, Alton	0.3%	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	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Newcastle Road,	3.1%	38	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	23.3%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Leek														
Morrisons, Well Street, Cheadle	1.6%	20	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Churnet Way, Leek	1.7%	22	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Zone 10 - Stafford														
Aldi, Stafford Road, Stone	1.9%	23	0.9%	1	0.0%	0	3.2%	6	0.0%	0	0.0%	0	0.0%	0
Co-op, Stafford Street, Eccleshall	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, M6 North Stafford Motorway Services, Nr Stone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Church/Mill Street, Stone	2.1%	27	0.0%	0	0.0%	0	1.5%	3	0.9%	1	0.0%	0	0.0%	0
Zone 11 - Cheshire East														
Aldi, Holmes Chapel Road, West Heath, Congleton	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mountbatten Way, Congleton	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Asda, Lawton Road, Alsager	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Iceland, West Heath Shopping Centre, Holmes Chapel Road, Congleton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Congleton Retail Park, Congleton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Morrisons, Bridestone Shopping Centre, Congleton	1.3%	17	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.9%	1
Tesco Superstore, Barn Road, Congleton	1.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3
Zone 12 - Newcastle-under-Lyme														
Aldi, Blackfriars Road, Newcastle-under-Lyme	1.9%	24	0.0%	0	2.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Asda, Morris Square, Kyme, Wolstanton	2.6%	33	2.8%	5	11.5%	4	0.9%	2	0.6%	1	0.7%	1	0.7%	0
Asda, Wolstanton Retail Park, Newcastle-under-Lyme	2.1%	26	0.6%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.0%	1
Co-op, Hanbridge Avenue, Bradwell, Newcastle-under-Lyme	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Castle Walk, Newcastle-under-Lyme	0.1%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Roebuck Centre, Newcastle-under-Lyme	0.1%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Lidl, Lower Street, Newcastle-under-Lyme	0.5%	6	0.0%	0	4.4%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Local shops, Newcastle-under-Lyme Town Centre	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Wolstanton Retail Park, Newcastle-under-Lyme	0.2%	3	0.6%	1	2.0%	1	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	0.0%	0	0.7%	0
Morrisons, Goose Street, Newcastle-under-Lyme	2.8%	35	2.5%	4	9.2%	3	0.0%	0	2.9%	3	0.7%	1	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	11.2%	22	3.2%	1
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	2.0%	25	0.0%	0	22.6%	7	0.0%	0	0.0%	0	1.6%	1	0.0%	0	7.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	12	0.0%	0
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	2.7%	33	0.0%	0	11.2%	3	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.6%	0	0.6%	1	11.2%	22	2.2%	1
Tesco Express, Higherland, Keele, Newcastle-under-Lyme,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Zone 13 - Newcastle-under-L yme																												
Co-op, Eccleshall Road, Loggerheads	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%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Zone 13 - Shropshire																												
Hinstock Post Office, Chester Road, Hinstock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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																												
Aldi, Audley Avenue, Newport	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2
Aldi, Kingsmead Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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, Manor Lane, Holmes Chapel	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Middleton Road, Sandbach	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	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0
Aldi, Stadium Retail Park, Crewe	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	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Aldi, Station Road, Nantwich	0.1%	1	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Asda, Carter Street, Uttoxeter	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	0.0%	0	0.0%	0	0.0%	0
Asda, Dewhurst Road, Birchwood	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	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.6%	8	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5	0.6%	1	0.0%	0	0.0%	0
Asda, Stafford Street, Market Drayton	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	0.0%	0	0.9%	1	0.0%	0	1.5%	0
Asda, Victoria Centre, Crewe	0.1%	2	0.0%	0	1.4%	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	0.6%	1	0.0%	0	0.0%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13		
Iceland, Cheshire Street, Market Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Lidl, Dovefields Retail Park, Town Meadows Way, Uttoxeter	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madford Retail Park, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Towers Lawn, Market Drayton	0.3%	4	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	3
M&S Simply Food, Beam Street, Nantwich	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Waterside Retail Park, Ashbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Gaolgate Street, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Mill Street, Macclesfield	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 Local, Gawsworth House, West Park Drive, Macclesfield	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, 17 Pratchetts Row, Nantwich	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Morrisons, Dunwoody Way, Crewe	0.2%	3	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Maer Lane, Market Drayton	1.0%	12	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.2%	10
Morrisons, Spring Hill, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sainsbury's, Chell Road, Stafford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Coopers Mill, King Edward Street, Ashbourne	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Middlewich Road, Nantwich	0.2%	2	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, New Road, Uttoxeter	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, Cattle Market, Battlefield Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Tesco Extra, Newport Road, Stafford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Vernon Way, Crewe	0.1%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Brookside Road, Uttoxeter	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13		
Tesco, Wrekin Retail Park, Arleston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Waitrose, Audley Road, Newport	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1
Waitrose, Flat Lane, Sandbach	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Trinity Road, Uttoxeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, outside study area	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:	1254	170	31	177	89	84	51	59	45	149	72	112	192	24		
Sample:	1254	95	93	100	95	95	96	98	96	96	99	99	99	93		

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

Those who shop online at Q01

Asda	15.5%	6	0.0%	0	0.0%	0	0.0%	0	22.4%	2	60.9%	2	68.1%	1	0.0%	0	20.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	8.0%	3	0.0%	0	28.9%	1	0.0%	0	0.0%	0	19.6%	1	32.0%	0	50.0%	0	16.2%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	0
Iceland	2.8%	1	0.0%	0	37.8%	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	0.0%	0
Sainsbury's	2.6%	1	0.0%	0	9.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	0
Tesco	51.1%	19	100.0%	8	16.7%	0	0.0%	0	47.1%	4	19.6%	1	0.0%	0	0.0%	0	63.4%	1	100.0%	3	0.0%	0	0.0%	0	100.0%	1
Ocado	17.9%	7	0.0%	0	7.4%	0	0.0%	0	22.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	100.0%	3	0.0%	0	62.4%	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	0.0%	0	0.0%	0
Amazon	2.0%	1	0.0%	0	0.0%	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%	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	0.0%	0	0.0%	0
Weighted base:	38	8	3	0	9	4	1	1	2	3	0	3	1	2												
Sample:	41	4	7	0	5	3	3	2	3	3	1	1	1	8												

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study

for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q03 What is the main reason you chose ... (STORE MENTIONED AT Q01) for your main food and grocery shopping?														
<i>Not those who said 'Don't know' at Q01</i>														
Accessibility by public transport	0.4%	5	2.3%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Car parking prices	0.8%	11	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.9%	1
Car parking provision	0.9%	11	0.7%	1	1.2%	0	0.7%	1	1.8%	2	1.9%	2	1.0%	1
Choice of food goods available	8.0%	103	7.4%	13	7.3%	2	5.7%	10	12.0%	12	8.9%	8	10.6%	6
Choice of shops nearby selling non-food goods	0.5%	6	0.0%	0	0.6%	0	2.5%	5	0.0%	0	0.0%	0	0.0%	0
Choice of shops selling food goods	1.1%	15	0.6%	1	1.5%	1	0.8%	1	0.0%	0	0.0%	0	2.5%	2
Cleanliness	0.8%	10	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1
Cycle parking availability	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivery service	1.3%	17	0.6%	1	4.7%	2	0.0%	0	2.3%	2	1.7%	1	0.9%	0
Easy to get to by car	3.1%	40	1.7%	3	0.9%	0	10.3%	18	0.5%	1	1.0%	1	0.0%	0
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good internal layout	2.1%	27	0.0%	0	1.2%	0	0.7%	1	4.8%	5	0.7%	1	0.0%	0
Good service / friendly staff	0.8%	10	0.6%	1	2.0%	1	0.0%	0	1.1%	1	4.0%	4	0.7%	0
Habit / always use it / preference for retailer	4.7%	60	9.7%	17	10.0%	3	3.1%	5	4.7%	5	5.6%	5	7.5%	4
Internet shopping is convenient	0.7%	9	0.6%	1	3.7%	1	0.0%	0	5.2%	5	0.0%	0	1.0%	1
Lower prices	17.0%	220	28.9%	51	7.9%	3	20.7%	37	13.2%	13	18.5%	16	16.6%	9
Loyalty card / points scheme	0.8%	10	2.1%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.7%	0
Near to home	29.9%	386	25.8%	46	27.0%	9	31.4%	56	29.8%	29	30.2%	26	31.7%	17
Near to work	0.9%	12	0.8%	1	0.8%	0	1.7%	3	1.5%	1	0.0%	0	1.8%	1
Nice shopping environment	1.2%	16	3.8%	7	3.2%	1	0.0%	0	1.1%	1	1.8%	2	0.9%	0
Only one in the area / no other choice	0.4%	5	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of leisure facilities nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Quality of food goods available	6.1%	79	2.6%	5	5.3%	2	5.4%	10	2.6%	3	9.4%	8	2.7%	1
Quality of shops selling food goods	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.2%	1
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
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
Speciality foods	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	0
Staff discount / work there	1.9%	24	1.4%	2	3.9%	1	5.3%	9	0.0%	0	0.9%	1	1.8%	1

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Value for money	7.7%	99	5.3%	9	6.8%	2	2.8%	5	11.6%	11	8.8%	8	14.0%	8	10.8%	5	6.9%	11	8.3%	6	4.6%	5	9.7%	19	11.6%	3		
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	0.0%	0	0.0%	0		
Good opening hours	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	0.0%	0	0.0%	0		
Not too busy	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0		
(Don't know / no reason in particular)	7.3%	95	4.5%	8	9.3%	3	7.4%	13	4.7%	5	5.9%	5	5.7%	3	8.5%	5	4.0%	2	11.4%	17	9.0%	7	8.3%	10	7.9%	15	7.7%	2
Weighted base:	1292	177	34	177	99	88	53	60	47	153	72	114	193	25														
Sample:	1295	99	100	100	100	98	99	100	99	99	100	100	100	101														
Q04 What, if anything, is the one thing you most dislike about ... (STORE MENTIONED AT Q01)?																												
<i>Not those who said 'Don't know' at Q01</i>																												
Change layout too often	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%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1		
Expensive parking	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.9%	0	0.0%	0	1.0%	0	0.8%	1	2.5%	2	0.0%	0	3.1%	6	2.8%	1
Difficult to get to	0.2%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.9%	0	0.9%	0	0.6%	0	0.0%	0	0.9%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0
Expensive	4.4%	57	3.5%	6	3.8%	1	7.0%	12	1.5%	1	2.8%	2	3.2%	2	5.8%	3	15.7%	7	5.5%	8	5.4%	4	3.0%	3	1.5%	3	6.8%	2
Lack of cycle parking	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	0.0%	0	0.0%	0	0.0%	0
Difficult to park / lack of parking	1.9%	25	0.0%	0	1.8%	1	4.3%	8	2.8%	3	1.7%	1	1.0%	1	3.3%	2	0.0%	0	0.9%	1	2.4%	2	0.9%	1	2.9%	6	2.2%	1
Lack of public transport	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	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	7.5%	97	3.7%	7	4.8%	2	11.8%	21	7.4%	7	8.1%	7	4.5%	2	6.5%	4	18.0%	9	1.5%	2	8.0%	6	10.6%	12	9.0%	17	6.2%	2
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	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	1.0%	13	0.0%	0	1.5%	1	0.7%	1	2.1%	2	1.0%	1	1.4%	1	3.6%	2	0.0%	0	0.0%	0	1.4%	1	4.2%	5	0.0%	0	0.0%	0
Poor quality	2.7%	35	2.4%	4	3.4%	1	4.3%	8	0.0%	0	4.3%	4	3.0%	2	7.5%	4	5.5%	3	2.3%	4	1.4%	1	1.5%	2	1.5%	3	0.9%	0
Staff rude / unhelpful	1.1%	14	0.8%	1	0.0%	0	2.1%	4	0.0%	0	0.7%	1	0.7%	0	2.7%	2	0.0%	0	0.0%	0	3.2%	2	3.2%	4	0.0%	0	0.0%	0
Too busy	2.7%	35	5.0%	9	2.4%	1	1.3%	2	6.7%	7	5.1%	4	1.5%	1	2.4%	1	0.0%	0	0.8%	1	4.5%	3	1.6%	2	1.9%	4	1.0%	0
Too far away	1.0%	13	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	3.8%	6	0.0%	0	3.4%	4	0.0%	0	2.7%	1
Too small	1.8%	23	0.7%	1	0.0%	0	0.9%	2	4.4%	4	0.7%	1	0.0%	0	0.9%	1	1.9%	1	5.6%	9	0.0%	0	4.4%	5	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	0.0%	0	0.0%	0	0.0%	0
No express / self-service check outs / scan as you shop	0.7%	9	0.7%	1	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.9%	1	0.0%	0	0.7%	1	0.0%	0
Not a nice environment	1.5%	19	0.6%	1	2.7%	1	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	0	3.2%	5	0.0%	0	0.9%	1	3.4%	7	0.0%	0		
Poor opening hours	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	69.4%	897	76.6%	136	78.0%	26	63.6%	113	71.2%	70	68.6%	60	77.9%	41	64.4%	38	53.2%	25	71.8%	109	68.2%	49	62.6%	72	71.7%	139	72.3%	18
(Don't know)	2.7%	35	5.4%	9	0.0%	0	0.0%	0	3.4%	3	4.4%	4	3.5%	2	2.4%	1	0.0%	0	1.4%	2	0.8%	1	2.9%	3	4.3%	8	2.3%	1
Weighted base:	1292	177	34	177	99	88	53	60	47	153	72	114	193	25														
Sample:	1295	99	100	100	100	98	99	100	99	99	100	100	100	101														

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study

for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q05 How did you travel to ... (STORE MENTIONED AT Q01) to undertake your main food shop?																												
<i>Not those who said 'Don't know' or 'Delivered' at Q01</i>																												
Car / van (as driver)	75.6%	948	57.3%	97	71.3%	22	68.4%	121	80.9%	72	65.2%	55	64.2%	33	84.9%	50	85.8%	39	79.7%	119	80.9%	58	82.1%	92	88.3%	170	89.0%	21
Car / van (as passenger)	13.0%	162	22.9%	39	23.1%	7	15.8%	28	9.1%	8	22.8%	19	19.1%	10	10.3%	6	9.7%	4	8.2%	12	6.1%	4	7.7%	9	7.1%	14	9.3%	2
Bus (including the busway or guided bus), minibus or coach	3.0%	38	6.9%	12	5.6%	2	3.2%	6	2.4%	2	4.9%	4	5.2%	3	1.3%	1	0.7%	0	1.5%	2	0.0%	0	5.1%	6	0.6%	1	0.7%	0
Motorcycle, scooter or moped	0.4%	5	0.0%	0	0.0%	0	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	0.0%	0
Walk	6.0%	75	8.1%	14	0.0%	0	6.5%	12	4.6%	4	4.7%	4	6.6%	3	3.5%	2	3.1%	1	10.6%	16	11.8%	8	4.5%	5	2.9%	6	1.0%	0
Taxi	1.3%	17	4.3%	7	0.0%	0	0.8%	1	2.9%	3	1.4%	1	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	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	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.4%	5	0.0%	0	0.0%	0	2.5%	5	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	0.0%	0
Mobility scooter / disability vehicle	0.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Other (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	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1254		170		31		177		89		84		51		59		45		149		72		112		192		24
Sample:		1254		95		93		100		95		95		96		98		96		96		96		99		99		93

Mean score [Mins]:**Q06 How long did your last journey to (STORE MENTIONED AT Q01) to undertake main food shopping take?***Not those who said 'Don't know' or 'Delivered' at Q01*

1 - 5 minutes	36.3%	455	30.4%	52	4.5%	1	42.4%	75	31.0%	28	36.2%	30	37.9%	19	40.9%	24	27.1%	12	29.4%	44	41.6%	30	40.4%	45	47.9%	92	8.8%	2
6 - 10 minutes	32.4%	406	47.2%	80	33.3%	10	28.3%	50	38.8%	35	27.4%	23	35.2%	18	30.2%	18	26.7%	12	23.1%	34	24.9%	18	23.6%	26	37.8%	73	37.9%	9
11 - 15 minutes	16.0%	201	10.5%	18	39.8%	12	18.5%	33	18.0%	16	20.9%	18	18.6%	10	10.1%	6	22.8%	10	21.6%	32	17.2%	12	15.1%	17	5.4%	10	28.7%	7
16 - 30 minutes	12.7%	160	9.0%	15	21.7%	7	9.4%	17	10.4%	9	12.1%	10	6.6%	3	13.9%	8	18.9%	9	25.0%	37	15.6%	11	14.5%	16	5.9%	11	23.9%	6
31 - 45 minutes	0.3%	4	0.0%	0	0.7%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	1	1.7%	1	0.0%	0	0.9%	1	0.6%	0	0.0%	0	0.0%	0	0.7%	0
46 - 60 minutes	0.7%	9	2.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
61+ minutes	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.5%	19	0.6%	1	0.0%	0	1.5%	3	0.9%	1	2.4%	2	0.7%	0	0.7%	0	4.5%	2	0.0%	0	0.0%	0	3.3%	4	3.1%	6	0.0%	0
(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	0.0%	0	0.0%	0	0.0%	0
Mean:		10.68		11.03		14.34		9.40		10.86		10.92		9.85		11.85		11.50		12.74		10.67		11.78		7.75		13.75
Weighted base:		1254		170		31		177		89		84		51		59		45		149		72		112		192		24
Sample:		1254		95		93		100		95		95		96		98		96		96		99		99		99		93

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13															
Q07 When you undertook the main food shop at ... (STORE MENTIONED AT Q01), did you link your trip with any other activity?																													
<i>Not those who said 'Don't know' or 'Delivered' at Q01</i>																													
Yes – non-food shopping	7.8%	97	8.5%	14	10.2%	3	12.2%	22	7.7%	7	8.0%	7	7.2%	4	6.5%	4	6.3%	3	6.7%	10	7.4%	5	8.2%	9	3.6%	7	12.8%	3	
Yes – other food shopping	6.5%	81	4.4%	8	9.3%	3	2.9%	5	9.0%	8	1.4%	1	9.0%	5	10.8%	6	9.2%	4	6.1%	9	3.8%	3	7.0%	8	9.6%	18	12.2%	3	
Yes – visiting services such as banks and other financial institutions	1.5%	18	0.0%	0	4.0%	1	0.0%	0	0.6%	1	1.7%	1	1.7%	1	3.6%	2	0.9%	0	0.6%	1	1.5%	1	6.5%	7	0.6%	1	6.3%	1	
Yes – leisure activity	1.3%	16	0.8%	1	0.7%	0	0.8%	1	0.6%	1	0.0%	0	1.8%	1	0.9%	1	0.7%	0	0.0%	0	1.6%	1	1.7%	2	3.6%	7	2.6%	1	
Yes – visiting café / pub / restaurant	2.5%	31	2.3%	4	4.3%	1	3.4%	6	0.6%	1	4.2%	3	0.0%	0	4.4%	3	6.1%	3	2.1%	3	0.0%	0	2.1%	2	2.3%	4	2.5%	1	
Yes – visiting other service such as hairdressers, beautician, laundrette etc	0.4%	5	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	0	
Yes – travelling to / from work	2.6%	32	0.9%	1	0.9%	0	2.6%	5	2.3%	2	0.7%	1	0.9%	0	0.9%	1	2.7%	1	4.0%	6	0.9%	1	0.8%	1	6.4%	12	4.8%	1	
Yes – travelling to / from school / college / university	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.0%	0	0.0%	0	0.0%	0	3.5%	4	0.7%	1	1.0%	0	
Yes – getting petrol	1.7%	21	3.2%	5	1.4%	0	2.1%	4	2.2%	2	2.9%	2	0.0%	0	4.2%	2	0.0%	0	0.9%	1	0.0%	0	2.5%	3	0.0%	0	1.8%	0	
Yes – visiting family / friends	1.9%	24	0.9%	1	1.6%	1	3.1%	5	0.6%	1	0.9%	1	2.3%	1	2.4%	1	0.0%	0	2.5%	4	2.2%	2	1.5%	2	2.7%	5	0.0%	0	
Yes – visiting health service such as doctor, dentist, hospital	0.5%	6	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.7%	0	1.3%	1	0.7%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	1.8%	0	
Yes – other activity (No 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	0.0%	0	0.0%	0	0.0%	0	0
(Don't know / varies)	3.7%	47	3.1%	5	4.0%	1	4.2%	7	3.1%	3	6.1%	5	4.0%	2	2.6%	2	6.4%	3	1.5%	2	3.8%	3	1.9%	2	5.7%	11	1.8%	0	
Weighted base:	1254	170	31	177	89	84	51	59	45	149	72	112	192	24															
Sample:	1254	95	93	100	95	95	96	98	96	96	99	99	99	93															

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																		
Q08 Where did you do this linked trip?																																
<i>Shopping, services, food & drink or other leisure at Q07 AND Excl. Nulls & SFT</i>																																
Zone 1 - Stoke-on-Trent																																
Abbey Hulton 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	0.0%	0	0.0%	0	0.0%	0				
Baddeley Green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	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				
Fenton Town Centre	2.7%	6	22.9%	5	0.0%	0	3.5%	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	0.0%	0				
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	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				
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	4.0%	10	18.9%	4	0.0%	0	0.0%	0	3.3%	1	6.6%	1	0.0%	0	3.5%	1	0.0%	0	7.8%	2	0.0%	0	0.0%	0	3.6%	1	0.0%	0				
Hanley Town Centre	7.5%	18	4.4%	1	3.5%	0	19.0%	6	7.9%	1	13.2%	2	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	6	7.6%	1				
Intu Potteries Shopping Centre, City Centre (Hanley)	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	0.0%	0	3.6%	1	0.0%	0	0.0%	0				
Stoke-upon-Trent Town Centre	4.2%	10	6.3%	1	0.0%	0	0.0%	0	44.8%	7	9.3%	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 2 - Newcastle-under-Lyme																																
Audley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Baa Hill Farm Shop, Bar Hill, Madeley	0.1%	0	0.0%	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%	0	0.0%	0	0.0%	0	0.0%	0				
Zone 3 - Staffordshire Moorlands																																
Blythe Bridge 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	0.0%	0	0.0%	0	0.0%	0				
Zone 3 - Stoke-on-Trent																																
Blurton District 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	0.0%	0	0.0%	0	0.0%	0				
Longton Exchange Shopping Centre, Longton	0.6%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Longton Town Centre	9.5%	23	24.1%	6	0.0%	0	48.6%	16	6.5%	1	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				
Meir Retail Park, Uttoxeter Road, Meir	1.1%	3	0.0%	0	0.0%	0	8.0%	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	0.0%	0	0.0%	0				
Zone 4 - Newcastle-under-Lyme																																
Etruria Way Retail Park, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 4 - Stafford																																
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 4 - Stoke-on-Trent																																
Aldi, Newcastle Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Trent Vale Village Centre	0.9%	2	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	0.0%	0	4.1%	2	0.0%	0				

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Zone 5 - Staffordshire Moorlands														
Brown Edge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5 - Stoke-on-Trent														
Asda, Scotia Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burslem Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	1	6.6%	1	0.0%	0
Cobridge Local Centre	0.7%	2	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0
Norton Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0
Zone 6 - Stoke-on-Trent														
Alexandra Retail Park, Tunstall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandyford	1.1%	3	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tunstall Town Centre	6.7%	16	10.7%	2	6.0%	1	0.0%	0	0.0%	0	27.6%	4	81.4%	7
Zone 7 - Newcastle-under-Lyme														
Aldi, Liverpool Road, Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butt Lane Local Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Kidsgrove Town Centre	3.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	1	42.4%	7
Tesco Superstore, Liverpool Road, Kidsgrove	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0
Zone 7 - Stoke-on-Trent														
Packmoor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Staffordshire Moorlands														
Biddulph Moor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Town Centre	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.0%	4
Zone 8 - Stoke-on-Trent														
Brindley Ford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9 - Staffordshire Moorlands														
Aldi, Haywood Street, Leek	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheadle Town Centre	5.2%	13	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Leek Town Centre	5.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	2	0.0%	0
Zone 10 - Stafford														
Aldi, Stafford Road, Stone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eccleshall Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Town Centre	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11 - Cheshire East														
Aldi, Mountbatten Way, Congleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alsager Town Centre	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	6
Congleton Town Centre	9.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.2%	18
Morrisons, Bredstone Shopping Centre, Congleton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Zone 12 - Newcastle-under-Lyme														
Aldi, Blackfriars Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme Town Centre	12.9%	31	0.0%	0	45.4%	4	0.0%	0	13.4%	2	9.3%	1	0.0%	0
Whitmore Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolstanton	3.2%	8	6.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	2.5%	6	0.0%	0	13.1%	1	3.5%	1	16.7%	3	0.0%	0	0.0%	0
Zone 13 - Newcastle-under-Lyme														
Ashley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area														
Asda, Queensway, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Featherbed Lane, Shrewsbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crewe Town Centre	0.4%	1	0.0%	0	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton Town Centre	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nantwich Town Centre	0.9%	2	0.0%	0	24.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandbach Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2
Stafford Town Centre	2.5%	6	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0
Uttoxeter Town Centre	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	241	23	8	33	17	13	9	16	11	27	10	28	38	9
Sample:	292	17	26	19	24	18	20	25	27	18	15	27	19	37

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13															
Q09 Where did you undertake your main food and grocery shopping the time before your last visit to ... (STORE MENTIONED AT Q01)? Was it the same place or different? Please specify.																													
<i>Excl. Nulls & SFT</i>																													
Zone 1 - Stoke-on-Trent																													
Aldi, Leek New Road, Norton	2.6%	32	7.8%	13	0.0%	0	0.0%	0	0.0%	0	21.3%	17	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Victoria Road, Berry Hill, Fenton	1.5%	18	7.0%	12	0.0%	0	1.5%	3	4.1%	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	0.0%	0	
Asda, Victoria Road, Berry Hill, Fenton	1.2%	15	8.3%	14	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	0.0%	0	0.0%	0	
B&M, Old Hall Street, Stoke-on-Trent	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	0.0%	0	0.0%	0	0.0%	0	
Co-op, Christchurch Street, Fenton	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	0.0%	0	0.0%	0	0.0%	0	
Farmfoods, Leek Road, Hanley	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	0.0%	0	0.0%	0	0.0%	0	
Iceland, Charles Street, City Centre (Hanley)	0.1%	1	0.0%	0	0.7%	0	0.0%	0	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	
Lidl, Dividy Road, Bentilee	0.9%	11	4.3%	7	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Hanley Town Centre	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	0.0%	0	0.0%	0	0.0%	0	
Local shops, Shelton Local 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	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer, Upper Market Square, City Centre (Hanley)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.7%	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	
Morrisons, Festival Park, Ridgeway Drive, Stoke-on-Trent	4.9%	60	14.8%	26	2.6%	1	0.7%	1	4.5%	4	16.7%	14	11.8%	6	0.7%	0	2.2%	1	2.0%	3	0.6%	0	1.6%	2	1.4%	3	0.0%	0	
Sainsbury's, Etruria Road, Stoke-on-Trent	1.9%	24	2.9%	5	0.0%	0	0.0%	0	10.5%	9	3.2%	3	0.0%	0	0.7%	0	1.5%	1	2.3%	3	0.0%	0	0.0%	0	1.3%	2	0.0%	0	
Tesco Extra, Clough Street, Stoke-on-Trent	2.4%	30	8.5%	15	0.0%	0	0.0%	0	1.4%	1	4.4%	4	2.0%	1	0.0%	0	1.8%	1	3.3%	5	0.8%	1	0.9%	1	0.8%	2	0.8%	0	
Zone 2 - Newcastle-under-Lyme																													
Betley Post Office & Village Shop, Bow Hill House, Main Road, Betley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Church Street, Audley	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Church Street, Audley	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 2 - Shropshire																													
Local shops, Woore 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	0.0%	0	0.0%	0	0.0%	0	
Zone 3 - Staffordshire Moorlands																													

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Co-op, Uttoxeter Road, Blythe Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uttoxeter Road, Blythe Bridge	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Zone 3 - Stoke-on-Trent														
Aldi, Whittle Road, Meir Retail Park, Meir	2.6%	32	2.4%	4	0.0%	0	12.4%	22	0.0%	0	0.0%	0	0.0%	0
Co-op, Belgrave Road, Longton	0.4%	5	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.0%	0	0.0%	0
Lidl, The Strand, Longton	1.2%	14	3.5%	6	0.0%	0	4.4%	8	0.0%	0	0.9%	0	0.0%	0
Local shops, Longton District Centre	0.3%	4	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Meir Town Centre	0.1%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
McColls, Anchor Road, Stoke-on-Trent	0.4%	5	0.0%	0	0.0%	0	2.6%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Amison Street, Meir Hay, Longton	0.3%	3	0.8%	1	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Longton Retail Park, Baths Road, Longton	6.8%	83	17.1%	30	0.0%	0	23.6%	41	13.2%	11	0.0%	0	0.0%	0
Tesco Superstore, Lysander Road, Meir Retail Park, Meir	4.8%	59	0.0%	0	0.0%	0	24.2%	43	3.4%	3	0.0%	0	0.0%	0
Zone 4 - Stoke-on-Trent														
Aldi, Newcastle Road, Springfields, Stoke-on-Trent	4.4%	54	1.4%	2	1.5%	0	3.2%	6	17.6%	15	1.8%	1	0.0%	0
Aldi, Stanley Matthews Way, Trentham	1.7%	21	0.0%	0	0.0%	0	5.2%	9	8.2%	7	0.0%	0	0.0%	0
Iceland, Booth Park, London Road, Stoke-on-Trent Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Iceland, Springfield Retail Park, Newcastle Road, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Booth Park, Stoke-on-Trent Town Centre	0.5%	6	0.0%	0	0.0%	0	0.8%	1	3.3%	3	0.0%	0	0.0%	0
Sainsbury's, Minton House, London Road, Stoke-on-Trent Town Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	4.5%	4	3.0%	2	0.7%	0
Tesco Superstore, Newcastle Road, Springfields, Stoke-on-Trent	3.1%	38	4.8%	8	0.7%	0	1.5%	3	16.1%	14	2.0%	2	3.0%	1
Zone 5 - Staffordshire														

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																
Moorlands																														
Keith Supermarket, High Lane, Brown Edge, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 - Stoke-on-Trent																														
Aldi, Brownhills Road, Tunstall	2.6%	32	0.0%	0	0.7%	0	0.0%	0	0.0%	0	7.4%	6	15.5%	8	4.4%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	15	0.0%	0		
Asda, Scotia Road, Tunstall	3.9%	48	2.2%	4	0.0%	0	2.6%	5	0.0%	0	18.0%	15	35.3%	18	6.4%	3	3.9%	2	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.9%	0		
Home Bargains, Newcastle Street, Burslem	0.2%	2	0.0%	0	0.0%	0	0.8%	1	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	0.0%	0		
Zone 6 - Stoke-on-Trent																														
Asda, Scotia Road, Tunstall (opposite Matalan / Next)	0.6%	8	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.8%	2	4.5%	2	0.9%	0	1.8%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0		
Lidl, High Street, Tunstall	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	6	4.3%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Local shops, Tunstall Town Centre	0.1%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Londis, Biddulph Road, Stoke-on-Trent	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco Express, Biddulph Road, Great Chell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 7 - Cheshire East																														
Sainsbury's Local, Crewe Road, Alsager	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	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0		
Zone 7 - Newcastle-under-Lyme																														
Aldi, Liverpool Road, Kidsgrove	2.5%	31	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	26.7%	14	14.2%	6	0.0%	0	0.0%	0	8.3%	9	0.0%	0	0.0%	0		
Co-op, Cedar Avenue, Central, Talke	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	0.0%	0	0.0%	0	0.0%	0		
Tesco Superstore, Liverpool Road, Kidsgrove	2.6%	32	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.0%	2	1.7%	1	28.7%	16	0.0%	0	0.0%	0	0.0%	0	10.6%	11	0.6%	1	0.0%	0		
Zone 7 - Stoke-on-Trent																														
Local shops, Packmoor 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	0.0%	0	0.0%	0	0.0%	0		
Zone 8 - Staffordshire Moorlands																														
B&M, High Street, Biddulph	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Home Bargains, Wharf Road, Biddulph	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's, Wharf Road, Biddulph	1.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	0	3.8%	2	32.9%	15	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0		
Zone 9 - Staffordshire Moorlands																														
Aldi, Haywood Street, Leek	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	9	0.0%	0	2.7%	3	0.0%	0	0.0%	0		
Asda, Ashbourne Road, Chedale	0.6%	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	5.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Asda, Springfield 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	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Leek														
Farmfoods, The Smithfield Centre, Leek	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Tape Street, Cheadle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Smithy Bank, Alton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0
Morrisons, Newcastle Road, Leek	3.8%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.7%	44	0.0%	0
Morrisons, Well Street, Cheadle	2.0%	24	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0
One Stop, Ipstones	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's, Churnet Way, Leek	0.9%	11	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	0
Zone 10 - Stafford														
Aldi, Stafford Road, Stone	1.9%	23	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, M6 North Stafford Motorway Services, Nr Stone	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Church/Mill Street, Stone	1.9%	24	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Zone 11 - Cheshire East														
Aldi, Holmes Chapel Road, West Heath, Congleton	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	3.1%	1
Aldi, Mountbatten Way, Congleton	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	3
Asda, Lawton Road, Alsager	0.7%	9	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, West Heath Shopping Centre, Holmes Chapel Road, Congleton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
M&S Simply Food, Congleton Retail Park, Congleton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Morrisons, Bridestone Shopping Centre, Congleton	1.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.9%	2
Tesco Superstore, Barn Road, Congleton	1.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Zone 12 - Newcastle-under-Lyme														
Aldi, Blackfriars Road, Newcastle-under-Lyme	1.9%	23	0.0%	0	8.6%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Asda, Morris Square, Kyme, Wolstanton	2.8%	34	5.0%	9	7.9%	2	0.9%	2	0.6%	1	0.7%	1	1.4%	1
Asda, Wolstanton Retail Park, Newcastle-under-Lyme	1.5%	18	0.6%	1	0.0%	0	0.8%	1	0.0%	0	1.0%	1	4.9%	2
Home Bargains, Castle Walk, Newcastle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Iceland, Roebuck Centre, Newcastle-under-Lyme	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lower Street, Newcastle-under-Lyme	0.4%	5	0.0%	0	5.7%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Local shops, Newcastle-under-Lyme Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Marks & Spencer, Wolstanton Retail Park, Newcastle-under-Lyme	0.6%	7	0.0%	0	0.0%	0	1.5%	3	0.0%	0	2.0%	2	0.0%	0
Morrisons, Goose Street, Newcastle-under-Lyme	2.7%	34	2.4%	4	7.8%	2	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	2.7%	33	0.0%	0	16.6%	5	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	2.9%	35	0.0%	0	15.7%	5	0.0%	0	0.9%	1	0.7%	1	0.0%	0
Zone 13 - Newcastle-under-Lyme														
Co-op, Eccleshall Road, Loggerheads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13 - Shropshire														
Hinstock Post Office, Chester Road, Hinstock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area														
Aldi, Audley Avenue, Newport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kingsmead Retail Park, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Queen Victoria Street, Macclesfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Station Road, Nantwich	0.0%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Dewhurst Road, Birchwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Stafford Street, Market Drayton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Asda, Victoria Centre, Crewe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Greyfriars Way Retail Park, Greyfriars Place, Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Oakhurst Drive, Crewe	0.1%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Cheshire Street, Market Drayton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Lidl, Dovefields Retail Park, Town Meadows Way, Uttoxeter	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	0.0%	0	0.0%	0	0.0%	0
Lidl, Madford Retail Park, Stafford	0.4%	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	5.8%	4	0.0%	0	0.7%	1	0.0%	0
Lidl, Towers Lawn, Market Drayton	0.5%	6	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.8%	2	11.8%	3
Local shops, Crewe Town Centre	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Market Drayton 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	0.0%	0	0.0%	0	1.8%	0
Local shops, Nantwich Town Centre	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Grand Junction Retail Park, Earle Street, Crewe	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Waterside Retail Park, Ashbourne	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	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Gaolgate Street, Stafford	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	0.8%	1	0.0%	0	0.0%	0	3.0%	1
Marks & Spencer, Market Street, Crewe	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	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Mill Street, Macclesfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Local, Gawsworth House, West Park Drive, Macclesfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 17 Pratchetts Row, Nantwich	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dunwoody Way, Crewe	0.2%	2	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	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Morrisons, Maer Lane, Market Drayton	1.0%	12	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	45.3%	10
Sainsbury's, Chell Road, Stafford	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	0.0%	0	8.0%	6	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cumberland Street, Macclesfield	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	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Middlewich Road, Nantwich	0.1%	1	0.0%	0	4.7%	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	0.0%	0	0.0%	0
Tesco Extra, Newport Road, Stafford	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	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Vernon Way, Crewe	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	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Tesco Superstore, Brookside Road, Uttoxeter	0.5%	6	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Avenue, Madeley														
Tesco, Wrekin Retail Park, Arleston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Audley Road, Newport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Flat Lane, Sandbach	0.7%	8	0.8%	1	5.3%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	5
Waitrose, The Springs Shopping Centre, Spring Gardens, Buxton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Waitrose, Trinity Road, Uttoxeter	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Other, outside study area	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Weighted base:	1232	173	31	176	85	82	50	54	45	148	71	107	187	23
Sample:	1233	95	93	99	91	92	96	93	95	97	97	96	97	92

Q10 Which retailer did you purchase your main food internet / home delivery shopping from?

Those who shop online at Q09

Asda	17.0%	7	0.0%	0	0.0%	0	0.0%	0	24.4%	2	100.0%	2	50.0%	0	62.1%	2	33.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	12.1%	5	0.0%	0	31.2%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	0	18.9%	0	13.5%	0	0.0%	0	0.0%	0	50.0%	3	0.0%	0
Iceland	8.2%	4	0.0%	0	40.8%	1	0.0%	0	25.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	0
Sainsbury's	2.7%	1	0.0%	0	10.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	31.9%	14	46.7%	4	18.0%	0	0.0%	0	50.0%	4	0.0%	0	0.0%	0	0.0%	0	52.7%	1	100.0%	2	0.0%	0	0.0%	0	20.4%	1
Ocado	18.7%	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	100.0%	0	50.0%	3	79.6%	4	23.3%	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	0.0%	0	0.0%	0
(Don't know / varies)	9.4%	4	53.4%	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	0.0%	0	0.0%	0
Weighted base:	43	8	3	0	9	2	1	3	2	2	0	6	5	2												
Sample:	38	4	6	0	4	1	2	3	4	2	1	2	2	7												

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study

for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Mean score [£]:														
Q11 Thinking more generally, how much does your household spend on average on main food and grocery shopping in a week?														
£1 - £5	0.2%	3	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1
£11 - £15	0.5%	6	0.6%	1	0.0%	0	0.7%	1	0.5%	1	0.7%	1	0.0%	0
£16 - £20	2.3%	30	2.5%	5	2.4%	1	2.4%	4	0.5%	1	0.0%	0	3.0%	2
£21 - £25	1.2%	16	1.4%	2	0.6%	0	1.5%	3	0.0%	0	3.5%	3	4.5%	2
£26 - £30	3.1%	40	0.7%	1	0.6%	0	5.8%	10	3.2%	3	6.2%	6	8.8%	5
£31 - £35	1.4%	18	2.6%	5	4.4%	1	0.7%	1	0.0%	0	1.6%	1	3.2%	2
£36 - £40	7.0%	91	6.5%	12	3.5%	1	9.1%	16	10.2%	10	5.3%	5	4.2%	2
£41 - £45	0.9%	12	0.8%	1	0.6%	0	0.7%	1	0.5%	1	2.7%	2	2.3%	1
£46 - £50	8.9%	116	11.8%	21	4.8%	2	12.9%	23	9.1%	9	8.5%	8	5.3%	3
£51 - £55	1.3%	17	1.3%	2	4.6%	2	0.9%	2	0.0%	0	1.8%	2	0.7%	0
£56 - £60	7.6%	99	7.5%	14	6.7%	2	4.8%	8	11.6%	12	9.8%	9	5.4%	3
£61 - £65	3.6%	47	9.7%	18	0.0%	0	0.7%	1	4.9%	5	3.9%	4	0.7%	0
£66 - £70	6.6%	86	9.4%	17	5.1%	2	6.6%	12	5.5%	5	4.6%	4	8.5%	5
£71 - £75	3.6%	47	2.3%	4	5.7%	2	5.0%	9	0.7%	1	2.6%	2	1.0%	1
£76 - £80	8.3%	107	9.1%	16	7.4%	2	7.7%	14	5.8%	6	11.4%	10	5.7%	3
£81 - £85	1.4%	19	0.0%	0	0.8%	0	4.8%	9	1.2%	1	0.0%	0	0.7%	0
Q37	3.3%	42	1.1%	2	2.4%	1	2.2%	4	9.0%	9	2.5%	2	1.4%	1
£91 - £95	0.4%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.7%	1
£96 - £100	11.7%	152	9.4%	17	3.6%	1	14.9%	26	11.8%	12	6.1%	6	14.1%	8
£101 - £120	3.7%	49	3.6%	7	4.7%	2	0.7%	1	4.1%	4	5.8%	5	3.6%	2
£121 - £140	1.4%	19	0.0%	0	1.5%	1	1.7%	3	1.2%	1	1.7%	1	1.8%	1
£141 - £160	3.1%	40	2.3%	4	2.2%	1	0.8%	1	0.8%	1	1.6%	1	5.3%	3
£161 - £180	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
£181 - £200	1.0%	13	2.2%	4	1.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
£201 - £250	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.5%	7	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
(Don't know / varies)	15.1%	197	13.5%	24	33.1%	11	15.6%	28	17.2%	17	14.4%	13	17.3%	9
(Refused)	0.8%	11	0.8%	1	0.6%	0	0.0%	0	0.5%	1	2.3%	2	0.7%	0
Mean:	75.09	71.65	74.14	67.28	73.75	74.68	70.59	77.16	69.96	80.61	75.59	85.03	76.17	91.65
Weighted base:	1302	181	34	177	99	91	53	60	48	154	72	114	193	25
Sample:	1302	100	100	100	101	100	100	100	100	100	100	100	100	101

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Mean score [Times a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less than once a month = 0.1																												
Q12 And still thinking more generally, how often does your household do a main food and grocery shop?																												
7 times a week	0.9%	12	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.9%	1	0.0%	0	0.6%	0	0.0%	0	3.8%	6	2.4%	2	0.9%	1	0.0%	0	0.0%	0
4 - 6 times a week	1.0%	13	0.0%	0	0.0%	0	2.1%	4	1.5%	2	0.7%	1	0.0%	0	2.4%	1	1.4%	1	1.2%	2	3.2%	2	0.6%	1	0.0%	0	0.0%	0
2 - 3 times a week	8.2%	106	10.4%	19	4.5%	2	9.8%	17	3.4%	3	8.9%	8	15.9%	8	6.4%	4	10.3%	5	8.2%	13	5.0%	4	10.1%	12	4.6%	9	12.5%	3
Once a week	74.4%	969	71.6%	130	70.6%	24	69.8%	123	75.2%	75	76.5%	69	71.1%	38	74.4%	44	79.9%	38	69.2%	107	72.8%	53	74.5%	85	84.4%	163	77.2%	20
Once a fortnight	8.5%	111	11.0%	20	12.9%	4	14.1%	25	7.5%	7	9.8%	9	4.2%	2	12.9%	8	2.7%	1	7.3%	11	8.0%	6	5.6%	6	4.8%	9	6.5%	2
Once a month	3.6%	47	5.7%	10	4.6%	2	2.8%	5	6.4%	6	2.5%	2	8.2%	4	0.6%	0	0.7%	0	4.9%	7	2.5%	2	0.8%	1	2.8%	6	2.7%	1
Less than once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	3.4%	45	1.3%	2	7.5%	3	0.7%	1	5.5%	5	0.7%	1	0.7%	0	2.7%	2	5.0%	2	5.4%	8	6.3%	5	7.6%	9	3.4%	7	1.0%	0
Mean:	1.15		1.06		0.97		1.19		1.07		1.15		1.16		1.17		1.20		1.35		1.31		1.21		1.03		1.14	
Weighted base:	1302	181	34	177	99	91	53	60	48	154	72	114	193	25														
Sample:	1302	100	100	100	101	100	100	100	100	100	100	100	100	101														

Q13 Do you make 'top up' shopping trips in between your main food shopping trips? Top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops.

Yes	66.5%	865	69.9%	127	68.4%	23	58.1%	103	62.8%	62	60.6%	55	58.4%	31	55.1%	33	66.0%	31	66.3%	102	74.7%	54	80.5%	92	69.6%	135	67.8%	17
No	33.5%	437	30.1%	55	31.6%	11	41.9%	74	37.2%	37	39.4%	36	41.6%	22	44.9%	27	34.0%	16	33.7%	52	25.3%	18	19.5%	22	30.4%	59	32.2%	8
Weighted base:	1302	181	34	177	99	91	53	60	48	154	72	114	193	25														
Sample:	1302	100	100	100	101	100	100	100	100	100	100	100	100	101														

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13													
Q14 Where did you last undertake your 'top up' shopping?																											
<i>Those who do top-up shopping at Q13 AND Excl. Nulls & SFT</i>																											
Zone 1 - Stoke-on-Trent																											
Aldi, Leek New Road, Norton	1.2%	9	4.1%	5	0.0%	0	0.0%	0	0.0%	0	7.8%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Aldi, Victoria Road, Berry Hill, Fenton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	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%
Asda, Victoria Road, Berry Hill, Fenton	1.2%	10	5.9%	7	0.0%	0	0.0%	0	5.3%	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%
Asda, Werrington Road, Bucknall	0.4%	3	2.8%	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	0.0%	0	0.0%	0	0.0%
Co-op, Christchurch Street, Fenton	1.9%	15	12.6%	15	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	0.0%	0	0.0%
Co-op, Hanley Road, Sneyd Green	0.5%	4	2.6%	3	0.0%	0	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	0.0%
Co-op, Keelings Road, Stoke-on-Trent	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	0.0%	0	0.0%	0	0.0%
Co-op, Millrise Road, Milton	0.9%	7	6.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Werrington Road, Stoke-on-Trent	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	0.0%	0	0.0%	0	0.0%
Heron Foods, Devonshire Square, Bentilee	0.1%	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	0.0%	0	0.0%	0	0.0%
Heron Foods, Leek Road, Abbey Hulton	0.9%	7	6.3%	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	0.0%	0	0.0%	0	0.0%
Lidl, Dividy Road, Bentilee	0.9%	7	5.8%	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	0.0%	0	0.0%	0	0.0%
Local shops, Bucknall Local Centre	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	0.0%	0	0.0%	0	0.0%
Local shops, Hanley Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Upper Market Square, City Centre (Hanley)	0.7%	6	2.0%	2	0.9%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Festival Park, Ridgeway Drive, Stoke-on-Trent	1.5%	12	4.7%	6	0.0%	0	0.0%	0	0.0%	0	4.5%	2	4.1%	1	0.0%	0	1.1%	0	2.0%	2	0.0%	0	1.1%	1	0.0%	0	0.0%
Nisa, Millrise Road, Milton	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	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Etruria Road, Stoke-on-Trent	1.2%	9	0.9%	1	0.0%	0	0.0%	0	3.5%	2	0.0%	0	1.7%	1	1.3%	0	0.0%	0	5.4%	5	0.9%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Clough Street, Stoke-on-Trent	2.4%	19	12.6%	15	0.0%	0	0.0%	0	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%
Zone 2 - Newcastle-under-Lyme																											
Betley Post Office & Village Shop, Bow Hill House, Main Road, Betley	0.1%	1	0.0%	0	4.6%	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	0.0%	0	0.0%
Co-op, Church Street,	0.5%	4	0.0%	0	16.6%	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	0.0%	0	0.0%

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Audley														
Co-op, Morningside, Madeley Crewe, Madeley	0.2%	2	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Betley Village Centre	0.2%	1	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bignall End Local Centre	0.1%	1	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Madeley Town Centre	0.1%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wrinehill Village Centre	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Raven's Lane, Bignall End, Stoke-on-Trent	0.1%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Furnace Lane, Madeley	0.1%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Newcastle Road, Madeley	0.2%	1	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Church Street, Audley	0.3%	2	0.0%	0	9.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2 - Shropshire														
Local shops, Woore Village Centre	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3 - Staffordshire Moorlands														
Co-op, Uttoxeter Road, Blythe Bridge	1.1%	9	0.0%	0	0.0%	0	8.9%	9	0.0%	0	0.0%	0	0.0%	0
Local shops, Caverswall Village Centre	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uttoxeter Road, Blythe Bridge	0.7%	6	0.0%	0	0.0%	0	5.7%	6	0.0%	0	0.0%	0	0.0%	0
Zone 3 - Stoke-on-Trent														
Aldi, Whittle Road, Meir Retail Park, Meir	0.7%	5	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0
B&M, The Strand, Longton	0.3%	3	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Belgrave Road, Longton	0.8%	6	0.0%	0	0.0%	0	6.4%	6	0.0%	0	0.0%	0	0.0%	0
Co-op, Heathcote Street, Stoke-on-Trent	0.5%	4	2.1%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Sal, Heathcote Street, Stoke-on-Trent	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Chancery Lane, Longton	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Bennett Precinct, Longton	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Longton District Centre	0.9%	7	4.3%	5	0.0%	0	1.5%	1	1.0%	1	0.0%	0	0.0%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

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August 2018

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McColls, Anchor Road, Stoke-on-Trent	0.6%	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	0.0%	0	0.0%	0	0.0%	0
One Stop, Blurton Road, Stoke-on-Trent	0.1%	1	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
One Stop, Lysander Road, Meir Park	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	0.0%	0	0.0%	0	0.0%	0
One Stop, Sandon Road, Stoke-on-Trent	0.4%	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	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Amison Street, Meir Hay, Longton	0.9%	7	1.2%	1	0.0%	0	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	0.0%	0	0.0%	0
Tesco Extra, Longton Retail Park, Baths Road, Longton	3.3%	26	10.0%	12	0.0%	0	13.5%	13	1.0%	1	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
Tesco Superstore, Lysander Road, Meir Retail Park, Meir	3.3%	26	0.0%	0	0.0%	0	24.3%	24	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Zone 4 - Stoke-on-Trent																												
Aldi, Newcastle Road, Springfields, Stoke-on-Trent	1.7%	13	0.9%	1	0.0%	0	2.4%	2	4.2%	2	1.9%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.6%	4	2.6%	0
Aldi, Stanley Matthews Way, Trentham	1.7%	14	0.0%	0	0.0%	0	0.0%	0	25.0%	13	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
Co-op, Hartshill Road, Central, Stoke-on-Trent	0.3%	2	0.0%	0	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	1.1%	1	0.0%	0
Co-op, Manor Court Street, Penkhull	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Mayne Street, Hanford	1.3%	10	0.0%	0	0.0%	0	0.0%	0	14.6%	8	5.2%	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
Heron Foods, Campbell Place, Stoke-on-Trent	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Boothan Park, London Road, Stoke-on-Trent Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	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
Iceland, Springfield Retail Park, Newcastle Road, Stoke-on-Trent	0.1%	1	0.0%	0	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	0.0%	0	0.0%	0
Lidl, Boothan Park, Stoke-on-Trent Town Centre	0.3%	3	0.0%	0	0.0%	0	1.5%	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
Local shops, Stoke-on-Trent Town Centre	0.3%	3	1.1%	1	0.0%	0	0.0%	0	1.0%	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
One Stop, The Lea, Trentham	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Minton House, London Road, Stoke-on-Trent Town Centre	0.8%	7	3.4%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Tesco Express, Esso Garage, Hartshill Road, Hartshill	0.7%	5	0.0%	0	0.0%	0	0.0%	0	10.2%	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		
Tesco Superstore, Newcastle Road, Springfields, Stoke-on-Trent	0.5%	4	0.0%	0	0.9%	0	0.0%	0	1.3%	1	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Zone 5 - Staffordshire Moorlands																												
Keith Supermarket, High Lane, Brown Edge, Stoke-on-Trent	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	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
Zone 5 - Stoke-on-Trent																												
Aldi, Brownhills Road, Tunstall	1.5%	12	0.0%	0	1.3%	0	0.0%	0	0.0%	0	8.0%	4	19.1%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Asda, Scotia Road, Tunstall	2.3%	18	0.9%	1	0.0%	0	0.0%	0	0.0%	0	18.5%	8	17.9%	5	3.7%	1	1.4%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Co-op, High Lane, Tunstall	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Co-op, Knypersley Road, Norton	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	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
Heron Foods, Ford Green Road, Smallthorne	0.5%	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	0.0%	0	0.0%	0	3.4%	4	0.0%	0
Home Bargains, Newcastle Street, Burslem	0.2%	1	0.0%	0	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	0.0%	0	0.0%	0
McColls, Newcastle Street, Burslem	0.1%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6 - Stoke-on-Trent																												
Asda, Scotia Road, Tunstall (opposite Matalan / Next)	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Alexandra Retail Centre, Beaumont Road, Stoke-on-Trent	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Alexandra Retail Park, Tunstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Tunstall	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	4.4%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chell Local Centre	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Tunstall Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.9%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Biddulph Road, Great Chell	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Zone 7 - Cheshire East																												
Sainsbury's Local, Crewe Road, Alsager	0.6%	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	0.0%	0	5.3%	5	0.0%	0	0.0%	0
Zone 7 - Newcastle-under-Lyme																												
Aldi, Liverpool Road, Kidsgrove	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	7	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Co-op, Cedar Avenue, Central, Talke	0.7%	5	0.0%	0	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	3.6%	4	0.0%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study

for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Co-op, Whitehill Road, Kidsgrove	2.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Freeport Outlet Mall, Pit Lane, Talke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Market Street, Kidsgrove	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kidsgrove Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Talke Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, High Street, Talke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Liverpool Road, Kidsgrove	0.9%	7	0.0%	0	0.0%	0	0.0%	0	1.5%	0	17.2%	5	0.0%	0
Zone 7 - Stoke-on-Trent														
Local shops, Packmoor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Zone 8 - Staffordshire Moorlands														
B&M, High Street, Biddulph	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flavours, Smithy Lane, Biddulph	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Home Bargains, Wharf Road, Biddulph	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2
Local shops, Biddulph Moor Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2
Local shops, Biddulph Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Londis, Tunstall Road, Knypersley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0
Sainsbury's Petrol Station, Wharf Road Meadows Way, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Sainsbury's, Wharf Road, Biddulph	2.9%	23	0.0%	0	0.0%	0	0.0%	0	1.2%	0	10.6%	3	64.7%	19
Zone 9 - Staffordshire Moorlands														
Aldi, Haywood Street, Leek	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5
Asda, Ashbourne Road, Cheadle	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Asda, Springfield Road, Leek	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	8
Co-op, High Street, Tean	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Co-op, Leek Road, Endon	0.9%	7	3.4%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	0	2.6%	2
Co-op, West Street, Leek	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Iceland, Tape Street, Cheadle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Local shops, Cheadle Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

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Local shops, Leek Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Newcastle Road, Leek	2.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Morrisons, Well Street, Cheadle	1.9%	15	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
One Stop, Cheadle Road, Cheddleton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
One Stop, Ipstones	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Churnet Way, Leek	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10 - Stafford														
Aldi, Stafford Road, Stone	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Eccleshall Road, Stone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stafford Street, Eccleshall	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, High Street, Stone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stone Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Eccleshall Road, Stone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Church/Mill Street, Stone	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Station Road, Barlaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11 - Cheshire East														
Aldi, Holmes Chapel Road, West Heath, Congleton	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mountbatten Way, Congleton	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Asda, Lawton Road, Alsager	1.1%	9	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Congleton Retail Park, Viking Way, Congleton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, High Street, Congleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bromley Road, Congleton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Alsager Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Congleton Retail Park, Congleton	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, Congleton Road North, Scholar Green	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Morrisons, Bridestone Shopping Centre, Congleton	1.1%	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	0.0%	0	0.0%	0	10.3%	9	0.0%	0	0.0%	0
Premier, Grove Avenue, Church Lawton	0.3%	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	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Spar, Canal Road, Congleton	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	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Tesco Superstore, Barn Road, Congleton	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	12	0.0%	0	0.0%	0
Zone 12 - Newcastle-under-Lyme																												
Aldi, Blackfriars Road, Newcastle-under-Lyme	1.0%	8	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6	0.0%	0
Asda, Morris Square, Kyme, Wolstanton	1.5%	12	0.0%	0	3.9%	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	4.1%	4	5.3%	7	0.0%	0
Asda, Wolstanton Retail Park, Newcastle-under-Lyme	0.6%	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	0.0%	0	0.0%	0	3.9%	5	0.0%	0
Co-op, Barbridge Road, Chesterton	0.7%	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	0.0%	0	0.0%	0	4.7%	6	0.0%	0
Co-op, Clayton Road, Clayton, Newcastle-under-Lyme	1.1%	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	0.0%	0	0.0%	0	0.0%	0	7.1%	9	0.0%	0
Co-op, Hanbridge Avenue, Bradwell, Newcastle-under-Lyme	0.7%	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	0.0%	0	0.0%	0	4.7%	6	0.0%	0
Co-op, High Street, Wolstanton	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	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Co-op, The Parade, Silverdale	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	0.0%	0	0.0%	0	3.6%	4	0.0%	0
Co-op, Westbury Centre, Westbury Road, Newcastle-Under-Lyme	0.9%	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	0.0%	0	0.0%	0	5.5%	7	1.4%	0
Home Bargains, Castle Walk, Newcastle	0.1%	0	0.0%	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%	0	0.0%	0	0.0%	0
Iceland, Roebuck Centre, Newcastle-under-Lyme	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	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Lidl, Lower Street, Newcastle-under-Lyme	0.6%	5	0.0%	0	1.3%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Local shops, Newcastle-under-Lyme Town 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	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, Silverdale Village 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Marks & Spencer, Wolstanton Retail Park, Newcastle-under-Lyme	0.2%	2	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	0.0%	0	1.1%	1	0.0%	0
McColls, Oxford Road,	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	0.0%	0	0.0%	0	1.1%	1	0.0%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13												
Basford																										
Morrisons, Goose Street, Newcastle-under-Lyme	1.1%	9	0.0%	0	1.2%	0	0.0%	0	1.0%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	8	0.0%	0
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	1.0%	8	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	6	0.0%	0
Nisa, Paris Avenue, Newcastle-under-Lyme	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	0.0%	0	3.6%	4	0.0%	0
Plant & Wilton, The Stores, Main Road, Baldwins Gate	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	0.0%	0	1.1%	1	0.0%	0
Premier, Keele Road, Higherland	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	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	1.8%	14	0.0%	0	5.0%	1	0.0%	0	4.2%	2	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	8	2.9%	0
Tesco Express, Higherland, Keele, Newcastle-under-Lyme,	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	0.0%	0	1.1%	1	0.0%	0
Zone 13 - Newcastle-under-L yme																										
Co-op, Eccleshall Road, Loggerheads	0.9%	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	2.0%	1	0.0%	0	0.0%	0	42.0%	6
Zone 13 - Shropshire																										
Hinstock Post Office, Chester Road, Hinstock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Local shops, Eaton-on-Tern Local 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	0.0%	0	1.1%	0
Local shops, Stoke Heath 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	0.0%	0	1.1%	0
Outside Study Area																										
Aldi, Audley Avenue, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Carter Street, Uttoxeter	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	0.0%	0	0.0%	0
Asda, Dewhurst Road, Birchwood	0.2%	2	0.9%	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	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	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	0.8%	1	0.0%	0	0.0%	0
Asda, Stafford Street, Market Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Asda, Victoria Centre, Crewe	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	0.0%	0	0.0%	0	1.2%	2	0.0%	0
B&M, Kingsmead Retail Park, Stafford	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	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Shropshire Street, Audlem	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Gateway, Beswick Drive, Crewe	0.3%	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	3.1%	3	0.0%	0	0.0%	0
Denstone Hall Farm Shop,	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	0.0%	0	0.0%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13												
Main Road, Denstone	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hall Farm Shop & Café, Crewe Road, Alsager	0.1%	1	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	0.0%	0	4.4%	1
Iceland, Cheshire Street, Market Drayton	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	0.0%	0	0.0%	0
Lidl, Dovefields Retail Park, Town Meadows Way, Uttoxeter	0.3%	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	0.0%	0	1.2%	2	7.1%	1
Lidl, Towers Lawn, Market Drayton	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bridgemere Village Centre	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	0.0%	0	0.0%	0
Local shops, Burton-on-Trent 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	0.0%	0	0.0%	0	2.8%	0
Local shops, Market Drayton Town Centre	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Local shops, Mossley Town Centre	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Nantwich 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	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stafford Town 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	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Gaolgate Street, Stafford	0.1%	1	0.0%	0	4.6%	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	0.0%	0
Morrisons, 17 Pratchetts Row, Nantwich	0.4%	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	0.0%	0	0.0%	0	21.3%	3
Morrisons, Maer Lane, Market Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Sainsbury's, London Road, Whitchurch	0.1%	1	0.0%	0	0.9%	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	0.0%	0
Sainsburys, Middlewich Road, Nantwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Exchange Street, Macclesfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Brookside Road, Uttoxeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hibel Road, Macclesfield	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Park Avenue, Madeley	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	0.0%	0	0.0%	0	2.8%	0
Waitrose, Audley Road, Newport	0.3%	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	0.0%	0	3.1%	3	0.0%	0
Waitrose, Flat Lane, Sandbach	0.3%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Trinity Road, Uttoxeter																										

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Other, outside study area	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	0.0% 0	1.0% 1	0.0% 0	1.1% 0
Weighted base:	796	118	22	97	53	45	30	30	30	95	49	89	124	15
Sample:	779	60	64	54	58	47	54	49	60	68	69	73	62	61

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13															
Q15 Where did you undertake your 'top up' food shopping the time before your last visit to ... (STORE MENTIONED AT Q13)? Was it the same place or different? Please specify.																													
<i>Not those who said 'Don't know' at Q14 AND Excl. Nulls & SFT</i>																													
Zone 1 - Stoke-on-Trent																													
Aldi, Leek New Road, Norton	0.7%	5	3.4%	4	0.0%	0	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	0.0%	0	
Aldi, Victoria Road, Berry Hill, Fenton	0.5%	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	0.0%	0	0.0%	0	0.0%	0	
Asda, Victoria Road, Berry Hill, Fenton	0.8%	6	2.5%	3	0.0%	0	0.0%	0	5.4%	3	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	
Asda, Werrington Road, Bucknall	0.4%	3	0.9%	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	0.0%	0	0.9%	1	0.0%	0	0.0%	0	
Co-op, Christchurch Street, Fenton	1.5%	11	9.7%	11	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	0.0%	0	0.0%	0	
Co-op, Hanley Road, Sneyd Green	0.8%	6	3.9%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	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	
Co-op, Millrise Road, Milton	1.1%	8	7.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, Werrington Road, Stoke-on-Trent	0.2%	1	1.3%	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	0.0%	0	0.0%	0	0.0%	0	
Heron Foods, Devonshire Square, Bentilee	0.1%	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	0.0%	0	0.0%	0	0.0%	0	
Heron Foods, Leek Road, Abbey Hulton	1.3%	10	8.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Charles Street, City Centre (Hanley)	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Dividy Road, Bentilee	0.6%	4	3.8%	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	0.0%	0	0.0%	0	0.0%	0	
Local shops, Bucknall Local Centre	0.2%	1	1.3%	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	0.0%	0	0.0%	0	0.0%	0	
Local shops, Hanley Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer, Upper Market Square, City Centre (Hanley)	0.3%	3	1.2%	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	0.0%	0	0.0%	0	
McColls, Leek Road, Hanley	0.2%	1	1.3%	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	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Festival Park, Ridgeway Drive, Stoke-on-Trent	1.1%	9	5.0%	6	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.5%	0	0.0%	0	1.1%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Nisa, Millrise Road, Milton	0.2%	1	0.9%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
One Stop, King Street, Fenton	0.5%	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	0.0%	0	0.0%	0	0.0%	0	
One Stop, The Hillberry, Dividy Road, Wrinehill	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, Etruria Road, Stoke-on-Trent	1.5%	11	4.5%	5	0.0%	0	0.0%	0	6.2%	3	0.0%	0	1.7%	1	1.9%	1	0.0%	0	0.9%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	
Spar, Cauldon Road, Stoke-on-Trent	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	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, Clough Street,	1.2%	9	3.6%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Stoke-on-Trent														
Zone 2 - Newcastle-under-Lyme														
Betley Post Office & Village Shop, Bow Hill House, Main Road, Betley	0.1%	1	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Street, Audley	0.4%	3	0.0%	0	15.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Morningside, Madeley Crewe, Madeley	0.2%	2	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Betley Village Centre	0.1%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bignall End Local Centre	0.1%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Madeley Town Centre	0.1%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wrinehill Village Centre	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Raven's Lane, Bignall End, Stoke-on-Trent	0.1%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Furnace Lane, Madeley	0.1%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Newcastle Road, Madeley	0.1%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Church Street, Audley	0.9%	7	0.0%	0	12.7%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	4
Zone 2 - Shropshire														
Local shops, Woore Village Centre	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3 - Staffordshire Moorlands														
Co-op, Uttoxeter Road, Blythe Bridge	1.4%	10	0.0%	0	0.0%	0	10.9%	10	0.0%	0	0.0%	0	0.0%	0
Local shops, Caverswall Village Centre	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uttoxeter Road, Blythe Bridge	0.3%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Zone 3 - Stoke-on-Trent														
Aldi, Whittle Road, Meir Retail Park, Meir	1.5%	12	0.0%	0	0.0%	0	10.9%	10	0.0%	0	0.0%	0	0.0%	0
B&M, The Strand, Longton	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Belgrave Road, Longton	0.8%	6	0.0%	0	0.0%	0	6.6%	6	0.0%	0	0.0%	0	0.0%	0
Co-op, Finstock Avenue, Stoke-on-Trent	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Heathcote Street,	0.5%	4	2.2%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

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August 2018

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Stoke-on-Trent														
Co-op, Old Sal, Heathcote Street, Stoke-on-Trent	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Chancery Lane, Longton	0.3%	3	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Iceland, Bennett Precinct, Longton	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, The Strand, Longton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Local shops, Longton District Centre	1.4%	10	5.5%	6	0.0%	0	3.3%	3	2.5%	1	0.0%	0	0.0%	0
Local shops, Meir Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, Anchor Road, Stoke-on-Trent	0.6%	5	0.0%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0
One Stop, Blurton Road, Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
One Stop, Lysander Road, Meir Park	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
One Stop, Sandon Road, Stoke-on-Trent	0.4%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Amison Street, Meir Hay, Longton	1.0%	7	2.5%	3	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Longton Retail Park, Baths Road, Longton	2.2%	17	4.5%	5	0.0%	0	10.8%	10	1.3%	1	0.0%	0	0.0%	0
Tesco Superstore, Lysander Road, Meir Retail Park, Meir	3.5%	27	0.0%	0	0.0%	0	18.0%	17	0.0%	0	0.0%	0	1.2%	0
Zone 4 - Stoke-on-Trent														
Aldi, Newcastle Road, Springfields, Stoke-on-Trent	1.4%	11	0.9%	1	0.0%	0	1.2%	1	2.4%	1	4.3%	2	0.0%	0
Aldi, Stanley Matthews Way, Trentham	1.2%	9	0.0%	0	0.0%	0	0.0%	0	17.0%	9	0.0%	0	0.0%	0
Co-op, Hartshill Road, Central, Stoke-on-Trent	0.6%	5	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0
Co-op, Manor Court Street, Penkhull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Co-op, Mayne Street, Hanford	0.9%	7	0.0%	0	0.0%	0	0.0%	0	8.9%	5	6.3%	2	0.0%	0
Iceland, Boothan Park, London Road, Stoke-on-Trent Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Lidl, Boothan Park, Stoke-on-Trent Town Centre	0.7%	6	0.0%	0	0.0%	0	1.5%	1	6.8%	4	0.0%	0	0.0%	0
Local shops, Stoke-on-Trent	0.5%	3	0.0%	0	0.0%	0	0.0%	0	5.2%	3	2.3%	1	0.0%	0

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Town Centre														
One Stop, The Lea, Trentham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sainsbury's, Minton House, London Road, Stoke-on-Trent Town Centre	1.2%	9	2.6%	3	0.0%	0	0.0%	0	1.5%	1	6.7%	2	0.0%	0
Tesco Express, Esso Garage, Hartshill Road, Hartshill	0.6%	4	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0
Tesco Superstore, Newcastle Road, Springfields, Stoke-on-Trent	1.9%	15	3.8%	4	1.0%	0	0.0%	0	12.4%	6	0.0%	0	0.0%	0
Zone 5 - Staffordshire Moorlands														
Keith Supermarket, High Lane, Brown Edge, Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Zone 5 - Stoke-on-Trent														
Aldi, Brownhills Road, Tunstall	1.8%	14	0.0%	0	1.4%	0	3.1%	3	0.0%	0	12.9%	5	14.0%	4
Asda, Scotia Road, Tunstall	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	3	15.6%	5
Co-op, Knypersley Road, Norton	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	5	0.0%	0
Heron Foods, Ford Green Road, Smallthorne	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Newcastle Street, Burslem	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
McColls, Newcastle Street, Burslem	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Zone 6 - Stoke-on-Trent														
Asda, Scotia Road, Tunstall (opposite Matalan / Next)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Alexandra Retail Centre, Beaumont Road, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Iceland, Alexandra Retail Park, Tunstall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Lidl, High Street, Tunstall	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2
Local shops, Chell Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Local shops, Tunstall Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	8.3%	2
Tesco Express, Biddulph Road, Great Chell	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	11.3%	3
Zone 7 - Cheshire East														
Sainsbury's Local, Crewe Road, Alsager	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Zone 7 - Newcastle-under-Lyme																												
Aldi, Liverpool Road, Kidsgrove	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Co-op, Cedar Avenue, Central, Talke	0.6%	5	0.0%	0	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	3.7%	4	0.0%	0
Co-op, Whitehill Road, Kidsgrove	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	10	0.0%	0
Home Bargains, Freeport Outlet Mall, Pit Lane, Talke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Market Street, Kidsgrove	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	6.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kidsgrove Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Talke Village Centre	0.1%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, High Street, Talke	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	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Superstore, Liverpool Road, Kidsgrove	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	18.8%	5	1.6%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0
Zone 7 - Stoke-on-Trent																												
Local shops, Packmoor 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	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Staffordshire Moorlands																												
B&M, High Street, Biddulph	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flavours, Smithy Lane, Biddulph	0.1%	1	0.0%	0	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	0.0%	0	0.0%	0
Home Bargains, Wharf Road, Biddulph	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Biddulph Moor Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Biddulph 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	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Tunstall Road, Knypersley	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Petrol Station, Wharf Road Meadows Way, Stoke-on-Trent	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wharf Road, Biddulph	2.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	11.1%	3	49.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9 - Staffordshire Moorlands																												
Aldi, Haywood Street, Leek	1.1%	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	9.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ashbourne Road, Cheadle	0.4%	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	2.5%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda, Springfield Road,	0.7%	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	6.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Leek														
B&M, Barnfield Road, Leek	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Tean	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Co-op, Leek Road, Endon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Co-op, West Street, Leek	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Iceland, Tape Street, Cheadle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Local shops, Cheadle Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Local shops, Leek Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Morrisons, Newcastle Road, Leek	1.4%	10	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Morrisons, Well Street, Cheadle	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	13	0.0%	0
One Stop, Cheadle Road, Cheddleton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
One Stop, Ipstones	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's, Churnet Way, Leek	1.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	13	0.0%	0
Zone 10 - Stafford														
Aldi, Stafford Road, Stone	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	6
Co-op, Eccleshall Road, Stone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Co-op, Stafford Street, Eccleshall	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	6
Heron Foods, High Street, Stone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Local shops, Stone Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Londis, Eccleshall Road, Stone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Morrisons, Church/Mill Street, Stone	2.5%	19	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
One Stop, Station Road, Barlaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Premier, Orchard Place, Barlaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Zone 11 - Cheshire East														
Aldi, Holmes Chapel Road, West Heath, Congleton	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Aldi, Mountbatten Way, Congleton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Asda, Lawton Road, Alsager	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	5
B&M, High Street, Congleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Co-op, Bromley Road, Congleton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Iceland, West Heath Shopping Centre, Holmes Chapel Road, Congleton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Alsager Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
M&S Simply Food, Congleton Retail Park, Congleton	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.3%	0
McColls, Congleton Road North, Scholar Green	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
McColls, St Johns Road, Buglawton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Morrisons, Bridestone Shopping Centre, Congleton	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Premier, Grove Avenue, Church Lawton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Spar, Canal Road, Congleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Spar, Crewe Road, Alsager	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Tesco Superstore, Barn Road, Congleton	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	11
Zone 12 - Newcastle-under-Lyme														
Aldi, Blackfriars Road, Newcastle-under-Lyme	1.4%	11	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Asda, Morris Square, Kyme, Wolstanton	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Wolstanton Retail Park, Newcastle-under-Lyme	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.3%	0
Co-op, Barbridge Road, Chesterton	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Clayton Road, Clayton, Newcastle-under-Lyme	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hanbridge Avenue, Bradwell, Newcastle-under-Lyme	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Wolstanton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Chesterton	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Westbury Centre, Westbury Road, Newcastle-Under-Lyme	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Hanbridge Avenue, Bradwell	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Home Bargains, Castle Walk, Newcastle	0.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Roebuck Centre, Newcastle-under-Lyme	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Lidl, Lower Street, Newcastle-under-Lyme	0.4%	3	0.0%	0	1.4%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Local shops, Newcastle-under-Lyme Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Local shops, Silverdale Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Wolstanton Retail Park, Newcastle-under-Lyme	0.3%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goose Street, Newcastle-under-Lyme	2.4%	18	8.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	0.8%	6	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Plant & Wilton, The Stores, Main Road, Baldwins Gate	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Greyhound Court, Madeley	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Keele Road, Higherland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Northwood Lane, Newcastle-under-Lyme	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	2.1%	16	0.0%	0	10.2%	2	0.0%	0	5.8%	3	6.7%	2	0.0%	0
Tesco Express, Higherland, Keele, Newcastle-under-Lyme,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13 - Newcastle-under-Lyme														
Co-op, Eccleshall Road, Loggerheads	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Loggerheads Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13 - Shropshire														
Hinstock Post Office, Chester Road, Hinstock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Eaton-on-Tern Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area														
Aldi, Audley Avenue, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Carter Street,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Uttoxeter														
Asda, Dewhurst Road, Birchwood	0.3%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Stafford Street, Market Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Victoria Centre, Crewe	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
B&M, Frogmore Road, Market Drayton	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Kingsmead Retail Park, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Shropshire Street, Audlem	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denstone Hall Farm Shop, Main Road, Denstone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hall Farm Shop & Café, Crewe Road, Alsager	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Iceland, Cheshire Street, Market Drayton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dovefields Retail Park, Town Meadows Way, Uttoxeter	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Lidl, Madford Retail Park, Stafford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2
Lidl, Towers Lawn, Market Drayton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Burton-on-Trent Town Centre	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Market Drayton Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Beam Street, Nantwich	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Gaolgate Street, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Morrisons, 17 Pratchetts Row, Nantwich	0.2%	2	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Maer Lane, Market Drayton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Sainsbury's Local, Shrewsbury Road, Market Drayton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Chell Road, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.8%	1

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Sainsburys, Middlewich Road, Nantwich	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Exchange Street, Macclesfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Superstore, Brookside Road, Uttoxeter	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Superstore, Park Avenue, Madeley	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Audley Road, Newport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4.5%
Waitrose, Flat Lane, Sandbach	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Waitrose, Trinity Road, Uttoxeter	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Other, outside study area	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Weighted base:	763	111	22	95	51	37	30	29	30	91	48	85	121	15
Sample:	746	57	62	52	55	40	54	46	59	65	66	69	60	61

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study

for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Mean score [£]:																												
Q16 Thinking more generally, how much does your household spend on average on 'top up' food and grocery shopping in a week? Once again, top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops.																												
<i>Those who do top-up shopping at Q13</i>																												
£1 - £5	10.2%	88	10.0%	13	21.0%	5	13.8%	14	15.2%	9	12.2%	7	3.8%	1	13.2%	4	12.5%	4	4.8%	5	9.0%	5	6.6%	6	10.0%	13	8.1%	1
£6 - £10	19.2%	166	28.3%	36	19.1%	4	23.1%	24	23.5%	15	16.3%	9	24.5%	8	26.5%	9	21.5%	7	20.1%	20	11.1%	6	16.6%	15	8.2%	11	16.4%	3
£11 - £15	13.3%	115	14.9%	19	17.4%	4	16.2%	17	6.4%	4	17.2%	9	21.2%	7	2.3%	1	15.5%	5	8.3%	8	12.9%	7	12.7%	12	16.9%	23	1.0%	0
£16 - £20	18.6%	161	18.8%	24	18.3%	4	11.0%	11	17.1%	11	19.6%	11	18.8%	6	27.9%	9	21.9%	7	18.1%	18	16.3%	9	14.0%	13	25.6%	34	22.9%	4
£21 - £25	5.5%	48	3.0%	4	2.0%	0	1.4%	1	5.3%	3	5.4%	3	1.2%	0	2.8%	1	5.2%	2	10.6%	11	3.5%	2	7.0%	6	9.1%	12	9.5%	2
£26 - £30	6.5%	56	0.8%	1	1.8%	0	8.3%	9	11.3%	7	6.7%	4	7.9%	2	7.5%	2	7.5%	2	7.0%	7	11.0%	6	8.4%	8	3.9%	5	13.4%	2
£31 - £35	1.9%	16	0.0%	0	0.0%	0	1.4%	1	0.0%	1	0.0%	1	3.1%	1	0.0%	0	0.0%	0	5.2%	5	4.4%	2	0.0%	0	4.1%	6	0.0%	0
£36 - £40	2.2%	19	4.1%	5	0.0%	0	5.7%	6	1.2%	1	0.0%	0	0.0%	0	7.8%	3	0.0%	0	2.6%	3	0.8%	0	0.0%	0	0.0%	0	9.7%	2
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 - £50	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.2%	0	0.0%	0	1.3%	1	5.2%	3	4.9%	5	0.0%	0	3.5%	1
£51 - £55	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	0.0%	0	1.0%	1	0.0%	0	0.0%	0
£56 - £60	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	0.0%	0	0.0%	0	0.8%	1	1.0%	0
£61 - £65	0.3%	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	0.0%	0	3.2%	3	0.0%	0	0.0%	0
£66 - £70	0.3%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.1%	1	0.0%	0	0.0%	0	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	0.0%	0
£76 - £80	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	1.1%	2	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	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	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.1%	1	0.0%	0	0.9%	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	0.0%	0	0.0%	0
£101 - £120	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	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	19.0%	164	18.2%	23	19.4%	4	17.6%	18	19.1%	12	16.4%	9	15.6%	5	10.9%	4	14.9%	5	20.0%	20	24.7%	13	23.8%	22	20.3%	27	8.2%	1
(Refused)	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.3%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	6.4%	1
<i>Mean:</i>	<i>18.18</i>		<i>15.91</i>		<i>13.16</i>		<i>17.18</i>		<i>16.33</i>		<i>17.07</i>		<i>17.63</i>		<i>17.54</i>		<i>15.38</i>		<i>20.63</i>		<i>21.16</i>		<i>21.18</i>		<i>18.84</i>		<i>22.56</i>	
Weighted base:	865	127	23	103	62	55	31	33	31	102	54	92	135	17														
Sample:	854	68	67	58	67	58	57	53	64	73	77	75	68	69														

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Mean score [Times a week]: 7 times a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less than once a month = 0.1																												
Q17 And still thinking more generally, how often does your household do a top-up food and grocery shop?																												
<i>Those who do top-up shopping at Q13</i>																												
7 times a week	4.2%	37	6.4%	8	8.1%	2	4.1%	4	3.8%	2	8.2%	5	0.0%	0	7.2%	2	5.2%	2	6.0%	6	0.8%	0	1.7%	2	1.0%	1	12.1%	2
4 - 6 times a week	3.2%	28	3.8%	5	5.8%	1	4.4%	5	1.2%	1	3.7%	2	2.8%	1	4.1%	1	2.5%	1	2.4%	2	8.6%	5	2.8%	3	1.0%	1	3.3%	1
2 - 3 times a week	33.3%	288	30.2%	38	28.1%	6	36.7%	38	36.7%	23	36.7%	20	37.2%	12	18.6%	6	22.0%	7	38.2%	39	26.2%	14	37.7%	35	32.6%	44	35.5%	6
Once a week	40.7%	352	38.2%	48	46.7%	11	41.0%	42	39.4%	25	41.8%	23	48.5%	15	49.8%	16	51.1%	16	39.4%	40	37.4%	20	42.6%	39	36.7%	49	37.5%	6
Once a fortnight	6.9%	59	9.7%	12	3.0%	1	7.3%	8	6.4%	4	1.5%	1	4.6%	1	9.7%	3	11.4%	4	4.1%	4	9.2%	5	7.1%	7	6.4%	9	9.2%	2
Once a month	1.3%	12	0.0%	0	1.3%	0	0.0%	0	1.2%	1	4.2%	2	2.8%	1	0.0%	0	4.0%	1	3.5%	4	2.2%	1	0.0%	0	0.8%	1	1.0%	0
Less than once a month	0.3%	3	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	3.2%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	10.0%	87	11.8%	15	7.2%	2	5.3%	5	11.3%	7	3.7%	2	4.1%	1	10.6%	3	3.9%	1	6.5%	7	12.4%	7	8.0%	7	21.5%	29	1.4%	0
<i>Mean:</i>	<i>1.93</i>	<i>2.07</i>	<i>2.20</i>	<i>1.98</i>	<i>1.89</i>	<i>2.20</i>	<i>1.65</i>	<i>1.92</i>	<i>1.68</i>	<i>2.05</i>	<i>1.79</i>	<i>1.81</i>	<i>1.70</i>	<i>2.36</i>														
Weighted base:	865	127	23	103	62	55	31	33	31	102	54	92	135	17														
Sample:	854	68	67	58	67	58	57	53	64	73	77	75	68	69														

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																			
Q18 Where did you last buy clothing or footwear goods?																																	
<i>Excl. Nulls & SFT</i>																																	
Zone 1 - Stoke-on-Trent																																	
Abbey Hulton 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	0.0%	0	0.0%	0	0.0%	0					
Marks & Spencer, Upper Market Square, City Centre (Hanley)	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0					
Sainsbury's, Etruria Road, Stoke-on-Trent	0.4%	4	1.8%	2	0.0%	0	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	0.0%	0					
Fenton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0					
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	0.5%	5	0.0%	0	4.4%	1	0.0%	0	1.1%	1	0.0%	0	2.4%	1	2.2%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	0					
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	6.4%	63	12.6%	17	2.1%	1	1.0%	1	6.5%	5	10.4%	7	10.2%	4	6.1%	3	2.1%	1	1.5%	2	5.2%	3	5.6%	5	11.2%	15	0.0%	0					
Hanley Town Centre	26.5%	260	37.4%	52	12.6%	3	25.6%	37	24.0%	17	45.6%	30	33.0%	14	12.0%	5	23.5%	9	34.8%	42	9.3%	5	13.0%	11	24.8%	34	9.2%	2					
Intu Potteries Shopping Centre, City Centre (Hanley)	5.4%	53	8.4%	12	4.7%	1	8.2%	12	4.0%	3	3.3%	2	5.8%	2	9.7%	4	11.4%	4	1.8%	2	0.8%	0	2.2%	2	4.9%	7	6.9%	1					
Ravenside Retail Park, Victoria Road, Fenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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					
Stoke-upon-Trent Town Centre	2.8%	28	4.7%	7	0.0%	0	4.1%	6	10.8%	8	2.6%	2	1.8%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	1.0%	1	0.0%	0					
Zone 2 - Newcastle-under-Lyme																																	
Audley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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 - Staffordshire Moorlands																																	
Blythe Bridge 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	0.0%	0	0.0%	0	0.0%	0	0.0%				
Zone 3 - Stoke-on-Trent																																	
Blurton District 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	0.0%	0	0.0%	0	0.0%	0					
Longton Exchange Shopping Centre, Longton	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	0.0%	0	0.0%	0	0.0%	0	4.1%	1					
Longton Retail Park, Longton	0.6%	6	0.0%	0	0.0%	0	1.8%	3	1.8%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0					
Longton Town Centre	8.0%	79	10.4%	14	0.0%	0	34.3%	50	7.4%	5	4.4%	3	1.1%	0	0.0%	0	0.0%	0	3.1%	4	3.9%	2	0.0%	0	0.0%	0	0.0%	0					
Meir Retail Park, Uttoxeter Road, Meir	0.2%	2	0.0%	0	0.0%	0	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	0.0%	0					
Meir Town Centre	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	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0					
Zone 4 - Newcastle-under-Lyme																																	
Etruria Way Retail Park, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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 4 - Stafford																																	

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	0.7%	7	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.8%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0		
Trentham Shopping Village, Stone Road, Trentham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		
Zone 4 - Stoke-on-Trent																														
Aldi, Newcastle Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Newcastle Road, Stoke-on-Trent	0.1%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trentham Local Centre	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5 - Staffordshire Moorlands																														
Brown Edge	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	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Zone 5 - Stoke-on-Trent																														
Asda, Scotia Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Local Centre	0.1%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6 - Stoke-on-Trent																														
Alexandra Retail Park, Tunstall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Scotia Road, Tunstall (Opposite Matalan / Next)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	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
Tunstall Town Centre	3.5%	34	5.5%	8	2.1%	1	0.8%	1	0.0%	0	8.3%	5	19.5%	8	15.7%	7	8.2%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Zone 7 - Newcastle-under-L yme																														
Aldi, Liverpool Road, Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	6.5%	64	1.7%	2	4.7%	1	6.3%	9	3.2%	2	8.0%	5	10.9%	4	13.5%	6	6.5%	2	2.0%	2	3.0%	2	14.0%	12	10.4%	14	2.0%	0	0.0%	0
Kidsgrove Town Centre	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Talke Village Centre	0.1%	1	0.0%	0	0.9%	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	0.0%	0	0.0%	0
Tesco Superstore, Liverpool Road, Kidsgrove	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7 - Stoke-on-Trent																														
Packmoor 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Staffordshire Moorlands																														
Biddulph Moor	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph 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	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brown Lees	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	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wharf Road, Biddulph	0.1%	1	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Stoke-on-Trent																														
Brindley Ford Local 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9 - Staffordshire Moorlands																														

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Aldi, Haywood Street, Leek	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheadle Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Sainsbury's, Churnet Way, Leek	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leek Town Centre	2.3%	22	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Zone 10 - Stafford														
Aldi, Stafford Road, Stone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eccleshall Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Stone Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Zone 11 - Cheshire East														
Aldi, Mountbatten Way, Congleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alsager Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Congleton Retail Park, Congleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Congleton Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5
Zone 12 - Newcastle-under-Lyme														
Aldi, Blackfriars Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme Town Centre	5.4%	53	5.8%	8	25.8%	6	0.0%	0	9.5%	7	0.0%	0	0.9%	1
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	0.2%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Wolstanton	2.0%	20	1.1%	1	1.7%	0	0.8%	1	1.6%	1	0.0%	0	2.1%	1
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	4.9%	48	0.7%	1	7.9%	2	1.8%	3	10.6%	7	5.5%	4	4.3%	2
Zone 13 - Newcastle-under-Lyme														
Ashley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area														
Asda, Queensway, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashbourne Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Birmingham City Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Bridgemere Village Centre	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buxton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Cheshire Oaks, Ellesmere Port	1.0%	10	0.0%	0	7.9%	2	0.0%	0	1.8%	1	3.7%	2	1.1%	0
Chester City Centre	1.1%	11	2.9%	4	1.7%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Crewe Town Centre	1.1%	11	0.0%	0	3.7%	1	0.0%	0	0.0%	0	1.2%	1	1.1%	0
Derby City Centre	1.0%	9	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.9%	0
Grand Junction Retail Park,	1.0%	10	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Crewe														
Greyfriars Place Retail Park, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handforth Dean Retail Park, Wilmslow	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Macclesfield Town Centre	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	2.8%	27	3.8%	5	0.0%	0	1.8%	3	4.8%	3	0.0%	0	4.7%	2
Market Drayton Town Centre	0.6%	6	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matlock Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nantwich Town Centre	0.2%	2	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Retail Park, Stafford	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandbach Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	2.3%	23	0.7%	1	0.0%	0	1.8%	3	0.0%	0	1.1%	0	0.9%	0
Telford Town Centre	0.8%	7	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wrekin Retail Park, Arleston, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	1.5%	15	0.0%	0	0.9%	0	3.3%	5	4.0%	3	0.0%	0	0.0%	0
Uttoxeter Town Centre	0.3%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Nantwich	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.6%	6	0.9%	1	0.9%	0	0.8%	1	0.0%	0	0.9%	0	0.0%	0
Other, outside study area	0.9%	9	0.0%	0	3.4%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	983	138	24	145	69	67	41	44	36	122	58	86	136	17
Sample:	968	73	72	80	74	73	76	77	77	77	74	74	71	70

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
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Mean score [Times a year]: Daily = 365, At least two times a week = 104, 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 = 1

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

Not 'Delivery' / 'Abroad' / 'Don't know' / 'Don't do' at Q18

Daily	0.7%	7	1.1%	1	3.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0	0.0%	0				
At least two times a week	1.1%	11	1.1%	1	1.2%	0	0.0%	0	1.9%	1	2.3%	1	0.0%	0	0.0%	0	1.5%	2	1.9%	1	2.3%	2	0.8%	1	0.0%	0		
At least once a week	7.8%	76	11.5%	16	8.4%	2	4.9%	7	5.6%	4	17.5%	12	10.2%	4	10.6%	5	8.5%	3	5.8%	7	5.8%	3	9.1%	8	3.6%	5	5.7%	1
At least once a fortnight	8.4%	82	8.1%	11	14.5%	3	10.1%	15	4.0%	3	8.4%	6	8.1%	3	8.6%	4	3.0%	1	8.8%	11	8.8%	5	11.1%	10	8.1%	11	2.4%	0
At least once a month	26.3%	257	23.7%	32	19.0%	5	20.7%	30	27.0%	19	28.4%	19	40.0%	16	26.7%	12	20.8%	7	30.1%	36	26.9%	15	21.3%	18	32.1%	44	22.9%	4
At least every two months	11.6%	113	8.8%	12	9.1%	2	15.9%	23	5.7%	4	8.1%	5	8.4%	3	6.9%	3	14.9%	5	12.7%	15	20.9%	12	8.9%	8	13.1%	18	13.4%	2
At least every 3 months	15.6%	152	16.0%	22	13.0%	3	17.6%	25	21.6%	15	7.8%	5	10.1%	4	11.2%	5	15.0%	5	22.1%	27	4.7%	3	20.6%	18	12.1%	16	22.2%	4
At least every 6 months	7.5%	73	3.9%	5	10.4%	2	9.9%	14	14.6%	10	8.1%	5	8.3%	3	12.5%	5	15.7%	6	4.7%	6	10.0%	6	4.9%	4	2.1%	3	17.3%	3
Less often than once every 6 months	3.9%	38	3.7%	5	7.8%	2	3.2%	5	3.4%	2	0.9%	1	2.1%	1	4.8%	2	7.8%	3	1.5%	2	6.6%	4	1.9%	2	6.8%	9	7.9%	1
Have only visited once (Don't know / varies)	2.1%	21	0.8%	1	0.9%	0	0.8%	1	0.8%	1	1.1%	1	2.1%	1	0.9%	0	1.3%	0	2.7%	3	1.0%	1	2.3%	2	6.1%	8	5.4%	1
Mean:		17.37		21.93		29.17		15.75		12.62		21.82		14.89		14.76		11.05		13.64		37.58		17.09		11.87		8.77
Weighted base:		978		137		24		144		69		67		41		44		36		120		57		86		136		17
Sample:		959		72		71		79		74		73		75		77		75		76		73		74		71		69

Q20 How did you travel to (LOCATION MENTIONED AT Q18)?

Not 'Delivery' / 'Abroad' / 'Don't know' / 'Don't do' at Q18

Car / van (as driver)	71.3%	697	47.8%	65	69.8%	17	63.9%	92	69.1%	48	66.7%	44	54.3%	22	78.4%	34	74.0%	26	84.9%	102	79.1%	45	85.1%	73	82.9%	113	85.2%	15
Car / van (as passenger)	9.1%	89	18.6%	25	20.3%	5	3.4%	5	9.6%	7	10.6%	7	19.3%	8	9.9%	4	9.9%	4	7.5%	9	9.1%	5	3.6%	3	3.4%	5	12.8%	2
Bus (including the busway or guided bus), minibus or coach	9.7%	95	14.7%	20	9.9%	2	15.3%	22	5.7%	4	13.9%	9	11.8%	5	7.8%	3	10.4%	4	1.9%	2	4.6%	3	10.5%	9	8.6%	12	1.0%	0
Motorcycle, scooter or moped	0.5%	5	0.0%	0	0.0%	0	3.3%	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	0.0%	0	0.0%	0
Walk	5.4%	52	13.2%	18	0.0%	0	7.9%	11	7.0%	5	6.1%	4	4.7%	2	1.8%	1	1.2%	0	5.0%	6	7.2%	4	0.8%	1	0.0%	0	0.0%	0
Taxi	0.8%	7	2.6%	4	0.0%	0	0.8%	1	1.1%	1	1.8%	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
Train	2.8%	28	3.1%	4	0.0%	0	5.3%	8	5.0%	3	0.0%	0	4.8%	2	1.2%	1	4.6%	2	0.8%	1	0.0%	0	0.0%	0	5.2%	7	1.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.1%	1	0.0%	0	0.0%	0	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	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	0.0%	0	0.0%	0	0.0%	0
Other (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	0.0%	0	0.0%	0	0.0%	0
Weighted base:		978		137		24		144		69		67		41		44		36		120		57		86		136		17
Sample:		959		72		71		79		74		73		75		77		75		76		73		74		71		69

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q21 When you last went shopping for clothing or footwear, did you link this trip with another activity?																												
<i>Not 'Delivery' / 'Abroad' / 'Don't do' at Q18</i>																												
Yes – non-food shopping	8.1%	83	12.8%	18	3.4%	1	5.8%	9	7.0%	5	6.9%	5	4.8%	2	8.9%	4	5.1%	2	7.5%	10	5.3%	3	8.8%	8	10.4%	14	11.8%	2
Yes – other food shopping	4.9%	50	3.7%	5	10.7%	3	7.4%	11	6.4%	5	3.6%	3	4.5%	2	10.5%	5	4.8%	2	3.6%	5	7.5%	4	3.8%	3	1.0%	1	7.2%	1
Yes – visiting services such as banks and other financial institutions	1.3%	13	1.8%	2	4.3%	1	1.0%	1	2.5%	2	0.0%	0	2.8%	1	0.0%	0	1.8%	1	0.7%	1	2.3%	1	0.8%	1	0.8%	1	0.9%	0
Yes – leisure activity	5.0%	51	0.7%	1	2.0%	1	2.7%	4	4.5%	3	1.6%	1	3.3%	1	5.4%	3	10.3%	4	10.1%	13	0.0%	0	5.2%	5	10.1%	14	6.8%	1
Yes – visiting café / pub / restaurant	14.7%	150	5.6%	8	8.0%	2	27.1%	40	16.7%	12	12.2%	9	10.3%	4	12.1%	6	17.7%	6	13.4%	18	24.9%	15	13.7%	12	9.7%	13	23.1%	4
Yes – visiting other service such as hairdressers, beautician, laundrette etc	0.4%	4	0.7%	1	0.8%	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	0.0%	0	1.8%	2	0.0%	0
Yes – travelling to/from work	2.3%	24	5.1%	7	0.0%	0	5.2%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.1%	0	3.8%	5	0.0%	0	1.0%	1	1.0%	1	3.9%	1
Yes – travelling to/from school/college/university	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	2	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
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	0.0%	0	0.0%	0	0.0%	0
Yes – visiting family/friends	1.9%	20	4.3%	6	6.2%	2	1.1%	2	1.5%	1	3.2%	2	1.9%	1	2.5%	1	2.7%	1	1.9%	2	0.8%	0	1.1%	1	0.0%	0	1.8%	0
Yes – visiting health service such as doctor, dentist, hospital	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	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	0.0%	0	0.0%	0	0.0%	0
(No activity)	57.6%	589	65.4%	93	60.5%	15	47.7%	71	57.5%	42	68.4%	51	71.1%	30	56.4%	26	50.6%	19	54.5%	71	51.5%	30	58.5%	53	59.2%	81	42.1%	8
(Don't know / varies)	3.3%	34	0.0%	0	4.1%	1	2.0%	3	0.9%	1	4.1%	3	0.0%	0	3.3%	2	4.8%	2	4.6%	6	7.8%	5	4.0%	4	6.2%	8	1.3%	0
Weighted base:	1023	142	25	148	73	74	42	47	37	131	58	91	138	19														
Sample:	1014	76	73	82	79	83	79	81	78	81	75	80	72	75														

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q22 Where did you last buy books, CDs, DVDs or stationery?														
<i>Excl. Nulls & SFT</i>														
Zone 1 - Stoke-on-Trent														
Abbey Hulton Village Centre	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentilee Local Centre	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Local Centre	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Clough Street, Hanley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	0.4%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	1.3%	5	1.3%	1	0.0%	0	0.0%	0	4.3%	1	2.6%	1	13.8%	2
Hanley Town Centre	27.7%	115	57.4%	45	9.7%	1	28.8%	18	22.6%	4	51.6%	15	39.1%	5
Intu Potteries Shopping Centre, City Centre (Hanley)	5.6%	23	1.3%	1	0.0%	0	1.8%	1	0.0%	0	5.0%	1	10.1%	1
Stoke-upon-Trent Town Centre	3.1%	13	3.2%	2	0.0%	0	3.6%	2	17.3%	3	10.5%	3	5.2%	1
Zone 2 - Newcastle-under-Lyme														
Audley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Madeley	0.1%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3 - Staffordshire Moorlands														
Blythe Bridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3 - Stoke-on-Trent														
Blurton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Baths Road, Longton	1.6%	7	7.0%	5	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Lysander Road, Meir	0.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Longton Exchange Shopping Centre, Longton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longton Retail Park, Longton	0.4%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Longton Town Centre	2.8%	12	5.4%	4	0.0%	0	11.0%	7	0.0%	0	2.1%	1	0.0%	0
Meir Retail Park, Uttoxeter Road, Meir	2.6%	11	0.0%	0	0.0%	0	16.8%	11	0.0%	0	0.0%	0	0.0%	0
Meir Town Centre	0.4%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Zone 4 - Newcastle-under-Lyme														
Etruria Way Retail Park, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Zone 4 - Stafford														
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	1.3%	6	0.0%	0	0.0%	0	7.5%	5	4.3%	1	0.0%	0	0.0%	0
Trentham Shopping Village, Stone Road, Trentham	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 - Stoke-on-Trent														
Aldi, Newcastle Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanford Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Sainsbury's, Minton House, London Road, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Tesco Superstore, Newcastle Road, Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Trentham Local Centre	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5 - Staffordshire Moorlands														
Brown Edge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5 - Stoke-on-Trent														
Asda, Scotia Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burslem Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0
Zone 6 - Stoke-on-Trent														
Alexandra Retail Park, Tunstall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tunstall Town Centre	1.6%	7	0.0%	0	1.8%	0	0.0%	0	0.0%	0	9.1%	3	15.7%	2
Zone 7 - Newcastle-under-Lyme														
Aldi, Liverpool Road, Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	3.7%	15	0.0%	0	1.8%	0	10.1%	6	0.0%	0	2.1%	1	5.2%	1
Kidsgrove Town Centre	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	19.0%	4
Zone 7 - Stoke-on-Trent														
Packmoor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Staffordshire Moorlands														
Biddulph Moor	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	1
Biddulph Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	2
Sainsbury's, Wharf Road, Biddulph	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Zone 8 - Stoke-on-Trent														
Brindley Ford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9 - Staffordshire Moorlands														
Aldi, Haywood Street, Leek	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Cheadle Town Centre	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sun Street, Cheadle	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Churnet Way, Leek	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0
Leek Town Centre	4.6%	19	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.1%	1	0.0%	0
Zone 10 - Stafford														
Aldi, Stafford Road, Stone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eccleshall Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Stone Town Centre	1.6%	7	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Zone 11 - Cheshire East														
Aldi, Mountbatten Way, Congleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alsager Town Centre	0.6%	3	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Congleton Town Centre	2.0%	8	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	2
Tesco Superstore, Barn Road, Congleton	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0
Zone 12 - Newcastle-under-Lyme														
Aldi, Blackfriars Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Goose Street, Newcastle-under-Lyme	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	0.2%	1	0.0%	0	1.8%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Newcastle-under-Lyme Town Centre	10.1%	42	3.0%	2	52.3%	6	4.1%	3	19.4%	3	0.0%	0	0.0%	0
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolstanton	2.3%	9	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	0.8%	3	0.0%	0	1.8%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0
Zone 13 - Newcastle-under-Lyme														
Ashley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area														
Asda, Queensway, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashbourne Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Cannock Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	2
Cheshire Oaks, Ellesmere Port	0.6%	2	0.0%	0	0.0%	0	0.0%	0	8.5%	2	0.0%	0	0.0%	0
Chester City Centre	0.2%	1	0.0%	0	1.8%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Crewe Town Centre	0.8%	3	0.0%	0	1.8%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0
Derby City Centre	1.3%	5	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	6.8%	4

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Macclesfield Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Manchester City Centre	1.5%	6	0.0%	0	0.0%	0	0.0%	0	12.6%	2	0.0%	0	0.0%	0	2.7%	1	2.2%	0	3.9%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Market Drayton Town Centre	0.6%	3	0.0%	0	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	33.5%	2
Morrisons, Maer Lane, Market Drayton	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	0.0%	0	0.0%	0	0.0%	0	10.5%	1
Nantwich Town Centre	0.4%	2	0.0%	0	12.9%	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	0.0%	0	2.7%	0
Sandbach 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	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Shrewsbury 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	0.0%	0	0.0%	0	0.0%	0	3.8%	0
Stafford Town Centre	2.8%	11	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.9%	9	0.0%	0	1.8%	1	1.8%	1	3.8%	0
Telford Town Centre	0.4%	2	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	0.0%	0	0.0%	0	0.0%	0	15.6%	1
Trafford Centre, Manchester	0.4%	2	0.0%	0	1.8%	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	0.0%	0	0.0%	0	0.0%	0
Uttoxeter 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	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	3.0%	12	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	6.1%	3	0.0%	0	0.0%	0	0.0%	0	7.4%	4	0.0%	0
Other, outside study area	0.5%	2	0.0%	0	6.4%	1	0.0%	0	0.0%	0	2.6%	0	2.4%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0
Weighted base:	414	78		12		63		18		29		14		20		15		53		21		24		60		6		
Sample:	404	42		40		36		23		35		22		29		37		34		26		22		31		27		

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13													
Q23 Where did you last buy small household goods such as home furnishings, clocks, jewellery, glass and china items?																											
<i>Excl. Nulls & SFT</i>																											
Zone 1 - Stoke-on-Trent																											
Abbey Hulton 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	0.0%	0	0.0%	0	
Tesco Extra, Clough Street, Hanley	0.3%	2	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	1.7%	1	0.0%	0	0.0%	0	0.0%
The Range, City Road, Stoke-on-Trent	1.1%	6	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0	11.8%	1	
Century Retail Park, Etruria Road, Stoke-on-Trent	0.6%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	2.5%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Fenton Town Centre	5.7%	31	11.9%	11	1.9%	0	13.7%	11	0.0%	0	0.0%	0	5.4%	1	4.6%	1	1.7%	0	3.5%	2	0.0%	0	0.0%	0	6.5%	4	0.0%
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	1.1%	6	0.0%	0	0.0%	0	1.5%	1	2.2%	1	0.0%	0	1.7%	0	1.9%	0	0.0%	0	1.6%	1	0.0%	0	1.5%	1	2.1%	1	0.0%
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	5.5%	30	6.7%	6	1.9%	0	0.0%	0	14.5%	5	8.4%	2	5.6%	1	14.0%	3	16.7%	3	3.2%	2	0.0%	0	3.9%	2	6.4%	4	0.0%
Hanley Town Centre	14.2%	77	24.3%	22	4.7%	1	18.3%	14	9.9%	3	16.1%	4	12.2%	3	9.7%	2	11.4%	2	18.6%	13	3.5%	1	1.2%	1	15.0%	10	2.9%
Intu Potteries Shopping Centre, City Centre (Hanley)	2.9%	16	0.0%	0	0.0%	0	1.9%	1	7.6%	3	2.7%	1	20.4%	5	6.7%	1	0.0%	0	3.2%	2	1.7%	1	0.0%	0	2.1%	1	3.6%
Octagon Retail Park, Etruria Road, Stoke-on-Trent	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ravenside Retail Park, Victoria Road, Fenton	1.6%	9	1.4%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	1.9%	1	2.0%	1	6.1%	4	0.0%	0	0.0%
Stoke-upon-Trent Town Centre	4.6%	25	8.5%	8	9.9%	1	0.0%	0	12.4%	4	19.9%	6	0.0%	0	4.6%	1	0.0%	0	1.9%	1	0.0%	0	6.4%	4	0.0%	0	0.0%
Victoria Road Retail Park, Fenton	2.7%	15	11.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	3.4%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2 - Newcastle-under-Lyme																											
Audley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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 - Staffordshire Moorlands																											
Blythe Bridge 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	0.0%	0	0.0%	0	0.0%
Zone 3 - Stoke-on-Trent																											
Blurton District Centre	0.3%	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	0.0%	0	0.0%	0	0.0%
Longton Retail Park, Longton	1.3%	7	0.0%	0	0.0%	0	1.9%	1	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4	0.0%	0	0.0%
Longton Town Centre	6.3%	34	17.3%	16	0.0%	0	19.8%	15	4.7%	2	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%
Meir Retail Park, Uttoxeter Road, Meir	1.7%	9	0.0%	0	0.0%	0	11.5%	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	0.0%	0	0.0%
Meir 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	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Phoenix Retail Park, Longton	0.3%	2	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	1.7%	1	0.0%	0	0.0%	0	0.0%
Zone 4 -																											

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Newcastle-under-Lyme														
Etruria Way Retail Park, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 - Stafford														
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.7%	1	0.0%	0
Zone 4 - Stoke-on-Trent														
Aldi, Newcastle Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartshill Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Minton House, London Road, Stoke-on-Trent	0.4%	2	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0	0.0%	0
Tesco Superstore, Newcastle Road, Stoke-on-Trent	0.7%	4	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trent Vale Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Trentham Local Centre	0.4%	2	0.0%	0	7.9%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.4%	2	0.0%	0	10.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Zone 5 - Staffordshire Moorlands														
Brown Edge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5 - Stoke-on-Trent														
Asda, Scotia Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burslem Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	5.7%	2	5.6%	1	1.9%	0
Norton Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Zone 6 - Stoke-on-Trent														
Alexandra Retail Park, Tunstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Asda, Scotia Road, Tunstall (Opposite Matalan / Next)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Tunstall Town Centre	2.2%	12	0.0%	0	0.0%	0	0.0%	0	5.7%	2	27.6%	7	11.8%	2
Zone 7 - Newcastle-under-Lyme														
Aldi, Liverpool Road, Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	0.5%	3	0.0%	0	1.9%	0	0.0%	0	0.0%	0	1.4%	0	4.3%	1
Kidsgrove Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Zone 7 - Stoke-on-Trent														
Packmoor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Staffordshire Moorlands														

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Biddulph Moor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wharf Road, Biddulph	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Stoke-on-Trent														
Brindley Ford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9 - Staffordshire Moorlands														
Aldi, Haywood Street, Leek	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheadle Town Centre	1.3%	7	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Cheddleton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leek Town Centre	3.8%	20	0.0%	0	0.0%	0	0.0%	0	11.4%	3	0.0%	0	0.0%	0
Zone 10 - Stafford														
Aldi, Stafford Road, Stone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11 - Cheshire East														
Aldi, Mountbatten Way, Congleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alsager Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Congleton Retail Park, Congleton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Congleton Town Centre	2.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.5%	12
Zone 12 - Newcastle-under-L yme														
Aldi, Blackfriars Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme Town Centre	8.0%	43	1.1%	1	28.6%	3	4.0%	3	12.5%	4	2.1%	1	0.0%	0
Wolstanton	1.2%	7	0.0%	0	0.0%	0	3.6%	3	1.6%	1	0.0%	0	0.0%	0
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	2.4%	13	4.4%	4	5.5%	1	0.0%	0	7.3%	3	2.1%	1	0.0%	0
Zone 13 - Newcastle-under-L yme														
Ashley Village Centre Outside Study Area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashbourne Town Centre	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Bakewell Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	1.2%	7	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks, Ellesmere Port	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Crewe Town Centre	2.0%	11	0.0%	0	11.4%	1	0.0%	0	0.0%	0	0.0%	0	16.4%	10

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Derby City Centre	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friary Retail Park, Stafford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park (IKEA), Wednesbury	1.5%	8	1.4%	1	0.0%	0	1.9%	1	6.4%	2	2.7%	1	0.0%	0
Gemini Retail Park (IKEA), Warrington	2.4%	13	4.4%	4	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Giltbrook Retail Park (IKEA), Nottingham	0.4%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Grand Junction Retail Park, Crewe	0.2%	1	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyfriars Place Retail Park, Stafford	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handforth Dean Retail Park, Wilmslow	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
John Lewis, Wilmslow Road, Cheadle	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1
Lyme Green Retail Park, Brindley Way, Macclesfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Macclesfield Town Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Madford Retail Park, Stafford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Manchester City Centre	1.2%	7	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.9%	1
Market Drayton Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Nantwich Town Centre	0.1%	1	0.0%	0	2.7%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Newport Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Retail Park, Stafford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Middlewich Road, Nantwich	0.1%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Stadium Retail Park, Crewe	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	6
Telford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newport Road, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Trafford Centre, Manchester	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Uttoxeter Town Centre	1.6%	9	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Walgherton Village Centre	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0
Abroad	1.1%	6	0.0%	0	0.0%	0	2.1%	2	2.0%	1	3.0%	1	0.0%	0
Other, outside study area	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Weighted base:	541	91	11	78	35	28	26	20	19	71	32	60	64	6
Sample:	508	45	32	46	37	31	45	38	39	49	45	45	33	23

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																		
Q24 Where did you last buy goods such as toys, games, bicycles and recreational goods?																																
<i>Excl. Nulls & SFT</i>																																
Zone 1 - Stoke-on-Trent																																
Abbey Hulton 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	0.0%	0	0.0%	0	0.0%	0				
Diamond Park Industrial Estate, off King Street, Stoke-on-Trent	0.2%	1	0.0%	0	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	0.0%	0	0.0%	0				
Sainsbury's, Etruria Road, Stoke-on-Trent	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	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0				
Tesco Extra, Clough Street, Hanley	1.0%	4	5.9%	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	0.0%	0	0.0%	0	0.0%	0				
Century Retail Park, Etruria Road, Stoke-on-Trent	1.1%	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	0.0%	0	0.0%	0	0.0%	0	9.5%	4	0.0%	0				
Fenton Town Centre	3.8%	15	16.5%	11	3.9%	0	2.3%	1	1.9%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	1.5%	6	1.9%	1	7.2%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	4.4%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0				
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	12.1%	49	9.4%	6	5.4%	0	4.5%	3	10.2%	3	43.2%	13	9.4%	1	23.8%	5	26.7%	4	17.9%	9	0.0%	0	0.0%	0	8.6%	4	0.0%	0				
Hanley Town Centre	8.5%	34	14.2%	10	3.9%	0	4.7%	3	9.8%	3	13.9%	4	14.3%	2	22.9%	5	0.0%	0	6.4%	3	4.5%	1	0.0%	0	5.5%	2	2.5%	0				
Intu Potteries Shopping Centre, City Centre (Hanley)	2.6%	10	1.5%	1	11.2%	1	0.0%	0	9.8%	3	0.0%	0	9.2%	1	4.0%	1	3.2%	0	2.5%	1	0.0%	0	0.0%	0	3.1%	1	3.2%	0				
Ravenside Retail Park, Victoria Road, Fenton	1.9%	8	0.0%	0	0.0%	0	7.3%	5	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0				
Stoke-upon-Trent Town Centre	2.4%	10	2.2%	1	0.0%	0	0.0%	0	7.0%	2	16.6%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Zone 2 - Newcastle-under-Lyme																																
Audley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 - Staffordshire Moorlands																																
Blythe Bridge 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	0.0%	0	0.0%	0	0.0%	0				
Zone 3 - Stoke-on-Trent																																
Blurton District 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	0.0%	0	0.0%	0	0.0%	0				
Tesco Extra, Baths Road, Longton	0.4%	1	0.0%	0	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	0.0%	0	0.0%	0				
Tesco Superstore, Lysander Road, Meir	1.1%	5	0.0%	0	0.0%	0	7.3%	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	0.0%	0	0.0%	0				
Longton Exchange Shopping Centre, Longton	1.5%	6	0.0%	0	0.0%	0	1.9%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	0	7.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Longton Retail Park, Longton	6.2%	25	15.9%	11	0.0%	0	11.3%	7	4.3%	1	2.5%	1	0.0%	0	1.8%	0	0.0%	0	6.8%	4	5.0%	1	0.0%	0	0.0%	0	0.0%	0				
Longton Town Centre	14.6%	59	17.0%	11	0.0%	0	35.5%	22	29.5%	8	7.9%	2	3.3%	1	5.1%	1	0.0%	0	9.3%	5	0.0%	0	7.0%	2	13.1%	6	0.0%	0				
Meir Retail Park, Uttoxeter	0.4%	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	0.0%	0	0.0%	0	3.5%	2	0.0%	0				

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Road, Meir																												
Phoenix Retail Park, Longton	6.0%	24	8.2%	6	0.0%	0	16.1%	10	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	3	10.0%	4	0.0%	0
Zone 4 - Newcastle-under-Lyme																												
Etruria Way Retail Park, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 4 - Stafford																												
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	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	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4 - Stoke-on-Trent																												
Aldi, Newcastle Road, Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	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
Sainsbury's, Minton House, London Road, Stoke-on-Trent	1.1%	5	5.9%	4	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	0.0%	0	0.0%	0
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.7%	3	0.0%	0	0.0%	0	2.3%	1	2.4%	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
Zone 5 - Staffordshire Moorlands																												
Brown 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	0.0%	0	0.0%	0	0.0%	0
Zone 5 - Stoke-on-Trent																												
Asda, Scotia Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burslem Town Centre	0.4%	2	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6 - Stoke-on-Trent																												
Alexandra Retail Park, Tunstall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Scotia Road, Tunstall (Opposite Matalan / Next)	0.1%	0	0.0%	0	2.7%	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%	0	0.0%	0	0.0%	0
Tunstall Town Centre	2.5%	10	1.5%	1	2.7%	0	0.0%	0	0.0%	0	2.9%	1	33.4%	5	11.5%	2	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7 - Newcastle-under-Lyme																												
Aldi, Liverpool Road, Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	2.2%	9	0.0%	0	11.2%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	1	2.5%	0	0.0%	0	0.0%	0	2.5%	1	9.5%	4	0.0%	0
Kidsgrove Town Centre	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%	0	10.2%	3	0.0%	0	0.0%	0
Zone 7 - Stoke-on-Trent																												
Packmoor 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	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Staffordshire Moorlands																												
Biddulph Moor	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	1	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Town Centre	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	47.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Sainsbury's, Wharf Road, Biddulph	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Stoke-on-Trent														
Brindley Ford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9 - Staffordshire Moorlands														
Aldi, Haywood Street, Leek	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Churnet Way, Leek	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leek Town Centre	4.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Zone 10 - Stafford														
Aldi, Stafford Road, Stone	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Town Centre	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11 - Cheshire East														
Aldi, Mountbatten Way, Congleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Congleton Retail Park, Congleton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Congleton Town Centre	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12 - Newcastle-under-Lyme														
Aldi, Blackfriars Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme Town Centre	3.3%	13	0.0%	0	14.7%	1	0.0%	0	8.9%	3	0.0%	0	0.0%	0
Wolstanton	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Zone 13 - Newcastle-under-Lyme														
Ashley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area														
Asda, Queensway, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgemere Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	0.1%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crewe Town Centre	2.6%	11	0.0%	0	21.2%	2	1.9%	1	1.9%	1	0.0%	0	3.3%	1
Derby City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glossop Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0
Grand Junction Retail Park, Crewe	0.5%	2	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyfriars Place Retail Park, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Macclesfield Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	2.5%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13		
Market Drayton Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.7%	2
Newport Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	1
Sandbach Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Shrewsbury Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	1
Stafford Town Centre	2.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Sundorne Retail Park, Battefield Road, Shrewsbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0
Telford Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	1
Tesco Extra, Wrekin Retail Park, Arleston, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Trafford Centre, Manchester Abroad	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Other, outside study area	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Other, outside study area	0.4%	2	0.0%	0	6.1%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	3.6%	0
Weighted base:	400	68	8	62	28	30	15	22	13	53	22	29	44	7		
Sample:	347	32	22	33	30	27	26	31	24	32	27	21	20	22		

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13															
Q25 Where did you last buy chemist goods (including health and beauty products)?																													
<i>Excl. Nulls & SFT</i>																													
Zone 1 - Stoke-on-Trent																													
Abbey Hulton 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	0.0%	0	0.0%	0			
Aldi, Leek New Road, Norton Retail Park, Stoke-on-Trent	0.2%	2	0.0%	0	0.0%	0	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			
Baddeley Green	1.3%	13	7.3%	10	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Bentilee Local Centre	0.2%	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	0.0%	0	0.0%	0			
Heron Cross Local Centre	0.3%	3	0.7%	1	0.0%	0	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			
Milton Local Centre	0.5%	5	3.6%	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	0.0%	0	0.0%	0			
Sainsbury's, Etruria Road, Stoke-on-Trent	0.3%	3	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	0.8%	1	0.0%	0			
Tesco Extra, Clough Street, Hanley	0.5%	5	3.9%	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	0.0%	0	0.0%	0	0.0%	0			
Fenton Town Centre	1.4%	15	5.0%	7	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.6%	4	0.0%	0			
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	0.4%	5	2.2%	3	3.3%	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			
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	5.2%	55	13.6%	19	0.0%	0	0.8%	1	9.1%	7	13.9%	7	2.8%	1	5.7%	3	5.2%	2	5.2%	7	0.9%	1	1.1%	1	3.0%	5	0.9%		
Hanley Town Centre	11.0%	115	31.9%	45	0.0%	0	11.9%	17	20.3%	15	16.0%	9	8.3%	4	2.4%	1	6.6%	3	9.7%	13	0.0%	0	3.1%	3	3.6%	6	0.7%		
Intu Potteries Shopping Centre, City Centre (Hanley)	0.9%	10	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	3.1%	1	2.8%	2	1.0%	0	0.0%	0	2.9%	2	0.0%	0	0.8%	1	0.9%		
Stoke-upon-Trent Town Centre	3.7%	39	5.4%	8	0.8%	0	1.8%	3	17.9%	13	14.0%	8	8.2%	4	0.0%	0	0.0%	0	0.7%	1	1.8%	1	1.9%	2	0.0%	0	0.0%		
Victoria Road Retail Park, Fenton	0.1%	1	0.0%	0	0.0%	0	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	0.0%		
Zone 2 - Newcastle-under-Lyme																													
Audley	0.2%	2	0.0%	0	8.8%	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	0.0%	0			
Madeley	0.2%	2	0.0%	0	8.1%	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	0.0%	0			
Zone 3 - Staffordshire Moorlands																													
Blythe Bridge Village Centre	0.7%	8	0.0%	0	0.0%	0	5.4%	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			
Tesco Express, Uttoxeter Road, Blythe Bridge	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	0.0%	0	0.0%	0			
Zone 3 - Stoke-on-Trent																													
Blurton District Centre	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	0.0%	0	0.0%	0			
Tesco Extra, Baths Road, Longton	0.6%	7	2.8%	4	0.0%	0	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			
Tesco Superstore, Lysander Road, Meir	0.2%	2	0.0%	0	0.0%	0	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			
Longton Retail Park,	0.2%	2	0.0%	0	0.0%	0	0.8%	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			

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Longton														
Longton Town Centre	7.9%	82	15.8%	22	0.0%	0	37.9%	55	2.5%	2	0.0%	0	0.0%	0
Meir Retail Park, Uttoxeter Road, Meir	2.6%	27	0.0%	0	0.0%	0	17.2%	25	0.0%	0	0.0%	0	0.9%	1
Meir Town Centre	1.3%	14	3.0%	4	0.0%	0	5.3%	8	0.0%	0	0.0%	0	0.0%	0
Zone 4 - Newcastle-under-Lyme														
Etruria Way Retail Park, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 - Stafford														
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 - Stoke-on-Trent														
Aldi, Newcastle Road, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Aldi, Stanley Matthews Way, Trentham	0.3%	4	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0
Hanford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Hartshill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Sainsbury's, Minton House, London Road, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Superstore, Newcastle Road, Stoke-on-Trent	0.5%	6	0.0%	0	0.0%	0	0.0%	0	7.7%	6	0.0%	0	0.0%	0
Trent Vale Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Trentham Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.3%	3	0.0%	0	0.0%	0	1.0%	1	1.8%	1	0.0%	0	0.0%	0
Zone 5 - Staffordshire Moorlands														
Brown Edge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5 - Stoke-on-Trent														
Asda, Scotia Road, Stoke-on-Trent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Bradeley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Burslem Town Centre	0.7%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.9%	2	5.2%	2
Norton Local Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	6	0.0%	0
Smallthorne Local Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4	0.0%	0
Zone 6 - Stoke-on-Trent														
Alexandra Retail Park, Tunstall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Scotia Road, Tunstall (Opposite Matalan / Next)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0
Chell Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Tesco Express, Biddulph	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Road, Stoke-on-Trent																												
Tunstall Town Centre	4.1%	43	0.0%	0	1.7%	0	0.0%	0	0.0%	0	14.7%	8	51.9%	24	7.9%	4	5.7%	2	0.7%	1	0.0%	0	1.9%	2	1.0%	2	0.0%	0
Zone 7 - Newcastle-under-Lyme																												
Aldi, Liverpool Road, Kidsgrove	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	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Butt Lane Local Centre	0.1%	1	0.0%	0	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	0.0%	0	0.0%	0
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	0.9%	10	0.0%	0	9.4%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.8%	1	1.0%	0	0.0%	0	1.6%	1	2.1%	2	1.7%	3	0.0%	0
Kidsgrove Town Centre	2.8%	30	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	41.2%	22	0.0%	0	0.0%	0	0.0%	0	6.4%	6	0.0%	0	0.0%	0
Talke Village Centre	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Liverpool Road, Kidsgrove	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Zone 7 - Stoke-on-Trent																												
Packmoor Village Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	4	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Staffordshire Moorlands																												
Biddulph Moor	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	7.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Town Centre	2.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	4	53.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wharf Road, Biddulph	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Stoke-on-Trent																												
Brindley Ford Local 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	0.0%	0	0.0%	0	0.0%	0
Zone 9 - Staffordshire Moorlands																												
Aldi, Haywood Street, Leek	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	2.3%	24	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheddleton	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Endon	0.3%	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	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Sun Street, Cheddleton	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	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Churnet Way, Leek	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Tean Village 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	0.0%	0	4.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Werrington Village Centre	0.5%	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	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Leek Town Centre	6.3%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	1.0%	0	46.9%	61	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Zone 10 - Stafford																												
Aldi, Stafford Road, Stone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barlaston	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	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Eccleshall Town Centre	0.6%	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	10.5%	7	0.0%	0	0.0%	0	0.0%	0
Morrisons, Church / Mill Street, Stone	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Stone Town Centre	3.3%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.1%	34	0.0%	0	0.0%	0	0.0%	0
Zone 11 - Cheshire East																												
Aldi, Mountbatten Way, Congleton	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	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Aldi, Sandbach Road,	0.1%	1	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	1.1%	1	0.0%	0	0.0%	0

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Congleton																															
Alsager Town Centre	1.3%	14	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	13.9%	13	0.0%	0	0.0%	0			
Asda, Lawton Road, Alsager	0.1%	1	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	0.8%	1	0.0%	0	0.0%	0			
Congleton Retail Park, Congleton	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	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0			
Congleton Town Centre	4.4%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	8.4%	3	0.0%	0	0.0%	0	46.1%	41	0.0%	0	0.0%	0			
Tesco Superstore, Barn Road, Congleton	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	0.0%	0	1.1%	1	0.0%	0	0.0%	0			
Zone 12 - Newcastle-under-Lyme																															
Aldi, Blackfriars Road, Newcastle-under-Lyme	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Bradwell Village 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	0.0%	0	0.0%	0	0.7%	1	0.0%	0			
Chesterton	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Chesterton Village 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	0.0%	0	0.0%	0	0.8%	1	0.0%	0			
Clayton	0.3%	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	0.0%	0	0.0%	0	1.8%	3	0.0%	0			
Clayton Local 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	0.0%	0	0.0%	0	0.8%	1	0.0%	0			
Milehouse 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6	0.0%	0			
Morrisons, Goose Street, Newcastle-under-Lyme	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	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	0			
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	0.1%	1	0.0%	0	3.3%	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	0.0%	0	0.0%	0			
Newcastle-under-Lyme Town Centre	10.7%	112	0.0%	0	37.6%	9	2.1%	3	19.9%	15	2.2%	1	0.8%	0	2.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	49.4%	79	4.7%	1			
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	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	0.0%	0	0.0%	0	0.0%	0			
Wolstanton	2.2%	23	0.7%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	0	0.0%	0	0.0%	0	1.8%	2	12.4%	20	0.0%	0			
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	1.0%	11	0.0%	0	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	5.4%	9	0.0%	0			
Zone 13 - Newcastle-under-Lyme																															
Ashley 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	0.0%	0	0.0%	0	0.7%	0			
Loggerheads Village 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	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1			
Outside Study Area																															
Asda, Queensway, Stafford	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	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Asda, Victoria Centre, Crewe	0.0%	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	0.0%	0	0.0%	0	0.0%	0			
Ashbourne Town 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	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Cheshire Oaks, 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	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0			
Chester City Centre	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	0.0%	0	0.0%	0	0.0%	0			
Crewe Town Centre	0.8%	8	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0			
Grand Junction Retail Park, Crewe	0.3%	3	0.0%	0	2.9%	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	2.9%	3	0.0%	0	0.0%	0			

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Lyme Green Retail Park, Brindley Way, Macclesfield	0.3%	3	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Macclesfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Market Drayton Town Centre	2.0%	21	0.0%	0	4.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Maer Lane, Market Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nantwich Town Centre	0.2%	2	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Retail Park, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Sandbach Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	10
Telford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wrekin Retail Park, Arleston, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Uttoxeter Town Centre	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Warrington Town Centre	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	3	0.0%	0	0.0%	0	0.8%	1	3.0%	2	0.0%	0	0.0%	0
Other, outside study area	0.4%	4	0.7%	1	1.7%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Weighted base:	1046	142		25	144	75	54	45	53	42	130	63	90	160
Sample:	1059	78		73	81	77	64	81	91	83	87	88	79	84

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																																							
Q26 Where did you last buy electrical items, such as televisions, washing machines and computers?																																																					
<i>Excl. Nulls & SFT</i>																																																					
Zone 1 - Stoke-on-Trent																																																					
Abbey Hulton 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																			
Sainsbury's, Etruria Road, Stoke-on-Trent	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																			
Century Retail Park, Etruria Road, Stoke-on-Trent	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																			
Fenton Town Centre	0.6%	4	1.0%	1	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0	1.0%	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																			
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	4.9%	33	1.0%	1	10.6%	2	0.0%	0	0.0%	0	2.1%	1	10.5%	3	14.7%	5	3.2%	1	7.0%	6	6.5%	3	1.7%	1	10.8%	10	1.5%	0																									
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	31.9%	214	39.6%	41	35.3%	5	3.5%	3	26.8%	12	54.6%	22	51.5%	16	32.6%	12	28.4%	7	37.8%	32	2.5%	1	13.7%	7	56.0%	54	15.6%	2																									
Hanley Town Centre	5.3%	35	3.4%	4	7.1%	1	5.1%	5	18.9%	9	14.7%	6	4.1%	1	2.5%	1	3.2%	1	7.7%	7	0.0%	0	1.7%	1	0.0%	0	9.2%	1																									
Intu Potteries Shopping Centre, City Centre (Hanley)	1.7%	11	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	4.7%	1	0.0%	0	0.0%	0	1.1%	1	4.6%	2	0.0%	0	4.6%	4	0.0%	0																									
Octagon Retail Park, Etruria Road, Stoke-on-Trent	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	0.0%	0	0.0%	0	1.6%	2	1.5%	0																									
Ravenside Retail Park, Victoria Road, Fenton	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	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0																									
Stoke-upon-Trent Town Centre	2.4%	16	5.1%	5	0.0%	0	7.0%	6	5.0%	2	1.9%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0																									
Victoria Road Retail Park, Fenton	0.3%	2	0.0%	0	0.0%	0	1.3%	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																									
Zone 2 - Newcastle-under-Lyme																																																					
Audley	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																	
Madeley	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	0.0%	0	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 - Staffordshire Moorlands																																																					
Blythe Bridge 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																	
Zone 3 - Stoke-on-Trent																																																					
Blurton District 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																	
Longton Exchange Shopping Centre, Longton	0.4%	3	1.2%	1	0.0%	0	1.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0																	
Longton Retail Park, Longton	5.6%	38	15.2%	16	0.0%	0	21.6%	19	3.3%	2	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0																	
Longton Town Centre	7.2%	48	21.2%	22	0.0%	0	18.0%	16	15.5%	7	4.0%	2	1.2%	0	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	0.0%	0																	
Meir Retail Park, Uttoxeter Road, Meir	2.2%	15	0.0%	0	0.0%	0	16.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																	
Meir Town Centre	0.8%	6	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0																	
Phoenix Retail Park, Longton	3.3%	22	1.2%	1	0.0%	0	16.7%	15	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	4	0.0%	0	0.0%	0	1.8%	0																									

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																													
Zone 4 - Newcastle-under-Lyme																																											
Etruria Way Retail Park, Stoke-on-Trent	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.5%	1	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 4 - Stafford																																											
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 4 - Stoke-on-Trent																																											
Aldi, Newcastle Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Newcastle Road, Stoke-on-Trent	0.6%	4	3.9%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0													
Zone 5 - Staffordshire Moorlands																																											
Brown 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0													
Zone 5 - Stoke-on-Trent																																											
Asda, Scotia Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0													
Burslem Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0													
Zone 6 - Stoke-on-Trent																																											
Alexandra Retail Park, Tunstall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0													
Tunstall Town Centre	3.7%	25	0.0%	0	4.2%	1	0.0%	0	0.0%	0	11.2%	4	23.0%	7	14.9%	6	4.9%	1	0.0%	0	0.0%	0	1.4%	1	5.5%	5	0.0%	0	0.0%	0													
Zone 7 - Newcastle-under-Lyme																																											
Aldi, Liverpool Road, Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0													
Butt Lane Local Centre	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0													
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	0.3%	2	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	0.0%	0	1.4%	1	0.0%	0	0.0%	0													
Kidsgrove Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0													
Talke Village Centre	0.1%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0													
Zone 7 - Stoke-on-Trent																																											
Packmoor 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0													
Zone 8 - Staffordshire Moorlands																																											
Biddulph Moor	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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													
Biddulph Town Centre	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	39.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0													
Zone 8 - Stoke-on-Trent																																											
Brindley Ford Local 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0													
Zone 9 - Staffordshire Moorlands																																											
Aldi, Haywood Street, Leek	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.7%	5	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.4%	1	3.3%	2	0.0%	0	1.5%	0	0.0%	0													
Werrington 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	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0													
Leek Town Centre	2.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	16.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0													

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																
Zone 10 - Stafford																														
Aldi, Stafford Road, Stone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Stone Town Centre	1.3%	9	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	16.7%	7	0.0%	0	0.0%	0	0.0%	0		
Zone 11 - Cheshire East																														
Aldi, Mountbatten Way, Congleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Alsager Town Centre	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	0.0%	0	0.0%	0	0.0%	0		
Congleton Town Centre	1.6%	11	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	20.0%	10	0.0%	0	0.0%	0		
Zone 12 - Newcastle-under-Lyme																														
Aldi, Blackfriars Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Goose Street, Newcastle-under-Lyme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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%	0		
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	0.7%	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	0.0%	0	0.0%	0	4.6%	4	0.0%	0		
Newcastle-under-Lyme Town Centre	3.0%	20	1.0%	1	14.2%	2	0.0%	0	15.3%	7	1.5%	1	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	6.7%	6	1.5%	0		
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	0.0%	0	0.0%	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%	0	0.0%	0	0.0%	0		
Wolstanton	0.7%	5	3.9%	4	0.0%	0	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	0.0%	0	0.0%	0		
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	0.9%	6	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0		
Zone 13 - Newcastle-under-Lyme																														
Ashley 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	0.0%	0	0.0%	0	0.0%	0		
Outside Study Area																														
Asda, Queensway, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Victoria Centre, Crewe	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Crewe Town Centre	0.4%	3	0.0%	0	6.8%	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	3.1%	2	0.0%	0	0.0%	0		
Forge Retail Park, Colliers Way, Oldpark, Telford	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	0.0%	0	0.0%	0	0.0%	0	7.8%	1		
Friary Retail Park, Stafford	0.4%	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	6.1%	2	0.0%	0	0.0%	0	0.0%	0		
Gemini Retail Park (IKEA), 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	0.0%	0	0.0%	0	2.1%	0		
Grand Junction Retail Park, Crewe	1.1%	7	0.0%	0	4.2%	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	12.3%	6	0.0%	0	0.0%	0		
Greyfriars Place Retail Park, Stafford	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	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0		
Handforth Dean Retail Park, Wilmslow	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0		
John Lewis, Wilmslow Road, Cheadle	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	1.1%	0	6.7%	3	0.0%	0	1.5%	0	0.0%	0		

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Lyme Green Retail Park, Brindley Way, Macclesfield	1.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Macclesfield Town Centre	1.0%	7	0.0%	0	1.4%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Stafford	0.4%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Market Drayton Town Centre	1.0%	7	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nantwich Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Retail Park, Stafford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Middlewich Road, Nantwich	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandbach Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Stadium Retail Park, Crewe	0.3%	2	0.0%	0	1.4%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Stafford Town Centre	2.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Uttoxeter Town Centre	0.8%	5	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, outside study area	0.4%	3	1.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	670	104	15	89	46	40	30	37	25	85	40	52	96	12
Sample:	697	53	46	53	52	49	59	63	56	60	60	46	51	49

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																	
Q27 Where did you last buy DIY or gardening goods?																															
<i>Excl. Nulls & SFT</i>																															
Zone 1 - Stoke-on-Trent																															
Abbey Hulton 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	0.0%	0	0.0%	0					
Aldi, Leek New Road, Norton Retail Park, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	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					
Berryhill Trading Estate, Victoria Road, Fenton	0.2%	1	0.0%	0	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	0.0%	0	0.0%	0					
Screwfix, Leek Road, Stoke-on-Trent	0.6%	5	1.8%	2	0.0%	0	1.2%	1	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					
The Range, City Road, Stoke-on-Trent	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0					
Century Retail Park, Etruria Road, Stoke-on-Trent	0.7%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.9%	1	0.0%	0	0.0%	0	2.7%	4	0.0%	0					
Fenton Town Centre	1.8%	17	7.8%	10	0.0%	0	3.9%	5	0.9%	1	0.0%	0	1.2%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0					
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	1.7%	16	1.5%	2	1.2%	0	0.0%	0	2.0%	1	8.7%	5	2.2%	1	0.0%	0	1.1%	0	0.0%	0	3.4%	2	0.0%	0	2.5%	4	0.0%	0			
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	16.3%	152	31.0%	42	10.1%	2	3.7%	5	9.0%	6	48.6%	30	37.2%	14	11.5%	5	27.9%	9	10.9%	11	1.1%	1	2.3%	2	16.7%	26	2.3%	0			
Hanley Town Centre	3.3%	31	14.4%	19	0.0%	0	1.2%	1	1.1%	1	4.8%	3	4.7%	2	0.9%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	1			
Intu Potteries Shopping Centre, City Centre (Hanley)	0.1%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Octagon Retail Park, Etruria Road, Stoke-on-Trent	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Ravenside Retail Park, Victoria Road, Fenton	0.6%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	2	1.2%	1	1.2%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Stoke-upon-Trent Town Centre	2.1%	19	1.0%	1	1.0%	0	0.0%	0	13.9%	10	0.0%	0	8.5%	3	2.3%	1	0.0%	0	1.1%	1	3.2%	2	1.2%	1	0.0%	0	0.0%	0			
Victoria Road Retail Park, Fenton	1.2%	11	6.9%	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	0.9%	0	0.0%	0	0.0%	0	0.0%	0			
Zone 2 - Newcastle-under-Lyme																															
Audley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Madeley	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Zone 3 - Staffordshire Moorlands																															
Blythe Bridge Village Centre	0.2%	2	0.0%	0	0.0%	0	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	0.0%	0			
Forsbrook Village Centre	0.2%	1	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0			
Travis Perkins, The Station Yard, Uttoxeter Road, Stoke-on-Trent	0.1%	1	0.0%	0	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	0.0%	0	0.0%	0			
Zone 3 - Stoke-on-Trent																															

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Blurton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longton Retail Park, Longton	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Longton Town Centre	1.6%	15	8.6%	12	0.0%	0	2.4%	3	0.8%	1	0.0%	0	0.0%	0
Meir Retail Park, Uttoxeter Road, Meir	18.0%	168	16.6%	22	0.0%	0	66.2%	81	21.1%	15	1.4%	1	0.0%	0
Meir Town Centre	1.8%	16	4.9%	7	0.0%	0	3.5%	4	3.7%	3	0.0%	0	0.0%	0
Zone 4 - Newcastle-under-Lyme														
Etruria Way Retail Park, Stoke-on-Trent	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Zone 4 - Stafford														
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Zone 4 - Stoke-on-Trent														
Aldi, Newcastle Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stanley Matthews Way, Trentham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Newcastle Road, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Trentham Local Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.9%	8	3.0%	4	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Zone 5 - Staffordshire Moorlands														
Brown Edge Zone 5 - Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Asda, Scotia Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burslem Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Smallthorne Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Zone 6 - Stoke-on-Trent														
Alexandra Retail Park, Tunstall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Wickes, Marlborough Road, Off Reginald Way, Stoke On Trent	2.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	11.6%	4
Sandyford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Silverstone Crescent (Packmoor)	0.1%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tunstall Town Centre Zone 7 -	1.7%	16	0.0%	0	1.0%	0	0.0%	0	0.0%	0	6.8%	4	19.1%	7

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

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August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Newcastle-under-Lyme														
Aldi, Liverpool Road, Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	4.3%	40	0.0%	0	8.8%	2	0.0%	0	0.8%	1	0.0%	0	7.8%	3
Jamage Road Industrial Estate, Talke Pits, Stoke-on-Trent	1.3%	12	0.0%	0	9.7%	2	0.0%	0	0.9%	1	0.0%	0	1.0%	0
Kidsgrove Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	4
Talke Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
Zone 7 - Stoke-on-Trent														
Packmoor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Staffordshire Moorlands														
Biddulph Moor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Biddulph Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2
Sainsbury's, Wharf Road, Biddulph	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Zone 8 - Stoke-on-Trent														
Brindley Ford Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Zone 9 - Staffordshire Moorlands														
Aldi, Haywood Street, Leek	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge End Garden Centre, Macclesfield Road, Leek	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Cheadle Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Jacksons Nurseries, Tea Room & Farm Shop, Thorney Edge Road, Bagnall	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Newcastle Road, Leek	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Travis Perkins, Barnfield Road, Leek	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Leek Town Centre	3.7%	34	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0
Zone 10 - Stafford														
Aldi, Stafford Road, Stone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barlaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Bury Bank Nurseries, Bury Bank, Stone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Eccleshall Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	4
Stone Town Centre	0.5%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	6.6%	3
Zone 11 - Cheshire East														
Aldi, Mountbatten Way, Congleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Astbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.1%	1
Congleton Retail Park,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.1%	0	2.4%	1

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

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Congleton														
Congleton Town Centre	2.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scholar Green Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smith Farm, Congleton Road, Scholar Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12 - Newcastle-under-Lyme														
Aldi, Blackfriars Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clayton	0.3%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	1
Garners Garden Centre, Cemetery Road, Silverdale, Newcastle-under-Lyme	0.1%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Brook Lane, Newcastle-under-Lyme	0.6%	6	0.0%	0	1.4%	0	0.0%	0	5.1%	4	0.0%	0	0.7%	1
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme Town Centre	8.3%	78	1.0%	1	18.0%	4	2.1%	3	23.2%	17	0.0%	0	33.1%	51
Parkhouse Industrial Estate, Brookhouse Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverdale Town Centre	0.1%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Wolstanton	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.9%	4
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	4.6%	43	0.0%	0	2.4%	1	3.7%	5	0.0%	0	2.2%	1	18.6%	29
Zone 13 - Newcastle-under-Lyme														
Ashley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area														
Asda, Queensway, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Featherbed Lane, Shrewsbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Statham Street, Macclesfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
B&Q, Weston Road, Crewe	0.4%	4	0.0%	0	2.0%	0	0.0%	0	0.0%	0	1.3%	0	3.3%	3
Bridgemere Village Centre	0.4%	3	0.0%	0	1.0%	0	1.2%	1	0.0%	0	0.0%	0	1.0%	2
Crewe Town Centre	1.0%	10	0.0%	0	15.5%	3	0.0%	0	0.0%	0	0.0%	0	7.8%	6
Dovefields Retail Park, Uttoxeter	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Friary Retail Park, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Junction Retail Park,	0.9%	8	0.0%	0	7.9%	2	0.0%	0	0.0%	0	2.2%	1	6.5%	5

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Crewe														
Greyfriars Place Retail Park, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Legh Garden Centre, Halliwell's Brow, High Legh, Knutsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Homebase, Towers Lawn, Cheshire Street, Market Drayton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hough Retail Park, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyme Green Retail Park, Brindley Way, Macclesfield	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	8.0%	7
Macclesfield Town Centre	1.3%	12	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Stafford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton Town Centre	1.2%	11	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Okells Garden Centre, Burton Road, Duddon, Tarporley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Retail Park, Stafford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandbach Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	6
Screwfix, Grey Friars' Place, Greyfriars, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Shrewsbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snedhill Trading Estate, Holyhead Road, St George's, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stadium Retail Park, Crewe	0.6%	5	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	1.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	11
Telford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hough Retail Park, Lichfield Road, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Uttoxeter Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Ware Town Centre	0.1%	1	0.0%	0	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Warrington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterside Business Park, Clifton Road, Ashbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Wyevale Garden Centre, Nantwich	0.4%	3	0.0%	0	2.4%	1	1.2%	1	0.0%	0	1.2%	1	0.0%	0
Other, outside study area	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Weighted base:	932	135	21	123	71	61	37	44	31	104	50	83	153	17
Sample:	910	69	65	68	73	66	68	75	65	68	71	69	80	73

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q28 Where did you last buy furniture, carpets and floor coverings?														
<i>Excl. Nulls & SFT</i>														
Zone 1 - Stoke-on-Trent														
Abbey Hulton Village Centre	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Baddeley Green	1.0%	6	7.5%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Bucknall Local Centre	0.5%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Shelton Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Century Retail Park, Etruria Road, Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Fenton Town Centre	7.3%	43	29.9%	21	2.3%	0	9.1%	9	4.4%	2	1.7%	1	2.0%	0
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	2.1%	13	3.5%	2	1.6%	0	1.5%	1	0.0%	0	2.1%	1	1.6%	0
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	11.3%	68	7.7%	5	8.1%	1	4.7%	5	15.3%	7	27.3%	10	31.7%	7
Hanley Town Centre	8.5%	51	9.3%	7	5.2%	1	7.0%	7	9.5%	4	10.8%	4	5.9%	1
Intu Potteries Shopping Centre, City Centre (Hanley)	1.1%	6	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	4.1%	1
Octagon Retail Park, Etruria Road, Stoke-on-Trent	2.5%	15	3.3%	2	3.2%	0	1.7%	2	1.5%	1	2.1%	1	9.7%	2
Ravenside Retail Park, Victoria Road, Fenton	1.7%	10	2.1%	1	2.0%	0	2.7%	3	1.5%	1	6.3%	2	3.7%	1
Stoke-upon-Trent Town Centre	5.9%	35	15.1%	11	2.0%	0	9.1%	9	16.0%	7	9.2%	3	4.3%	1
Victoria Road Retail Park, Fenton	1.1%	6	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0	1.6%	0
Zone 2 - Newcastle-under-Lyme														
Audley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3 - Staffordshire Moorlands														
Blythe Bridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3 - Stoke-on-Trent														
Blurton District Centre	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Longton Retail Park, Longton	0.6%	4	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	1.4%	0
Longton Town Centre	4.2%	25	1.4%	1	0.0%	0	15.2%	15	7.5%	3	7.0%	2	0.0%	0
Meir Retail Park, Uttoxeter Road, Meir	2.1%	12	0.0%	0	0.0%	0	6.9%	7	4.4%	2	0.0%	0	0.0%	0
Meir Town Centre	0.3%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Zone 4 - Newcastle-under-Lyme														
Etruria Way Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Stoke-on-Trent Zone 4 - Stafford														
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 - Stoke-on-Trent														
Aldi, Newcastle Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trentham Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.5%	1
Zone 5 - Staffordshire Moorlands														
Brown Edge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5 - Stoke-on-Trent														
Asda, Scotia Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burslem Town Centre	1.5%	9	2.9%	2	0.0%	0	1.5%	1	1.2%	1	4.6%	2	8.4%	2
Cobridge Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.6%	0
Norton Industrial Estate, Bellerton Lane, Stoke-on-trent	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0
Smallthorne Local Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6 - Stoke-on-Trent														
Alexandra Retail Park, Tunstall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Marlborough Road, Off Reginald Way, Stoke On Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Tunstall Town Centre	1.2%	7	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.4%	1	11.5%	3
Zone 7 - Newcastle-under-L yme														
Aldi, Liverpool Road, Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.4%	1	0.0%	0
Jamage Road Industrial Estate, Talke Pits, Stoke-on-Trent	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Kidsgrove Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	7.8%	3
Zone 7 - Stoke-on-Trent														
Packmoor Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Staffordshire Moorlands														
Biddulph Moor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	21.7%	5

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

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August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Zone 8 - Stoke-on-Trent														
Brindley Ford Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9 - Staffordshire Moorlands														
Aldi, Haywood Street, Leek	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheadle Town Centre	1.9%	11	0.0%	0	0.0%	0	1.2%	1	1.5%	1	0.0%	0	0.0%	0
Endon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Werrington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leek Town Centre	6.1%	36	6.0%	4	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0
Zone 10 - Stafford														
Aldi, Stafford Road, Stone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barlaston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eccleshall Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Stone Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	5
Zone 11 - Cheshire East														
Aldi, Mountbatten Way, Congleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alsager Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Congleton Retail Park, Congleton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Congleton Town Centre	5.1%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	5	10.7%	3
Zone 12 - Newcastle-under-Lyme														
Aldi, Blackfriars Road, Newcastle-under-Lyme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterton	1.8%	11	1.8%	1	17.7%	2	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Newcastle-under-Lyme Town Centre	5.4%	32	0.0%	0	16.2%	2	1.5%	1	14.8%	7	0.0%	0	5.9%	2
Wolstanton	1.2%	7	0.0%	0	3.8%	1	0.0%	0	1.7%	1	2.4%	1	0.0%	0
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	2.5%	15	2.1%	1	0.0%	0	4.6%	5	2.7%	1	1.7%	1	0.0%	0
Zone 13 - Newcastle-under-Lyme														
Ashley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area														
Asda, Queensway, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	0.2%	1	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Crewe Town Centre	1.2%	7	0.0%	0	7.8%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Gallagher Retail Park (IKEA), Wednesbury	1.4%	8	0.0%	0	0.0%	0	1.5%	1	1.5%	1	0.0%	0	0.0%	0
Gemini Retail Park (IKEA), Warrington	1.3%	8	2.1%	1	0.0%	0	4.9%	5	0.0%	0	2.0%	0	2.9%	1
Giltbrook Retail Park (IKEA), Nottingham	0.9%	6	5.7%	4	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Grand Junction Retail Park, Crewe	1.7%	10	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	13.4%	8	0.0%	0	0.0%	0
Greyfriars Place Retail Park, Stafford	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	3.5%	1	0.0%	0	0.0%	0	2.2%	0
John Lewis, Wilmslow Road, Cheadle	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longford Industrial Estate, Longford Road, Cannock	0.1%	0	0.0%	0	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	0.0%	0
Lyme Green Retail Park, Brindley Way, Macclesfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Macclesfield Town Centre	2.3%	14	0.0%	0	2.0%	0	3.2%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	0	4.8%	4	0.0%	0	6.8%	4	2.1%	2	0.0%	0
Manchester City Centre	0.3%	2	0.0%	0	0.0%	0	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	1.8%	1	0.0%	0
Market Drayton Town Centre	1.1%	6	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	2.2%	1	0.0%	0	1.5%	1	40.6%	5
Marks & Spencer Simply Food, Waterside Retail Park, Ashbourne	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	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nantwich Town Centre	0.3%	2	0.0%	0	14.6%	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	0.0%	0	0.0%	0
Newport 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	0.0%	0	0.0%	0	2.2%	0
Queens Retail Park, Stafford	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	7.1%	2	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town 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	0.0%	0	0.0%	0	0.0%	0	5.8%	1
Stadium Retail Park, Crewe	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	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Stafford Town Centre	1.2%	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	23.3%	6	0.0%	0	1.8%	1	1.5%	0
Telford Town 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	0.0%	0	0.0%	0	0.0%	0	7.7%	1
The Junction Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Trafford Centre, 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	0.0%	0	0.0%	0	1.5%	0
Uttoxeter Town Centre	1.1%	7	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, outside study area	0.8%	5	0.0%	0	0.0%	0	0.0%	0	9.5%	4	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Weighted base:	599		71		13		97		46		35		22		35		24		89		26		56		73		11	
Sample:	596		37		40		55		47		38		45		57		47		60		41		44		39		46	

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q29 Do you ever visit any of the following centres? [MR/PR]																												
Hanley centre (Stoke city centre)	61.7%	803	72.0%	131	52.0%	17	63.0%	111	61.6%	61	77.1%	70	75.8%	40	59.1%	35	69.0%	33	61.1%	94	39.9%	29	48.7%	56	58.7%	113	44.8%	11
Newcastle-under-Lyme town centre	43.3%	564	38.3%	69	74.1%	25	36.4%	64	60.6%	60	29.6%	27	30.7%	16	47.0%	28	37.7%	18	20.1%	31	31.4%	23	18.6%	21	87.0%	168	50.1%	13
Longton town centre	28.0%	365	53.2%	97	4.1%	1	82.4%	146	28.7%	28	17.8%	16	5.8%	3	7.8%	5	0.0%	0	20.9%	32	19.9%	14	5.8%	7	7.3%	14	5.7%	1
Tunstall town centre	19.6%	256	11.9%	22	18.8%	6	5.1%	9	3.0%	3	63.8%	58	83.2%	44	61.9%	37	39.2%	19	6.3%	10	8.0%	6	21.3%	24	9.4%	18	0.0%	0
Stoke-on-Trent town centre	15.7%	204	22.1%	40	10.1%	3	26.5%	47	30.0%	30	14.5%	13	13.6%	7	6.9%	4	4.9%	2	12.3%	19	9.1%	7	6.1%	7	11.7%	23	8.5%	2
Kidsgrove town centre	10.5%	136	0.8%	1	5.9%	2	0.7%	1	0.7%	1	9.3%	8	36.3%	19	86.2%	51	23.2%	11	0.0%	0	3.0%	2	28.2%	32	3.2%	6	1.0%	0
Burslem town centre	7.9%	103	7.6%	14	4.0%	1	6.9%	12	2.7%	3	30.4%	28	22.4%	12	11.5%	7	5.8%	3	1.2%	2	3.3%	2	3.8%	4	7.6%	15	3.7%	1
Fenton town centre	11.4%	149	33.5%	61	0.9%	0	29.3%	52	9.4%	9	5.4%	5	3.6%	2	2.1%	1	1.6%	1	5.5%	8	2.3%	2	1.5%	2	2.9%	6	0.9%	0
Meir town centre	9.9%	129	2.9%	5	0.6%	0	40.5%	72	4.5%	4	8.5%	8	5.0%	3	2.5%	2	2.4%	1	9.2%	14	8.9%	6	4.2%	5	3.8%	7	6.3%	2
(Don't visit any of these centres)	16.2%	211	7.4%	13	23.0%	8	6.5%	12	12.6%	13	9.1%	8	4.0%	2	4.2%	2	15.0%	7	29.3%	45	44.2%	32	34.1%	39	10.7%	21	36.8%	9
Weighted base:		1302		181		34		177		99		91		53		60		48		154		72		114		193		25
Sample:		1302		100		100		100		101		100		100		100		100		100		100		100		100		101
Q30 Which centre do you visit the most? [PR]																												
<i>Those who visit a centre at Q29</i>																												
Hanley centre (Stoke city centre)	38.9%	424	55.2%	93	17.1%	4	19.1%	32	35.8%	31	63.8%	53	29.3%	15	21.5%	12	53.8%	22	69.4%	76	56.8%	23	50.5%	38	11.2%	19	44.6%	7
Newcastle-under-Lyme town centre	23.5%	256	3.0%	5	80.3%	21	5.5%	9	34.8%	30	5.5%	5	1.4%	1	4.7%	3	5.3%	2	5.2%	6	21.7%	9	11.0%	8	86.6%	149	54.3%	9
Longton town centre	16.7%	182	33.3%	56	0.0%	0	58.2%	96	11.2%	10	1.0%	1	0.9%	0	0.7%	0	0.0%	0	12.4%	13	13.3%	5	0.0%	0	0.0%	0	0.0%	0
Tunstall town centre	7.2%	79	3.2%	5	1.6%	0	0.0%	0	0.0%	0	22.5%	19	56.5%	29	19.0%	11	18.2%	7	2.1%	2	0.0%	0	4.2%	3	1.4%	2	0.0%	0
Stoke-on-Trent town centre	2.6%	29	0.6%	1	0.0%	0	0.0%	0	15.9%	14	0.0%	0	0.9%	0	0.0%	0	1.2%	0	8.0%	9	2.5%	1	2.1%	2	0.8%	1	1.1%	0
Kidsgrove town centre	5.7%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	54.2%	31	20.7%	8	0.0%	0	1.1%	0	26.5%	20	0.0%	0	0.0%	0
Burslem town centre	1.0%	11	0.9%	1	1.0%	0	0.9%	1	0.0%	0	4.4%	4	5.7%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Fenton town centre	1.1%	12	3.9%	7	0.0%	0	2.7%	5	0.8%	1	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
Meir town centre	3.1%	34	0.0%	0	0.0%	0	13.6%	23	1.5%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	3	4.7%	2	3.9%	3	0.0%	0	0.0%	0
Weighted base:		1090		168		26		165		87		82		51		57		41		109		40		75		173		16
Sample:		1052		91		79		94		89		90		95		97		80		67		53		68		89		60

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Mean score [Times a year]: Daily = 365, At least two times a week = 104, 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 = 1																												
Q31 How often do you visit (CENTRE MENTIONED AT Q30)?																												
<i>Those who visit a centre at Q29</i>																												
Daily	4.8%	52	4.0%	7	3.2%	1	10.1%	17	5.8%	5	3.8%	3	6.2%	3	11.5%	7	2.0%	1	3.5%	4	0.0%	0	1.2%	1	2.0%	3	5.8%	1
At least two times a week	14.2%	155	21.4%	36	7.0%	2	18.9%	31	9.9%	9	22.2%	18	27.8%	14	18.7%	11	1.6%	1	7.9%	9	2.5%	1	3.2%	2	11.4%	20	8.2%	1
At least once a week	28.5%	311	37.7%	63	37.1%	10	33.8%	56	27.6%	24	22.1%	18	36.1%	18	30.2%	17	23.4%	10	9.1%	10	17.0%	7	15.6%	12	36.4%	63	19.4%	3
At least once a fortnight	13.1%	143	11.0%	19	24.1%	6	8.1%	13	10.8%	9	8.9%	7	9.0%	5	14.2%	8	12.3%	5	11.1%	12	11.4%	5	18.4%	14	21.9%	38	10.7%	2
At least once a month	18.0%	196	12.9%	22	12.8%	3	9.3%	15	30.8%	27	25.0%	21	14.6%	7	12.0%	7	24.6%	10	30.7%	33	17.1%	7	16.8%	13	15.8%	27	22.6%	4
At least every two months	7.1%	77	7.1%	12	6.0%	2	4.7%	8	5.6%	5	2.8%	2	4.7%	2	0.8%	0	7.9%	3	13.7%	15	11.9%	5	15.0%	11	6.0%	10	6.8%	1
At least every 3 months	5.8%	64	2.4%	4	7.2%	2	5.3%	9	5.1%	4	5.8%	5	0.0%	0	2.3%	1	14.8%	6	8.5%	9	10.3%	4	16.6%	13	2.3%	4	16.1%	3
At least every 6 months	2.4%	27	0.0%	0	0.8%	0	4.2%	7	1.7%	1	3.9%	3	0.9%	0	1.0%	1	9.9%	4	3.5%	4	6.3%	3	2.7%	2	0.0%	0	9.1%	1
Less often than once every 6 months	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	2.7%	1	1.9%	2	8.8%	4	2.5%	2	0.0%	0	1.4%	0
Have only visited once (Don't know / varies)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.3%	2	4.3%	2	2.3%	2	0.0%	0	0.0%	0
Mean:		55.92		63.64		47.40		82.39		54.27		57.24		75.30		87.55		29.01		36.96		19.89		25.70		48.28		46.39
Weighted base:		1090		168		26		165		87		82		51		57		41		109		40		75		173		16
Sample:		1052		91		79		94		89		90		95		97		80		67		53		68		89		60
Q32 How do you usually travel to (CENTRE MENTIONED AT Q30) (main part of journey)?																												
<i>Those who visit a centre at Q29</i>																												
Car / van (as driver)	67.4%	735	38.1%	64	61.6%	16	64.4%	107	68.7%	60	63.8%	53	52.9%	27	74.1%	42	76.6%	31	80.8%	88	86.7%	35	87.0%	66	77.0%	133	88.3%	14
Car / van (as passenger)	8.2%	90	16.0%	27	15.1%	4	6.5%	11	4.3%	4	10.1%	8	13.7%	7	8.5%	5	8.0%	3	6.9%	8	10.8%	4	3.8%	3	3.1%	5	4.2%	1
Bus (including the busway or guided bus), minibuss or coach	10.6%	115	19.7%	33	22.5%	6	10.3%	17	13.2%	11	14.8%	12	13.8%	7	7.8%	4	14.3%	6	4.8%	5	1.1%	0	5.3%	4	4.4%	8	7.5%	1
Motorcycle, scooter or moped	0.4%	5	0.0%	0	0.0%	0	2.9%	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	0.0%	0	0.0%	0
Walk	10.1%	110	20.7%	35	0.8%	0	10.5%	17	11.1%	10	7.7%	6	13.9%	7	9.5%	5	1.2%	0	0.0%	0	1.4%	1	3.9%	3	14.9%	26	0.0%	0
Taxi	1.3%	14	4.2%	7	0.0%	0	1.6%	3	0.9%	1	2.2%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Train	0.4%	5	0.0%	0	0.0%	0	2.9%	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	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.9%	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	0.3%	3	0.6%	1	0.0%	0	1.0%	2	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
Other (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	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1090		168		26		165		87		82		51		57		41		109		40		75		173		16
Sample:		1052		91		79		94		89		90		95		97		80		67		53		68		89		60

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q33 What do you like most about (CENTRE MENTIONED AT Q30)?																												
<i>Those who visit a centre at Q29</i>																												
Choice and range of shops	29.0%	316	22.0%	37	13.8%	4	24.0%	40	38.4%	33	43.8%	36	29.3%	15	33.1%	19	37.2%	15	29.6%	32	42.7%	17	36.0%	27	20.5%	35	34.5%	6
Choice of leisure facilities (restaurants, pubs etc)	1.1%	12	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.7%	1	4.4%	2	0.0%	0	3.0%	1	1.2%	1	2.5%	1	1.3%	1	0.8%	1	5.1%	1
Choice of services (hairdressers, banks etc)	1.5%	16	1.2%	2	1.6%	0	0.7%	1	4.4%	4	0.0%	0	1.8%	1	0.7%	0	0.0%	0	2.4%	3	4.0%	2	0.0%	0	1.7%	3	1.5%	0
Close to home	29.2%	318	29.7%	50	30.8%	8	41.5%	69	18.2%	16	18.4%	15	46.4%	24	33.8%	19	21.7%	9	14.2%	15	1.1%	0	11.0%	8	48.3%	83	8.9%	1
Close to work	1.8%	20	0.9%	1	1.0%	0	0.9%	1	0.0%	0	3.0%	2	0.9%	0	0.0%	0	1.8%	1	9.4%	10	0.0%	0	1.2%	1	0.8%	1	1.5%	0
Convenience cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	1.3%	15	0.8%	1	1.1%	0	0.9%	1	2.2%	2	0.9%	1	0.7%	0	1.0%	1	3.4%	1	1.2%	1	1.1%	0	3.2%	2	0.8%	1	6.9%	1
Easily accessible by public transport	1.3%	14	3.1%	5	0.0%	0	2.9%	5	0.0%	0	0.7%	1	0.0%	0	3.7%	2	0.8%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Environmental quality of centre	3.4%	37	2.1%	4	7.6%	2	2.7%	5	4.0%	3	2.1%	2	5.6%	3	1.4%	1	2.8%	1	6.2%	7	2.2%	1	2.7%	2	4.3%	7	1.1%	0
Free car parking	1.2%	13	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	1.7%	1	3.6%	2	0.0%	0	0.0%	0	3.1%	1	6.0%	5	0.8%	1	4.2%	1
Market / outdoor events	1.5%	16	0.9%	1	2.6%	1	2.0%	3	0.6%	1	0.9%	1	0.0%	0	1.9%	1	2.4%	1	1.1%	1	1.1%	0	0.0%	0	3.2%	6	2.9%	0
Strength of supermarket provision	1.4%	15	2.4%	4	4.1%	1	0.0%	0	4.2%	4	0.0%	0	1.0%	1	0.0%	0	1.8%	1	0.0%	0	1.1%	0	3.2%	2	1.4%	2	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	0.0%	0	0.0%	0	0.0%	0
Close to friends / family	0.3%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	2.9%	0
Compact centre / not spread out / easy to get around	3.3%	36	2.7%	5	4.9%	1	0.9%	1	5.9%	5	1.6%	1	1.6%	1	0.7%	0	1.2%	0	1.2%	1	10.4%	4	4.9%	4	6.4%	11	1.5%	0
Habit / familiarity	1.1%	12	1.2%	2	4.9%	1	0.7%	1	0.6%	1	3.6%	3	0.0%	0	0.7%	0	2.8%	1	0.0%	0	1.4%	1	1.3%	1	0.6%	1	2.2%	0
Nice atmosphere / friendly people	1.4%	15	0.6%	1	4.0%	1	2.4%	4	0.0%	0	1.4%	1	0.9%	0	0.8%	0	0.0%	0	3.3%	4	0.0%	0	0.9%	1	1.7%	3	0.0%	0
Not too busy	0.5%	6	1.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.2%	1
Safe / secure	0.6%	7	2.4%	4	1.0%	0	0.0%	0	0.0%	0	2.8%	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
(Nothing in particular)	20.1%	219	28.0%	47	21.7%	6	19.7%	33	19.8%	17	18.9%	16	5.8%	3	17.1%	10	20.3%	8	30.3%	33	24.0%	10	27.1%	20	8.0%	14	22.6%	4
Weighted base:		1090		168		26		165		87		82		51		57		41		109		40		75		173		16
Sample:		1052		91		79		94		89		90		95		97		80		67		53		68		89		60

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q34A Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30) more often? First mention:																												
<i>Those who visit a centre at Q29</i>																												
Better environment / run-down / needs renovating	7.0%	76	9.9%	17	0.0%	0	5.4%	9	10.2%	9	10.4%	9	7.5%	4	9.7%	6	8.8%	4	12.6%	14	13.5%	5	0.9%	1	0.0%	0	2.7%	0
Better security	3.0%	33	2.6%	4	0.8%	0	2.7%	5	7.0%	6	7.8%	6	1.6%	1	0.7%	0	4.8%	2	2.3%	2	4.3%	2	0.9%	1	1.7%	3	0.0%	0
Cheaper / free parking	4.6%	50	5.4%	9	1.0%	0	2.4%	4	2.6%	2	6.4%	5	7.5%	4	3.4%	2	3.7%	1	1.1%	1	2.9%	1	5.7%	4	8.2%	14	3.5%	1
Cheaper public transport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Discount foodstores within the 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	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	2.4%	26	3.7%	6	0.0%	0	5.4%	9	0.9%	1	0.9%	1	0.0%	0	0.0%	0	3.4%	1	0.8%	1	1.1%	0	1.3%	1	3.2%	6	0.0%	0
Improved leisure facilities	1.1%	12	0.0%	0	0.0%	0	1.9%	3	4.2%	4	3.7%	3	0.0%	0	0.8%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	6.5%	71	1.2%	2	12.8%	3	8.5%	14	12.6%	11	4.9%	4	5.3%	3	5.7%	3	1.6%	1	17.4%	19	1.4%	1	2.3%	2	4.8%	8	3.2%	1
Improved quality of shops	4.6%	50	1.6%	3	7.3%	2	2.7%	4	5.4%	5	1.0%	1	3.3%	2	6.4%	4	6.3%	3	0.0%	0	2.5%	1	3.9%	3	13.5%	23	1.4%	0
Improved street cleaning	2.1%	22	0.6%	1	3.2%	1	7.4%	12	2.6%	2	2.1%	2	1.6%	1	0.7%	0	2.2%	1	0.0%	0	1.6%	1	2.1%	2	0.0%	0	1.5%	0
Improvements to the market / provision of outdoor events.	0.9%	10	0.0%	0	3.6%	1	0.0%	0	3.1%	3	0.0%	0	0.7%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0
Increased general choice and range of shops	13.5%	148	10.2%	17	18.8%	5	18.7%	31	11.9%	10	14.8%	12	11.4%	6	19.5%	11	4.7%	2	3.2%	3	1.4%	1	5.8%	4	24.1%	42	20.8%	3
Increased public transport	0.6%	7	0.6%	1	0.8%	0	1.0%	2	2.4%	2	0.0%	0	0.7%	0	1.5%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	2.6%	29	1.5%	2	2.8%	1	0.7%	1	0.0%	0	2.8%	2	1.0%	1	1.6%	1	6.5%	3	5.5%	6	2.9%	1	2.1%	2	4.8%	8	5.2%	1
Speciality food stores	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	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	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.5%	5	0.0%	0	0.8%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.6%	1	0.0%	0	0.6%	1	0.0%	0
Better range of service outlets	0.4%	4	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.9%	0	2.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Fewer empty shops	1.8%	20	3.6%	6	0.8%	0	1.7%	3	0.6%	1	1.4%	1	2.6%	1	0.7%	0	0.8%	0	0.0%	0	1.1%	0	0.0%	0	3.5%	6	2.2%	0
Less busy / too congested	0.6%	7	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	1.0%	1	2.8%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
More independent shops	1.2%	13	0.6%	1	2.2%	1	1.0%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	1.2%	1	2.6%	4	1.5%	0
(Nothing / Nothing else)	44.1%	481	56.1%	94	40.5%	11	36.8%	61	34.0%	29	40.1%	33	51.5%	26	41.6%	24	47.7%	19	39.7%	43	64.4%	26	72.7%	55	29.9%	52	51.3%	8
(Don't know)	2.4%	26	2.4%	4	4.0%	1	1.4%	2	2.4%	2	1.0%	1	1.7%	1	1.5%	1	0.0%	0	12.2%	13	0.0%	0	0.9%	1	0.0%	0	1.1%	0
Weighted base:		1090		168		26		165		87		82		51		57		41		109		40		75		173		16
Sample:		1052		91		79		94		89		90		95		97		80		67		53		68		89		60

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q34B Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30) more often? Second mention:															<i>Those who gave a measure at Q34A</i>													
Better environment / run-down / needs renovating	6.2%	36	7.1%	5	5.7%	1	8.4%	9	5.0%	3	6.0%	3	4.0%	1	4.6%	1	3.5%	1	2.5%	1	12.1%	2	0.0%	0	8.0%	10	3.2%	0
Better security	2.4%	14	1.5%	1	1.8%	0	5.7%	6	0.0%	0	3.1%	1	0.0%	0	1.5%	0	2.2%	0	2.2%	1	4.4%	1	0.0%	0	1.8%	2	3.2%	0
Cheaper / free parking	1.4%	8	0.0%	0	5.9%	1	1.4%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	3	2.8%	0
Cheaper public transport	0.8%	5	0.0%	0	0.0%	0	4.4%	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	0.0%	0
Discount foodstores within the town 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	0.0%	0	0.0%	0	0.0%	0	9.4%	1
Improved food shops within the town centre	1.8%	10	2.1%	1	11.7%	2	1.6%	2	8.7%	5	0.0%	0	1.9%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.7%	4	0.0%	0	2.1%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	7.8%	46	7.5%	5	7.6%	1	8.5%	9	1.4%	1	7.5%	4	0.0%	0	0.0%	0	8.1%	2	0.0%	0	12.1%	2	19.2%	4	15.4%	19	2.8%	0
Improved quality of shops	5.7%	33	1.5%	1	12.5%	2	4.0%	4	4.0%	2	0.0%	0	2.1%	1	19.7%	6	5.5%	1	14.5%	8	0.0%	0	0.0%	0	6.5%	8	5.1%	0
Improved street cleaning	0.1%	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	0.0%	0	0.0%	0	2.3%	0
Improvements to the market / provision of outdoor events.	0.2%	1	0.0%	0	4.4%	1	0.0%	0	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	0.0%	0
Increased general choice and range of shops	6.9%	40	1.8%	1	8.5%	1	6.3%	6	4.4%	2	6.6%	3	12.6%	3	3.2%	1	0.0%	0	12.2%	6	8.3%	1	0.0%	0	11.3%	14	7.8%	1
Increased public transport	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	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	1.0%	6	0.0%	0	0.0%	0	1.6%	2	4.8%	3	0.0%	0	2.1%	1	1.5%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0
Speciality food 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	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	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.5%	3	0.0%	0	0.0%	0	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	1.3%	2	0.0%	0
Better range of service outlets	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer empty shops	1.5%	9	1.5%	1	2.9%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	4.3%	2	0.0%	0	4.5%	1	0.0%	0	2.8%	0
Less busy / too congested	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.7%	4	0.0%	0	0.0%	0	0.0%	0	5.0%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	0
(Nothing / Nothing else)	59.4%	346	77.0%	54	36.9%	5	50.3%	51	52.9%	29	70.6%	34	62.9%	15	66.6%	22	75.0%	16	58.6%	31	58.8%	8	66.2%	13	52.2%	63	55.9%	4
(Don't know)	2.1%	12	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	3.5%	2	0.0%	0	10.1%	2	1.1%	1	0.0%	0
Weighted base:		583		70		14		102		55		49		24		32		21		52		14		20		121		8
Sample:		566		47		51		61		54		48		49		53		38		33		20		21		58		33

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13													
Q34C Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30) more often? Third mention:															<i>Those who gave a measure at Q34B</i>												
Better environment / run-down / needs renovating	3.1%	7	0.0%	0	5.2%	0	0.0%	0	2.3%	1	5.9%	1	4.9%	0	8.6%	1	0.0%	0	19.1%	4	0.0%	0	0.0%	0	0.0%	0	
Better security	6.9%	16	35.4%	6	0.0%	0	9.9%	5	0.0%	0	5.9%	1	6.9%	1	0.0%	0	0.0%	0	19.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheaper / free parking	1.6%	4	9.1%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	6.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	0	
Cheaper 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	0.0%	0	0.0%	0	0.0%	0	
Discount foodstores within the 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	0.0%	0	0.0%	0	
Improved food shops within the town centre	0.7%	1	9.1%	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	0.0%	0	0.0%	0	
Improved leisure facilities	0.6%	1	8.0%	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	0.0%	0	0.0%	0	
Improved non-food shops within the town centre	1.4%	3	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%
Improved quality of shops	2.1%	5	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	11.0%	1	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	11.6%
Improved street cleaning	0.7%	2	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improvements to the market / provision of outdoor events.	0.9%	2	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	0.0%	0	2.4%	1	0.0%
Increased general choice and range of shops	1.7%	4	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	0	6.2%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Speciality food 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	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	0.0%	0	0.0%	0	0.0%
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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 range of service outlets	0.8%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fewer empty shops	0.3%	1	0.0%	0	4.6%	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%	0	0.0%	0	7.3%
Less busy / too congested	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More independent shops	0.2%	0	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	0.0%	0	0.0%
(Nothing / Nothing else)	78.0%	175	32.0%	5	85.0%	8	81.3%	39	85.3%	20	88.1%	13	59.2%	4	68.0%	7	85.9%	5	50.6%	10	100.0%	6	100.0%	5	90.9%	51	74.6%
(Don't know)	1.2%	3	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	0	4.6%	1	0.0%	0	0.0%	0	1.9%	1	0.0%
Weighted base:		225		16		9		48		23		14		7		11		5		20		6		5		56	3
Sample:		202		11		28		27		20		17		14		18		11		10		6		3		23	14

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q34X Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q30) more often? Any mention:															<i>Those who visit a centre at Q29</i>													
Better environment / run-down / needs renovating	10.9%	119	12.8%	22	5.0%	1	10.5%	17	14.0%	12	14.9%	12	10.1%	5	13.9%	8	10.7%	4	17.3%	19	17.8%	7	0.9%	1	5.6%	10	4.3%	1
Better security	5.7%	62	6.6%	11	1.8%	0	9.2%	15	7.0%	6	10.6%	9	2.6%	1	1.5%	1	6.0%	2	6.8%	7	5.9%	2	0.9%	1	2.9%	5	1.5%	0
Cheaper / free parking	5.7%	62	6.3%	11	4.3%	1	4.2%	7	5.2%	5	6.4%	5	8.4%	4	3.4%	2	5.6%	2	1.1%	1	2.9%	1	5.7%	4	9.9%	17	6.2%	1
Cheaper public transport	0.6%	6	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.7%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Discount foodstores within the town 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	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Improved food shops within the town centre	3.5%	38	5.5%	9	6.5%	2	6.4%	11	6.4%	6	0.9%	1	0.9%	0	0.8%	0	3.4%	1	0.8%	1	1.1%	0	1.3%	1	3.2%	6	0.0%	0
Improved leisure facilities	1.6%	17	0.8%	1	1.1%	0	1.9%	3	7.3%	6	3.7%	3	0.0%	0	0.8%	0	3.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	11.0%	120	4.4%	7	18.0%	5	13.7%	23	13.5%	12	9.3%	8	5.3%	3	8.3%	5	5.8%	2	17.4%	19	5.7%	2	7.3%	6	16.3%	28	4.6%	1
Improved quality of shops	8.0%	88	2.2%	4	14.3%	4	5.1%	8	10.4%	9	1.0%	1	5.9%	3	17.6%	10	9.1%	4	8.2%	9	2.5%	1	3.9%	3	18.1%	31	6.2%	1
Improved street cleaning	2.3%	25	1.2%	2	3.2%	1	7.4%	12	2.6%	2	2.1%	2	3.6%	2	0.7%	0	2.2%	1	0.0%	0	1.6%	1	2.1%	2	0.0%	0	2.6%	0
Improvements to the market / provision of outdoor events.	1.2%	13	0.0%	0	6.0%	2	0.0%	0	3.9%	3	0.7%	1	0.7%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0
Increased general choice and range of shops	17.6%	192	10.9%	18	23.5%	6	23.5%	39	14.8%	13	18.7%	15	17.3%	9	22.1%	13	5.5%	2	9.1%	10	4.3%	2	5.8%	4	32.8%	57	24.5%	4
Increased public transport	0.8%	8	0.6%	1	0.8%	0	1.9%	3	2.4%	2	0.0%	0	0.7%	0	1.5%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	3.2%	35	1.5%	2	2.8%	1	1.7%	3	3.1%	3	2.8%	2	2.0%	1	2.5%	1	6.5%	3	5.5%	6	4.5%	2	2.1%	2	4.8%	8	5.2%	1
Speciality food stores	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	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	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.7%	8	0.0%	0	0.8%	0	0.7%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.7%	2	1.6%	1	0.0%	0	1.5%	3	0.0%	0
Better range of service outlets	0.7%	8	0.0%	0	0.0%	0	1.7%	3	0.0%	0	1.9%	2	0.9%	0	3.4%	2	1.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Fewer empty shops	2.7%	29	4.2%	7	4.0%	1	4.0%	7	0.6%	1	1.4%	1	2.6%	1	1.5%	1	0.8%	0	2.1%	2	1.1%	0	1.2%	1	3.5%	6	5.1%	1
Less busy / too congested	0.6%	7	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	1.0%	1	2.8%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
More independent shops	1.6%	17	0.6%	1	2.2%	1	1.0%	2	3.2%	3	1.8%	1	0.7%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	1.2%	1	2.6%	4	3.7%	1
Weighted base:	1090		168		26		165		87		82		51		57		41		109		40		75		173		16	
Sample:	1052		91		79		94		89		90		95		97		80		67		53		68		89		60	

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study

for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q35 Why don't you visit these centres? [MR]																												
<i>Those who do not visit any of the centres at Q29</i>																												
Lack of choice and range of non-food shops	6.6%	14	7.6%	1	10.5%	1	14.2%	2	4.3%	1	17.5%	1	21.2%	0	0.0%	0	19.0%	1	2.0%	1	5.7%	2	9.2%	4	0.0%	0	2.6%	0
Lack of choice and range of food shops	1.8%	4	7.6%	1	0.0%	0	0.0%	0	0.0%	0	17.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	10.0%	21	7.6%	1	14.4%	1	26.7%	3	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	11.9%	5	10.4%	3	1.8%	1	26.9%	6	2.6%	0
Too far away from home	23.7%	50	47.1%	6	37.3%	3	0.0%	0	0.0%	0	14.5%	1	57.7%	1	0.0%	0	15.1%	1	9.9%	4	35.3%	11	40.8%	16	13.9%	3	31.3%	3
Too far away from work	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	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Not accessible by public transport	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	6	0.0%	0	0.0%	0
Inconveniently located car parking	1.4%	3	0.0%	0	2.7%	0	0.0%	0	17.8%	2	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
Expensive car parking	3.4%	7	0.0%	0	0.0%	0	0.0%	0	11.5%	1	10.3%	1	0.0%	0	0.0%	0	11.2%	1	0.0%	0	8.8%	3	2.3%	1	0.0%	0	3.7%	0
Traffic congestion / too busy	2.4%	5	9.6%	1	17.1%	1	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	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	0.0%	0	0.0%	0	0.0%	0
Disabled / poor health	2.2%	5	0.0%	0	0.0%	0	0.0%	0	6.1%	1	7.2%	1	0.0%	0	60.9%	2	4.6%	0	2.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Not safe	2.8%	6	10.8%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	19.5%	0	0.0%	0	4.1%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0
(Nothing, no reason to visit)	43.4%	92	24.9%	3	41.8%	3	20.0%	2	54.8%	7	44.5%	4	21.2%	0	19.5%	0	56.7%	4	59.1%	27	38.5%	12	32.1%	13	52.7%	11	53.4%	5
(Don't know)	4.7%	10	0.0%	0	0.0%	0	39.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4	1.4%	0	0.0%	0	6.5%	1	0.0%	0
Weighted base:		211		13		8		12		13		8		2		2		7		45		32		39		21		9
Sample:		250		9		21		6		12		10		5		3		20		33		47		32		11		41
Q36 Do you make use of electronic home shopping (i.e. Internet or TV shopping)? [MR/PR]																												
Yes, Internet	56.4%	735	47.0%	85	41.3%	14	49.4%	87	55.9%	55	41.1%	37	41.1%	22	51.9%	31	56.2%	27	60.3%	93	68.4%	49	66.4%	76	73.9%	143	59.0%	15
Yes, Portable internet shopping (through mobile phone)	22.9%	298	17.1%	31	17.9%	6	25.5%	45	24.7%	24	18.7%	17	13.5%	7	23.6%	14	25.4%	12	25.2%	39	7.5%	5	27.8%	32	29.4%	57	33.2%	8
Yes, TV Shopping	2.3%	30	0.8%	1	3.4%	1	3.5%	6	0.5%	1	3.3%	3	1.5%	1	3.0%	2	5.9%	3	0.9%	1	3.7%	3	1.2%	1	3.4%	7	2.5%	1
(No)	37.3%	486	45.3%	82	58.7%	20	44.0%	78	38.7%	38	45.3%	41	51.5%	27	40.3%	24	37.4%	18	34.1%	52	29.6%	21	29.2%	33	21.0%	41	35.5%	9
Weighted base:		1302		181		34		177		99		91		53		60		48		154		72		114		193		25
Sample:		1302		100		100		100		101		100		100		100		100		100		100		100		100		101

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study

for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q37 Which goods or services do you currently purchase via electronic (home / mobile) shopping? [MR]																												
<i>Those who shop via Internet / TV at Q36</i>																												
Banking / finance	4.3%	35	8.2%	8	1.5%	0	0.0%	0	2.0%	1	1.7%	1	3.7%	1	22.9%	8	14.6%	4	6.0%	6	0.0%	0	3.6%	3	0.0%	0	12.3%	2
Books	28.1%	229	27.9%	28	27.2%	4	33.3%	33	22.2%	14	16.5%	8	14.5%	4	45.3%	16	57.0%	17	22.9%	23	37.0%	19	25.2%	20	23.8%	36	45.9%	8
Car parts / products	4.0%	33	1.3%	1	0.0%	0	1.5%	1	4.8%	3	1.5%	1	6.5%	2	12.8%	5	18.4%	6	3.7%	4	5.4%	3	7.0%	6	0.9%	1	6.3%	1
CDs, DVDs, music	22.4%	183	18.5%	18	18.7%	3	23.3%	23	14.6%	9	12.4%	6	15.5%	4	33.7%	12	46.1%	14	24.7%	25	20.2%	10	29.8%	24	17.9%	27	46.8%	8
Clothes / shoes	45.9%	375	39.3%	39	59.3%	8	56.2%	56	51.3%	31	44.9%	22	43.1%	11	43.9%	16	52.0%	16	46.9%	48	34.0%	17	51.2%	42	41.3%	63	41.3%	7
Cosmetics / health / beauty / chemist goods	6.4%	52	13.4%	13	9.8%	1	4.1%	4	4.1%	3	1.7%	1	14.3%	4	11.4%	4	12.6%	4	8.5%	9	8.6%	4	4.5%	4	0.9%	1	5.6%	1
DIY goods	6.4%	52	7.0%	7	1.5%	0	8.8%	9	7.1%	4	4.1%	2	0.0%	0	9.6%	3	20.7%	6	8.0%	8	8.0%	4	5.7%	5	0.7%	1	14.0%	2
Food	6.7%	55	7.8%	8	9.3%	1	4.3%	4	6.2%	4	1.5%	1	5.3%	1	14.6%	5	8.4%	3	12.3%	13	3.9%	2	5.6%	5	5.0%	8	9.3%	2
Furniture / carpets	5.4%	44	9.6%	10	4.9%	1	5.5%	5	1.1%	1	4.7%	2	10.6%	3	9.6%	3	13.1%	4	7.5%	8	3.1%	2	4.7%	4	0.9%	1	5.4%	1
Garden items	4.3%	35	1.3%	1	3.0%	0	4.9%	5	10.4%	6	1.2%	1	3.2%	1	11.5%	4	10.9%	3	4.9%	5	3.6%	2	6.1%	5	0.7%	1	4.5%	1
Gifts	8.3%	68	10.8%	11	7.9%	1	2.9%	3	1.1%	1	4.1%	2	7.2%	2	30.1%	11	18.5%	6	7.3%	7	7.5%	4	5.6%	5	8.7%	13	22.2%	4
Hobby and craft goods	6.2%	50	6.6%	7	3.4%	0	4.1%	4	2.0%	1	9.9%	5	3.2%	1	13.0%	5	8.7%	3	5.0%	5	6.6%	3	10.6%	9	4.2%	6	9.7%	2
Holiday and / or travel tickets	4.3%	35	2.6%	3	1.5%	0	1.7%	2	0.9%	1	1.7%	1	1.8%	0	22.9%	8	16.0%	5	9.7%	10	2.2%	1	3.6%	3	0.9%	1	3.9%	1
Insurance	3.0%	25	6.9%	7	0.0%	0	1.7%	2	0.9%	1	0.0%	0	3.5%	1	17.1%	6	11.7%	3	4.7%	5	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Jewellery	2.2%	18	2.8%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	1	5.1%	1	13.0%	5	10.1%	3	4.9%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Major electrical items	15.5%	127	15.5%	15	17.3%	2	12.3%	12	15.7%	10	7.6%	4	16.4%	4	27.6%	10	37.6%	11	15.3%	16	15.7%	8	8.0%	6	13.3%	20	48.2%	8
Pet food / products	4.0%	32	0.0%	0	7.7%	1	2.6%	3	3.7%	2	1.5%	1	9.1%	2	15.3%	5	15.0%	4	0.9%	1	1.2%	1	6.1%	5	3.8%	6	7.2%	1
Small electrical items	17.0%	139	15.3%	15	7.4%	1	24.7%	25	19.3%	12	25.4%	13	9.5%	2	28.9%	10	32.8%	10	12.5%	13	21.3%	11	15.8%	13	5.4%	8	39.1%	6
Small household goods	14.0%	114	16.8%	17	16.0%	2	24.9%	25	7.0%	4	21.0%	10	10.4%	3	17.1%	6	8.2%	2	12.7%	13	14.7%	7	7.2%	6	10.0%	15	20.6%	3
Sports goods	3.1%	25	4.1%	4	2.1%	0	0.0%	0	1.1%	1	6.5%	3	3.2%	1	8.6%	3	8.1%	2	1.1%	1	8.3%	4	2.8%	2	1.6%	2	2.6%	0
Stationery	3.4%	28	6.6%	7	2.1%	0	4.8%	5	3.7%	2	0.0%	0	0.0%	0	8.6%	3	0.0%	0	1.3%	1	1.2%	1	0.0%	0	5.4%	8	5.0%	1
Toys	11.5%	94	19.0%	19	8.0%	1	7.7%	8	12.1%	7	17.6%	9	7.4%	2	17.4%	6	14.1%	4	8.8%	9	3.6%	2	15.3%	12	7.5%	11	18.5%	3
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	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	9.6%	79	1.0%	1	7.7%	1	4.4%	4	7.7%	5	10.1%	5	13.3%	3	6.6%	2	4.7%	1	7.6%	8	10.9%	6	14.5%	12	19.9%	30	0.0%	0
Weighted base:	816	99	14	99	61	50	26	36	30	101	51	81	153	16														
Sample:	751	50	42	56	57	50	47	58	56	62	71	68	72	62														

Q38 For your last electronic (home / mobile) shopping order, how did you receive your goods? [PR]*Those who shop via Internet / TV at Q36*

Collection at store	7.1%	58	9.9%	10	2.1%	0	10.3%	10	9.7%	6	4.2%	2	5.7%	1	2.7%	1	3.6%	1	7.1%	7	0.0%	0	12.4%	10	5.2%	8	5.9%	1
Home delivery	88.3%	721	84.0%	83	96.0%	13	86.6%	86	84.8%	52	90.7%	45	85.0%	22	93.5%	33	93.9%	28	89.2%	90	100.0%	51	79.1%	64	90.2%	138	94.1%	15
Delivery to place of work	1.1%	9	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.5%	1	5.5%	1	1.4%	0	1.4%	0	0.0%	0	0.0%	0	3.3%	3	1.0%	2	0.0%	0
Collection at click and collect hub	0.7%	6	1.5%	1	0.0%	0	1.7%	2	2.0%	1	0.0%	0	1.8%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Collection at other location (Don't know / varies)	0.2%	2	1.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	816	99	14	99	61	50	26	36	30	101	51	81	153	16														
Sample:	751	50	42	56	57	50	47	58	56	62	71	68	72	62														

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q39 Which of these leisure activities do you participate in? [MR/PR]																												
Indoor sports or health and fitness activity	20.3%	264	17.8%	32	18.9%	6	16.4%	29	21.2%	21	15.1%	14	23.9%	13	11.0%	7	15.3%	7	21.6%	33	21.1%	15	24.6%	28	28.5%	55	12.6%	3
Cinema	43.3%	564	45.3%	82	31.9%	11	49.2%	87	40.4%	40	47.2%	43	31.6%	17	46.2%	28	34.8%	17	36.8%	57	47.2%	34	37.3%	43	50.0%	97	39.9%	10
Restaurant	64.6%	840	67.8%	123	55.2%	19	65.5%	116	53.7%	53	61.7%	56	54.9%	29	72.0%	43	56.1%	27	68.5%	105	64.5%	47	63.6%	73	68.8%	133	66.5%	17
Pub / bars / nightclubs	45.5%	593	30.3%	55	38.7%	13	49.3%	87	31.0%	31	44.0%	40	37.4%	20	49.9%	30	39.8%	19	55.3%	85	39.4%	29	53.8%	62	58.9%	114	36.9%	9
Ten pin bowling	12.7%	166	15.0%	27	9.1%	3	15.5%	27	6.4%	6	15.7%	14	5.3%	3	9.6%	6	12.4%	6	16.0%	25	6.6%	5	6.5%	7	17.5%	34	8.5%	2
Bingo	4.2%	55	5.4%	10	1.5%	1	6.0%	11	2.3%	2	5.5%	5	6.8%	4	2.4%	1	2.7%	1	5.0%	8	3.4%	2	2.5%	3	3.6%	7	0.7%	0
Theatres / concert halls / museums / art galleries and other cultural facilities	36.8%	479	36.7%	67	40.8%	14	39.2%	69	42.7%	42	40.6%	37	26.9%	14	48.6%	29	30.2%	14	38.5%	59	40.2%	29	39.1%	45	25.8%	50	38.3%	10
Casino	2.4%	32	4.4%	8	0.9%	0	1.6%	3	4.4%	4	5.9%	5	0.0%	0	3.6%	2	2.7%	1	1.5%	2	2.5%	2	0.0%	0	1.6%	3	0.0%	0
(None mentioned)	17.6%	229	18.1%	33	15.5%	5	15.7%	28	23.8%	24	19.3%	17	24.9%	13	17.3%	10	17.3%	8	13.8%	21	21.3%	15	20.3%	23	12.9%	25	23.0%	6
Weighted base:		1302		181		34		177		99		91		53		60		48		154		72		114		193		25
Sample:		1302		100		100		100		101		100		100		100		100		100		100		100		100		101

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13															
Q40 Which centre / facility did you last visit for indoor sports or health and fitness activity?																													
<i>Those who use indoor sports facilities at Q39 AND Excl. Nulls & SFT</i>																													
Zone 1 - Stoke-on-Trent																													
Bentilee Neighbourhood Centre, Dawlish Drive, Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	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			
Best Western Plus, Etruria Hall, Festival Way, Stoke-on-Trent	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	4.5%	1	0.0%	0	0.0%	0	0.0%		
Bucknall Bowling & Recreation Club	0.4%	1	3.5%	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	0.0%	0	0.0%	0	0.0%		
Fenton Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	13.9%	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%		
Goals, Holden Lane High School, Milton Road, Stoke-on-Trent	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		
Mad Dogs Martial Arts, Chell Street, Stoke-on-Trent	1.7%	4	13.7%	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	0.0%	0	0.0%	0	0.0%		
Wallace Sports and Education Centre, Abbots Road, Stoke-on-Trent	0.4%	1	3.5%	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	0.0%	0	0.0%	0	0.0%		
Fenton Manor Sports Complex, City Road, Stoke-on-Trent	10.9%	25	28.9%	8	0.0%	0	42.3%	11	18.0%	3	23.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%		
Lifestyle Fitness, Victoria Road, Fenton, Stoke-on-Trent	3.8%	9	14.4%	4	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	8.5%	4	0.0%	0	0.0%		
M Club Spa & Fitness (Former Esporta), Festival Heights Retail Park, Stoke-on-Trent	1.9%	5	0.0%	0	10.0%	0	0.0%	0	6.7%	1	7.6%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	2.7%	1	0.0%		
Northwood Stadium, Keelings Road, Northwood	0.6%	1	4.4%	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	0.0%	0	0.0%	0	0.0%		
Stanley Matthews Sports Centre, Stoke	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	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%		
Wallace Sport & Education Centre, Abbots Road, Abbey Hulton	2.6%	6	18.1%	5	0.0%	0	0.0%	0	0.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		
Xecise4less, China Street, Fenton	3.2%	7	0.0%	0	0.0%	0	28.6%	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	0.0%		
Zone 2 - Newcastle-under-Lyme																													
Audley Methodist Church, New Road, Bignall End	0.4%	1	0.0%	0	23.5%	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	0.0%	0	0.0%		
Zone 3 - Staffordshire																													

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																	
Moorlands																															
Blythe Bridge Methodist Church, Uttoxeter Road, Blythe Bridge	0.5%	1	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0			
Zone 3 - Stoke-on-Trent																															
Tollgate Hotel & Leisure, Ripon Road, Stoke-on-Trent	0.5%	1	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0			
Zone 4 - Newcastle-under-Lyme																															
Michelin Sports & Conference Centre, Rosetree Avenue, Newcastle-under-Lyme	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	0.0%	0	0.0%	0	2.7%	1	0.0%	0			
Pure Gym, Etruria Way Retail Park, Stoke-on-Trent	4.0%	9	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	15.6%	2	0.0%	0	18.8%	1	3.9%	1	0.0%	0	0.0%	0	8.9%	4	0.0%	0			
Zone 4 - Stoke-on-Trent																															
Trentham High School, Allerton Road, Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	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	0.0%	0			
M Club Spa & Fitness (Former Total Fitness), Parklands, Newcastle Road, Stoke-on-Trent	1.0%	2	0.0%	0	5.0%	0	0.0%	0	3.4%	1	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	8.2%	0			
Nuffield Stoke Fitness & Wellbeing Centre, George Eastham Avenue, Trentham Lakes North	2.7%	6	0.0%	0	6.3%	0	10.1%	3	17.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0	7.2%	0			
Zone 5 - Stoke-on-Trent																															
21st Century Leisure, Davenport Street, Longport	1.4%	3	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	1	6.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Burslem Snooker Centre, Cleveland Street, Stoke-on-Trent	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	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			
Dimensions Leisure Centre, Scotia Road, Burslem	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1	9.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Fit4less, Scotia Road	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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			
Zone 6 - Stoke-on-Trent																															
DW Fitness, Alexandra Park, Scotia Road, Tunstall, Stoke-on-Trent	2.1%	5	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	2	16.0%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Powerhouse Gym, Newfields Industrial Estate, High Street, Stoke-on-Trent	0.1%	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
The Whitfield Valley Centre,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Fegg Hayes Road, Stoke-on-Trent																												
Tunstall Town Centre	0.4%	1	0.0%	0	0.0%	0	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		
Impact Fighting Arts Academy, Tunstall	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	0.0%	0	0.0%	0	0.0%	0	0.0%	
New Horizons Sports & Leisure Centre, Uplands Avenue, Chell	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Zone 7 - Newcastle-under-L yme																												
Kidsgrove Sports Centre, Fourth Avenue, Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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 - Staffordshire Moorlands																												
Basefit Training, Brindley Close, Talke	0.2%	0	0.0%	0	0.0%	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%	
Biddulph Valley Leisure Centre, Thames Drive, Biddulph	4.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	11.8%	1	26.3%	2	68.4%	5	0.0%	0	0.0%	0	10.4%	3	0.0%	0	0.0%	0
Zone 9 - Staffordshire Moorlands																												
Alton Village Hall, Hurstons Lane, Alton	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	3.6%	0	0.0%	0	0.0%	0	0.0%	0
Brough Park Leisure Centre, Fowlchurch Road, Leek	3.6%	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	28.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shapemaster, Allen Street, Cheadle	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	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Moorlands Leisure Centre, Allen Street, Cheadle	4.7%	11	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10 - Stafford																												
Alleyne's Sports Centre, Oulton Road, Stone	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	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0
Stone House Hotel, Stone	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	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Yarnfield Park Sports Centre, Yarnfield	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	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Westbridge Park Fitness Centre, Stafford Road, Stone	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	0.0%	0	9.7%	1	0.0%	0	0.0%	0	0.0%	0
Zone 11 - Cheshire East																												
Alsager Leisure Centre, Alsager	3.5%	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	0.0%	0	29.0%	8	0.0%	0	0.0%	0
Beartown ABC, Hancock Road, Buglawton, Congleton	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	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Congleton Leisure Centre, Congleton	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.3%	2	0.0%	0	0.0%	0	0.0%	0	17.1%	5	0.0%	0	0.0%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Congleton Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gymphobics, Capitol Walk, Congleton	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	4
Gymtex, Barn Road, Congleton	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	3
Zone 12 - Newcastle-under-Lyme														
AP Fitness Caveman Training, Barket Street, Chesterton	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	4
Bradwell Lodge Community Centre, Porthill	0.1%	0	0.0%	0	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterton Sports Centre, Castle Street, Newcastle-under-Lyme	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	4
Clayton Sports Centre, Stafford Avenue, Newcastle-under-Lyme	0.6%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Holiday Inn, Clayton Road, Newcastle-under-Lyme	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Jubilee 2, Brunswick Street, Newcastle-under-Lyme	7.5%	17	0.0%	0	6.3%	0	0.0%	0	24.8%	4	0.0%	0	12.5%	1
Keele Sports Centre, Keele University, Keele	0.7%	2	0.0%	0	19.6%	1	0.0%	0	0.0%	0	7.6%	1	0.0%	0
Newcastle-under-Lyme College, Knutton Lane, Newcastle-under-Lyme	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolstanton Social Club, Pitgreen Lane, Newcastle	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0
Xercise4Less, Newcastle-under-Lyme	6.2%	14	0.0%	0	7.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maurice Chandler Sports Centre, Warrant Road, Stoke Heath	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area														
Bannatyne Health Club and Spa, Flour Mill Way, Crewe	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Crewe Hall, Weston Road, Haslington, Crewe	0.1%	0	0.0%	0	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crewe Lifestyle Centre, Moss Square, Crewe	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Grove Comprehensive School, Newcastle Road, Market Drayton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym & Tonic, The Hollies, Newport Road, Stafford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Gymphobics, Greyfriars, Stafford	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I-Motion Gym, Guildhall Shopping Centre, Market Square, Stafford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton Swimming & Fitness Centre, Newtown, Market Drayton	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Physical Sculpture Gym, Broadway, Newport	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rookery Hall Hotel & Spa, Main Road, Worleston, Nantwich	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Festival Drayton Centre, Frogmore Road, Market Drayton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uttoxeter Leisure Centre, Oldfields Road, Uttoxeter	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	4	0.0%	0
Wychwood Village Centre	0.1%	0	0.0%	0	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, outside study area	4.1%	10	3.5%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	8.5%	4
Weighted base:	233	29	4	26	16	10	12	6	7	29	12	28	50	3
Sample:	190	12	15	12	20	9	19	8	13	17	18	18	17	12

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q41 Which centre / facility did you last visit to go the cinema?																												
<i>Those who go to the cinema at Q39 AND Excl. Nulls & SFT</i>																												
Zone 1 - Stoke-on-Trent																												
Cineworld, Intu Potteries Shopping Centre, Hanley	27.0%	150	45.0%	37	1.9%	0	36.1%	30	16.6%	7	47.5%	20	35.3%	6	34.6%	9	36.1%	6	39.8%	22	13.3%	5	14.5%	6	2.7%	3	0.0%	0
Odeon Cinema, Festival Park, Etruria Road, Stoke-on-Trent	18.5%	103	26.4%	22	1.9%	0	11.7%	10	7.6%	3	31.2%	13	32.5%	5	26.0%	7	37.9%	6	12.6%	7	9.6%	3	37.6%	16	10.7%	10	4.2%	0
Stoke-on-Trent Film Theatre, Staffordshire University, College Road, Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9 - Staffordshire Moorlands																												
Foxlowe Arts Centre, Leek	0.3%	1	0.0%	0	0.0%	0	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	0.0%	0
Zone 10 - Stafford																												
Eccleshall 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	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11 - Cheshire East																												
Alsager Civic Cinema, Lawson Road, Alsager	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 12 - Newcastle-under-Lyme																												
Vue Cinema, The Square, Market Arcade, Newcastle-under-Lyme	43.6%	242	28.6%	23	78.8%	8	37.2%	31	74.1%	30	21.3%	9	23.2%	4	35.4%	10	23.9%	4	21.5%	12	55.5%	19	22.0%	9	81.1%	77	58.0%	6
Outside Study Area																												
Abroad	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	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Cinebowl, Dovefields Retail Park, Town Meadows Way, Uttoxeter	5.1%	29	0.0%	0	0.0%	0	15.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	13	8.3%	3	0.0%	0	0.0%	0	0.0%	0
Cinemac, Heritage Centre, Roe Street, Macclesfield	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	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Cineworld, Old Potts Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Cineworld, Southwater Square, St Quentin Gate, Telford	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	1.6%	1	0.0%	0	0.0%	0	3.5%	0
Festival Drayton Cinema, Frogmore Road, Market Drayton	0.6%	3	0.0%	0	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	2.4%	1	0.0%	0	14.7%	1
Odeon Cinema, Phoenix Leisure Park, Crewe	2.0%	11	0.0%	0	15.4%	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	21.8%	9	0.0%	0	0.0%	0
Odeon Cinema, The Trafford Centre, Manchester	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon Cinema, Woodhouse Central, Telford	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	5.3%	2	0.0%	0	0.0%	0	17.9%	2

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Odeon IMAX, The Printworks, Manchester	0.8%	4	0.0%	0	1.9%	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	4.4%	4	0.0%	0		
Vue Cinema, Star City, Birmingham	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	0.0%	0	0.0%	0	0.0%	0
Vue, Barbican Leisure Park, Shapters Road, Plymouth	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	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Ocean Terminal, Ocean Drive, Edinburgh	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	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	555		82		11		83		40		42		16		27		15		56		34		43		96		10	
Sample:	467		33		32		41		38		37		26		40		30		30		40		35		43		42	

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q42 Which centre / facility did you last visit to go to a restaurant?														
<i>Those who go to restaurants at Q39 AND Excl. Nulls & SFT</i>														
Zone 1 - Stoke-on-Trent														
Fenton Town Centre	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanley Town Centre	19.0%	140	37.1%	34	0.0%	0	33.7%	36	24.8%	11	20.9%	11	31.3%	8
Shelton Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Stoke-on-Trent Town Centre	4.6%	34	12.9%	12	0.0%	0	5.3%	6	10.2%	5	11.7%	6	2.0%	1
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	2.0%	15	1.1%	1	0.0%	0	4.4%	5	0.0%	0	10.8%	6	3.7%	1
Intu Potteries Shopping Centre, City Centre (Hanley)	3.4%	25	10.4%	9	0.0%	0	1.3%	1	6.4%	3	12.4%	6	0.0%	0
Zone 2 - Newcastle-under-Lyme														
Audley	0.2%	2	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Betley Village Centre	0.5%	3	0.0%	0	15.2%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Bignall End	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley	0.7%	5	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Onneley Local Centre	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrinehill Village Centre	0.1%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Zone 3 - Staffordshire Moorlands														
Blythe Bridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forsbrook Village Centre	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 3 - Stoke-on-Trent														
Adderley Green Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longton Town Centre	1.3%	10	2.7%	2	0.0%	0	6.3%	7	0.0%	0	0.0%	0	0.0%	0
Longton Retail Park, Longton	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Meir Town Centre	0.5%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0
Zone 4 - Newcastle-under-Lyme														
Etruria Way Retail Park, Stoke-on-Trent	0.6%	4	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 - Stoke-on-Trent														
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Trent Vale Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Trentham Local Centre	1.4%	11	3.0%	3	8.0%	1	2.1%	2	4.6%	2	0.0%	0	0.0%	0
Zone 5 - Staffordshire Moorlands														
Brown Edge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5 - Stoke-on-Trent														

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Burslem Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	2.0%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill Hill Village Centre	0.2%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6 - Stoke-on-Trent																												
Sandyford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tunstall Town Centre	1.3%	9	0.0%	0	0.0%	0	0.0%	0	4.7%	2	1.2%	1	21.8%	6	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7 - Newcastle-under-Lyme																												
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidsgrove Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	10.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Talke Village Centre	0.5%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Zone 8 - Staffordshire Moorlands																												
Biddulph Moor	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	1.4%	1	8.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	1.0%	0	14.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Stoke-on-Trent																												
Bradley Green Village Centre	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9 - Staffordshire Moorlands																												
Alton Village 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	0.0%	0	0.0%	0	0.0%	0
Ash Bank Village Centre	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagnall Village 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	0.0%	0	0.0%	0	0.0%	0
Cheadle Town Centre	2.0%	15	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	11.4%	11	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Dilhorn Local Centre	0.2%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dimmingsdale Local Centre	0.2%	2	0.0%	0	0.0%	0	1.1%	1	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
Endon Village Centre	0.8%	6	6.0%	5	0.0%	0	0.0%	0	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	0.0%	0
Froghall Village Centre	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollington Village Centre	0.5%	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	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipstones Village 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	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leek Town Centre	5.0%	37	0.0%	0	0.0%	0	1.1%	1	0.0%	0	5.2%	3	0.0%	0	9.4%	4	4.1%	1	25.3%	25	0.0%	0	4.4%	3	1.2%	1	0.0%	0
Stanley Local Centre	0.4%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	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
Stanley Village Centre	0.4%	3	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton Brook Village Centre	0.7%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tean Village Centre	1.1%	8	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Werrington Village Centre	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10 - Stafford																												
Barlaston	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eccleshall Town Centre	1.2%	9	0.0%	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	19.5%	8	0.0%	0	0.0%	0	2.8%	0
Hilderstone Village 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	0.0%	0	0.0%	0	0.0%	0
Oulton Village Centre	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Stone Town Centre	5.0%	37	2.5%	2	0.0%	0	10.5%	11	4.1%	2	0.0%	0	0.0%	0	1.3%	0	0.0%	0	2.1%	2	41.8%	18	0.0%	0	0.0%	0	3.2%	0
Swynnerton Village 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	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0
Zone 11 - Cheshire East																												
Alsager Town Centre	2.5%	19	1.4%	1	2.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	21.6%	14	0.0%	0	0.0%	0
Church Lawton Village	0.1%	0	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	0.0%	0	0.0%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study

for Nexus Planning

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Centre														
Scholar Green Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Congleton Town Centre	6.0%	44	2.2%	2	5.6%	1	0.0%	0	0.0%	0	0.0%	0	39.2%	26
Rode Heath	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Zone 12 - Newcastle-under-Lyme														
Baldwin's Gate	0.5%	3	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Blackbrook Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterton	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clayton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Hill Chorlton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keele Village Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4
Knutton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0
Newcastle-under-Lyme Town Centre	14.2%	105	5.5%	5	19.1%	3	7.1%	8	22.9%	10	1.7%	1	4.7%	1
Stableford Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolstanton	0.8%	6	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.8%	1	0.0%	0
Zone 13 - Newcastle-under-Lyme														
Ashley Heath Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loggerheads Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13 - Shropshire														
Hinstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipe Gate Local Centre	0.1%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area														
Abroad	0.5%	4	0.0%	0	1.4%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Alderley Edge Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashbourne Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.3%	3	0.0%	0	1.4%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Brewood Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgemere Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brindley Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burston Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Buxton Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Central London	0.3%	2	0.0%	0	2.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Chester City Centre	0.5%	3	1.4%	1	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Crewe Town Centre	0.6%	4	0.0%	0	14.0%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Derby City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Dovedale Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Friary Retail Park, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Holmes Chapel Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Liverpool City Centre	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Llandudno Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Macclesfield Town Centre	0.3%	2	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Manchester City Centre	1.4%	10	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.5%	1	0.0%	0
Market Drayton Town Centre	0.8%	6	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Nantwich Town Centre	0.8%	6	0.0%	0	1.4%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Newport Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravensmoor Local Centre	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Sandbach Town Centre	0.3%	2	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Seighford Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	2.6%	19	1.4%	1	0.0%	0	7.0%	8	2.9%	1	0.0%	0	0.0%	0
Swinton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3
Whitchurch Town Centre	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winsford Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0
Other, outside study area	2.3%	17	2.7%	2	0.0%	0	1.1%	1	1.2%	1	0.0%	0	4.7%	6
Weighted base:	737	92	15	108	45	51	26	38	24	97	43	66	117	15
Sample:	722	47	48	63	52	47	51	62	47	64	62	56	57	66

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

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August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q43 Which centre / facility did you last visit to go to pubs, bars and nightclubs?														
<i>Those who go to pubs / bars / nightclubs / social clubs at Q39 AND Excl. Nulls & SFT</i>														
Zone 1 - Stoke-on-Trent														
Fenton Town Centre	1.0%	5	10.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanley Town Centre	7.4%	39	15.6%	6	2.3%	0	27.0%	21	5.1%	1	20.7%	7	6.9%	1
Sneyd Green Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0
Stoke-on-Trent Town Centre	5.4%	29	11.9%	5	0.0%	0	5.5%	4	43.9%	13	8.4%	3	2.8%	1
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	0.4%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0
Intu Potteries Shopping Centre, City Centre (Hanley)	1.0%	5	3.6%	1	0.0%	0	0.0%	0	0.0%	0	6.8%	2	7.7%	1
Zone 2 - Newcastle-under-Lyme														
Audley	0.3%	2	0.0%	0	14.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betley Village Centre	0.2%	1	0.0%	0	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bignall End	0.1%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley	0.2%	1	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Onneley Local Centre	0.1%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrinehill Village Centre	0.4%	2	0.0%	0	4.2%	0	0.0%	0	1.9%	1	0.0%	0	3.5%	1
Zone 3 - Staffordshire Moorlands														
Blythe Bridge Village Centre	0.5%	3	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Forsbrook Village Centre	1.0%	5	0.0%	0	0.0%	0	7.0%	5	0.0%	0	0.0%	0	0.0%	0
Zone 3 - Stoke-on-Trent														
Adderley Green Local Centre	0.3%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Dresden District Centre	0.3%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.0%	0
Longton Town Centre	2.5%	13	7.7%	3	0.0%	0	12.6%	10	0.0%	0	0.0%	0	0.0%	0
Meir Retail Park, Uttoxeter Road, Meir	0.3%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Meir Town Centre	0.7%	4	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Zone 4 - Newcastle-under-Lyme														
Etruria Way Retail Park, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 - Stoke-on-Trent														
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trent Vale Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Trentham Local Centre	2.1%	11	3.6%	1	15.3%	2	6.1%	5	5.1%	1	0.0%	0	0.0%	0
Zone 5 - Staffordshire Moorlands														
Brown Edge	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13												
Zone 5 - Stoke-on-Trent																										
Burslem Town Centre	1.2%	6	0.0%	0	2.3%	0	0.0%	0	1.9%	1	13.6%	5	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Local Centre	0.4%	2	0.0%	0	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	0.0%	0
Smallthorne Local Centre	0.1%	0	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	0.0%	0
Zone 6 - Stoke-on-Trent																										
Sandyford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tunstall Town Centre	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	29.4%	5	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7 - Newcastle-under-Lyme																										
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harriseahead Village Centre	0.1%	0	0.0%	0	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
Kidsgrove Town Centre	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	30.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Talke Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	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
Zone 8 - Staffordshire Moorlands																										
Biddulph Moor	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Town Centre	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	2	30.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillow Heath Local Centre	0.1%	0	0.0%	0	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
Zone 8 - Stoke-on-Trent																										
Bradley Green 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	0.0%	0	0.0%	0
Zone 9 - Staffordshire Moorlands																										
Alton Village 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	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Bank Village 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	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bagnall Village 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	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheadle Town Centre	3.5%	19	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	7.7%	1	0.0%	0	18.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheddleton	0.7%	4	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipstones Village 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	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leek Town Centre	6.1%	32	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	8.3%	2	4.8%	1	33.3%	27	0.0%	0	1.5%	1	0.0%	0
Oakamoor Village 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	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Onecote Village 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	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanley Local Centre	1.1%	6	10.0%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teaon Village Centre	1.8%	9	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorncliffe Village 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	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Hulme 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	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Werrington Village Centre	0.7%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Zone 10 - Stafford																										
Barlaston	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	2.5%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eccleshall Town Centre	1.8%	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	36.2%	9	0.0%	0	0.0%	0	4.9%	0
Hilderstone Village Centre	0.3%	1	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	0.0%	0	0.0%	0	0.0%	0
Oulton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone Town Centre	3.5%	18	0.0%	0	0.0%	0	7.9%	6	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.1%	11	0.0%	0	0.0%	0	2.9%	0
Swynnerton Village 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	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Zone 11 - Cheshire East																										
Alsager Town Centre	4.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	37.4%	22	0.0%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study

for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Astbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scholar Green Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Congleton Town Centre	7.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rode Heath	0.5%	3	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Zone 12 - Newcastle-under-Lyme														
Baldwin's Gate	0.3%	2	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chesterton	0.3%	2	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clayton	0.9%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Keele Village Centre	0.1%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knutton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	2	0.0%	0
Newcastle-under-Lyme Town Centre	19.8%	105	15.8%	6	12.9%	1	3.3%	3	28.0%	8	9.7%	3	18.6%	3
Porthill Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolstanton	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13 - Newcastle-under-Lyme														
Ashley Heath Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashley Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loggerheads Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13 - Shropshire														
Hinstock Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipe Gate Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Heath Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area														
Abroad	0.7%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.7%	1	0.0%	0
Bradwell Village Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bucknell Local Centre	0.5%	2	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burston Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0
Cheshire Oaks, Ellesmere Port	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0
Chester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crewe Town Centre	0.3%	2	0.0%	0	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Stretton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Llandudno Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Macclesfield Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Manchester City Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Market Drayton Town Centre	0.5%	3	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nantwich Town Centre	0.3%	2	0.0%	0	5.0%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Newport Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandbach Town Centre	0.8%	4	10.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Smallwood Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	1.9%	10	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Swinton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, outside study area	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	530	40	11	78	29	34	18	25	18	80	25	58	104	9
Sample:	497	24	36	42	32	33	33	44	39	50	34	49	49	32

Q44 Which centre / facility did you last visit to go ten-pin bowling?*Those who go ten pin bowling at Q39 AND Excl. Nulls & SFT***Zone 1 - Stoke-on-Trent**

Tenpin, Festival Park, Etruria Road, Stoke-on-Trent	74.9%	116	100.0%	27	46.5%	1	87.4%	24	100.0%	6	100.0%	14	100.0%	3	100.0%	5	63.1%	4	24.9%	6	0.0%	0	60.9%	5	83.2%	21	26.6%	0
Outside Study Area																												
AMF Bowling, Brixton Way, Harlescott, Shrewsbury	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	0.0%	0	0.0%	0	0.0%	0	19.9%	0
AMF Bowling, Lyme Green Business Park, Macclesfield	5.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.9%	2	15.5%	4	0.0%	0	39.1%	3	0.0%	0	0.0%	0
AMF Bowling, Torwood Street, Torquay	0.7%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinebowl, Dovefields Retail Park, Town Meadows Way, Uttoxeter	10.5%	16	0.0%	0	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.9%	13	11.7%	1	0.0%	0	0.0%	0	0.0%	0
Dog Bowl, Whitworth Street West, Manchester	2.7%	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	0.0%	0	0.0%	0	16.8%	4	0.0%	0
Lakeside Superbowl, Phoenix Leisure Park, Crewe	1.2%	2	0.0%	0	53.5%	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	0.0%	0	12.5%	0
Namco Funscape, The Trafford Centre, Stretford	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	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin, Greyfriars Place, Stafford	3.2%	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	88.3%	4	0.0%	0	0.0%	0	41.0%	1
Weighted base:	155	27	3	27	6	14	3	5	6	25	5	7	25	2														
Sample:	97	10	5	11	5	10	4	8	8	12	6	4	8	6														

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q45 Which centre / facility did you last visit to play bingo?														
<i>Those who play bingo at Q39 AND Excl. Nulls & SFT</i>														
Zone 1 - Stoke-on-Trent														
Fenton Town Centre	8.5%	4	43.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Albion Square, City Centre (Hanley)	16.6%	8	0.0%	0	0.0%	0	15.5%	2	47.0%	1	0.0%	0	28.4%	1
Gala Bingo, Victoria Road, Fenton	42.2%	21	56.5%	5	58.7%	0	69.1%	7	53.0%	1	33.4%	1	22.5%	1
Mecca Bingo, Octagon Retail Park, Stoke-on-Trent	20.4%	10	0.0%	0	0.0%	0	15.5%	2	0.0%	0	66.7%	2	0.0%	0
Zone 2 - Newcastle-under-Lyme														
Audley Town Centre	0.4%	0	0.0%	0	41.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6 - Stoke-on-Trent														
Goldenhill Local Centre	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.1%	2	27.2%	0
Zone 8 - Staffordshire Moorlands														
The Barley Mow, Church Road, Braddocks Hey, Biddulph	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.0%	0
Zone 11 - Cheshire Easy														
Community Centre, Sandbach Road North, Alsager	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.7%	1	0.0%	0
Outside Study Area														
Gala Bingo, Boshbury Lane, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Queens Retail Park, Stafford	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	74.4%	2
Scarborough Town Centre	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	1
Weighted base:	50	10	1	11	2	3	4	1	1	5	2	3	7	0
Sample:	44	5	2	7	4	3	6	3	3	3	2	3	3	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13													
Q46 Which centre / facility did you last visit for theatres / concert halls / museums / art galleries and other cultural facilities?																											
<i>Those who go to theatres / concert halls / museum / art galleries at Q39 AND Excl. Nulls & SFT</i>																											
Zone 1 - Stoke-on-Trent																											
Hanley Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mitchell Arts Centre, Broad Street, Stoke-on-Trent	0.4%	2	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Potteries Museum & Art Gallery, Bethesda Street, Stoke-on-Trent	1.9%	8	3.9%	2	0.0%	0	0.0%	0	7.6%	3	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	2.2%	1	0.0%	0	0.0%
Regent Theatre, Piccadilly, Stoke-on-Trent	52.5%	228	58.0%	35	34.4%	4	67.0%	44	46.1%	16	63.2%	22	86.0%	10	66.4%	16	59.5%	8	33.0%	17	45.6%	12	32.7%	13	57.6%	28	24.5%
Repertory Theatre, Leek Road, Stoke-on-Trent	2.6%	11	6.7%	4	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	7.2%	4	2.1%	1	2.5%	1	0.0%	0	0.0%
The Sugarmill, Brunswick Street, Stoke-on-Trent	1.0%	4	0.0%	0	0.0%	0	0.0%	0	6.0%	2	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Victoria Hall, Bagnall Street, Stoke-on-Trent	5.5%	24	6.7%	4	5.4%	1	11.3%	7	9.9%	3	6.9%	2	0.0%	0	0.0%	0	5.5%	1	1.7%	1	2.1%	1	2.5%	1	5.0%	2	1.9%
Zone 2 - Newcastle-under-Lyme																											
Audley Theatre, Hall Street, Audley, Stoke-on-Trent	0.2%	1	0.0%	0	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	0.0%	0	0.0%
Betley Village Centre	0.4%	2	0.0%	0	1.7%	0	2.5%	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	0.0%
Zone 4 - Stafford																											
Trentham Estate, Stone Road, Stoke-on-Trent	0.2%	1	0.0%	0	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	0.0%	0	0.0%
Zone 9 - Staffordshire Moorlands																											
Foxlowe Arts Centre, Stockwell Street, Leek	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	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 11 - Cheshire East																											
Daneside Theatre, Park Road, Congleton	0.6%	3	0.0%	0	0.0%	0	2.5%	2	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	0.0%
Zone 12 - Newcastle-under-Lyme																											
New Vic Theatre, Etruria Road, Newcastle	12.1%	52	7.1%	4	23.1%	3	4.0%	3	10.4%	4	4.0%	1	14.0%	2	8.0%	2	5.5%	1	12.8%	7	14.9%	4	20.9%	9	23.1%	11	32.6%
Newcastle-under-Lyme 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%
The Brampton Museum, Brampton Park, Newcastle-Under-Lyme	0.0%	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	0.0%	0	0.0%	0	0.0%
Wolstanton Village Centre	0.2%	1	0.0%	0	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	0.0%	0	0.0%
Outside Study Area																											
Albert Hall, Peter Street, City Centre, Manchester	0.7%	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	0.0%	0	7.1%	3	0.0%	0	0.0%

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Apollo, Stockport Road, Manchester	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	6.5%	2	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buxton Opera House, Water Street, Buxton	1.8%	8	0.0%	0	4.4%	1	1.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	4.2%	2	0.0%	0	5.5%	0
Cannock Chase District Centre	0.9%	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	7.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	3.5%	15	6.7%	4	4.4%	1	4.3%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	5.9%	1	4.9%	3	8.3%	2	0.0%	0	2.8%	1	1.9%	0
Crewe Town Centre	0.1%	0	0.0%	0	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	0.0%	0
Derby Theatre, Theatre Walk, Derby	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	0.0%	0	0.0%	0	0.0%	0
Festival Drayton Centre, Frogmore Road, Market Drayton	0.5%	2	0.0%	0	6.5%	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	0.0%	0	15.6%	1
Llandudno Town Centre	0.4%	2	0.0%	0	1.7%	0	0.0%	0	1.5%	1	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
Lowry Theatre, The Quays, Salford	0.2%	1	0.0%	0	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	0.0%	0	2.7%	0
Lyceum Theatre, Heath Street, Crewe	1.9%	8	2.4%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	12.8%	5	0.0%	0	0.0%	0
Manchester Arena, Victoria Station, Hunts Bank, Manchester	1.4%	6	4.3%	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	7.0%	2	3.9%	2	0.0%	0	2.4%	0
Manchester Opera House, Quay Street, Manchester	0.3%	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	1.7%	1	0.0%	0	0.0%	0
O2 Ritz Manchester, Whitworth Street, Manchester	1.0%	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	0.0%	0	0.0%	0	8.7%	4	0.0%	0
Palace Theatre, Oxford Street, Manchester	0.9%	4	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	2.5%	0	1.7%	1	2.1%	1	2.5%	1	0.0%	0	0.0%	0
Royal Airforce Museum, Lysander Avenue, Cosford	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	0.0%	0	0.0%	0	0.0%	0
Stafford Castle, Newport Road, Stafford	0.4%	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	6.6%	2	0.0%	0	0.0%	0	0.0%	0
Stafford Gatehouse Theatre, Eastgate Street, Stafford	1.3%	6	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.0%	0	0.0%	0	6.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Heritage Centre, Roe Street, Macclesfield	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	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Theatre Severn, Frankwell Quay, Shrewsbury	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	0.0%	0	0.0%	0	0.0%	0	7.1%	1
Other, outside study area	4.2%	18	2.4%	1	1.7%	0	4.4%	3	10.5%	4	0.0%	0	0.0%	0	4.5%	1	2.5%	0	10.6%	6	6.2%	2	2.5%	1	0.0%	0	5.8%	1
Weighted base:	434		60		13		65		35		34		12		25		14		53		26		41		49		9	
Sample:	460		30		44		41		41		34		25		39		28		36		38		38		26		40	

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q47 Which centre / facility did you last visit for a casino?																												
<i>Those who visit a casino at Q39 AND Excl. Nulls & SFT</i>																												
Zone 1 - Stoke-on-Trent																												
Genting Casino, Etruria Road, Stoke-on-Trent	62.1%	17	100.0%	7	0.0%	0	100.0%	1	40.6%	1	43.3%	2	0.0%	0	0.0%	0	100.0%	1	0.0%	0	100.0%	2	0.0%	0	50.0%	2	0.0%	0
Grosvenor Casino, The Octagon, New Century Street, Stoke-on-Trent	30.1%	8	0.0%	0	100.1%	0	0.0%	0	0.0%	0	56.7%	3	0.0%	0	100.0%	2	0.0%	0	100.0%	1	0.0%	0	0.0%	0	50.0%	2	0.0%	0
Outside Study Area																												
Abroad	7.8%	2	0.0%	0	0.0%	0	0.0%	0	59.4%	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
Weighted base:		27		7		0		1		4		5		0		2		1		1		2		0		3		0
Sample:		18		3		1		1		3		3		0		2		1		1		1		0		2		0

Q49 How do you normally travel when visiting leisure destinations?*Those who participate in a leisure activity at Q39*

Car / van (as driver)	64.8%	695	48.3%	72	53.4%	15	50.4%	75	56.6%	43	57.7%	42	59.3%	24	65.0%	32	65.9%	26	79.5%	105	80.6%	46	72.4%	66	78.3%	132	83.9%	16
Car / van (as passenger)	12.7%	136	23.0%	34	19.3%	5	18.9%	28	9.0%	7	15.5%	11	20.2%	8	14.2%	7	14.3%	6	6.7%	9	6.4%	4	9.5%	9	3.5%	6	10.3%	2
Bus, minibus or coach	4.6%	49	7.7%	11	4.3%	1	10.4%	16	3.2%	2	8.2%	6	3.3%	1	0.8%	0	2.9%	1	3.6%	5	0.0%	0	4.2%	4	0.6%	1	0.0%	0
Motorcycle, scooter or moped	0.4%	5	0.0%	0	0.0%	0	3.2%	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	0.0%	0
Walk	7.0%	75	7.9%	12	9.8%	3	4.0%	6	5.4%	4	3.9%	3	7.9%	3	4.6%	2	6.6%	3	10.2%	14	10.3%	6	7.0%	6	7.6%	13	4.5%	1
Taxi	5.4%	58	6.9%	10	3.0%	1	8.0%	12	12.4%	9	11.5%	8	8.3%	3	9.4%	5	4.1%	2	0.0%	0	0.8%	0	0.0%	0	3.9%	7	1.3%	0
Train	1.9%	20	0.0%	0	2.9%	1	5.1%	8	1.6%	1	0.0%	0	0.0%	0	3.0%	1	4.9%	2	0.0%	0	2.0%	1	1.9%	2	2.5%	4	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.1%	2	0.0%	0	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	1.0%	1	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	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	0.0%	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	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.2%	34	6.3%	9	6.6%	2	0.0%	0	11.0%	8	3.2%	2	0.9%	0	3.1%	2	1.2%	0	0.0%	0	0.0%	0	4.0%	4	3.5%	6	0.0%	0
Weighted base:		1073		149		28		149		76		73		40		49		39		133		57		91		168		19
Sample:		1061		79		84		85		83		76		75		82		82		89		79		78		85		84

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study

for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q50 Which leisure facilities would you like to see more of in the area? [MR]																												
Bars / pubs	1.0%	13	0.0%	0	0.6%	0	2.4%	4	0.5%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1	3.4%	2	2.4%	3	0.8%	2	0.0%	0
Better shopping facilities	1.8%	23	0.0%	0	2.0%	1	0.7%	1	5.3%	5	0.0%	0	0.0%	0	0.0%	0	6.1%	3	0.0%	0	4.7%	3	6.5%	7	0.8%	2	1.5%	0
Bowling alley	2.2%	28	1.3%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.4%	1	1.7%	1	11.6%	18	2.5%	2	2.4%	3	0.0%	0	0.0%	0
Casino	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	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	5.1%	66	2.1%	4	0.0%	0	7.6%	13	0.0%	0	0.0%	0	1.4%	1	1.6%	1	0.9%	0	15.9%	24	12.2%	9	11.6%	13	0.0%	0	1.0%	0
Concert hall / venue	1.6%	21	1.5%	3	0.0%	0	0.7%	1	0.8%	1	2.6%	2	1.5%	1	3.5%	2	0.0%	0	2.5%	4	3.9%	3	0.0%	0	2.2%	4	1.0%	0
Cycle paths / area	1.0%	13	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.8%	0	1.0%	0	0.0%	0	4.2%	3	0.9%	1	3.0%	6	0.0%	0
Dance facilities	0.4%	5	0.0%	0	0.0%	0	0.7%	1	1.1%	1	0.7%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Extreme sports	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	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
Health and fitness (gym)	1.2%	15	0.0%	0	2.0%	1	0.7%	1	0.0%	0	0.9%	1	2.2%	1	6.3%	4	0.0%	0	0.9%	1	3.9%	3	1.6%	2	0.0%	0	6.2%	2
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	2.7%	35	2.1%	4	1.7%	1	5.5%	10	0.0%	0	3.3%	3	0.0%	0	5.3%	3	0.0%	0	3.2%	5	2.5%	2	0.8%	1	3.4%	7	0.9%	0
Karting	0.2%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	3.4%	44	0.6%	1	3.4%	1	3.0%	5	1.3%	1	1.8%	2	0.7%	0	21.8%	13	2.7%	1	3.7%	6	2.5%	2	3.4%	4	3.4%	7	2.5%	1
More children facilities / activities	6.1%	79	10.2%	19	8.5%	3	6.6%	12	7.4%	7	8.0%	7	1.4%	1	11.6%	7	4.3%	2	4.6%	7	7.8%	6	0.8%	1	3.3%	6	6.3%	2
More sports facilities (football pitches, tennis courts)	2.9%	38	4.2%	8	6.1%	2	2.8%	5	1.1%	1	1.3%	1	1.6%	1	11.6%	7	0.7%	0	4.2%	6	2.5%	2	1.5%	2	0.8%	2	6.8%	2
Museum / art galleries	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	0.0%	0	2.5%	2	0.0%	0	0.7%	1	0.0%	0
Skateboarding	0.2%	3	0.0%	0	0.9%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Indoor soft play areas	0.3%	4	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0
Play spaces / park facilities	3.6%	47	5.3%	10	2.3%	1	5.1%	9	6.4%	6	2.7%	2	1.6%	1	9.8%	6	0.7%	0	1.4%	2	5.7%	4	0.0%	0	2.9%	6	0.7%	0
Paintballing	0.2%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants	2.6%	34	4.5%	8	0.8%	0	3.0%	5	1.1%	1	0.8%	1	0.9%	0	2.4%	1	2.8%	1	1.7%	3	4.9%	4	2.2%	2	3.0%	6	1.0%	0
Swimming pool	8.4%	109	8.2%	15	7.7%	3	3.6%	6	3.6%	4	16.6%	15	15.1%	8	31.9%	19	2.4%	1	2.3%	3	11.4%	8	13.1%	15	4.9%	9	7.7%	2
Theatre	1.0%	12	0.0%	0	0.0%	0	2.0%	3	0.5%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.8%	1	6.4%	5	0.9%	1	0.6%	1	0.9%	0
Bingo	0.7%	9	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.6%	3	2.3%	4	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	0.0%	0	0.0%	0	0.0%	0
Bowling green	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	0.0%	0	0.0%	0	0.9%	0
Golf course / club	0.6%	8	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.9%	1	0.7%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.8%	1	0.7%	1	0.0%	0
Library	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Mini golf	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%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
More / better green spaces	0.1%	2	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for older people to do	0.4%	5	1.1%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.7%	0	0.6%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Trampoline centre	0.0%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village hall / community 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	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Water park	0.4%	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	0.0%	0	0.0%	0	2.3%	4	2.7%	1
Youth club	0.7%	10	0.0%	0	0.9%	0	3.2%	6	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	0	0.8%	1	0.8%	1	0.6%	1	0.0%	0	0.0%	0
(None)	59.6%	776	64.3%	117	68.8%	23	52.3%	93	65.6%	65	60.0%	54	66.2%	35	45.0%	27	77.7%	37	55.3%	85	59.4%	43	50.0%	57	64.1%	124	61.5%	16
(Don't know)	7.2%	93	6.4%	12	7.3%	2	12.5%	22	9.6%	10	4.7%	4	7.1%	4	4.1%	2	0.9%	0	7.0%	11	3.0%	2	7.9%	9	6.0%	12	13.4%	3
Weighted base:	1302	181		34	177		99	91	53	60	48	154	72	114	193	25												
Sample:	1302	100		100	100		101	100	100	100	100	100	100	100	100	101												

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study

for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																
GEN Gender of respondent.																														
Male	34.3%	446	24.0%	44	28.5%	10	38.1%	67	29.6%	29	34.3%	31	38.4%	20	23.6%	14	34.1%	16	32.8%	50	42.2%	31	37.7%	43	42.1%	81	34.7%	9		
Female	65.7%	856	76.0%	138	71.5%	24	61.9%	110	70.4%	70	65.7%	60	61.6%	33	76.4%	45	65.9%	31	67.2%	103	57.8%	42	62.3%	71	57.9%	112	65.3%	17		
Weighted base:		1302		181		34		177		99		91		53		60		48		154		72		114		193		25		
Sample:		1302		100		100		100		101		100		100		100		100		100		100		100		100		101		
AGE Could I ask how old you are please?																														
18 – 24 years	9.1%	118	8.9%	16	9.7%	3	10.2%	18	12.8%	13	7.7%	7	15.9%	8	12.7%	8	8.1%	4	7.0%	11	7.2%	5	4.8%	6	8.7%	17	10.7%	3		
25 – 34 years	11.6%	150	24.4%	44	14.6%	5	7.6%	14	12.8%	13	10.3%	9	5.3%	3	2.5%	2	16.3%	8	9.4%	14	12.0%	9	9.7%	11	8.7%	17	10.7%	3		
35 – 44 years	19.3%	251	16.3%	30	17.9%	6	13.4%	24	24.6%	24	13.6%	12	8.4%	4	16.0%	10	5.7%	3	24.7%	38	20.2%	15	23.0%	26	29.8%	58	5.6%	1		
45 – 54 years	19.2%	250	12.1%	22	9.3%	3	27.8%	49	15.0%	15	23.1%	21	18.7%	10	23.6%	14	19.1%	9	15.8%	24	19.2%	14	16.3%	19	24.4%	47	12.0%	3		
55 – 64 years	17.7%	231	12.9%	23	15.0%	5	19.4%	34	14.7%	15	19.6%	18	21.2%	11	23.9%	14	14.8%	7	20.4%	31	18.3%	13	22.0%	25	13.4%	26	28.2%	7		
65+ years	23.2%	302	25.5%	46	33.5%	11	21.5%	38	20.1%	20	25.7%	23	30.5%	16	21.4%	13	36.0%	17	22.8%	35	23.3%	17	24.2%	28	15.0%	29	32.8%	8		
(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	0.0%	0	0.0%	0	0.0%	0		
Weighted base:		1302		181		34		177		99		91		53		60		48		154		72		114		193		25		
Sample:		1302		100		100		100		101		100		100		100		100		100		100		100		100		101		
QUOTA Zone:																														
Zone 1 - Stoke City Centre	13.9%	181	100.0%	181	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 - Newcastle West	2.6%	34	0.0%	0	100.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 - Longton & Fenton	13.6%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 - Stoke	7.6%	99	0.0%	0	0.0%	0	0.0%	0	100.0%	99	0.0%	0	0.0%	0	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 - Burslem	7.0%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	91	0.0%	0	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 - Tunstall	4.1%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	53	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 7 - Kidsgrove	4.6%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Biddulph	3.7%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 9 - Rural East	11.8%	154	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%	154	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10 - Rural South	5.6%	72	0.0%	0	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%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11 - Rural North	8.8%	114	0.0%	0	0.0%	0	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%	114	0.0%	0	0.0%	0	0.0%	0
Zone 12 - Newcastle East	14.9%	193	0.0%	0	0.0%	0	0.0%	0	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%	193	0.0%	0	0.0%	0
Zone 13 - Rural West	1.9%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	25
Weighted base:		1302		181		34		177		99		91		53		60		48		154		72		114		193		25		
Sample:		1302		100		100		100		101		100		100		100		100		100		100		100		100		101		

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

August 2018

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13								
PC Postcode sector:																						
CW12 1	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0	0.0%	0	0.0%	0		
CW12 2	1.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	18	0.0%	0	0.0%	0	0.0%	0		
CW12 3	1.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	17	0.0%	0	0.0%	0	0.0%	0		
CW12 4	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	12	0.0%	0	0.0%	0	0.0%	0		
CW3 9	1.3%	17	0.0%	0	50.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST1 2	0.7%	10	5.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST1 3	0.2%	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		
ST1 4	0.7%	9	5.0%	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		
ST1 5	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		
ST1 6	2.6%	34	18.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST10 1	2.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	28	0.0%	0	0.0%	0	0.0%	0		
ST10 2	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	11	0.0%	0	0.0%	0	0.0%	0		
ST10 3	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		
ST10 4	1.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	23	0.0%	0	0.0%	0	0.0%	0		
ST11 9	4.0%	53	0.0%	0	0.0%	0	29.8%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST12 9	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	8	0.0%	0	0.0%	0		
ST13 5	2.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	27	0.0%	0	0.0%	0	0.0%	0		
ST13 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0		
ST13 7	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	8	0.0%	0	0.0%	0	0.0%	0		
ST13 8	1.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	24	0.0%	0	0.0%	0	0.0%	0		
ST15 0	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.6%	14	0.0%	0	0.0%	0		
ST15 8	2.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.9%	28	0.0%	0	0.0%	0		
ST2 0	1.0%	13	7.1%	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		
ST2 7	1.8%	24	13.1%	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		
ST2 8	1.3%	17	9.4%	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		
ST2 9	1.1%	14	7.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST21 6	1.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.0%	22	0.0%	0	0.0%	0		
ST3 1	1.4%	19	0.0%	0	0.0%	0	10.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST3 2	1.3%	17	0.0%	0	0.0%	0	9.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST3 3	0.8%	10	0.0%	0	0.0%	0	5.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST3 4	0.9%	12	0.0%	0	0.0%	0	6.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST3 5	2.0%	25	0.0%	0	0.0%	0	14.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST3 6	0.9%	12	0.0%	0	0.0%	0	6.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST3 7	2.2%	29	0.0%	0	0.0%	0	16.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST4 1	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		
ST4 2	0.2%	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		
ST4 3	4.2%	55	30.4%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST4 4	1.1%	15	0.0%	0	0.0%	0	0.0%	0	14.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST4 5	1.5%	19	0.0%	0	0.0%	0	0.0%	0	19.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST4 6	0.7%	10	0.0%	0	0.0%	0	0.0%	0	9.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST4 7	0.5%	6	0.0%	0	0.0%	0	0.0%	0	6.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST4 8	3.7%	49	0.0%	0	0.0%	0	0.0%	0	49.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST5 0	2.3%	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	15.6%	30	0.0%	0
ST5 1	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	1.3%	2	0.0%	0
ST5 2	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	15	0.0%	0

Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13		
ST5 3	3.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.5%	40	0.0%	0
ST5 4	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	12	0.0%	0
ST5 5	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0
ST5 6	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	13	0.0%	0
ST5 7	1.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	25	0.0%	0
ST5 8	2.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	33	0.0%	0
ST5 9	1.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	18	0.0%	0
ST6 1	0.9%	12	0.0%	0	0.0%	0	0.0%	0	12.9%	12	0.0%	0	0.0%	0	0.0%	0
ST6 2	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0
ST6 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
ST6 4	1.0%	13	0.0%	0	0.0%	0	0.0%	0	13.8%	13	0.0%	0	0.0%	0	0.0%	0
ST6 5	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.3%	15	0.0%	0	0.0%	0
ST6 6	2.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	71.7%	38	0.0%	0	0.0%	0
ST6 7	1.9%	25	0.0%	0	0.0%	0	0.0%	0	27.1%	25	0.0%	0	0.0%	0	0.0%	0
ST6 8	2.9%	38	0.0%	0	0.0%	0	0.0%	0	41.6%	38	0.0%	0	0.0%	0	0.0%	0
ST7 1	1.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	20	0.0%	0	0.0%	0
ST7 2	2.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.0%	33	0.0%	0
ST7 3	2.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.2%	30	0.0%	0
ST7 4	3.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.0%	39	0.0%	0	0.0%	0
ST7 8	1.3%	17	0.0%	0	49.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST8 6	1.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.4%	18	0.0%	0
ST8 7	2.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.6%	30	0.0%	0	0.0%	0
ST9 0	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	14	0.0%	0
ST9 9	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	15	0.0%	0
TF9 2	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.1%	10
TF9 4	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.9%	15
Weighted base:	1302	181	34	177	99	91	53	60	48	154	72	114	193	25		
Sample:	1302	100	100	100	101	100	100	100	100	100	100	100	100	100		