

### **Appendix 2: Household Survey Results**

by Zone (Nulls & SFT Filtere	ed, Wtd)			Ne	wcas	tle-	unde	r-L	yme a	ind	l Stok	ke-o	n-Tre	ent	Retai	l ai	nd Lei	su	re Stu	dy							Pag	je 1
Weighted:									-	fo	r Nex	us 1	Plann	ing	5					•							August 2	018
	Total	l	Zone	1	Zone 2		Zone 3	5	Zone 4		Zone	5	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	3
Q01 Where did you last u Excl. Nulls & SFT	Indertak	e you	ır main	food a	ind groc	ery s	hopping	?																				
Zone 1 - Stoke-on-Trent																												
Aldi, Leek New Road, Norton	3.4%		11.2%	19	0.0%	0	0.0%	0	0.0%	0		23	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0		0	0.0%	0	0.0%	C
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		2	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%	(
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%	(
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%	(
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%	(
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%	C
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	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	C
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	0.0%	0	0.8%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	C
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%	C
Tesco Extra, Clough Street, Stoke-on-Trent Zone 2 -	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%	C
Newcastle-under-L yme																												
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 Zone 2 - Shropshire	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%	C
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%	C
Zone 3 - Staffordshire																												

Weighted:										foi	· Nexu	IS ]	Planni	ing	5			
	Total		Zone 1	l	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
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%	
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%	
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%	
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%	
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%	
Tesco Express, Amison Street, Meir Hay, Longton	0.6%	8	0.9%	1	0.0%	0	2.6%	5	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	
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%	
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%	
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%	

Road, Blythe Bridge Zone 3 - Stoke-on-Trent	0.170	1	0.070	0	0.070	Ū	0.770	1	0.070	0	0.070	0	0.070	0	0.070	Ū	0.070	Ū	0.070	Ū	0.070	Ū	0.070	0	0.070	Ŭ	0.070	0
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	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	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	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	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
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	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	0.0%	0
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	2.9%	1
Aldi, Stanley Matthews	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	0.0%	0
Way, Trentham																												
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	0.0%	0
Iceland, Boothen 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	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	0.0%	0
Lidl, Boothen Park, Stoke-on-Trent Town	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	0.0%	0
Centre 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	0.0%	0
Tesco Superstore, Newcastle Road, Springfields, Stoke-on-Trent Zone 5 - Staffordshire Moorlands	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	3.6%	1
Keith Supermarket, High Lane, 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

by Zone (Nulls & SFT Filtered, Wtd)

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

Zone 9

0 0.0%

0 0.0%

Zone 10

0 0.0%

0 0.0%

Page 2

0

0

August 2018

Zone 13

0 0.0%

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Zone 12

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Zone 11

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Stoke-on-Trent

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Weighted:										foi	r Nexi	us .	Plann	ing	5												August 2	2018
	Total		Zone 1		Zone 2	2	Zone 3		Zone 4		Zone 5		Zone (	6	Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	2	Zone 1	3
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 Home Bargains, Newcastle Street, Burslem Zone 6 - Stoke-on-Trent	4.3% 0.1%	54 1	3.7% 0.0%	6 0	0.7% 0.0%	0 0	2.5% 0.8%	5 1	0.0% 0.0%	0 0		15 0	39.3% 0.0%	20 0	7.0% 0.0%	4 0	5.7% 0.0%	3 0	0.6% 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%	(
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%	
Lidl, High Street, Tunstall Local shops, Tunstall Town Centre	1.1% 0.1%	14 1	0.0% 0.0%	0 0	1.0% 0.0%	0 0	0.0% 0.0%	0 0	0.6% 0.0%	1 0	1.8% 0.9%	1 1	11.2% 0.0%	6 0	0.0% 0.0%	0 0	0.9% 0.0%	0 0	1.5% 0.0%	2 0	0.0% 0.0%	0 0	1.5% 0.0%	2 0	0.6% 0.0%	1 0	0.0% 0.0%	(
Tesco Express, Biddulph Road, Great Chell Zone 7 - Cheshire East	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%	(
Sainsbury's Local, Crewe Road, Alsager Zone 7 -	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%	
Newcastle-under-L yme																												
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%	(
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%	
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%	(
Tesco Superstore, Liverpool Road, Kidsgrove Zone 7 - Stoke-on-Trent	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%	(
Local shops, Packmoor Village Centre Zone 8 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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, High Street, Biddulph Sainsbury's, Wharf Road, Biddulph Zone 9 - Staffordshire Moorlands	0.0% 2.2%	0 27	0.0% 0.0%	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 1		0 0	0.0% 3.5%	0 2	0.0% 38.1%	0 17	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 2.5%	0 3	0.0% 2.2%	0 4		(
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%		10.2%	15	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%		3.6%	5	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%	(
B&M, Tape Street, Cheadle Local shops, Cheadle Town Centre	0.1% 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% 0.0%	0 0	0.0% 0.0%	0 0	0.6% 0.6%	1 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	
Londis, Smithy Bank, Alton Morrisons, Newcastle Road,	0.3% 3.1%	4 38	0.0% 0.6%	0 1	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	0.0% 3.2%	0 3		0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	2.5% 23.3%	4 35	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	(

by Zone (Nulls & SFT Filtere Weighted:	ed, Wtd)			Ne	ewcast	tle-	unde	r-L	•		Stok Nexu					l a	nd Lei	isu	ire Stu	ıdy	7						Page 4 August 2018
	Total	l	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 1	l	Zone 12		Zone 13
Leek Morrisons, Well Street,	1.60/	20	0.00/	0	0.0%	0	0.7%	1	0.0%	0	0.00/	0	0.00/	0	0.00/	0	0.0%	0	12.80/	19	0.0%	0	0.00/	0	0.00/	0	0.0%
Cheadle	1.6%	20	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	19	0.0%	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	0.8%	0	0.0%	0	12.8%	19	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	22.5%	16	0.0%	0	0.0%	0	0.0%
Co-op, Stafford Street,	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	8.9%	6		0	0.0%	0	0.0%
Eccleshall M&S Simply Food, M6 North Stafford Motorway	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	1.7%	1	0.0%	0	0.0%	0	0.0%
Services, Nr Stone 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	0.0%	0	0.0%	0	0.0%	0	32.7%	24	0.0%	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	0.0%	0	6.6%	3	0.0%	0	0.0%	0	10.3%	12	0.0%	0	0.0%
Aldi, Mountbatten Way,	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	9.7%	4	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%
Congleton Asda, Lawton Road, Alsager	1.3%	16	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	13.9%	16	0.0%	0	0.0%
Iceland, West Heath Shopping Centre, Holmes	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		3		0	0.0%
Chapel Road, Congleton 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	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%
Morrisons, Bridestone Shopping Centre, Congleton	1.3%	17	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	5.1%	2	0.0%	0	0.0%	0	10.8%	12	0.0%	0	0.0%
Tesco Superstore, Barn Road, Congleton <b>Zone 12 -</b>	1.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	16.6%	19	0.0%	0	0.0%
Newcastle-under-L																											
yme Aldi, Blackfriars Road,	1.9%	24	0.0%	0	2.3%	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	11.2%	21	5.1%
Newcastle-under-Lyme Asda, Morris Square, Kyme, Walstantan	2.6%	33	2.8%	5	11.5%	4	0.9%	2	0.6%	1	0.7%	1	0.7%	0	3.4%	2	1.0%	0	0.0%	0	0.9%	1	3.5%	4	7.4%	14	0.0%
Wolstanton Asda, Wolstanton Retail Park,	2.1%	26	0.6%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.0%	1	1.6%	1	2.9%	1	0.0%	0	0.0%	0	2.6%	3	9.1%	17	0.0%
Newcastle-under-Lyme Co-op, Hanbridge Avenue, Bradwell,	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%
Newcastle-under-Lyme 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	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	0.1%	2	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	0.7%	1	0.0%

by Zone (Nulls & SFT Filter	ed, Wtd)			Ne	ewcas	tle-	under	r-L								l a	nd Le	isu	re Stu	dy	,						Pag	;e 5
Weighted:										foi	r Nexu	<b>1</b> S ]	Plann	ing	5												August 2	018
	Total		Zone 1	l	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	1	Zone 11		Zone 12	2	Zone 1	3
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 Zone 13 - Shropshire	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
Hinstock Post Office, Chester Road, Hinstock Dutside 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.9%	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	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford Asda, Stafford Street, Market	0.6% 0.1%	8 1	0.0% 0.0%	0 0		$\begin{array}{c} 0 \\ 0 \end{array}$	1.5% 0.0%	3 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0		$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$		0 0		0 0	6.3% 0.0%	5 0	0.6% 0.9%	1 1	0.0% 0.0%	0 0	0.0% 1.5%	$\begin{array}{c} 0 \\ 0 \end{array}$
Drayton 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

by Zone (Nulls & SFT Filtere Weighted:	ed, Wtd)			Ne	wcast	tle-	under	·-L	•		l Stok r Nexu					l a	nd Lei	isu	re Stu	dy	7						Page August 201	
	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 Dravton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
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	0.0%	0	1.7%	2	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	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	C
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	0.0%	0	0.0%	0	0.0%	0	0.6%	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	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	0.7%	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	0.7%	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	0.7%	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	0.0%	0	0.0%	0	0.0%	0	1.5%	2	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	0.0%	0	0.0%	0	0.0%	0	0.8%	1	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	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	0.0%	0	0.0%	0	4.6%	3	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	0.0%	0	2.4%	4	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	0.0%	0	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	0.7%	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	0.0%	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	0.0%	0	0.0%	0	3.9%	3	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	0.0%	0	0.0%	0	0.0%	0	0.9%	1	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	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Nulls & SFT Filt	ered, Wtd)			Ne	ewcas	tle-	unde	r-L	yme a	and	l Stok	e-0	n-Tre	ent	Retai	l a	nd Le	isu	re St	udy	7						Pa	ge 7
Weighted:										fo	r Nex	us ]	Plann	ing	5												August	2018
	Total	I	Zone	1	Zone	2	Zone	3	Zone 4	ļ	Zone 5	5	Zone 6		Zone 7		Zone 8	1	Zone 9	)	Zone 1	0	Zone 1	1	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	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	0.0%	0	0.0%	0	0.0%	0	2.1%	2	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	0.7%	0	0.0%	0	0.0%	0	3.5%	4	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	0.0%	0	0.9%	1	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	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		1254 1254		170 95		31 93		177 100		89 95		84 95		51 96		59 98		45 96		149 96		72 99		112 99		192 99		24 93
Q02 Which retailer did Those who shop onlin		nase y	our ma	in foc	od intern	et / h	ome del	ivery	shopping	g fro	m?																	
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	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	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	0.070	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	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%		100.0%	3	0.0%	0	0.0%		100.0%	1	12.8%	0
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	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	0.0%	0
Amazon (Don't know / varies)	2.0% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0 0	$0.0\% \\ 0.0\%$	0	8.1% 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	$0.0\% \\ 0.0\%$	0	0.0% 0.0%	0 0
`````	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	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

oy Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	ewcas	tle-	unde	r-L	yme				on-Tro Plann			l ai	nd Lei	isu	re Stu	ıdy	,						Paş August 2	ge 8 2018
	Tota	1	Zone	1	Zone 2		Zone	3	Zone 4	4	Zone :	5	Zone 6	i	Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12		Zone 1	3
<b>Q03 What is the main rea</b> Not those who said 'Dor	-		•	FORE	MENTIO	NED	AT Q01	) for y	/our mai	in foc	od and g	rocer	y shoppi	ing?														
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	0.0%	0	0.0%	0	0.0%	0	0.0%	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%	0	0.9%	1	0.9%	0	0.0%	0	0.8%	1	0.0%	0	3.7%	7	0.0%	
Car parking provision	0.9%	11	0.7%	1	1.2%	0	0.7%	1	1.8%	2	1.9%	2	1.0%	1	0.0%	0		1	0.8%	1	3.1%	2	0.0%	0	0.0%	0	0.9%	
Choice of food goods	8.0%	103	0.7% 7.4%	13	7.3%	2	5.7%		12.0%	12	8.9%		10.6%	6	8.7%		12.4%	6		15	2.9%	2	7.3%	8	6.9%		10.2%	
available																												
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	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.6%	1	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	0.0%	0	2.5%	2	1.9%	1	2.5%	4	4.7%	3	0.6%	1	0.7%	1	0.0%	
Cleanliness	0.8%	10	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0	0.0%	0	2.4%	4	2.5%	2	0.6%	1	0.7%	1	0.7%	
Cycle parking availability	0.0%	0	0.0%	0	0.0%	0	0.0%	Ő	0.0%	Õ	0.0%	0		0	0.0%	Õ	0.0%	Ő	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	0.8%	0	4.3%	2	2.1%	3	0.0%	0	2.6%	3	0.6%	1	2.9%	
Easy to get to by car	3.1%	40	1.7%	3	0.9%	0	10.3%	18	0.5%	1	1.0%	1	01270	Ő	1.8%	1	0.0%	õ	8.1%	12	0.0%	Ő	1.5%	2	0.8%	2	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%	0	0.0%	Ő	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Good internal layout	2.1%	27	0.0%	Ő	1.2%	0	0.7%	1	4.8%	5	0.7%	1	0.0%	0	0.0%	Ő	1.7%	1	1.2%	2	0.0%	Ő	0.8%	1	8.0%	15	2.9%	
Good service / friendly staff	0.8%	10	0.6%	1	2.0%	1	0.0%	0	4.8% 1.1%	1	4.0%	4	0.7%	0	2.1%	1	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	3.6%	
Habit / always use it / preference for retailer	4.7%	60	9.7%		10.0%	3	3.1%	5	4.7%	5	5.6%	5		4	0.0%	0	3.3%	2	3.7%	6	2.1%	2	3.4%	4	2.9%	6	9.9%	
nternet shopping is convenient	0.7%	9	0.6%	1	3.7%	1	0.0%	0	5.2%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.9%	
Lower prices	17.0%	220	28.9%	51	7.9%	3	20.7%	37	13.2%	13	18.5%	16	16.6%	9	20.4%	12	17.3%	8	12.8%	20	10.7%	8	10.1%	12	15.4%	30	7.4%	
Loyalty card / points scheme	0.8%	10	2.1%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0		0	0.9%	1	0.7%	Õ	1.5%	2	0.8%	1	0.9%	1	0.0%	0	0.0%	
Near to home	29.9%		25.8%		27.0%	9	31.4%		29.8%	-	30.2%		31.7%	17	29.7%	-	29.5%		22.8%		44.1%	32	39.4%	-	28.8%		16.7%	
Near to work	0.9%	12	0.8%	1	0.8%	Ó	1.7%	3	1.5%	1	0.0%	0		1	0.8%	0	0.0%	0	0.0%	0	0.9%	1	3.2%	4	0.0%	0	1.0%	
Nice shopping environment	1.2%	16	3.8%	7		1	0.0%	0	1.1%	1	1.8%	2		0	0.9%	1	0.7%	Ő		1	0.8%	1	0.6%	1	0.7%	1	0.0%	
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%	0	1.6%	1	0.0%	0	1.8%	1	0.6%	1	0.0%	0	6.8%	
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	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	0.0%	0	0.9%	0	0.0%	0	0.0%	0	5.6%	6	0.7%	1	0.0%	
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	5.7%	3	6.2%	3	5.8%	9	7.0%	5	7.7%	9	9.6%	19	11.7%	
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	0.0%	0	0.0%	0	4.4%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	
bafety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0		0		-		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	
afety (during the evening / night time)										_					0.0%		0.0%								0.0%			
peciality foods	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	
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	1.5%	1	0.7%	0	0.9%	1	0.0%	0	0.0%	0	2.9%	6	3.5%	

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

Weighted:									•	foi	r Nex	us ]	Planı	ning	5					Ū							August	2018
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone 4	4	Zone 5	5	Zone	6	Zone	7	Zone 8	;	Zone	9	Zone	10	Zone	11	Zone	12	Zone	13
Value for money Other Good opening hours Not too busy (Don't know / no reason in particular)	7.7% 0.0% 0.1% 0.2% 7.3%	99 0 1 2 95	5.3% 0.0% 0.0% 0.0% 4.5%	9 0 0 0 8	6.8% 0.0% 0.0% 9.3%	2 0 0 0 3	2.8% 0.0% 0.0% 0.0% 7.4%	5 0 0 0 13	11.6% 0.0% 0.0% 0.0% 4.7%	$     \begin{array}{c}       11 \\       0 \\       0 \\       0 \\       5     \end{array} $	8.8% 0.0% 0.0% 5.9%	8 0 0 0 5	11.7% 0.0% 0.0% 0.0% 5.7%	6 0 0 3	14.0% 0.0% 0.6% 8.5%	8 0 0 0 5	10.8% 0.0% 0.0% 0.7% 4.0%	5 0 0 0 2	6.9% 0.0% 0.9% 0.8% 11.4%	11 0 1 1 17	8.3% 0.0% 0.0% 0.0% 9.0%	6 0 0 7	4.6% 0.0% 0.0% 0.0% 8.3%	5 0 0 0 10	9.7% 0.0% 0.0% 0.0% 7.9%	19 0 0 15		3 0 0 0 2
Weighted base: Sample:		1292 1295		177 99		34 100		177 100		99 100		88 98		53 99		60 100		47 99		153 99		72 100		114 100		193 100		25 101
<b>Q04</b> What, if anything, i Not those who said 'D				ost di	slike ab	out	. (STOR	E MEI	NTIONEI	D AT	Q01)?																	
Change layout too often Expensive parking Difficult to get to Expensive Lack of cycle parking Difficult to park / lack of parking Lack of public transport Limited range of goods No petrol station Poor internal layout Poor quality Staff rude / unhelpful Too busy Too far away Too far away Too small Other No express / self-service	$\begin{array}{c} 0.1\%\\ 1.0\%\\ 0.2\%\\ 4.4\%\\ 0.1\%\\ 1.9\%\\ 0.0\%\\ 7.5\%\\ 0.0\%\\ 1.0\%\\ 2.7\%\\ 1.0\%\\ 1.1\%\\ 2.7\%\\ 1.0\%\\ 1.8\%\\ 0.0\%\\ 0.7\%\\ \end{array}$	$ \begin{array}{c} 1\\13\\3\\57\\1\\25\\0\\97\\0\\13\\35\\14\\35\\13\\23\\0\\9\end{array} $	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 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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1 \\ 0 \\ 8 \\ 0 \\ 1 \\ 0 \\ 2 \\ 0 \\ 0 \\ 4 \\ 0 \\ 1 \\ 6 \\ 9 \\ 0 \\ 4 \end{array}$	0.6% 2.5% 0.9% 5.4% 0.0% 2.4% 0.0% 0.0% 1.4% 1.4% 3.2% 4.5% 0.0% 0.0% 0.0% 0.0% 0.9%	$\begin{array}{c} 0 \\ 2 \\ 1 \\ 4 \\ 0 \\ 2 \\ 0 \\ 6 \\ 0 \\ 1 \\ 1 \\ 2 \\ 3 \\ 0 \\ 0 \\ 0 \\ 1 \\ 1 \end{array}$	$\begin{array}{c} 0.0\%\\ 0.0\%\\ 0.9\%\\ 3.0\%\\ 0.0\%\\ 0.9\%\\ \hline 0.0\%\\ 10.6\%\\ 0.0\%\\ 4.2\%\\ 1.5\%\\ 3.2\%\\ 1.6\%\\ 3.4\%\\ 4.4\%\\ 0.0\%\\ 0.0\%\\ \hline \end{array}$	$\begin{array}{c} 0 \\ 0 \\ 1 \\ 3 \\ 0 \\ 1 \\ 0 \\ 12 \\ 0 \\ 5 \\ 2 \\ 4 \\ 2 \\ 4 \\ 5 \\ 0 \\ 0 \\ \end{array}$	0.0% 3.1% 0.0% 1.5% 0.0% 9.0% 0.0% 1.5% 0.0% 1.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 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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0.0% 6.8% 0.0% 2.2%	$ \begin{array}{c} 1\\ 1\\ 0\\ 2\\ 0\\ 1\\ 0\\ 0\\ 0\\ 0\\ 0\\ 0\\ 0\\ 0\\ 0\\ 0\\ 0\\ 0\\ 0\\$
check outs / scan as you shop Not a nice environment Poor opening hours (Nothing) (Don't know) Weighted base: Sample:	1.5% 0.0% 69.4% 2.7%	19 0 897 35 1292 1295	0.6% 0.0% 76.6% 5.4%	1 0 136 9 177 99	2.7% 0.0% 78.0% 0.0%	$     \begin{array}{c}       1 \\       0 \\       26 \\       0 \\       34 \\       100     \end{array} $	2.5% 0.0% 63.6% 0.0%	5 0 113 0 177 100	0.0% 0.0% 71.2% 3.4%	0 0 70 3 99 100	0.0% 0.0% 68.6% 4.4%	0 0 60 4 88 98	0.0% 0.9% 77.9% 3.5%	0 0 41 2 53 99	0.0% 0.0% 64.4% 2.4%	0 0 38 1 60 100	0.9% 0.0% 53.2% 0.0%	0 0 25 0 47 99	3.2% 0.0% 71.8% 1.4%	5 0 109 2 153 99	0.0% 0.0% 68.2% 0.8%	0 0 49 1 72 100	0.9% 0.0% 62.6% 2.9%	1 0 72 3 114 100	3.4% 0.0% 71.7% 4.3%	7 0 139 8 193 100		0 0 18 1 25 101

by Zone (Nulls & SFT Filtere Weighted:	ed, Wtd)			Ne	ewcas	stle-	unde	er-L	yme		l Stol r Nex					il a	nd L	eisu	re St	udy	7						Pa; August	nge 10 t 2018
	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8	Zone	9	Zone	10	Zone	1	Zone	12	Zone	e 13
Q05 How did you travel to Not those who said 'Dor	•				AT Q01	) to ur	dertake	e your	main fo	ood s	hop?																	
Car / van (as driver)	75.6%	948	57.3%		71.3%		68.4%		80.9%				64.2%	33	84.9%	50		39	79.7%	119	80.9%	58	82.1%	92	88.3%	170	89.0%	
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		4	8.2%	12	6.1%	4	7.7%	9	7.1%	14	9.3%	
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%	
Aotorcycle, 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%	
Valk	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%	
Taxi	1.3%	17	4.3%	7	0.0%	Ő	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%	
Frain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Aetro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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%	
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%	
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%	
(Don't know / varies)	0.2%	2	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	0.6%	0	0.6%	1	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
Mean score [Mins]:																												
Q06 How long did your la Not those who said 'Dor	•	•	•		MENTIO	NED /	AT Q01)	to un	dertake	main	n food s	hoppi	ng take	?														
- 5 minutes	36.3%		30.4%	52 s	4.5%	1	42.4%	75	31.0%	28	36.2%	20	37.9%	19	40.9%	24	27.1%	12	29.4%	44	41.6%	30	40.4%	45	47.9%	92	8.8%	
- 10 minutes	32.4%	406	47.2%		33.3%		28.3%	50	38.8%		27.4%		35.2%	18	40.9% 30.2%		26.7%		29.4%	34	24.9%		40.4 <i>%</i> 23.6%		37.8%		37.9%	
1 - 15 minutes	16.0%	201	10.5%		39.8%		18.5%	33	18.0%		20.9%		18.6%	10	10.1%		22.8%		21.6%	32	17.2%		15.1%	17	5.4%		28.7%	
6 - 30 minues	12.7%	160	9.0%		21.7%	7	9.4%		10.4%		12.1%	10	6.6%	3	13.9%		18.9%		25.0%	37	15.6%		14.5%	16	5.9%		23.9%	
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		
6 - 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	3.1%	3	0.0%	0	0.0%	
51+ minutes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Õ	2.0%	1	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%	
(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%	
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		13.73
Weighted base:		1254		170		31		177		89		84		51		59		45		149		72		112		192		24
-																												93

by Zone (Nulls & SFT Filter	ed, Wtd	)		Ne	ewcas	tle-	unde	er-L	yme a						Retai	l ai	nd Le	isu	re St	udy	7						Pag	ge 11
Weighted:										foi	r Nex	us l	Plann	ing	5												August	2018
	Tota	al	Zone	1	Zone 2	2	Zone	3	Zone 4	ļ	Zone 5	5	Zone 6	Ó	Zone 7		Zone 8		Zone 9	)	Zone 1	0	Zone 1	1	Zone 12	2	Zone	13
Q07 When you undertoo Not those who said 'Dou					(STORE	MEN	ITIONEI	O AT (	Q01), did	you	link you	r trip	with any	y oth	er activit	y?												
Yes - non-food shopping	7.8%		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%		12.8%	3
Yes – other food shopping	6.5%		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%		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%	C
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%	C
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
(No activity)	69.3%	869	75.4%	128	63.1%		67.9%	120	73.3%		73.4%		72.5%	37	60.9%		65.8%		73.1%	109	78.9%	57	63.6%		64.2%		51.1%	12
(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%	C
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

by Zone (Nulls & SFT Filtere Weighted:	ed, Wtd)			Ne	wcas	tle-	under	r-L	yme a		l Stoko r Nexu					l ai	nd Lei	su	re Stu	dy	,						Page August 2	
	Total	l	Zone 1		Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	3
<b>Q08</b> Where did you do th Shopping, services, food				at Q0	7 AND Ex	xcl. Ni	ulls & SFT	ŗ																				
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%	Ő	0.0%	Ő	0.0%	Ő	0.0%	Ő	4.7%	1	0.0%	Ő	0.0%	Ő	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Ő
Fenton Town Centre	2.7%	-	22.9%	5	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	Ő	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,	0.4%	1		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
Stoke-on-Trent	1.000		10.000		0.004	0	0.004	0	2.24		e eo.		0.004	0	0.504		0.004	~		•	0.004	0	0.004	~	0 604		0.004	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	0.0%	0	3.6%	1	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-L yme																												
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 Zone 3 - Staffordshire Moorlands	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
Blythe Bridge Village Centre Zone 3 - 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
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
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 Meir Retail Park, Uttoxeter Road, Meir	9.5% 1.1%	23 3	24.1% 0.0%	6 0	0.0% 0.0%	0 0	48.6% 8.0%	16 3	6.5% 0.0%	1 0	0.0% 0.0%	$\begin{array}{c} 0\\ 0\end{array}$	4.0% 0.0%	$\begin{array}{c} 0\\ 0\end{array}$	0.0% 0.0%	0 0	0.0% 0.0%	0 0	$0.0\% \\ 0.0\%$	0 0	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0\\ 0\end{array}$	0.0% 0.0%	$\begin{array}{c} 0\\ 0\end{array}$	0.0% 0.0%	0 0
Zone 4 -																												
Newcastle-under-L																												
yme																												
Etruria Way Retail Park, Stoke-on-Trent <b>Zone 4 - Stafford</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Gardens, Trentham Estate, Stone Road, Stoke-on-Trent <b>Zone 4 - Stoke-on-Trent</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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

Weighted:										fo	r Nexu	IS ]	Planni	ing	5												August 2018
	Total		Zone 1	-	Zone 2	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 Zone 5 - 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%
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%
Burslem Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	1	6.6%	1	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cobridge Local Centre	0.7%	2	0.0%	Ő	0.0%	Ő	5.0%	2	0.0%	0	0.0%	0		0	0.0%	Ő	0.0%		0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	Õ	0.0%
Norton Local Centre Zone 6 - Stoke-on-Trent	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%
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%
Sandyford	1.1%	3	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%
Tunstall Town Centre Zone 7 -	6.7%		10.7%	2	6.0%	1	0.0%	0	0.0%	0	27.6%	4	81.4%	7	5.9%	1	6.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%
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%
Butt Lane Local Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% (
Kidsgrove Town Centre	3.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	1	42.4%	7	3.1%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0% (
Tesco Superstore, Liverpool Road, Kidsgrove	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% (
Zone 7 - Stoke-on-Trent	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/
Packmoor Village Centre Zone 8 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% (
Biddulph Moor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% (
Biddulph Town Centre Zone 8 - Stoke-on-Trent	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brindley Ford Local Centre Zone 9 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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, 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%
Cheadle Town Centre	5.2%	13	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0% (
Leek Town Centre Zone 10 - Stafford	5.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	2	0.0%	0	0.0%	0	3.1%	0	39.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%
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%
Eccleshall 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	6.1%	1	0.0%	0	0.0%	0	0.0% (
Stone Town Centre Zone 11 - Cheshire East	1.7%	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	40.2%	4	0.0%	0	0.0%	0	0.0%
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%
Alsager Town Centre	2.7%	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	22.6%	6	0.0%	0	0.0%
Congleton Town Centre Morrisons, Bridestone	9.4% 0.1%	23 0	0.0% 0.0%	0 0		0 0	3.5% 0.0%	1 0	42.5% 3.1%	4 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	62.2% 0.0%	18 0	0.0% 0.0%	0 0	0.0% ( 0.0% (								
Shopping Centre, Congleton																											

by Zone (Nulls & SFT Filter	red, Wtd)			Ne	ewcas	tle-	unde	r-L	·				n-Tre Planni			l ai	nd Lei	su	re Stu	dy	,						Page	
Weighted:	Total		Zone 1		Zone 2	:	Zone 3		Zone 4		Zone 5	12 1	Zone 6	ΠĘ	Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		August 2 Zone 1	
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	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	0.0%	0	3.9%	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	12.0%	2	0.0%	0	0.0%	0	5.4%	1	2.5%	1	50.7%	19	19.3%	2
Whitmore Village Centre	0.6%	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	4.1%	2	0.0%	0
Wolstanton	3.2%	8	6.3%	1	0.0%	Ő	0.0%	Õ	0.0%	Ő	0.0%	Ő	0.0%	Õ	2.4%	Ő	0.0%	Õ	0.0%	Ő	0.0%	Ő	0.0%	0		6	0.0%	Õ
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme <b>Zone 13 -</b>	2.5%	6	0.0%	0	13.1%	1	3.5%	1	16.7%	3	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	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	3.1%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	64.0%	6
Nantwich Town Centre	0.9%	2	0.0%	0	24.0%	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	1.9%	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	0.0%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	5.2%	0
Sandbach Town Centre	0.8%	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	7.1%	2	0.0%	0	0.0%	0
Stafford Town Centre	2.5%	6	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	44.0%	5	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	0.0%	0	0.0%	0	9.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		241 292		23 17		8 26		33 19		17 24		13 18		9 20		16 25		11 27		27 18		10 15		28 27		38 19		9 37

oy Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	ewcast	tle-	unde	r-L	yme				on-Tre Plann			l a	nd Le	eisu	re Stu	ıdy	7						Page August 20
	Total		Zone	1	Zone 2		Zone	3	Zone	4	Zone 5	;	Zone 6		Zone 7		Zone 8	8	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13
Q09 Where did you unde Excl. Nulls & SFT	rtake yo	ur ma	ain food	and g	grocery s	hopp	oing the	time	before	your	last visit	to	(STORE	MEN	NTIONED	AT (	Q01)? \	Wasi	it the sam	ie pl	ace or dif	fere	nt? Plea	se s	specify.		
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%
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%
Asda, Victoria Road, Berry	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%
Hill, Fenton 3&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%
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%
armfoods, 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%
celand, 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%
idl, 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%
ocal 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%
ocal 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	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Aarks & 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%
Iorrisons, 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%
ainsbury'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%
'esco Extra, Clough Street, Stoke-on-Trent ione 2 -	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%
Newcastle-under-L yme																											
Betley Post Office & Village Shop, Bow Hill House,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Main Road, Betley 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%
esco 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%
one 2 - Shropshire ocal shops, Woore Village Centre one 3 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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 Novus Planning

Weighted:										foi	r Nexu	is l	Planni	ing	5												August	2018
	Total		Zone	1	Zone 2		Zone	3	Zone 4	l	Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	2	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	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 Zone 3 - Stoke-on-Trent	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	0.0%	0
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	0.0%	0	2.9%	1	3.4%	5	0.0%	0	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	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%	14	3.5%	6	0.0%	0	4.4%	8	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
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	0.0%	0	0.0%	0	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	0.9%	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
McColls, Anchor Road, Stoke-on-Trent	0.4%	5	0.0%		0.0%	0	2.6%	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
Tesco Express, Amison Street, Meir Hay, Longton	0.3%	3	0.8%		0.0%	0	0.9%	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
Tesco Extra, Longton Retail Park, Baths Road, Longton	6.8%		17.1%	30	0.0%		23.6%		13.2%	11	0.0%	0		0	0.0%	0	0.0%	0	0.6%	1 7	0.0%	0	0.0%	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	0.0%	0	0.0%	0	4.6%	/	3.1%	2	0.0%	0	2.4%	4	0.0%	0
Zone 4 - Stoke-on-Trent																												
Aldi, Newcastle Road, Springfields,	4.4%	54	1.4%	2	1.5%	0	3.2%	6	17.6%	15	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	1	14.5%	27	0.9%	0
Stoke-on-Trent Aldi, Stanley Matthews	1.7%	21	0.0%	0	0.0%	0	5.2%	9	8.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	1.3%	2	0.0%	0
Way, Trentham Iceland, Boothen Park, London Road,	0.2%	2	0.0%	0	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	0.0%	0	0.0%	0
Stoke-on-Trent Town Centre																												
Iceland, Springfield Retail Park, Newcastle Road,	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
Stoke-on-Trent Lidl, Boothen Park, Stoke-on-Trent Town	0.5%	6	0.0%	0	0.0%	0	0.8%	1	3.3%	3	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
Centre Sainsbury's, Minton House, London Road, Stoke-on-Trent Town	0.8%	9	0.0%	0	0.0%	0	0.0%	0	4.5%	4	3.0%	2	0.7%	0	0.7%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Centre Tesco Superstore, Newcastle Road, Springfields, Stoke-on-Trent Zone 5 - Staffordshire	3.1%	38	4.8%	8	0.7%	0	1.5%	3	16.1%	14	2.0%	2	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	10	0.8%	0

by Zone (Nulls & SFT Filtered, Wtd)

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

Weighted:										foi	r Nexu	IS .	Planni	ng													August 2	018
	Total		Zone 1		Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	3
<b>Moorlands</b> 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%	
Zone 5 - Stoke-on-Trent Aldi, Brownhills Road,	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%	
Tunstall Asda, Scotia Road, Tunstall	3.9%	48	2.20/	4	0.0%	0	2.6%	5	0.0%	0	19.00/	15	35.3%	18	6 10/	3	3.9%	2	0.60/	1	0.00/	0	0.9%	1	0.00/	0	0.9%	(
Home Bargains, Newcastle Street, Burslem Zone 6 - Stoke-on-Trent	5.9% 0.2%	48 2	2.2% 0.0%	4 0	0.0%	0	2.6% 0.8%	5 1	0.0%	0	18.0% 0.7%	15	0.0%	0	6.4% 0.0%	3 0	3.9% 0.0%	0	0.6% 0.0%	0	0.0% 0.0%	0	0.9%	0	0.0% 0.0%	0	0.9%	(
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%	(
Lidl, High Street, Tunstall	0.8%	10	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%	(
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%	(
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	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Fesco Express, Biddulph Road, Great Chell Zone 7 - Cheshire East	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%	
Sainsbury's Local, Crewe Road, Alsager <b>Zone 7 -</b>	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%	
Zone 7 - Newcastle-under-L																												
yme																												
Aldi, Liverpool Road, Kidsgrove	2.5%	31	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0			26.7%		14.2%		0.0%	0	0.0%	0	8.3%	9	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	0.7%	0	0.0%	0	,.	0	0.0%	0	0.0%	0	0.0%	0		(
Tesco Superstore, Liverpool Road, Kidsgrove Zone 7 - Stoke-on-Trent	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%	(
Local shops, Packmoor Village Centre Zone 8 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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, 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%	(
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%	(
Sainsbury's, Wharf Road, Biddulph Zone 9 - Staffordshire Moorlands	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%	(
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%	(
Asda, Ashbourne Road, Cheadle	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%	(
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%	(

by Zone	(Nulls	& SFT	Filtered,	Wtd)
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Weighted:										foi	r Nexu	IS I	Planni	ing													August 2	018
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 1	L	Zone 12	2	Zone 1	3
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	0.0%	0	0.0%	0	0.6%	1	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	0.0%	0	0.0%	0	0.6%	1	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%		2.6%	4		0	0.0%	0	0.0%	0	0.0%	
Morrisons, Newcastle Road, Leek	3.8%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	29.7%	44	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	13.5%	20	0.0%	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%	0	0.0%	0	0.0%	0	0.0%		0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Sainsbury's, Churnet Way, Leek Zone 10 - Stafford	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	0	0.0%	0	6.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	
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	0.0%	0	0.0%	0	0.0%	0	28.1%	20	0.0%	0	0.0%	0	0.8%	
M&S Simply Food, M6 North Stafford Motorway	0.1%	23	0.0%		0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		20	0.0%	0	0.0%	0	0.0%	
Services, Nr Stone																												
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	0.0%	0	0.0%	0	0.0%	0	29.1%	21	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	0.0%	0	0.9%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	8.9%	10	0.0%	0	0.0%	
Aldi, Mountbatten Way, Congleton	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	3	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	8	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	0.0%	0	0.0%	0	0.0%	0		0		0	2.7%	3	0.0%	0	0.0%	
M&S Simply Food, Congleton Retail Park, Congleton	0.3%	4	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%	0	2.3%	2	0.0%	0	0.0%	
Morrisons, Bridestone Shopping Centre,	1.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.9%	2	8.2%	4	0.0%	0	0.0%	0	10.6%	11	0.0%	0	0.0%	
Congleton Tesco Superstore, Barn Road, Congleton	1.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	16.1%	17	0.0%	0	0.0%	
Zone 12 - Newcastle-under-L																												
<b>yme</b> 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	18	3.7%	
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	5.9%	3	1.8%	1	1.5%	2	0.0%	0	1.5%	2	6.3%	12	0.0%	
Asda, Wolstanton Retail Park,	1.5%	18	0.6%	1	0.0%	0	0.8%	1	0.0%	0	1.0%	1	4.9%	2	0.7%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	11	0.0%	
Newcastle-under-Lyme 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	

by Zone (Nulls & SFT Filtere Weighted:	ed, Wtd)			Ne	ewcast	tle-	under	r-L	•				n-Tre Plann			l ai	nd Lei	isu	re Stu	dy	<b>,</b>						Page August 20	
	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	2	Zone 13	;
Iceland, Roebuck Centre,	0.1%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	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	0.6%	7	0.0%	0	0.0%	0	1.5%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.8%	1	0.6%	1	0.8%	0
Morrisons, Goose Street,	2.7%	34	2.4%	4	7.8%	2	0.0%	0	3.0%	3	0.0%	0	0.0%	0	2.8%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	21	5.5%	1
Newcastle-under-Lyme Morrisons, Lower Milehouse Lane,	2.7%	33	0.0%	0	16.6%	5	0.0%	0	0.0%	0	0.7%	1	0.0%	0	4.2%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	25	0.0%	0
Newcastle-under-Lyme Sainsbury's, Liverpool Road, Newcastle-under-Lyme <b>Zone 13</b> -	2.9%	35	0.0%	0	15.7%	5	0.0%	0	0.9%	1	0.7%	1	0.0%	0	0.9%	0	0.0%	0	0.8%	1	0.0%	0	2.3%	2	12.7%	24	5.6%	1
Newcastle-under-L yme Co-op, Eccleshall Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Loggerheads Zone 13 - Shropshire	0.0%	0	0.070	0	0.0%	0	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	0.0%	0	0.0%	0	0.070	0	0.0%	0	0.070	0	1.070	0
Hinstock Post Office, Chester Road, Hinstock 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
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	0.0%	0	0.0%	0	0.0%	0	1.6%	1	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	0.0%	0	0.0%	0	0.0%	0	0.6%	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	0.0%	0	0.0%	0	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	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford Asda, Stafford Street, Market	0.5% 0.1%	6 2	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$		0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0		0 0	7.0% 0.0%	5 0	1.3% 0.9%	1 1	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 3.3%	0 1
Drayton Asda, Victoria 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	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Crewe 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	0.0%	0	0.0%	0	0.0%	0	0.8%	1	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	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1

by Zone (Nulls & SFT Filtere Weighted:	.u, wiu)			1 10	, weak		unuer	L	•		r Nexu						nd Lei	154		uy							Page August 2	
	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 1	3
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%	(
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%	(
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%	
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%	(
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%	(
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%	
M&S Simply Food, Grand Junction Retail Park, Earle	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%	(
Street, Crewe M&S Simply Food, Waterside Retail Park,	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%	(
Ashbourne Marks & Spencer, Gaolgate	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%	
Street, Stafford Marks & Spencer, Market	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%	
Street, Crewe Aarks & 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	0.0%	0	0.7%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Aorrisons 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%	
Aorrisons, 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%	
Aorrisons, 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%	
Aorrisons, 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%	1
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%	
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	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
ainsburys, 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%	
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%	
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%	
'esco 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%	
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%	

by Zone (Nulls & SFT Filte	red, Wtd	)		Ne	ewcas	stle-	unde	er-L	yme a							il a	nd Le	eisu	re St	udy	•						Pag	ge 21
Weighted:										foi	r Nex	us l	Plann	ing	Г Э												August	2018
	Tota	al	Zone	1	Zone	2	Zone	3	Zone 4	ļ	Zone 5	;	Zone 6	i	Zone 7	,	Zone 8	\$	Zone	9	Zone 1	0	Zone 1	1	Zone	12	Zone	13
Avenue, Madeley	0.004	0	0.00/	0	0.004	0	0.004	0	0.004	0	0.004	0	0.00/	0	0.004	0	0.00/	0	0.004	0	0.004	0	0.004	0	0.00/		0.004	0
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(	0.8%	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	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	(	2.6%	1
Waitrose, Flat Lane, Sandbach	0.7%	8	0.8%	1	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	4.5%	5	0.0%	(	0.0%	0
Waitrose, The Springs Shopping Centre, Spring Gardens, Buxton	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
Waitrose, Trinity Road, Uttoxeter	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
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	0.9%	1	0.0%	0	0.0%	0	0.0%	(	0.0%	0
Weighted base: Sample:		1232 1233		173 95		31 93		176 99		85 91		82 92		50 96		54 93		45 95		148 97		71 97		107 96		187 97		23 92
Q10 Which retailer did y Those who shop online		hase y	our ma	in foo	od intern	et / ho	ome del	ivery	shoppin	g fro	m?																	
Asda	17.0%	7	0.0%	0	0.0%	0	0.0%	0	24.4%	2	100.0%		50.0%	0	62.1%		33.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	(		0
Morrisons	12.1%	5	0.0%		31.2%	1	0.0%	0	0.0%	0	0.0%		50.0%	0	18.9%		13.5%	0	0.0%	0	0.0%	0	50.0%	3	0.0%	(		0
Iceland	8.2%	4	0.0%	0		1	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%		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%	(	21.1%	0
Tesco	31.9%		46.7%	4	18.0%	0	0.0%		50.0%	4	0.0%	0	0.0%	0	0.0%		52.7%		100.0%	2	0.0%	0	0.0%	0	20.4%	1	35.9%	1
Ocado Other	18.7% 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	$0.0\% \\ 0.0\%$	0 0		0	0.0% 0.0%	0	100.0% 0.0%	0	50.0% 0.0%	3 0	79.6% 0.0%	(	23.3%	0 0
(Don't know / varies)	0.0% 9.4%	4	0.0% 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
	J.+ 70	-	55.470	•	0.070		0.070	Ŭ	0.070		0.070		0.070	0	0.070		0.070		0.070		0.070		0.070		0.0%			
Weighted base:		43		8		3		0		9		2		1		3		2		2		0		6		-		2
Sample:		38		4		6		0		4		1		2		3		4		2		1		2		.4		/

by Zone (Nulls & SFT Filte	red, Wtd)			Ne	ewca	stle-	und	er-L	yme							ail a	nd L	eisu.	ire St	tudy	7						Pag	e 22
Weighted:										fo	r Nez	<b>xus</b>	Plan	nin	g												August	2018
	Tota	1	Zone	e 1	Zone	2	Zone	3	Zone	4	Zone	5	Zon	e 6	Zon	e 7	Zon	e 8	Zone	9	Zone	10	Zone	11	Zone	12	Zone 1	13
Mean score [£]:																												
Q11 Thinking more gen	erally, ho	w mu	ich doe	es you	r house	hold s	pend o	n ave	rage on	main	food ar	nd gro	cery sl	hoppiı	ng 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	0.0%	0	0.0%	0	0.0%	0	2.4%	2	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	0.6%	0	0.0%	0	3.1%	5	0.0%	0	0.6%	1	0.0%	0	0.0%	0
£11 - £15	0.5%	6	0.6%	1	0.0%	0	0.7%	1	0.5%	1	0.7%	1	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	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	3.8%	2		2	2.3%	4	0.0%	0	0.6%	1	5.0%	10	0.0%	0
£21 - £25	1.2%	16	1.4%	2	0.6%	0	1.5%	3	0.0%	0	3.5%	3	4.5%	2	0.00/0	0		0	0.6%	1	3.0%	2	0.8%	1	0.0%	0	0.7%	0
£26 - £30	3.1%	40	0.7%	1	0.6%	0	5.8%	10	3.2%	3	6.2%	6	8.8%	5	/ -			1	0.0%	0	2.1%	2	1.9%	2	4.2%	8	1.4%	0
£31 - £35	1.4%	18	2.6%	5	4.4%	1	0.7%	1	0.0%	0	1.6%	1	3.2%	2				1	1.2%	2	0.6%	0	3.2%	4	0.0%	0	2.1%	1
£36 - £40	7.0%	91	6.5%	12	3.5%	1	9.1%	16	10.2%	10	5.3%	5	4.2%	2		2		4		22	6.7%	5	3.3%	4	3.6%	7	4.9%	1
£41 - £45	0.9%	12	0.8%	1	0.6%	0	0.7%	1	0.5%	1	2.7%	2	2.3%	1	0.0%	0		2	0.6%	1	0.0%	0	0.9%	1	0.6%	1	0.7%	0
£46 - £50	8.9%	116	11.8%	21	4.8%	2	12.9%	23	9.1%	9	8.5%	8	5.3%	3		6		2	6.6%	10	9.4%	7	4.4%	5	9.6%	19	7.5%	2
£51 - £55	1.3%	17	1.3%	2	4.6%	2	0.9%	2	0.0%	0	1.8%	2	0.7%	0		0		2	0.6%	1	0.0%	0	2.1%	2	1.5%	3	2.7%	1
£56 - £60	7.6%	99	7.5%	14	6.7%	2	4.8%	8	11.6%	12	9.8%	9	5.4%	3	,		10.5%	5	7.6%	12	5.7%	4	7.9%	9	7.3%	14	3.9%	1
£61 - £65	3.6%	47	9.7%	18	0.0%	0	0.7%	1	4.9%	5	3.9%	4	0.7%	0		2		1	3.9%	6	4.1%	3	3.9%	4	1.5%	3	0.0%	0
£66 - £70	6.6%	86	9.4%	17	5.1%	2	6.6%	12	5.5%	5	4.6%	4	8.5%	5		6		3	4.7%	7	6.9%	5	4.7%	5	7.1%	14	5.5%	1
£71 - £75	3.6%	47	2.3%	4	5.7%	2	5.0%	9	0.7%	1	2.6%	2	1.0%	1	2.7%			2	0.6%	1	6.2%	4	4.7%	5	7.4%	14	0.7%	0
£76 - £80	8.3%	107	9.1%	16	7.4%	2	7.7%	14	5.8%	6	11.4%	10	5.7%	3		5		5	5.5%	8	6.4%	5	5.3%	6	12.3%	24	12.1%	3
£81 - £85	1.4%	19	0.0%	0	0.8%	0	4.8%	9	1.2%	1	0.0%	0	0.7%	0	0.00/0	0		1	1.4%	2	0.6%	0	1.5%	2	1.3%	3	0.0%	0
Q37	3.3%	42	1.1%	2	2.4%	1	2.2%	4	9.0%	9	2.5%	2	1.4%	1	5.1%	3		3	1.7%	3	3.1%	2	4.7%	5	3.7%	7	1.9%	0
£91 - £95	0.4%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.7%		0.0%	0	1.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0
£96 - £100	11.7%	152	9.4%	17	3.6%	1	14.9%	26	11.8%	12	6.1%	6		8		7	7.7%	4	9.3%	14	9.6%		19.3%	22	12.5%	24	18.6%	5
£101 - £120	3.7%	49	3.6%	7	4.7%	2	0.7%	1	4.1%	4	5.8%	5		2				3	5.3%	8	6.4%	5	0.8%	1	4.2%	8	3.3%	1
£121 - £140	1.4%	19	0.0%	0	1.5%	1	1.7%	3	1.2%	1	1.7%	1	1.8%	1	6.1%		1.6%	1	0.0%	0	1.6%	1	2.5%	3	0.7%	1	6.4%	2
£141 - £160	3.1%	40	2.3%	4	2.2%	1	0.8%	1	0.8%	1	1.6%	1	5.3%	3			1.9%	1	8.2%	13	5.7%	4	3.1%	4	2.6%	5	5.9%	1
£161 - £180	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0		0		0	0.9%	1	0.0%	0	0.0%	0	1.4%	3	1.5%	0
£181 - £200	1.0%	13	2.2%	4	1.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0		0		0	3.9%	6	0.0%	0	0.0%	0	0.0%	0	2.7%	1
£201 - £250	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	0.0%	0	0.00.00	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
£251+	0.5%	7	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.070	0		0		0	0.0%	0	2.6%	3	0.8%	2	0.0%	0
(Don't know / varies)	15.1%	197	13.5%	24	33.1%		15.6%	28	17.2%	17	14.4%	13		9	0.1/0			5		25	18.5%	13	18.1%	21	12.1%	23	12.5%	3
(Refused)	0.8%	11	0.8%	1	0.6%	0	0.0%	0	0.5%	1	2.3%	2	0.7%	0	1.3%	1	0.0%	0	0.6%	1	0.9%	1	2.4%	3	0.0%	0	4.3%	1
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	1	91.65
Weighted base:		1302		181		34		177		99		91		53		60		48		154		72		114		193		25
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6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Or           more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.0%         0           1.0%         13         0.0%         0         0.8%         1         0.5%         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         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%<!--</td--><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 8           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 meteremente           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 meteremente           more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         0         0.6%         0         0.0%         0         3.8%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.8%         1         1.2%           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%           74.4%         969         71.6%         130         70.6%         24</td><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9           es 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 = more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.3.8%         6           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6           1.0%         13         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           8.2%         106         10.4%         19         4.5%</td><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 9           es 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, Lemore generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.0%         1         0.5%         1         0.9%         1         0.0%         0         0.6%         0         0.0%         0         3.8%         6         2.4%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2         3.2%           8.2%         106         10.4%         19         4.5%         2         0.7%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2         3.2%           74.4%         969         71.6%         130         70.6%         2         9.8%         7.5%         7.5%         2         1.7%         1</td><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10           es 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 the more
generally, how often does your household do a main food and grocery shop?           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         1.4%         1         1.2%         2         3.2%         2           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         1.4%         1         1.2%         2         3.2%         2           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         8         6.4%         4         10.3%         5         8.2%         10         1         1.4%         1         1.2%         2         3.2%         2         3.2%         2         3.2%         2         3.2%         2         3.2%         2         3.2%         2         3.2%         &lt;</td><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 10           as 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 more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6         2.4%         2         0.9%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         1.4%         1         1.2%         2         3.2%         2         0.9%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         8         15.9%         8         6.4%         4         10.3%         5         8.2%         10         7.4.5%         2         0.9%         8         5.5%         11         7.5%         7         7.6%         7.11.1%         38         7.4.4%         44</td><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11           as 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 monte generally, how often does your household do a main food and grocery shop?           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.8%         2         0.7%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         2         2.9%         10         1.2%         2         3.2%         2         0.6%         1         1.2%         2         3.2%         2         0.6%         1         1.4%         1         1.2%         2         3.2%         2         0.6%         1         1.4%         1         1.2%         2         3.2%         1         1.1%         1         1.1%         1<!--</td--><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11         Zone 9           es 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         Zone 10         Zone 11         Zone 7           more generally, how often does your household do a main food and grocery shop?         more generally, 12         0.0%         0         0.0%         0         0.8%         1         0.9%         1         0.0%         0         0.8%         2         0.7%         1         0.0%         0         0.8%         2         0.7%         1         0.0%         0         0.8%         1         0.9%         1         0.9%         2         0.7%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         0.8%         1         0.0%         0         0.4%         1         0.9%         1         0.0%         0         0.8%         1         0.0%         0         0.8%         1         0.0%         1         0.0%</td><td>for Nexus Planning           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           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           more generally, how often does your household do a main food and grocery shore?           0.9%         12         0.0%         0         0.0%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2         3.2%         2         0.6%         1         0.0%         0         2.4%         1         1.2%         2         2.9%         1         0.0%         0         2.4%         1         1.2%         2         2.9%         1         0.0%</td><td>for Nexus Planning         August           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 12         Zone 12         Zone 13         Zone 14         Zone 1</td></td></td></td<></td> | Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 3           es 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 more generally, how often does your household do a main food and grocery shore           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.6%           1.0%         13         0.0%         0         0.21%         4         1.5%         2         0.7%         1         0.0%         0         2.4%           8.2%         106         10.4%         19         4.5%         2         9.8%         17         3.4%         3         8.9%         8         15.9%         8         6.4%           74.4%         969         71.6%         130         70.6%         24         69.8%         123         75.2%         75         76.5%         69         71.1%         38         74.4%           8.5%         111         11.0%         20         12.9%         4         14.1%         25         7.5%         7         9.8%         9         4.2%         2         12.9% | for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7           es 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 fortm         more generally, how often does your household do a main food and grocery shore         a week = 1, Once a fortm           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.6%         0           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         2.4%         1           8.2%         106         10.4%         19         4.5%         2         9.8%         17         3.4%         3         8.9%         8         15.9%         8         6.4%         4           74.4%         969         71.6%         130         70.6%         24         69.8%         123         75.2%         75         76.5%         69         71.1%         38         74.4%         44           8.5%         111         11.0%         20         12.9%         4 <td< td=""><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 9           es a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0           more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.0%           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%           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%           8.5%         111         11.0%         20         12.9%         4         14.1%         25         7.5%         7         9.8%         9         4.2%         2         2.9%         3         8.9%         8         1.0.6%</td><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8           es 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, Or           more generally, how often does your
household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.0%         0           1.0%         13         0.0%         0         0.8%         1         0.5%         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         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%<!--</td--><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 8           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 meteremente           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 meteremente           more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         0         0.6%         0         0.0%         0         3.8%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.8%         1         1.2%           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%           74.4%         969         71.6%         130         70.6%         24</td><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9           es 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 = more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.3.8%         6           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6           1.0%         13         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           8.2%         106         10.4%         19         4.5%</td><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 9           es 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, Lemore generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.0%         1         0.5%         1         0.9%         1         0.0%         0         0.6%         0         0.0%         0         3.8%         6         2.4%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2         3.2%           8.2%         106         10.4%         19         4.5%         2         0.7%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2         3.2%           74.4%         969         71.6%         130         70.6%         2         9.8%         7.5%         7.5%         2         1.7%         1</td><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10           es 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 the more generally, how often does your household do a main food and grocery shop?           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         1.4%         1         1.2%         2         3.2%         2           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         1.4%         1         1.2%         2         3.2%         2           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         8         6.4%         4         10.3%         5         8.2%         10         1         1.4%         1         1.2%         2         3.2%         2         3.2%         2         3.2%         2         3.2%         2         3.2%         2         3.2%         2         3.2%         &lt;</td><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 10           as 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 more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6         2.4%         2         0.9%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         1.4%         1         1.2%         2         3.2%         2         0.9%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         8         15.9%         8         6.4%         4         10.3%         5         8.2%         10         7.4.5%         2         0.9%         8         5.5%         11         7.5%         7         7.6%         7.11.1%         38         7.4.4%         44</td><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11           as 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 monte generally, how often does your household do a main food and grocery shop?           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.8%         2         0.7%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         2         2.9%         10         1.2%         2         3.2%         2         0.6%         1         1.2%         2         3.2%         2         0.6%         1         1.4%         1         1.2%         2         3.2%         2         0.6%         1         1.4%         1         1.2%         2         3.2%         1         1.1%         1         1.1%         1<!--</td--><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11         Zone 9           es 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         Zone 10         Zone 11         Zone 7           more generally, how often does your household do a main food and grocery shop?         more generally, 12         0.0%         0         0.0%         0         0.8%         1         0.9%         1         0.0%         0         0.8%         2         0.7%         1         0.0%         0         0.8%         2         0.7%         1         0.0%         0         0.8%         1         0.9%         1         0.9%         2         0.7%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         0.8%         1         0.0%         0         0.4%         1         0.9%         1         0.0%         0         0.8%         1         0.0%         0         0.8%         1         0.0%         1         0.0%</td><td>for Nexus Planning           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           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           more generally, how often does your household do a main food and grocery shore?           0.9%         12         0.0%         0         0.0%         1         0.5%         1         0.9%         1         0.0%      
  0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2         3.2%         2         0.6%         1         0.0%         0         2.4%         1         1.2%         2         2.9%         1         0.0%         0         2.4%         1         1.2%         2         2.9%         1         0.0%</td><td>for Nexus Planning         August           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 12         Zone 12         Zone 13         Zone 14         Zone 1</td></td></td></td<> | for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 9           es a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0           more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.0%           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%           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%           8.5%         111         11.0%         20         12.9%         4         14.1%         25         7.5%         7         9.8%         9         4.2%         2         2.9%         3         8.9%         8         1.0.6% | for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8           es 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, Or           more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.0%         0           1.0%         13         0.0%         0         0.8%         1         0.5%         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         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0% </td <td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 8           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 meteremente           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 meteremente           more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         0         0.6%         0         0.0%         0         3.8%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.8%         1         1.2%           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%           74.4%         969         71.6%         130         70.6%         24</td> <td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9           es 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 = more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.3.8%         6           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6           1.0%         13         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           8.2%         106         10.4%         19         4.5%</td> <td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 9           es 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, Lemore generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.0%         1         0.5%         1         0.9%         1         0.0%         0         0.6%         0         0.0%         0         3.8%         6         2.4%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2         3.2%           8.2%         106         10.4%         19         4.5%         2         0.7%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2         3.2%           74.4%         969         71.6%         130         70.6%         2         9.8%         7.5%         7.5%         2         1.7%         1</td> <td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10           es a week]: 7 times a week = 7, 4 - 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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 more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6         2.4%         2         0.9%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         1.4%         1         1.2%         2         3.2%         2         0.9%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         8         15.9%         8         6.4%         4         10.3%         5         8.2%         10         7.4.5%         2         0.9%         8         5.5%         11         7.5%         7         7.6%         7.11.1%         38         7.4.4%         44</td> <td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11           as 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 monte generally, how often does your household do a main food and grocery shop?           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.8%         2         0.7%         1        
0.0%         0         3.8%         6         2.4%         2         0.9%         1           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         2         2.9%         10         1.2%         2         3.2%         2         0.6%         1         1.2%         2         3.2%         2         0.6%         1         1.4%         1         1.2%         2         3.2%         2         0.6%         1         1.4%         1         1.2%         2         3.2%         1         1.1%         1         1.1%         1<!--</td--><td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11         Zone 9           es 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         Zone 10         Zone 11         Zone 7           more generally, how often does your household do a main food and grocery shop?         more generally, 12         0.0%         0         0.0%         0         0.8%         1         0.9%         1         0.0%         0         0.8%         2         0.7%         1         0.0%         0         0.8%         2         0.7%         1         0.0%         0         0.8%         1         0.9%         1         0.9%         2         0.7%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         0.8%         1         0.0%         0         0.4%         1         0.9%         1         0.0%         0         0.8%         1         0.0%         0         0.8%         1         0.0%         1         0.0%</td><td>for Nexus Planning           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           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           more generally, how often does your household do a main food and grocery shore?           0.9%         12         0.0%         0         0.0%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2         3.2%         2         0.6%         1         0.0%         0         2.4%         1         1.2%         2         2.9%         1         0.0%         0         2.4%         1         1.2%         2         2.9%         1         0.0%</td><td>for Nexus Planning         August           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 12         Zone 12         Zone 13         Zone 14         Zone 1</td></td> | for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 8           a week]: 7 times a week = 7, 4 - 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6 times a week = 5, 2 - 3 times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once a month = more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.3.8%         6           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6           1.0%         13         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           8.2%         106         10.4%         19         4.5% | for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 9           es 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, Lemore generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.0%         1         0.5%         1         0.9%         1         0.0%         0         0.6%         0         0.0%         0         3.8%         6         2.4%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2         3.2%           8.2%         106         10.4%         19         4.5%         2         0.7%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2         3.2%           74.4%         969         71.6%         130         70.6%         2         9.8%         7.5%         7.5%         2         1.7%         1 | for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10           es a week]: 7 times a week = 7, 4 - 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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 more generally, how often does your household do a main food and grocery shop:           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6         2.4%         2         0.9%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         1         1.4%         1         1.2%         2         3.2%         2         0.9%           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         8         15.9%         8         6.4%         4         10.3%         5         8.2%         10         7.4.5%         2         0.9%         8         5.5%         11         7.5%         7         7.6%         7.11.1%         38         7.4.4%         44 | for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11           as 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 monte generally, how often does your household do a main food and grocery shop?           0.9%         12         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         0.8%        
2         0.7%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1           1.0%         13         0.0%         0         0.8%         1         0.5%         1         0.9%         2         2.9%         10         1.2%         2         3.2%         2         0.6%         1         1.2%         2         3.2%         2         0.6%         1         1.4%         1         1.2%         2         3.2%         2         0.6%         1         1.4%         1         1.2%         2         3.2%         1         1.1%         1         1.1%         1 </td <td>for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11         Zone 9           es 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         Zone 10         Zone 11         Zone 7           more generally, how often does your household do a main food and grocery shop?         more generally, 12         0.0%         0         0.0%         0         0.8%         1         0.9%         1         0.0%         0         0.8%         2         0.7%         1         0.0%         0         0.8%         2         0.7%         1         0.0%         0         0.8%         1         0.9%         1         0.9%         2         0.7%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         0.8%         1         0.0%         0         0.4%         1         0.9%         1         0.0%         0         0.8%         1         0.0%         0         0.8%         1         0.0%         1         0.0%</td> <td>for Nexus Planning           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           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           more generally, how often does your household do a main food and grocery shore?           0.9%         12         0.0%         0         0.0%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2         3.2%         2         0.6%         1         0.0%         0         2.4%         1         1.2%         2         2.9%         1         0.0%         0         2.4%         1         1.2%         2         2.9%         1         0.0%</td> <td>for Nexus Planning         August           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 12         Zone 12         Zone 13         Zone 14         Zone 1</td> | for Nexus Planning           Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7         Zone 8         Zone 9         Zone 10         Zone 11         Zone 9           es 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         Zone 10         Zone 11         Zone 7           more generally, how often does your household do a main food and grocery shop?         more generally, 12         0.0%         0         0.0%         0         0.8%         1         0.9%         1         0.0%         0         0.8%         2         0.7%         1         0.0%         0         0.8%         2         0.7%         1         0.0%         0         0.8%         1         0.9%         1         0.9%         2         0.7%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         0.8%         1         0.0%         0         0.4%         1         0.9%         1         0.0%         0         0.8%         1         0.0%         0         0.8%         1         0.0%         1         0.0% | for Nexus Planning           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           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           more generally, how often does your household do a main food and grocery shore?           0.9%         12         0.0%         0         0.0%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         0.8%         1         0.5%         1         0.9%         1         0.0%         0         3.8%         6         2.4%         2         0.9%         1         0.0%         0         2.4%         1         1.4%         1         1.2%         2         3.2%         2         0.6%         1         0.0%         0         2.4%         1         1.2%         2         2.9%         1         0.0%         0         2.4%         1         1.2%         2         2.9%         1         0.0% | for Nexus Planning         August           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 12         Zone 12         Zone 13         Zone 14         Zone 1 |

Yes	66.5% 865 69.9%	127 68.4%	23 58.1% 1	03 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 1	77	99	91	53	60	48	154	72	114	193	25
Sample:	1302	100	100 1	00	101	100	100	100	100	100	100	100	100	101

by Zone (Nulls & SFT Filtere Weighted:	ed, Wtd)			Ne	ewcast	tle-	undei	r-L	•				on-Tre Planni			l a	nd Lei	isu	re Stu	dy	,						Page 24 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 u Those who do top-up sho																											
Zone 1 - Stoke-on-Trent																											
Aldi, Leek New Road,	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	0.0%
Norton 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 Local shops, Bucknall Local	0.9% 0.2%	7 1	5.8% 1.2%	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% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	0.0% 0.0%
Centre Local shops, Hanley Town	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%
Centre Marks & Spencer, Upper Market Square, City	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%
Centre (Hanley) 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		2		0			1.3%	0		0		5	0.9%	0			0.0%	0	0.0%
Tesco Extra, Clough Street, Stoke-on-Trent Zone 2 -	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%
Newcastle-under-L yme																											
Betley Post Office & Village Shop, Bow Hill House,	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%
Main Road, Betley 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%

by Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	wcast	le-	under	r-L	•				on-Tre Plann			l ai	nd Lei	isu	re Stu	dy							Page 25 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Betley Village	0.2%	1	0.0%	0	5.5%	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%
Centre	0.10/	1	0.00/	0	5.00/		0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/
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	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Wrinehill	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%
Village Centre 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	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sesco Express, Church Street, Audley Sone 2 - Shropshire	0.3%	2	0.0%	0	9.0%	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%
Local shops, Woore Village Centre Cone 3 - Staffordshire Moorlands	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%
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	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Centre Cesco Express, Uttoxeter Road, Blythe Bridge Cone 3 - Stoke-on-Trent	0.7%	6	0.0%	0	0.0%	0	5.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
3&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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Belgrave Road, Longton	0.8%	6		0	0.0%	0	6.4%	6		0	0.0%	0		0	0.0%		0.0%	0		0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iome 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
celand, Bennett Precinct, Longton	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%
Longton 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

by Zone (Nulls & SFT Filtero Weighted:	ed, Wtd)			Ne	wcast	tle-	unde	r-L	yme a				n-Tre Planni			l ai	nd Lei	isu	re Stu	dy	7						Page August 20	
	Total		Zone 1	L	Zone 2		Zone 3	3	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	;
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%	C
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%	(
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%	(
Stoke-on-Trent Fesco 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%	(
Succe, Men Hay, Longton 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%	(
Fesco 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%	(
Cone 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%	(
Mdi, 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%	(
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%	(
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%	(
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%	
Ieron 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%	
Celand, Boothen 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%	(
celand, 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%	
idl, Boothen 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%	
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%	(
Ite 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%	(
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%	C

by Zone	(Nulls	&	SFT	Filtered,	Wtd)
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Weighted:										foi	r Nexu	IS	Planni	ing	5												August 2	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 1	.3
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	0.0%	
Fesco Superstore, Newcastle Road, Springfields, Stoke-on-Trent Zone 5 - Staffordshire Moorlands	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%	
Keith Supermarket, High Lane, Brown Edge, Stoke-on-Trent Sone 5 - 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%	
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%	
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%	
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%	
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%	(
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%	
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%	
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%	
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%		1.7%	1	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%	
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%	
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%	(
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%	
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%	
Tesco Express, Biddulph Road, Great Chell Zone 7 - Cheshire East	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%	
Sainsbury's Local, Crewe Road, Alsager Zone 7 - Newcastle-under-L	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%	
<b>yme</b> 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%	
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%	(

by Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	ewcast	le-	under	-L	•				on-Tre Planni			l a	nd Le	isu	re Stu	dy							Page August 2	
	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 1	3
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	11.2%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	8.9%	11	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	5.0%	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	4.7%	1	3.4%	1	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	5.7%	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	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
McColls, High Street, Talke Tesco Superstore, Liverpool Road, Kidsgrove Zone 7 - Stoke-on-Trent	0.1% 0.9%	1 7	0.0% 0.0%	0 0	0.0% 1.5%	0 0	1.3% 17.2%	0 5	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.8% 1.9%	1 2	0.0% 0.0%	0 0	0.0% 0.0%	0 0								
Local shops, Packmoor Village Centre Zone 8 - Staffordshire Moorlands	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
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	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Biddulph Moor 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	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Biddulph 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	3.6%	1	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	4.7%	1	0.0%	0	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	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
Way, Stoke-on-Trent Sainsbury's, Wharf Road, Biddulph Zone 9 - Staffordshire Moorlands	2.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	10.6%	3	64.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Haywood Street, Leek	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ashbourne Road, Cheadle	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	3.6%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda, Springfield Road, Leek	1.0%	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	8.6%	8	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Leek Road, Endon	0.9%	7	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Street, Leek	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1 2	0.0%	0	0.0%	0 0	0.0%	0	0.0%	0
Iceland, Tape Street, Cheadle Local shops, Cheadle Town Centre	0.3% 0.4%	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%	0	0.0% 0.0%	0	0.0% 0.0%	0	2.4% 3.3%	2 3	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0

by Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	ewcas	tle-	under	r-L	•		l Stok r Nexu					l ai	nd Lei	isu	re Stu	ıdy	7						Page 29 August 2018
	Total		Zone 1		Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12		Zone 13
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	0.0%	0	0.0%	0	6.0%	6	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	0.0%	0	0.0%	0	20.3%	19	0.0%	0	0.0%	0	0.0%	0	1.1% 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	0.0%	0	0.0%	0	14.5%	14	0.0%	0	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	0.0%	0	1.8%	1	0.0%	0	1.4%	1	0.0%	0	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	0.0%	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 Zone 10 - Stafford	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		6		0	1.0%	1	0.0%	0	0.0% 0
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	0.0%	0	0.0%	0	0.0%	0	30.8%	15	0.0%	0	0.0%	0	0.0% 0
Co-op, Eccleshall Road, Stone	0.1%	15	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%	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	0.0%	0	0.0%	0	0.0%	0	20.9%	10	0.0%	0	0.0%	0	4.5% 1
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	0.0%	0	0.0%	0	0.0%	0	2.9%	1	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	0.0%	0	0.0%	0	0.0%	0	2.2%	1	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	0.0%	0	0.0%	0	0.0%	0	2.2%	1	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	0.0%	0	0.0%	0	0.0%	0	22.3%	11	0.0%	0	0.0%	0	0.0% 0
One Stop, Station Road, Barlaston Zone 11 - Cheshire East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0% 0
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	0.0%	0	0.0%	0	0.0%	0	0.9%	0	6.8%	6	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	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0% 0
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	9	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	0.0%	0		0	0.0%	0	0.0%	0	3.3%	3	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	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	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0% 0

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

Weighted:										for	· Nexu	IS	Planni	ng	5												August 2	018
	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 1.	3
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%	
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%	
Spar, Canal Road, Congleton Tesco Superstore, Barn Road, Congleton Zone 12 - Newcastle-under-L yme	0.3% 1.5%	2 12		0 0	0.0% 0.0%	0 0	2.7% 13.3%	2 12	0.0% 0.0%	0 0	0.0% 0.0%	(																
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%	(
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%	(
Asda, Wolstanton Retail Park,	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%	(
Newcastle-under-Lyme 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%	
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%	
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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

by Zone (Nulls & SFT Filtere Weighted:	ed, Wtd)			Ne	ewcas	tle-	under	r-L	•				n-Tre Planni			l a	nd Lei	isu	re Stu	dy	,						Page August 20	
	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	0.0%	0	6.2%	8	0.0%	0
Morrisons, Lower Milehouse Lane,	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	0.0%	0	5.1%	6	0.0%	0
Newcastle-under-Lyme Nisa, Paris Avenue,	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
Newcastle-under-Lyme Plant & Wilton, The Stores,	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
Main Road, Baldwins Gate Premier, Keele 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	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Higherland																												
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	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	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	0.0%	0	2.0%	1	0.0%	0	0.0%	0	42.0%	6
Zone 13 - Shropshire Hinstock Post Office,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.00/	0	0.0%	0	0.0%	0	0.0%	0	0.00/	0	0.0%	0	0.0%	0	0.00/	0	1 10/	0
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	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	0.0%	0	1.1%	0
Local shops, Stoke Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Village Centre 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	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	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Uttoxeter Asda, Dewhurst Road,	0.2%	2	0.9%	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
Birchwood 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	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Asda, Stafford Street, Market Drayton	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	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	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	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	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	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	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Nulls & SFT Filtero Weighted:	ed, Wtd)			Ne	wcast	le-	under	·-L	•				n-Tre Planni			l ai	nd Lei	su	re Stu	dy	,						Page August 20	
	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																												
Hall Farm Shop & Café, Crewe Road, Alsager	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	2.3%	2	0.0%	0	0.0%	0
Iceland, Cheshire Street, Market Dravton	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	0.0%	0	4.4%	1
Lidl, Dovefields Retail Park, Town Meadows Way, Uttoxeter	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%	C
Lidl, Towers Lawn, Market	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	1.2%	2	7.1%	1
Drayton Local shops, Bridgemere	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	0.0%	0
Village Centre 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	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	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	2.8%	0
Town Centre Local shops, Mossley Town	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
Centre Local shops, Nantwich 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	0.0%	0
Local shops, Stafford 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	0.9%	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	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, 17 Pratchetts	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%	0
Row, Nantwich Morrisons, Maer Lane, Market Drayton	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	0.0%	0	21.3%	3
Sainsbury's, London Road, Whitchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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%	C
Sainsburys, Middlewich Road, Nantwich	0.1%	1	0.0%	0	0.9%	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
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	0.0%	0	0.0%	0	0.0%	0	1.0%	1	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	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Tesco Superstore, Hibel Road, 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	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Tesco Superstore, Park	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
Avenue, Madeley Waitrose, Audley Road,	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	2.8%	0
Newport Waitrose, Flat Lane,	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
Sandbach Waitrose, Trinity Road, Uttoxeter	0.3%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Nulls & SFT Filte Weighted:	ered, Wtd)			Ne	ewcas	tle-	unde	r-L	yme a				n-Tro Plann			il a	nd Le	isu	re Stı	ıdy	7						Page August 2	
	Total		Zone	1	Zone	2	Zone 3	3	Zone 4	ļ	Zone 5	5	Zone 6	5	Zone 7	7	Zone 8	;	Zone 9		Zone 1	0	Zone 1	1	Zone	12	Zone 1	3
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: Sample:		796 779		118 60		22 64		97 54		53 58		45 47		30 54		30 49		30 60		95 68		49 69		89 73		124 62		15 61

by Zone (Nulls & SFT Filtere Weighted:	ed, Wtd)			Ne	wcasi	tle-	unde	r-L	•				n-Tre Plann		Retail	l ai	nd Lei	isu	re Stu	dy							Page August 2	
	Total		Zone	1	Zone 2		Zone 3	3	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 11		Zone 12		Zone 1.	;
Q15 Where did you under Not those who said 'Dom						he tir	ne befor	e you	ur last vi	sit to	(STO	REN	IENTION	ED A	AT Q13)?	Wa	as it the s	ame	e place or	diff	erent?	Pleas	se specify	-				
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%	C
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%	(
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%	(
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	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.9%	1	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%	
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%	
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%	
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%	
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	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%	
celand, 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%	
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%	
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%	
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%	
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%	
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%	
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%	(
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%	(
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%	(
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%	(
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	0.0%	0	0.9%	0	0.0%	0	1.1%	1	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	0.0%	0	3.4%	3	0.0%	0	0.0%	0

Weighted:										foi	r Nexu	is l	Planni	ing	5												August 2	.018
	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 1	3
Stoke-on-Trent Zone 2 - Newcastle-under-L yme																												
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	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	0.4%	3	0.0%	0	15.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Morningside, Madeley Crewe, Madeley	0.2%	2	0.0%		7.4%	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
Local shops, Betley Village Centre	0.1%	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
Local shops, Bignall End Local Centre Local shops, Madeley Town	0.1% 0.1%	1	0.0% 0.0%		2.5% 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	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0
Centre Local shops, Wrinehill	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
Village Centre Londis, Raven's Lane, Bignall End,	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
Stoke-on-Trent 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	0.0%	0	0.0%	0	0.0%	0	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	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 Zone 2 - Shropshire	0.9%	7	0.0%	0	12.7%	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	3.7%	4	0.0%	0
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	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	1 40/	10	0.00/	0	0.004	0	10.00/	10	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Co-op, Uttoxeter Road, Blythe Bridge Local shops, Caverswall	1.4% 0.2%	10	0.0% 0.0%	0	0.0% 0.0%	0	10.9% 1.5%	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	0.0% 0.0%	0	0.0% 0.0%	0 0
Village Centre Tesco Express, Uttoxeter	0.2%	2	0.0%		0.0%	0	2.4%	2	0.0%	0	0.0%	0		0	0.0%	0	0.0%		0.0%	0	0.0%	0		0	0.0%	0		0
Road, Blythe Bridge Zone 3 - Stoke-on-Trent	,.	-	,.	Ĩ	,.	Ĩ	,.	_	,.	Ĩ	,.	÷	,				,.		,.	Ū	,.	, in the second s		Ť	,.	÷		÷
Aldi, Whittle Road, Meir Retail Park, Meir	1.5%	12	0.0%		0.0%		10.9%	10	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
B&M, The Strand, Longton Co-op, Belgrave Road,	0.2% 0.8%	1 6	0.0% 0.0%	0 0	0.0% 0.0%	0 0	1.2% 6.6%	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% 0.0%	0 0	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 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Nulls & SFT Filtere Weighted:	d, Wtd)			Ne	wcast	le-	unde	r-L	•				on-Tre Planni			l a	nd Lei	isu	re Stu	dy	,						Page 36 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																											
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	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	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	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Longton District Centre	1.4%	10	5.5%		0.0%	0	3.3%	3	2.5%	1	0.0%	0		0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0% 0
Local shops, Meir Town	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%
Centre McColls, Anchor Road,	0.6%	5	0.0%	0	0.0%	0	4.8%	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%
Stoke-on-Trent One Stop, Blurton Road,	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%
Stoke-on-Trent One Stop, Lysander Road,	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%
Meir Park One Stop, Sandon Road,	0.4%	3	0.0%	0	0.0%	0	3.0%	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%
Stoke-on-Trent																											
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	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	2.2%	17	4.5%	5	0.0%	0	10.8%	10	1.3%	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%
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	0.0%	0	0.0%	0	5.0%	5	1.2%	1	0.0%	0	3.7%	4	0.0% (
Zone 4 - Stoke-on-Trent																											
Aldi, Newcastle Road, Springfields,	1.4%	11	0.9%	1	0.0%	0	1.2%	1	2.4%	1	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	6	0.0% (
Stoke-on-Trent Aldi, Stanley Matthews	1.2%	9	0.0%	0	0.0%	0	0.0%	0	17.0%	9	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%
Way, Trentham Co-op, Hartshill Road,	0.6%	5	0.0%	0	0.0%	0	0.0%	0	6.4%	3	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%
Central, Stoke-on-Trent Co-op, Manor Court Street,	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
Penkhull										-										Ū							
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0
Iceland, Boothen Park, London Road, Stoke-on-Trent Town	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0
Centre Lidl, Boothen 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

by Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	ewcas	tle-	unde	r-L	•		l Stoke r Nexu					l a	nd Lei	isu	re Stu	ıdy	7						Page 37 August 2018
	Total		Zone 1		Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13
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	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	1.2%	9	2.6%	3	0.0%	0	0.0%	0	1.5%	1	6.7%	2	0.0%	0	1.3%	0	0.0%	0	1.4%	1	1.2%	1	1.0%	1	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Tesco Superstore, Newcastle Road, Springfields, Stoke-on-Trent Zone 5 - Staffordshire	1.9%	15	3.8%	4	1.0%	0	0.0%	0	12.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Moorlands Keith Supermarket, High Lane, Brown Edge, Stoke-on-Trent Zone 5 - Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%
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	1.9%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Knypersley Road, Norton	0.7%	5	0.0%	0	0.0%	0	0.0%	0			13.6%	5		0	0.0%	0		0	010/0	0	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.5%	4	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	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	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6 - Stoke-on-Trent	0.44	0	0.004	0	0.004	0	0.004	0	0.004	0	0.004	0	0.004	0	0.004	0		0	0.004	0	0.004	0	0.004	0	0.004	0	0.004
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	1.6%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iome 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	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
celand, 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
idl, High Street, Tunstall	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%
ocal 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	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	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cestific Cesco Express, Biddulph Road, Great Chell Cone 7 - Cheshire East	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	11.3%	3	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	7	0.0%	0	0.0%

by Zone (Nulls & SFT Filtero Weighted:	ed, Wtd)			Ne	wcast	tle-	under	r-L	•		l Stoke r Nexu				Retail g	l ai	nd Lei	su	re Stu	dy							Page 38 August 2018	
	Total	l	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-L																												
<b>yme</b> 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	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	4.7%	1	6.6%	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	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 Zone 7 - Stoke-on-Trent	1.5%	12	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	0.0%	0
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	4.7%	1	0.0%	0	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 Zone 9 - Staffordshire	2.5%	19	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	0.0%	0
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	9.1%	8	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	2.5%	2	0.0%	0	1.0%	1	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 Novus Planning

Weighted:										foi	r Nexu	IS ]	Planni	ng	5												August 2	018
	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	3
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	0.0%	0	0.0%	0	1.0%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Leek Road, Endon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	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
Co-op, West Street, Leek	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
Iceland, Tape Street, Cheadle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cheadle Town 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	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Leek Town Centre	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	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Newcastle Road, Leek	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	8	0.0%	0	0.0%	0	1.3%	2	1.2%	0
Morrisons, Well Street, Cheadle	1.8%	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	14.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Cheadle Road, Cheddleton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.5%	2	0.0%	0	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	0.0%	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	1.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%			13	0.0%	0	1.0%	1	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	6	0.0%	0	0.0%	0	0.0%	0
Co-op, Eccleshall Road, 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	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Stafford Street, Eccleshall	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	6	0.0%	0	0.0%	0	1.2%	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	0.0%	0	0.0%	0	0.0%	0	3.0%	1	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	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Londis, Eccleshall Road, Stone	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	3.4%	2	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	36.3%	17	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	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Premier, Orchard Place, Barlaston	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	1.3%	1	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	5.7%	5	0.0%	0	0.0%	0
Aldi, Mountbatten Way, 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	1.9%	2	0.0%	0	0.0%	0
Asda, Lawton 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	5.8%	5	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0

by Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	ewcast	le-	unde	r-L	•		l Stoke r Nexu					l a	nd Lei	isu	re Stu	ıdy	7						Page 40 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	2	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%
M&S Simply Food, Congleton Retail Park, Congleton	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.3%	0	4.9%	1	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%
McColls, Congleton Road North, Scholar Green	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%
McColls, St Johns Road, Buglawton	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	1.2%	1	0.0%	0	0.0%
Morrisons, Bridestone Shopping Centre, Congleton	1.0%	8	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	8.7%	7	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%
Spar, Canal 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	0.8%	1	0.0%	0	0.0%
Spar, Crewe Road, Alsager	0.4%	3	0.0%	0	0.0%	Ő	0.0%	Õ	0.0%	Ő	0.0%	Õ	0.0%	0	0.0%	Ő	0.0%	Ő	0.0%	Õ	0.0%	Ő		3	0.0%	Ő	0.0%
Tesco Superstore, Barn	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	13.3%	11	0.0%	0	0.0%
Road, Congleton Zone 12 - Newcastle-under-L																											
<b>yme</b> Aldi, Blackfriars Road, Newcastle-under-Lyme	1.4%	11	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	0.0%	0	0.0%	0	8.6%	10	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	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.4%	3	4.5%	6	0.0%
Asda, Wolstanton Retail Park,	0.6%	5	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	3.1%	4	0.0%
Newcastle-under-Lyme Co-op, Barbridge Road,	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6	0.0%
Chesterton Co-op, Clayton Road, Clayton,	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	3.7%	4	0.0%
Newcastle-under-Lyme Co-op, Hanbridge Avenue, Bradwell,	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	3.7%	4	0.0%
Newcastle-under-Lyme 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	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	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	7	1.5%
Heron Foods, Hanbridge Avenue, Bradwell	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	3.3%	4	0.0%

by Zone (Nulls & SFT Filtere Weighted:	ed, Wtd)			Ne	ewcast	tle-	undei	r-L	•		l Stoke r Nexu					l ai	nd Lei	isu	re Stu	dy	7						Page August 20	
	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	0.0%	0	0.0%	0	0.0%	0	1.2%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	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	1.3%	2	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	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.7%	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	1.3%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	8	0.0%	0
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	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	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	0.0%	0	1.1%	1	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	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	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	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	6.4%	8	3.0%	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	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	0.0%	0	2.1%	1	0.0%	0	0.0%	0	39.2%	6
Local shops, Loggerheads Village Centre Zone 13 - Shropshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
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
Local shops, Eaton-on-Tern Local 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Aldi, Audley Avenue,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Asda, Carter Street,	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	1.2%	1	0.0%	0	0.0%	0	0.0%	0

by Zo	ne (Nulls	& SFT	Filtered,	Wtd)
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Weighted:										fo	r Nexu	<b>IS</b> ]	Planni	ing	5												August 2018
	Total		Zone 1		Zone 2	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	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0% 0
Asda, Queensway, Stafford Asda, St Georges Road, Donnington	0.1% 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	1.3% 0.0%	1 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0 1.7% 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	0.0%	0	1.2% 0
Asda, Victoria Centre, Crewe	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	3.4%	3	0.0%	0	0.0% 0
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2% 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	0.0%	0	3.6%	2	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	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	1.4%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0% 0
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2% 0
Lidl, Dovefields Retail Park, Town Meadows Way, Uttoxeter	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
Lidl, Madford 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	5.2%	2	0.0%	0	0.0%	0	0.0% 0
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4% 2
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	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	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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% 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	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0% 0
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	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	17.4% 3
Sainsbury's Local, Shrewsbury Road, Market	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	2.9% 0
Drayton Sainsbury's, Chell Road, 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	2.1%	1	0.8%	1	0.0%	0	0.0% 0

by Zone (Nulls & SFT Filter	ed, Wtd)			Ne	ewcas	tle-	unde	r-L	yme a	and	l Stok	e-0	n-Tre	ent	Retai	l a	nd Le	isu	re Stu	ıdy	<b>,</b>						Pag	e 43
Weighted:										fo	r Nex	us ]	Plann	ing	5												August	2018
	Total	l	Zone	1	Zone 2	2	Zone 3	3	Zone 4	ļ	Zone 5	i	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	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	1.7%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Superstore, Brookside Road, Uttoxeter	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
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	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	0.1%	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
Waitrose, Flat Lane, Sandbach	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	3.3%	3	0.0%	0	0.0%	0
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%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.2%	0
Weighted base: Sample:		763 746		111 57		22 62		95 52		51 55		37 40		30 54		29 46		30 59		91 65		48 66		85 69		121 60		15 61

 $\sim$ 

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 12           Mean score [E]:           Ots         Thinking more generally, how much does your household speed on average on 'top up' food and grocery shopping in a week? Once again, top up grocery shopping includes 'basket shops' in food store, ps bupping on 013         E1         E5         E1         E5         E1         E5         E1         E5         E1         E5         E1         E3         E1         E3         E4         E3         E1         E3         E4         E3	by Zone (Nulls & SFT F	Filtered, Wtd)	)		Ne	ewcas	stle-	unde	er-L	yme							ail a	nd L	eisu	re St	udy	7						Paş	ge 44
Mean score [E]:         Thinking more generally, how much dees your basehold speed on average on 'top up'cod and greeny shopping in a week? Once again, top up grocers shopping includes 'basket shops' in Loca vio a top-up shopping at QU3         Thore who a top-up shopping at QU3         Thinking more generally, how much dees your baskets, butchers and greeny core, and snacks bought for a shops.         Thinking more generally, how much dees your baskets, butchers and greeny core, and snacks bought for a shop.         Thinking more generally, how much dees your baskets, butchers and greeny core, and snacks bought for a shop.         Thinking more generally, how much dees your baskets, butchers and greeny core, and snacks bought for a shop.       1 125 1.3 1.3 11.1 1.3 1.1 1.1 1.1 1.1 1.1 1.	Weighted:										10	r Ne	xus	Plan	nınş	5												August	2018
Gala       Provide and grace shorping in a week? Once again, top up crocers, shorping and all of the shorpin		Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	e 7	Zone	8	Zone	9	Zone	10	Zone 1	1	Zone	12	Zone	13
Thore speciality retailers such as bakers, butchers and greengrocers, and shacks bought from shops.           Thore who do up-up shopping at QL3           E1 - 5         10.2%         66         8.88         10.2%         5         0.0%         5         0.0%         5         0.0%         5         0.0%         5         0.0%         5         0.0%         5         0.0%         5         0.0%         1         1.0%           1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1         1.1          1.1         <	Mean score [£]:																												
E6 - E1019 2%16628.3%3619 .1%423.1%24 23.5%156.3%924.5%826.5%921.5%720.1%6011.1%6116.4%1116.4%1116.4%1117.1%1117.1%1117.2%924.5%826.5%921.5%720.1%712.16%168.2%1116.4%2310.4%2310.4%15.3%2710.1%1113.1%111111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%11.1%11.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%11.1%11.1%11.1%11.1%11.1%11.1%11.	foodstores, pur	chases from	n spe	ciality re														k? Once	e agai	n, top uj	o groo	cery sho	oppin	g include	es 'ba	isket sh	ops' i	n	
E6 - E1019 2%16628.3%3619 .1%423.1%24 23.5%156.3%924.5%826.5%921.5%720.1%6011.1%6116.4%1116.4%1116.4%1117.1%1117.1%1117.2%924.5%826.5%921.5%720.1%712.16%168.2%1116.4%2310.4%2310.4%15.3%2710.1%1113.1%111111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%11.1%11.1%1111.1%1111.1%1111.1%1111.1%1111.1%1111.1%11.1%11.1%11.1%11.1%11.1%11.1%11.	£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%	
Life - E2D       I8.0%       I61       I8.8%       G4       I8.3%       G4 <th< td=""><td>£6 - £10</td><td>19.2%</td><td>166</td><td>28.3%</td><td></td><td></td><td>4</td><td>23.1%</td><td></td><td>23.5%</td><td>15</td><td>16.3%</td><td>9</td><td>24.5%</td><td>8</td><td></td><td>9</td><td>21.5%</td><td>7</td><td></td><td>20</td><td>11.1%</td><td>6</td><td>16.6%</td><td></td><td></td><td></td><td>16.4%</td><td></td></th<>	£6 - £10	19.2%	166	28.3%			4	23.1%		23.5%	15	16.3%	9	24.5%	8		9	21.5%	7		20	11.1%	6	16.6%				16.4%	
Life - E2D       I8.0%       I61       I8.8%       G4       I8.3%       G4 <th< td=""><td>£11 - £15</td><td>13.3%</td><td>115</td><td>14.9%</td><td>19</td><td>17.4%</td><td>4</td><td>16.2%</td><td></td><td></td><td>4</td><td>17.2%</td><td>9</td><td>21.2%</td><td></td><td></td><td>1</td><td>15.5%</td><td>5</td><td>8.3%</td><td>8</td><td>12.9%</td><td>7</td><td>12.7%</td><td>12</td><td></td><td></td><td></td><td></td></th<>	£11 - £15	13.3%	115	14.9%	19	17.4%	4	16.2%			4	17.2%	9	21.2%			1	15.5%	5	8.3%	8	12.9%	7	12.7%	12				
\$256 + 250       6.5%       56       0.8%       1       1.8%       0       8.3%       9       1.13%       7       6.7%       4       7.5%       2       7.5%       2       7.0%       7       1.0%       6       8.4%       8       3.9%       5       1.34%         251 + 253       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       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       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 - £20	18.6%	161	18.8%	24	18.3%	4	11.0%	11				11	18.8%	6		9	21.9%	7										4
E31 - E35       19%       16       0.0%       0       1.4%       1       0.0%       0       0.0%       0       5.2%       5       4.4%       2       0.0%       0       1.4%       1       0.0%       0       0.0%       0       5.2%       5       4.4%       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       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       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 - £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%	-
E31 - E35       19%       16       0.0%       0       1.4%       1       0.0%       0       0.0%       0       2.5%       5       4.4%       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       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0	£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%	
L41 = 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       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0	£31 - £35	1.9%	16	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1	3.1%	1	0.0%	0	0.0%	0	5.2%	5	4.4%	2	0.0%	0	4.1%			
246 = E50       1.2%       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       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       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 - £40	2.2%	19	4.1%	5		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		
E31       535       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       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%									0		0	0.0%	0		0		0	0.0%	0				0		0		0		
E31 = £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       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       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%	
E56 : E60       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       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0	£51 - £55		1	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%			0	0.0%	0		1	0.0%	0		
E61 - E65       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       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       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		0		0		0						0		0	0.8%	1		
E66 - £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       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0			3				0		0		0		0		0		0		0		0		0		3		0		
£76 - £80       0.4%       4       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       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       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	0.9%	1	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       1.6%       1       0.0%       0       0.0%       0       1.1%       1       1.0%       1       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       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%	
£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       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0			4						0				0		1		0				1		1				2		
£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       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       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%	
£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       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       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		
£96 - £100       0.1%       1       0.0%       0       0.9%       1       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       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%	
$ \begin{array}{c c c c c c c c c c c c c c c c c c c $			1				0		0		1		0		0		0		0		0		0		0		0		
$ \begin{array}{c c c c c c c c c c c c c c c c c c c $	£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%	
E161 - £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       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0			0	0.0%				0.0%	0		0		0		0		0		0		0		0		0		0		
E161 - £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       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       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       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0															0								Õ				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       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0			~						~												0		Ő						
£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       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0															0		0				0		Õ						
(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%         (Refused)       0.6%       5       0.0%       0       0.0%       0       2.6%       1       2.3%       1       0.0%       0       1.1%       0       0.0%       0       0.0%       0       6.4%         Mean:       18.18       15.91       13.16       17.18       16.33       17.07       17.63       17.54       15.38       20.63       21.16       21.18       18.84       2         Weighted base:       865       127       23       103       62       55       31       33       31       102       54       92       135															Ő								Ő						
(Refused)       0.6%       5       0.0%       0       0.0%       0       0.0%       0       2.6%       1       2.3%       1       0.0%       0       0.0%       0       1.9%       2       0.0%       0       6.4%         Mean:       18.18       15.91       13.16       17.18       16.33       17.07       17.63       17.54       15.38       20.63       21.16       21.18       18.84       2         Weighted base:       865       127       23       103       62       55       31       33       31       102       54       92       135											~	0.00.00											~						
Mean:         18.18         15.91         13.16         17.18         16.33         17.07         17.63         17.54         15.38         20.63         21.16         21.18         18.84         2           Weighted base:         865         127         23         103         62         55         31         33         31         102         54         92         135													1		1		0												
Weighted base:         865         127         23         103         62         55         31         33         31         102         54         92         135	· · · ·	0.070		01070					-			/0	17.07		17.63										_				22.5
																								-					1
	Sample:		854		68		23 67		58		62 67		58		57		53 53		64		73		54 77		92 75		68		1

by Zone (Nulls & SFT ) Weighted:	Filtered, Wtd)	Ν	ewcastle	-under-]	v	d Stoke- or Nexus			and Leis	ure Stud	y			Page 45 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 [Ti	nes a week]: 7 ti	mes a week =	7, 4 - 6 times	a week = 5, 2	2 - 3 times a w	veek = 2.5, Or	nce a week = "	1, Once a fort	night = 0.5, C	nce a month	= 0.25, Less	than once a n	nonth = 0.1	
	ng more generall up shopping at Q1.		loes your hou	usehold do a	top-up food a	and grocery s	hop?							

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
Mean:		1.93		2.07		2.20		1.98		1.89		2.20		1.65		1.92		1.68		2.05		1.79		1.81		1.70		2.36
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

by Zone (Nulls & SFT Filtered, Wtd)	
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Weighted:     for Nexus Planning     August 20       Total     Zone 1     Zone 2     Zone 3     Zone 4     Zone 5     Zone 6     Zone 7     Zone 8     Zone 9     Zone 11     Zone 12     Zone 12														2018														
	Tota	l	Zone	1	Zone 2		Zone 3	3	Zone 4	I	Zone :	5	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	2	Zone 1	.3
Q18 Where did you last b Excl. Nulls & SFT	ouy cloth	ning c	or footw	ear go	ods?																							
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-L																												
yme Audley Zone 3 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blythe Bridge Village Centre Zone 3 - 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
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%		34.3%	50	7.4%	5	4.4%	3		0	0.0%	0	0.0%	0		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
Meir Town Centre Zone 4 -	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
Newcastle-under-L yme Etruria Way Retail Park, Stoke-on-Trent Zone 4 - 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

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

Weighted:										foi	r Nexu	IS ]	Plann	ing	5												August 2	:018
	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 1	3
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%	
Trentham Shopping Village, Stone Road, Trentham Zone 4 - 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	1.4%	
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%	
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%	
Trentham Local Centre Zone 5 - Staffordshire Moorlands	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%	
Brown Edge Zone 5 - Stoke-on-Trent	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%	
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%	
Norton Local Centre Zone 6 - Stoke-on-Trent	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%	(
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%	
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%	
Tunstall Town Centre Zone 7 -	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%	
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%	
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%	
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%	
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%	(
Tesco Superstore, Liverpool Road, Kidsgrove Zone 7 - Stoke-on-Trent	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%	(
Packmoor Village Centre Zone 8 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
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%	
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%	(
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%	(
Sainsbury's, Wharf Road, Biddulph Zone 8 - Stoke-on-Trent	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%	(
Brindley Ford Local Centre Zone 9 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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 Novus Planning

Weighted:	, ,								J	fo	r Nex	us l	Plann	ing	5					v							August 2	018
	Tota	I	Zone 1		Zone 2	2	Zone 3	5	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	2	Zone 1.	3
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	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheadle Town Centre Sainsbury's, Churnet Way, Leek	$0.4\% \\ 0.1\%$	4 1	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 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 1	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	3.2% 0.0%	3 0	0.0% 0.0%	0 0	4.9% 0.0%	1 0
Leek Town Centre Zone 10 - Stafford	2.3%	22	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	2	1.1%	0	15.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Eccleshall 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	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Stone Town Centre Zone 11 - Cheshire East	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
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	0.3%	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	3.4%	3	0.0%	0	0.0%	0
Congleton Retail Park, 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	0.8%	1	0.0%	0	0.0%	0
Congleton Town Centre Zone 12 -	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	6.0%	5	0.0%	0	0.0%	0
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	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	0.0%	0	1.1%	0	0.8%	1	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%	0	2.6%	1	1.8%	1	0.9%	1	0.0%	0	0.0%	0	19.9%	27	7.9%	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	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolstanton	2.0%	20	1.1%	1	1.7%	0	0.8%	1	1.6%	1	0.0%	0	0.0%	0	2.1%	1	2.7%	1	2.0%	2	0.8%	0	3.3%	3	5.8%	8	1.0%	0
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	18.3%	8	3.9%	1	4.0%	5	3.6%	2	1.9%	2	7.7%	11	7.1%	1
Zone 13 - Newcastle-under-L vme																												
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.2%	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	3.0%	2	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	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Buxton 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	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks, Ellesmere	1.0%	10	0.0%	0	7.9%	2	0.0%	0	1.8%	1	3.7%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.0%	1	1.0%	1	3.9%	1
Port	1 1 1		2.021		1.50	~	0.001	~	0.1.07		0.001	~	0.001	~	0.001	~	0.00		0.001	~	2.001	~	1 697		1.000		0.001	~
Chester City Centre	1.1%	11	2.9%	4	1.7%	0	0.0%	0	2.1%	1	0.0%	0		0	0.0%	0	2.2%	1	0.0%	0	3.0%	2		1	1.0%	1	0.0%	0
Crewe Town Centre	1.1%	11	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0		9	0.0%	0	0.0%	0
Derby City Centre Grand Junction Retail Park,	1.0% 1.0%	9 10	0.0% 0.0%	0 0	0.0% 2.2%	0 1	2.1% 0.0%	3 0	0.0% 0.0%	$\begin{array}{c} 0\\ 0\end{array}$	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.9%	0 0	0.9% 0.0%	0 0	5.0% 0.0%	6 0	0.0% 0.0%	0 0	0.0% 8.8%	0 8	0.0% 1.1%	0 2	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$

by Zone (Nulls & SFT Filter	ed, Wtd)			Ne	wcas	tle-	unde	r-L	yme a	nd	Stok	e-o	n-Tre	ent	Retai	l aı	nd Lei	isu	re Stu	ıdy	7						Pag	e 49
Weighted:										foi	r Nex	us ]	Plann	ing	5												August 2	2018
	Total		Zone	1	Zone 2	2	Zone	3	Zone 4		Zone 5	5	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 1	1	Zone 12	2	Zone 1	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	0.0%	0	0.0%	0	0.0%	0	1.0%	1	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	0.0%	0	2.2%	1	3.7%	5	0.0%	0	1.2%	1	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	1.2%	1	2.7%	1	2.6%	3	0.0%	0	6.7%	6	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	2.4%	1	5.6%	2	3.7%	5	1.0%	1	1.9%	2	3.1%	4	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	9.2%	2
Matlock 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	0.8%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	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	1.0%	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	0.0%	0	0.0%	0	0.0%	0	10.1%	6	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	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	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	8.8%	2
Stafford Town Centre	2.3%	23	0.7%	1	0.0%	0	1.8%	3	0.0%	0	0.0%	0	1.1%	0	0.9%	0	0.0%	0	0.9%	1	29.8%	17	0.0%	0	0.0%	0	1.4%	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	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0	0.0%		23.8%	4
Tesco Extra, Wrekin Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Park, Arleston, Telford						-																						
Trafford Centre, Manchester	1.5%	15	0.0%	0	0.9%	0	3.3%	5	4.0%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.9%	1	3.0%	2	4.4%	4	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	0.0%	0	0.0%	0	1.1%	1	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Abroad	0.6%	6	0.9%	1	0.9%	0	0.8%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.8%	1	1.1%	1	0.8%	0	0.0%	0	0.0%	0	1.0%	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	0.0%	0	2.1%	1	2.6%	3	1.1%	1	1.2%	1	1.1%	2	1.0%	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

by Zone (Nulls & SFT Filter	ed, Wtd)			Ne	ewca	stle-	und	er-L	yme		I Stol					il a	nd L	eisu	re St	udy	7						Pag	ge 50
Weighted:										fo	r Nez	xus .	Plan	ning	5												August	2018
	Tota	1	Zone	e 1	Zon	e 2	Zone	23	Zone	e <b>4</b>	Zone	5	Zone	e 6	Zone	7	Zone	e 8	Zone	9	Zone	10	Zone	11	Zone	12	Zone	13
Mean score [Times a 3 months = 4, At leas															a fortn	ight =	= 26, At	least c	once a n	nonth	= 12, /	At leas	t every t	wo m	onths =	: 6, At	least e	very
Q19 How often do you m Not 'Delivery' / 'Abroad			•		•	or footw	ear to	(DE	ESTINA	TION	MENTIC	ONED	AT Q18	s)?														
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	0.0%	0	0.0%	0	6.2%	4	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	0.0%	0	1.5%	2	1.9%	1	2.3%	2	0.8%	1	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%	
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%	
t 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%	
t 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%	
t 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%	
t 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%	
ess 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%	
ave only visited once	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%	
Don't know / varies)	15.0%	147	21.4%	29	12.3%		15.9%	23	15.5%	11	17.3%	12	10.6%	4	17.9%		13.0%	5	10.1%	12	7.2%	4		15	15.3%	21	2.7%	
lean:		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		8.7
Veighted base:		978		137		24		144		69		67		41		44		36		120		57		86		136		1
ample:		959		72		71		79		74		73		75		77		75		76		73		74		71		6
<b>Q20 How did you travel to</b> Not 'Delivery' / 'Abroad	•					T Q18)1	?																					
Car / van (as driver)	71.3%	697	47.8%	65	69.8%		63.9%	92	69.1%	48	66.7%		54.3%	22	78.4%	34		26	84.9%	102	79.1%	45		73	82.9%	113		1
Car / van (as passenger)	9.1%	89	18.6%	25	20.3%		3.4%	5	9.6%	7			19.3%	8	9.9%	4	9.9%	4	7.5%	9	9.1%	5		3	3.4%	5	12.8%	
us (including the busway or guided bus), minibus or	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%	
coach lotorcycle, 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%	
/alk	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%	
	0.8%	52 7	2.6%	18	0.0%		0.8%	11		1		4	4.7%	2	0.0%	1		0	0.0%	0	0.0%	4 0	0.00/0	0	0.0%	0	0.0%	
nxi				•		<sup>o</sup>		1	1.1%	-	1.8%	-		1						0						7		
ain	2.8%	28	3.1%	4	0.0%		5.3%	8	5.0%	3	0.0%	0	4.8%		1.2%	1		2	0.8%		0.0%	0		0	5.2%		1.0%	
etro	0.0%	0	0.0%	0			0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	
cycle obility scooter / disability vehicle	0.1% 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	3.5% 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%	
ther	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
	0.0%	3	0.0%	0			0.0%	0	2.5%	2	0.0%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	
on't know / varies)	0.3%		0.0%		0.0%		0.0%		2.3%		0.9%		0.0%		0.9%		0.0%		0.0%		0.0%		0.0%		0.0%		0.0%	
eighted base:		978		137		24 71		144 79		69 74		67 73		41 75		44 77		36 75		120 76		57 73		86 74		136 71		1
ample:		959		72		71		70		74																		6

by Zone (Nulls & SFT Filter	red, Wtd)	)		Ne	ewcas	tle-	unde	er-L	yme a	and	l Stok	e-0	n-Tre	ent	Retai	l ai	nd Lei	su	re Stu	ıdy	,						Pag	ge 51
Weighted:										fo	r Nex	us 1	Plann	ing	Ş												August	2018
	Tota	al	Zone	1	Zone	2	Zone	3	Zone 4	1	Zone 5	5	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12	2	Zone	13
Q21 When you last went Not 'Delivery' / 'Abroad				g or f	ootwear,	did y	you link	this t	rip with	anotl	ner activ	ity?																
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		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%		12.2%	9	10.3%	4	12.1%		17.7%		13.4%				13.7%	12	9.7%		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%	C
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%	(
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%	C
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%	C
(No activity)	57.6%	589	65.4%		60.5%		47.7%		57.5%	42	68.4%		71.1%	30	56.4%					71	51.5%		58.5%		59.2%	81		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

| ed, Wtd) |                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                              | Ne                                                                                                                                                                                                                                                                                                                                                                                                                           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       0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%</td><td>Image: Province of the second secon</td><td>Image: Province of the second secon</td><td>Image: product of the second of the</td><td>Image: constrained by the co</td><td>Instrument of the second sec</td><td>Image: construct representation of the second sec</td><td>Ior Nexus Planning           Image: Instant of the line of the l</td><td>Image: product of the state of the</td><td>Image: product strate         Image: product strate</td><td>for Nexus Planning:         for Nexus Planning:         source is a state state is a state is a state is a state is a state</td><td>Image: proprior         For Nexus Planning         James 7 and 1 an</td></t<></td></t<> | Total         Zone 1           0.2%         1         1.3%         1           0.2%         1         1.3%         1           0.2%         1         1.3%         1           0.2%         1         1.3%         1           0.2%         1         1.3%         1           0.2%         1         1.3%         1           0.3%         1         0.0%         0           0.4%         2         1.3%         1           1.3%         5         1.3%         1           27.7%         115         57.4%         45           5.6%         23         1.3%         1           3.1%         13         3.2%         2           0.1%         1         0.0%         0           0.0%         0         0.0%         0           0.1%         1         0.0%         0           0.1%         1         0.0%         0           0.1%         1         0.0%         0           0.2%         1         0.0%         0           0.2%         1         0.0%         0           0.4%         2 | Total         Zone 1         Zone 2           0.2%         1         1.3%         1         0.0%           0.2%         1         1.3%         1         0.0%           0.2%         1         1.3%         1         0.0%           0.2%         1         1.3%         1         0.0%           0.2%         1         1.3%         1         0.0%           0.3%         1         0.0%         0         0.0%           0.4%         2         1.3%         1         0.0%           1.3%         5         1.3%         1         0.0%           27.7%         115         57.4%         45         9.7%           5.6%         23         1.3%         1         0.0%           3.1%         13         3.2%         2         0.0%           0.1%         1         0.0%         0         0.0%           0.1%         1         0.0%         0         0.0%           0.1%         1         0.0%         0         0.0%           0.1%         1         0.0%         0         0.0%           0.0%         0         0.0%         0 <t< td=""><td>Total         Zone 1         Zone 2           0.2%         1         1.3%         1         0.0%         0           0.2%         1         1.3%         1         0.0%         0           0.2%         1         1.3%         1         0.0%         0           0.2%         1         1.3%         1         0.0%         0           0.3%         1         0.0%         0         0.0%         0           0.4%         2         1.3%         1         0.0%         0           1.3%         5         1.3%         1         0.0%         0           1.3%         5         1.3%         1         0.0%         0           27.7%         115         57.4%         45         9.7%         1           5.6%         23         1.3%         1         0.0%         0           3.1%         13         3.2%         2         0.0%         0           0.1%         1         0.0%         0         0.0%         0           0.1%         1         0.0%         0         0.0%         0           0.1%         0         0.0%         0         &lt;</td><td>Total         Zone 1         Zone 2         Zone 1           0.2%         1         1.3%         1         0.0%         0         0.0%           0.2%         1         1.3%         1         0.0%         0         0.0%           0.2%         1         1.3%         1         0.0%         0         0.0%           0.2%         1         1.3%         1         0.0%         0         0.0%           0.2%         1         1.3%         1         0.0%         0         0.0%           0.3%         1         0.0%         0         0.0%         0         0.0%           0.4%         2         1.3%         1         0.0%         0         0.0%           1.3%         5         1.3%         1         0.0%         0         0.0%           27.7%         115         57.4%         45         9.7%         1         28.8%           3.1%         13         3.2%         2         0.0%         0         3.6%           0.1%         1         0.0%         0         0.0%         0         0.0%           0.1%         1         0.0%         0         0.0%</td><td>Total         Zone 1         Zone 2         Zone 3           ouy books, CDs, DVDs or stationery?           <math>0.2\%</math>         1         <math>1.3\%</math>         1         <math>0.0\%</math>         0         <math>0.0\%</math>         0           <math>0.3\%</math>         1         <math>0.0\%</math>         0         <math>0.0\%</math>         0         <math>0.0\%</math>         0           <math>0.4\%</math>         2         <math>1.3\%</math>         1         <math>0.0\%</math>         0         <math>0.0\%</math>         0           <math>1.3\%</math>         5         <math>1.3\%</math>         1         <math>0.0\%</math>         0         <math>0.0\%</math>         0           <math>27.7\%</math> <math>115</math> <math>57.4\%</math> <math>45</math> <math>9.7\%</math>         1         <math>28.8\%</math>         18           <math>3.1\%</math>         13         <math>3.2\%</math>         2         <math>0.0\%</math>         0         <math>0.0\%</math>         0           <math>0.1\%</math>         1         <math>0.0\%</math>         0         <math>0.0\%</math></td><td>Total         Zone 1         Zone 2         Zone 3         Zone 4           ouy books, CDs, DVDs or stationery?           <math>0.2\%</math>         1         <math>1.3\%</math>         1         <math>0.0\%</math>         0         <math>0.0\%</math></td><td>Total         Zone 1         Zone 2         Zone 3         Zone 4           ouy books, CDs, DVDs or stationery?           0.2%         1         1.3%         1         0.0%         0         0.0%         0         0.0%         0           0.3%         1         1.3%         1         0.0%         0         0.0%         0         0.0%         0           0.3%         1         0.0%         0         0.0%         0         0.0%         0           0.4%         2         1.3%         1         0.0%         0         0.0%         0         0.0%         0           1.3%         1         0.0%         0         0.0%         0         0.0%         0           0.4%         2         1.3%         1         0.0%         0         0.0%         0         0.0%         0           1.3%         5         1.3%         1         0.0%         0         0.0%         0         0.0%         0           3.1%         13         3.2%         2         0.0%         0         3.6%         2         17.3%         3           0.1%         1         0.0%         0         0.0%         &lt;</td><td>International and the series of the</td><td>Item is a straight of the straight of t</td><td>Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6           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         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0</td><td>Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6           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         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0</td><td>Image: Probability of the second se</td><td>Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7           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         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%</td><td>Image: Province of the second secon</td><td>Image: Province of the second secon</td><td>Image: product of the second of the</td><td>Image: constrained by the co</td><td>Instrument of the second sec</td><td>Image: construct representation of the second sec</td><td>Ior Nexus Planning           Image: Instant of the line of the l</td><td>Image: product of the state of the</td><td>Image: product strate         Image: product strate</td><td>for Nexus Planning:         for Nexus Planning:         source is a state state is a state is a state is a state is a state</td><td>Image: proprior         For Nexus Planning         James 7 and 1 an</td></t<> | Total         Zone 1         Zone 2           0.2%         1         1.3%         1         0.0%         0           0.2%         1         1.3%         1         0.0%         0           0.2%         1         1.3%         1         0.0%         0           0.2%         1         1.3%         1         0.0%         0           0.3%         1         0.0%         0         0.0%         0           0.4%         2         1.3%         1         0.0%         0           1.3%         5         1.3%         1         0.0%         0           1.3%         5         1.3%         1         0.0%         0           27.7%         115         57.4%         45         9.7%         1           5.6%         23         1.3%         1         0.0%         0           3.1%         13         3.2%         2         0.0%         0           0.1%         1         0.0%         0         0.0%         0           0.1%         1         0.0%         0         0.0%         0           0.1%         0         0.0%         0         < | Total         Zone 1         Zone 2         Zone 1           0.2%         1         1.3%         1         0.0%         0         0.0%           0.2%         1         1.3%         1         0.0%         0         0.0%           0.2%         1         1.3%         1         0.0%         0         0.0%           0.2%         1         1.3%         1         0.0%         0         0.0%           0.2%         1         1.3%         1         0.0%         0         0.0%           0.3%         1         0.0%         0         0.0%         0         0.0%           0.4%         2         1.3%         1         0.0%         0         0.0%           1.3%         5         1.3%         1         0.0%         0         0.0%           27.7%         115         57.4%         45         9.7%         1         28.8%           3.1%         13         3.2%         2         0.0%         0         3.6%           0.1%         1         0.0%         0         0.0%         0         0.0%           0.1%         1         0.0%         0         0.0% | Total         Zone 1         Zone 2         Zone 3           ouy books, CDs, DVDs or stationery? $0.2\%$ 1 $1.3\%$ 1 $0.0\%$ 0 $0.0\%$ 0 $0.2\%$ 1 $1.3\%$ 1 $0.0\%$ 0 $0.0\%$ 0 $0.2\%$ 1 $1.3\%$ 1 $0.0\%$ 0 $0.0\%$ 0 $0.2\%$ 1 $1.3\%$ 1 $0.0\%$ 0 $0.0\%$ 0 $0.3\%$ 1 $0.0\%$ 0 $0.0\%$ 0 $0.0\%$ 0 $0.4\%$ 2 $1.3\%$ 1 $0.0\%$ 0 $0.0\%$ 0 $1.3\%$ 5 $1.3\%$ 1 $0.0\%$ 0 $0.0\%$ 0 $27.7\%$ $115$ $57.4\%$ $45$ $9.7\%$ 1 $28.8\%$ 18 $3.1\%$ 13 $3.2\%$ 2 $0.0\%$ 0 $0.0\%$ 0 $0.1\%$ 1 $0.0\%$ 0 $0.0\%$ | Total         Zone 1         Zone 2         Zone 3         Zone 4           ouy books, CDs, DVDs or stationery? $0.2\%$ 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 $0.0\%$ 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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5         1.3%         1         0.0%         0         0.0%         0         0.0%         0           3.1%         13         3.2%         2         0.0%         0         3.6%         2         17.3%         3           0.1%         1         0.0%         0         0.0%         < | International and the series of the | Item is a straight of the straight of t | Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6           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         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0 | Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6           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         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0 | Image: Probability of the second se | Total         Zone 1         Zone 2         Zone 3         Zone 4         Zone 5         Zone 6         Zone 7           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         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0% | Image: Province of the second secon | Image: Province of the second secon | Image: product of the second of the | Image: constrained by the co | Instrument of the second sec | Image: 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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 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trentham Shopping Village, Stone Road, Trentham Zone 4 - Stoke-on-Trent	0.3%	1	1.7%	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	0.0%	0
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
Hanford Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	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	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trentham Local Centre Zone 5 - Staffordshire Moorlands	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
Brown Edge Zone 5 - 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
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
Burslem Town Centre Zone 6 - Stoke-on-Trent	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alexandra Retail Park, 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	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tunstall Town Centre Zone 7 -	1.6%	7	0.0%	0	1.8%	0	0.0%	0	0.0%	0	9.1%	3	15.7%	2	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
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	14.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	4	0.0%	0
Kidsgrove Town Centre Zone 7 - Stoke-on-Trent	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	19.0%	4	0.0%	0	0.0%	0	0.0%	0	12.1%	3	0.0%	0	0.0%	0
Packmoor Village Centre Zone 8 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Moor	0.3%	1	0.0%	0	0.0%	0	0.0%	0	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
Biddulph Town Centre Sainsbury's, Wharf Road, Biddulph	0.6% 0.2%	2 1	0.0% 0.0%	0 0	15.6% 4.3%	2 1	0.0% 0.0%	0 0																				
Zone 8 - Stoke-on-Trent Brindley Ford Local Centre Zone 9 - Staffordshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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

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by Zone (Nulls & SFT Filtered, Wtd)

by Zone	(Nulls	&	SFT	Filtered,	Wtd)
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by Zone (Nulls & SF1 Filter	ea, wia)			TAC	. w cas	uc-	unuci		e e							1 a	nu Lu	bu		uj							Page	: 54
Weighted:										fo	r Nexu	is l	Plann	ing	5												August 2	:018
	Total	l	Zone 1		Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	3
Cheadle Town Centre	1.7%	7	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%		13.3%	7	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	0.0%	0	0.0%	0	2.5%	1	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	0.0%	0	0.0%	0	2.4%	0	0.0%	0	7.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Leek Town Centre Zone 10 - Stafford	4.6%	19	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.1%	1	0.0%	0	7.4%	2	4.3%	1	29.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	
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%	
Eccleshall 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	2.6%	1	0.0%	0	0.0%	0	0.0%	
Stone Town Centre Zone 11 - Cheshire East	1.6%	7	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	5	0.0%	0	0.0%	0	0.0%	
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%	
Alsager Town Centre	0.6%	3	0.0%	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	9.6%	2	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	0.0%	0	0.0%	0	12.6%	2	0.0%	0	0.0%	0	20.8%	5	0.0%	0	0.0%	
Tesco Superstore, Barn	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	12.1%	3	0.0%	0	0.0%	
Road, Congleton																												
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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	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	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	10.1%	42	3.0%	2	52.3%	6	4.1%	3	19.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.0%	27	6.0%	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	
Wolstanton	2.3%	9	4.8%	4	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	3.7%	1	7.4%	4	0.0%	
Wolstanton Retail Park,	0.8%	3	0.0%	0		0	0.0%	0		0	0.0%	0	2.6%	0	0.0%	0		1		0	0.0%	0	0.0%	0	2.6%	2	0.0%	
Queensway, Newcastle-under-Lyme	,.	-	,.	÷		÷	,.	Ĩ			,.	Ĩ	,.	÷	,.			-	,.		,.	Ū	,.	÷	,	_	,	
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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Ashbourne Town Centre	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		1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Cannock Town Centre	0.3%	1	0.0%			0		0		0		0		0		0				1				0		0		
Cannock Town Centre Cheshire Oaks, Ellesmere Port	0.4% 0.6%	2	0.0% 0.0%	0 0	$0.0\% \\ 0.0\%$	0	0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0	0.0% 8.5%	2	0.0% 0.0%	0	0.0% 0.0%	0		0 0		0	8.6% 0.0%	2 0	$0.0\% \\ 0.0\%$	0	$0.0\% \\ 0.0\%$	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Crewe Town Centre	0.2%	3	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 7.8%	2	0.0%	0		0	0.0%	0	5.9%	1	0.0%	0	0.0%	
Derby City Centre	1.3%	5	0.0%		0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		4	0.0%	0	0.0%	0	0.0%	0	0.0%	
Derby City Centre	1.570	5	0.070	0	0.070	0	2.070	4	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	0.070	4	0.070	0	0.070	0	0.070	0	0.070	

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

Weighted:										foi	r Nexu	<b>1</b> S ]	Plann	ing	5												August	2018
	Tota	1	Zone	L	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	)	Zone 1	l	Zone 12	2	Zone	13
Macclesfield Town Centre Manchester City Centre	0.9% 1.5%	4	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 12.6%	02	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 2.7%	0 1	0.0% 2.2%	0 0	0.0% 3.9%	02	0.0% 0.0%	0	0.070	4 0	0.0% 1.8%	01	0.0%	0 0
Market Drayton Town Centre Morrisons, Maer Lane, Market Drayton	0.6% 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	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% 0.0%		33.5% 10.5%	2 1
Nantwich Town Centre Sandbach Town Centre Shrewsbury Town Centre Stafford Town Centre Telford Town Centre Trafford Centre, Manchester Uttoxeter Town Centre Abroad Other, outside study area	0.4% 0.2% 0.1% 2.8% 0.4% 0.4% 0.3% 3.0% 0.5%	2 1 0 11 2 2 1 12 2	$\begin{array}{c} 0.0\% \\ 0.0\% \\ 0.0\% \\ 1.3\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 5.1\% \\ 0.0\% \end{array}$	$\begin{array}{c} 0 \\ 0 \\ 0 \\ 1 \\ 0 \\ 0 \\ 0 \\ 4 \\ 0 \end{array}$	12.9% 0.0% 0.0% 0.0% 1.8% 0.0% 0.0% 6.4%	$     \begin{array}{c}       2 \\       0 \\       0 \\       0 \\       0 \\       0 \\       0 \\       0 \\       1     \end{array} $	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 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% 0.0% 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 0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0	$\begin{array}{c} 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 4.3\% \\ 2.2\% \end{array}$	0 0 0 0 0 0 0 1 0	0.0% 0.0% 0.0% 0.0% 2.5% 2.2% 6.1% 0.0%	$     \begin{array}{c}       0 \\       0 \\       0 \\       0 \\       1 \\       1 \\       3 \\       0     \end{array} $	$\begin{array}{c} 0.0\% \\ 0.0\% \\ 0.0\% \\ 42.9\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \end{array}$	0 0 9 0 0 0 0 0 0 0	4.2% 0.0% 0.0% 0.0% 0.0% 0.0%	0 1 0 0 0 0 0 0 0 0	0.0% 0.0% 1.8% 0.0% 0.0% 0.0% 7.4% 0.0%	$     \begin{array}{c}       0 \\       0 \\       0 \\       0 \\       0 \\       4 \\       0     \end{array} $	0.0% 3.8% 3.8% 15.6% 0.0% 0.0% 0.0%	0 0 0 1 0 0 0 0 0
Weighted base: Sample:		414 404		78 42		12 40		63 36		18 23		29 35		14 22		20 29		15 37		53 34		21 26		24 22		60 31		6 27

oy Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	wcast	tle-	unde	er-L	yme a				on-Tre Plann			l a	nd Lei	isu	re Stu	ldy							Page August 2	
	Total		Zone	1	Zone 2		Zone	3	Zone 4	l	Zone 5	;	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	3
Q23 Where did you last b Excl. Nulls & SFT	ouy smal	l hou	sehold	goods	s such as	s hor	ne furni	shing	s, clock	s, jev	vellery, g	lass	and chin	a ite	ms?													
Zone 1 - Stoke-on-Trent																												
Abbey Hulton Village Centre Sesco Extra, Clough Street, Hanley	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% 0.0%	0 0	0.0% 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%	0 0	0.0% 0.0%	0 0	0.0% 1.7%	0 1	0.0% 0.0%	0 0	0.0% 0.0%	
he 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	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0	11.8%	
entury 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%	
enton Town Centre estival Heights Retail Park, Greyhound Way,	5.7% 1.1%	31 6	11.9% 0.0%	11 0	1.9% 0.0%	0 0	13.7% 1.5%	11 1	0.0% 2.2%	0 1	0.0% 0.0%	0 0	5.4% 1.7%	1 0	4.6% 1.9%	1 0	1.7% 0.0%	0 0	3.5% 1.6%	2 1	0.0% 0.0%	0 0	0.0% 1.5%	0 1	6.5% 2.1%	4 1	0.0% 0.0%	
Stoke-on-Trent estival 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%	
anley Town Centre tu Potteries Shopping Centre, City Centre (Hanley)	14.2% 2.9%	77 16	24.3% 0.0%	22 0	4.7% 0.0%	1 0	18.3% 1.9%	14 1	9.9% 7.6%		16.1% 2.7%		12.2% 20.4%	3 5	9.7% 6.7%	2 1	11.4% 0.0%		18.6% 3.2%	13 2	3.5% 1.7%	1 1	1.2% 0.0%	1 0	15.0% 2.1%	10 1	2.9% 3.6%	
Ctagon 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%	
avenside 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%	
oke-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%	
/ictoria Road Retail Park, Fenton one 2 - Newcastle-under-L	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%	
yme udley one 3 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
lythe Bridge Village Centre one 3 - 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%	
lurton 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%	
ongton 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	6.5%	4	0.0%	
ongton Town Centre Ieir Retail Park, Uttoxeter Road, Meir	6.3% 1.7%	34 9	17.3% 0.0%	16 0	0.0% 0.0%		19.8% 11.5%	15 9	4.7% 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% 0.0%	0 0	2.4% 0.0%	2 0	0.0% 0.0%	
Aeir Town Centre hoenix Retail Park, Longton Cone 4 -	0.2% 0.3%	1 2	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 1.5%	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	1.6% 0.0%	1 0	0.0% 1.7%	0 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	

by Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	ewcast	tle-	unde	r-L	•		l Stok r Nexu					l ai	nd Lei	isu	re Stu	ıdy	,						Page August 2	
	Total		Zone 1		Zone 2		Zone 3	5	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1.	3
Newcastle-under-L vme																												
Etruria Way Retail Park, Stoke-on-Trent Zone 4 - 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
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent Zone 4 - Stoke-on-Trent	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.7%	1	0.0%	0	0.0%	0	2.2%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
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
Hartshill 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	2.1%	1	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	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	0.7%	4	4.4%	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
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trentham Local Centre	0.4%	2	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	2.1%	1	0.0%	0
Springfields Retail Park, Newcastle Road, Stoke-on-Trent Zone 5 - Staffordshire Moorlands	0.4%	2	0.0%	0	10.3%	1	0.0%	0	2.0%	1	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
Brown Edge Zone 5 - Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	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	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	0.0%	0	5.7%	2	5.6%	1	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Norton Local Centre Zone 6 - Stoke-on-Trent	0.1%	1	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
Alexandra Retail Park, Tunstall	0.1%	1	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
Asda, Scotia Road, Tunstall (Opposite Matalan / Next)	0.1%	1	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
Tunstall Town Centre Zone 7 -	2.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	27.6%	7	11.8%	2	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	0.5%	3	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	4.3%	1	2.2%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Kidsgrove Town Centre Zone 7 - Stoke-on-Trent	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Packmoor Village Centre Zone 8 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Newus Planning

Weighted:										fo	r Nexu	<b>1</b> S ]	Planni	ing	5												August 20	18
	Total		Zone 1		Zone 2		Zone 3	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Town Centre Sainsbury's, Wharf Road, Biddulph	0.7% 0.4%	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% 0.0%	0 0	0.0% 7.9%	0 2		4 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0
Zone 8 - Stoke-on-Trent																												
Brindley Ford Local Centre Zone 9 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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	1.3%	7	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.00 / 0	4	0.0%	0	1.2%	1	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	0.0%	0		0		0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Leek Town Centre Zone 10 - Stafford	3.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%		11.4%	3	0.0%	0	0.0%	0			20.2%	14	0.0%	0		3	0.0%	0	0.0%	0
Aldi, Stafford Road, Stone Stone Town Centre Zone 11 - Cheshire East	0.0% 0.5%	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	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	$0.0\% \\ 0.0\%$	0 0	0.0% 0.0%		0.0% 0.0%	0 0	0.0% 8.9%	0 3	0.0% 0.0%	$\begin{array}{c} 0\\ 0\end{array}$	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0
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	0.3%	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	2.9%	2	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	0.0%	0		0	0.0%	0	0.0%	0		1	0.0%	0	0.0%	0
Congleton Town Centre Zone 12 - Newcastle-under-L	2.4%	13	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	20.5%	12	0.0%	0	0.0%	0
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	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	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	8.0%	43	1.1%	1	28.6%	3	4.0%	3	12.5%	4	2.1%	1	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0	1.7%	1	43.8%	28	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme Zone 13 -	2.4%	13	4.4%	4	5.5%	1	0.0%	0	7.3%	3	2.1%	1	0.0%	0	4.3%	1	3.4%	1	1.3%	1	1.4%	0	0.0%	0	2.4%	2	9.8%	1
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	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	1.9%	1	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	0.0%	0	0.0%	0	0.0%	0	7.5%	2	4.7%	3	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	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Crewe Town Centre	2.0%	11	0.0%	0	11.4%	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	16.4%	10	0.0%	0	0.0%	0

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

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Weighted:										fo	r Nex	us	Plann	ing	5												August 2	2018
	Tota	ıl	Zone 1	l	Zone	2	Zone 3	3	Zone 4		Zone 5	5	Zone (	6	Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	2	Zone 1	3
Derby City 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	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	0.0%	0	0.0%	0	0.0%	0	4.0%	1	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	0.0%	0	0.0%	0	0.0%	0	5.7%	2	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	0.0%	0	0.0%	0	0.0%	0	7.5%	2	0.0%	0	0.0%	0	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	7.9%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	6.5%	4	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	0.0%	0	0.0%	0	1.3%	1	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	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	0.0%	0	0.0%	0	0.0%	0	15.1%	5	0.0%	0	0.0%	0	3.6%	0
Handforth Dean Retail Park, Wilmslow	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.3%	1	0.0%	0	4.9%	3	0.0%	0	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	0.0%	0	0.0%	0	7.1%	1	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	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Macclesfield Town Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	2.6%	2	1.4%	0	4.6%	3	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	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	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	5.4%	1	0.0%	0	6.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.2%	2
Nantwich Town Centre	0.1%	1	0.0%	0	2.7%	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
Newport 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%		11.2%	1
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%	0	0.0%	0	0.0%	0	7.1%	2	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%	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	1.9%	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
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%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	6	0.0%	0	0.0%	0	0.0%	0
Telford 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	0.0%	0	16.7%	1
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	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Trafford Centre, Manchester	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	1.9%	1	1.7%	1	1.7%	1	0.0%	0	3.6%	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%	0	0.0%	0	7.2%	5	1.4%	0	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	0.0%	0	0.0%	0	0.0%	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	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.1%	6	0.0%	0	0.0%	0	2.1%	2	2.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	0
Other, outside study area	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	2.5%	0	0.0%	0	1.7%	1	0.0%	0	2.1%	1	0.0%	0
Weighted base: Sample:		541 508		91 45		11 32		78 46		35 37		28 31		26 45		20 38		19 39		71 49		32 45		60 45		64 33		6 23

by Zone (Nulls & SFT Filter	ed, Wtd)			Ne	wcas	tle-	unde	r-L	yme a	anc	l Stok	ke-0	n-Tre	ent	Retai	l a	nd Lei	isu	re Stu	ıdy	•						Page	e 60
Weighted:										fo	r Nex	us ]	Plann	ing	5												August 2	018
	Total		Zone	1	Zone 2		Zone	3	Zone 4	ļ	Zone	5	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	3
Q24 Where did you last b Excl. Nulls & SFT	ouy good	ds su	ch as to	ys, ga	imes, bio	ycle	s and re	creat	tional go	ods?	2																	
Zone 1 - Stoke-on-Trent																												
Abbey Hulton Village Centre Diamond Park Industrial Estate, off King Street, Stoke-on-Trent	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	0.0% 2.9%	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		
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%	
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%	
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	9.5%	4	,.	
Fenton Town Centre Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	3.8% 1.5%	15 6	16.5% 1.9%	11 1	3.9% 7.2%	0 1	2.3% 0.0%	1 0	1.9% 2.7%	1 1	2.5% 0.0%	1 0		0 0	0.0% 2.5%	0 1		0 0		1 2	0.0% 2.5%	0 1		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%		10.2%		43.2%	13	9.4%	1	23.8%		26.7%		17.9%	9	0.0%	0		0	8.6%	4	0.0%	
Hanley Town Centre Intu Potteries Shopping Centre, City Centre (Hanley)	8.5% 2.6%	34 10	14.2% 1.5%	10 1	3.9% 11.2%	0 1	4.7% 0.0%	3 0	9.8% 9.8%		13.9% 0.0%	4 0	14.3% 9.2%	2 1	22.9% 4.0%	5 1	0.0% 3.2%	0 0	6.4% 2.5%	3 1	4.5% 0.0%	1 0	0.0% 0.0%	0 0	5.5% 3.1%	2 1	2.5% 3.2%	
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%	
Stoke-upon-Trent Town Centre Zone 2 - Newcastle-under-L	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%	
yme Audley Zone 3 - Staffordshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Moorlands Blythe Bridge Village Centre Zone 3 - 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%	
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%	
Fesco 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		
Fesco 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%	
Longton Exchange Shopping Centre, Longton	1.5%	6	0.0%	0	0.0%	0	1.9%	1		1	0.0%	0		0	0.0%	0		0		4	0.0%	0		0	0.0%	0		
Longton Retail Park, Longton	6.2%		15.9%	11	0.0%		11.3%	7		1		1		0	1.8%	0		0		4	5.0%	1		0	0.0%	0		
Longton Town Centre	14.6% 0.4%	59 2	17.0% 0.0%	11 0	0.0% 0.0%	0	35.5% 0.0%	22 0	29.5% 0.0%	8 0		2 0	3.3% 0.0%	1	5.1% 0.0%	1		0	, , .	5 0	0.0% 0.0%	0 0		2 0	13.1% 3.5%	6 2	0.0% 0.0%	(
Meir Retail Park, Uttoxeter	0.4%	2	0.0%	U	0.0%	U	0.0%	U	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	5.5%	2	0.0%	(

by Zone (Nulls & SFT Filtere Weighted:	ed, Wtd)			Ne	wcast	tle-	unde	r-L	•				on-Tre Planni			l ai	nd Lei	su	re Stu	dy	7						Page August 2	
	Total	l	Zone 1		Zone 2		Zone 3	3	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	.3
Road, Meir																												
Phoenix Retail Park, Longton	6.0%	24	8.2%	6	0.0%	0	16.1%	10	4.8%	I	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-L vme																												
Etruria Way Retail Park, Stoke-on-Trent Zone 4 - 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
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent Zone 4 - 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
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,	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
Stoke-on-Trent Springfields Retail Park, Newcastle Road, Stoke-on-Trent Zone 5 - Staffordshire Moorlands	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
Brown Edge Zone 5 - 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
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 Zone 6 - Stoke-on-Trent	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
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 Zone 7 - Newcastle-under-L	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
<b>yme</b> Aldi, Liverpool Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidsgrove 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 Zone 7 - Stoke-on-Trent	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
Packmoor Village Centre Zone 8 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Moor Biddulph Town Centre	0.5% 1.7%	2 7	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	2.1	1 0	0.0% 0.0%	0 0	3.6% 47.5%	0 6	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	$0.0\% \\ 0.0\%$	$\begin{array}{c} 0 \\ 0 \end{array}$

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

Weighted:										foi	r Nexu	IS ]	Planni	ing	5												August 2	018
	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 1	3
Sainsbury's, Wharf Road, Biddulph Zone 8 - Stoke-on-Trent	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Brindley Ford Local Centre Zone 9 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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, Haywood Street, Leek Sainsbury's, Churnet Way, Leek	0.0% 0.1%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 2.2%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$		0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	
Leek Town Centre Zone 10 - Stafford	4.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	3.6%	0	29.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	
Aldi, Stafford Road, Stone Stone Town Centre Zone 11 - Cheshire East	0.1% 1.6%	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 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	2.0% 29.2%	0 7		0 0	0.0% 0.0%	0 0	0.0% 0.0%	
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%	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	0.0%	0	0.0%	
Congleton Town Centre Zone 12 - Newcastle-under-L	1.8%	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	24.8%	7	0.0%	0	0.0%	
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	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	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	18.6%	8	2.5%	
Wolstanton Wolstanton Retail Park, Queensway, Newcastle-under-Lyme <b>Zone 13 -</b>	1.5% 0.1%	6 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	5.7% 0.0%	2 0	0.0% 0.0%	0 0	0.0% 2.2%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	10.0% 0.0%	4 0	0.0% 0.0%	
Newcastle-under-L yme	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.0%	0	0.00/	0	0.004	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	
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%	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	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	0.0%	0	0.0%	0	0.0%	0	8.1%	2	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	
Chester City Centre	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%	
Crewe Town Centre	2.6%	11	0.0%		21.2%	2 0	1.9%	1	1.9%	1	0.0%	0	3.3% 0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		7	0.0%	0	2.5% 0.0%	
Derby City Centre	0.3% 0.3%	1 1	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0%	0	$0.0\% \\ 0.0\%$	0	0.0% 0.0%	0 0	2.2% 0.0%	1	0.0% 5.6%	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% 2.4%	0	0.0%	0	0.0%	0	0.0%	0	5.6% 0.0%	1	0.0%	0	0.0%	0	0.0%	
Glossop Town Centre Grand Junction Retail Park, Crewe	0.1%	2	0.0% 0.0%	0	0.0% 3.4%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	2.4% 0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 6.6%	2	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	0.0%	0	0.0%	0	0.0%	0	2.5%	1	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	0.0%	0	0.0%	0	7.4%	2	2.5%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	

by Zone	(Nulls	&	SFT	Filtered,	Wtd)
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#### Newcastle-under-Lyme and Stoke-on-Trent Retail and Leisure Study for Novus Planning

Weighted:									-	foi	r Nex	us ]	Plann	ing	5					•							August 2	.018
	Total		Zone 1		Zone 2	2	Zone 3	5	Zone 4		Zone 5	;	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 1		Zone 12		Zone 1	3
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	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.4%	8	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	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Trafford Centre, Manchester	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	2.5%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Abroad	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	3.5%	1	0.0%	0	0.0%	0
Other, outside study area	0.4%	2	0.0%	0	6.1%	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	0.0%	0	3.6%	0
Weighted base: Sample:		400 347		68 32		8 22		62 33		28 30		30 27		15 26		22 31		13 24		53 32		22 27		29 21		44 20		7 22

by Zone (Nulls & SFT Filtere	ed, Wtd)			Ne	wcas	tle-	unde	er-L	yme	anc	l Stok	<b>ke-0</b>	n-Tre	ent	Retai	l ai	nd Lei	isu	re Stu	ıdy	7						Page	e 64
Weighted:									-				Plann							-							August 2	2018
	Tota	1	Zone	1	Zone 2	2	Zone	3	Zone	4	Zone 5	5	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12		Zone 1	3
Q25 Where did you last b Excl. Nulls & SFT	ouy cher	nist g	joods (i	ncludi	ng healt	th and	d beauty	/ proc	lucts)?																			
Zone 1 - Stoke-on-Trent																												
Abbey Hulton Village Centre Aldi, Leek New Road, Norton Retail Park, Stoke-on-Trent	0.0% 0.2%	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 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 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	0.0%	0	0.7%	1	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	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	0.0%	C
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	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	0.0%	0	0.8%	1	0.0%	(
Tesco Extra, Clough Street, Hanley	0.5%	5		5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.6%	4	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	0.0%	(
Festival Retail Park, Ridge House Drive,	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%	C
Stoke-on-Trent	11.00/	115	21.00/	15	0.00/	0	11.00/	17	20.20/	1.5	1 < 00/	0	0.00/		0 404	1	6 601	~	0.70	10	0.00/	0	0.10/	2	0 604		0.70	
Hanley Town Centre Intu Potteries Shopping Centre, City Centre	11.0% 0.9%	115	31.9% 0.0%	45 0	0.0% 0.0%	0	11.9% 0.0%	17 0	20.3% 3.7%	15 3		9 0	8.3% 3.1%	4 1	2.4% 2.8%	1 2	6.6% 1.0%	3 0	9.7% 0.0%	13 0	0.0% 2.9%	0 2		3 0	3.6% 0.8%	6 1	0.7% 0.9%	C C
(Hanley)																												
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%	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-L yme																												
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	0.0%	(
Madeley Zone 3 - Staffordshire	0.2%	2	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%	C
Moorlands																												
Blythe Bridge Village Centre	0.7%	8	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%	(
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	0.0%	(
Zone 3 - Stoke-on-Trent	0.10/	1	0.00/	0	0.00/	0	0.80/	1	0.0%	0	0.0%	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	
Blurton District Centre Tesco Extra, Baths Road,	0.1% 0.6%	1 7	0.0% 2.8%	4	0.0% 0.0%	0	0.8% 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	$0.0\% \\ 0.0\%$	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0
Longton 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	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	0.0%	0

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by Zone	(Nulls	& SF	T Filtered	, Wtd)
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Weighted:										foi	r Nexu	is l	Plann	ing	Ş												August 2	018
	Total		Zone	1	Zone 2		Zone 3	3	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	3
Longton																												
Longton Town Centre	7.9%	82	15.8%	22	0.0%		37.9%	55	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.8%	3	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	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	(
Meir Town Centre Zone 4 -	1.3%	14	3.0%	4	0.0%	0	5.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Newcastle-under-L yme																												
Etruria Way Retail Park, Stoke-on-Trent Zone 4 - 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%	(
Trentham Gardens, Trentham Estate, 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%	(
Road, Stoke-on-Trent 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	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	0.3%	4	0.0%	0	0.0%	0	2.1%	3	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%	(
Hanford Village Centre	0.1%	1	0.0%	0	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%	(
Hartshill Village Centre	0.1%	1	0.0%	0	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%	(
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	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	0.5%	6	0.0%	0	0.0%	0	0.0%	0	7.7%	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%	(
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	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%	2	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	0.7%	1	0.0%	(
Springfields Retail Park, Newcastle Road,	0.3%	3	0.0%	0	0.0%	0	1.0%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Stoke-on-Trent Zone 5 - Staffordshire Moorlands																												
Brown Edge Zone 5 - 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%	(
Asda, Scotia Road, Stoke-on-Trent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Bradeley Village Centre	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%	(
Burslem Town Centre	0.7%	7	0.0%	Ő	0.0%	Õ	1.0%	1	0.0%	0	3.9%	2	5.2%	2	0.0%	Õ	0.0%	Õ	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	(
Norton Local Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	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
Smallthorne Local Centre Zone 6 - Stoke-on-Trent	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	C
Alexandra Retail Park, Tunstall	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%	(
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Chell Local Centre	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%	C
Tesco Express, Biddulph	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

by Zone	(Nulls	& \$	SFT	Filtered,	Wtd)
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													Plann	C	,													
	Total		Zone 1		Zone 2	2	Zone 3		Zone 4		Zone 5		Zone (	6	Zone 7	,	Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12		Zone 1	3
Road, Stoke-on-Trent																												
Tunstall Town Centre Zone 7 - Newcastle-under-L	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%	(
yme																												
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%	(
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%	(
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%	(
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%	(
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	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%	(
Road, Kidsgrove Zone 7 - Stoke-on-Trent																												
Packmoor Village Centre Zone 8 - Staffordshire Moorlands	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%	(
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%	(
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%	(
Sainsbury's, Wharf Road, Biddulph Zone 8 - Stoke-on-Trent	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%	(
Brindley Ford Local Centre Zone 9 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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, 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%	(
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%	(
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%	(
Morrisons, Sun 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	1.0%	1	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%	(
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%	(
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%	(
Leek Town Centre Zone 10 - Stafford	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%	(
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%	(
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%	(
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%		10.5%	7	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%	(
Stone Town Centre Zone 11 - Cheshire East	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%	(
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%	(
Aldi, Sandbach Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0

by Zone (Nulls & SFT Filtered	I, Wtd)
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Weighted:										fo	r Nexu	<b>1</b> S ]	Plann	ing	5												August	2018
	Tota	I	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	2	Zone	13
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%	(
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%	(
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%	(
Congleton Town Centre Tesco Superstore, Barn Road, Congleton	4.4% 0.1%	47 1	0.0% 0.0%	0 0		0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	3.0% 0.0%	2 0	8.4% 0.0%	3 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	46.1% 1.1%	41 1	0.0% 0.0%	0 0	0.0% 0.0%	(
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%	0	0.0%		0.0%	0	0.0%	0		0	0.0%	0		C
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%	(
Chesterton	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	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	0.8%	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	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	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	0.8%	1	0.7%	C
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%	C
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%	C
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	1.0%	11	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-L yme																												
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	0.7%	(
Loggerheads Village Centre 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	0.9%	1	0.0%	0	0.0%	0		1
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%	0	0.0%	0	2.8%	2	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%	(
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%	0	1.0%	1	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	1.0%	1	0.0%	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%	0	0.0%		0.0%	0	0.0%	0		0	0.0%	0	0.0%	(
Crewe Town Centre Grand Junction Retail Park, Crewe	0.8% 0.3%	8 3	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	3.4% 2.9%	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	5.8% 0.0%	3 0	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	4.8% 2.9%	4 3	0.0% 0.0%	0 0	0.0% 0.0%	C C

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

Weighted:									-	foi	r Nexi	us l	Planni	ing	5					•							August	2018
	Total		Zone	1	Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 1	l	Zone 1	2	Zone	13
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	0.0%	0	0.0%	0	0.0%	0	0.9%	1	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	0.0%	0	0.8%	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	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.7%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.0%	2	67.9%	16
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	0.0%	0	0.7%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.2%	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	0.7%	0	0.0%	0	0.0%	0	8.8%	2
Queens 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	2.8%	2	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Stafford Town Centre	1.4%	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	0.0%	0	15.4%	10	0.0%	0	2.8%	4	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.9%	1	0.0%	0	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	0.0%	0	0.0%	0	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	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%	4	0.7%	1	1.7%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1046		142		25		144		75		54		45		53		42		130		63		90		160		23
Sample:		1059		78		73		81		77		64		81		91		83		87		88		79		84		93

by Zone (Nulls & SFT Filter Weighted:	ed, Wtd)	)		Ne	ewcas	tle-	unde	r-L	yme				on-Tro Plann			l a	nd Lei	isu	re Stu	ıdy	7						Pag August 2	
	Tota	ıl	Zone	1	Zone 2	2	Zone	3	Zone	4	Zone	5	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12	2	Zone 1	.3
Q26 Where did you last b Excl. Nulls & SFT	ouy elec	trical	items, s	uch a	is televis	sions	, washin	ıg ma	ichines a	and c	ompute	rs?																
Zone 1 - Stoke-on-Trent																												
Abbey Hulton Village Centre Sainsbury's, Etruria Road, Stoke-on-Trent	$0.0\% \\ 0.1\%$	0 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0		0 0	0.0% 1.5%	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		(
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%	(
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%	(
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		3	0.0%	0		1	0.0%	0		0		1	4.6%	2		0	4.6%	4		Ċ
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 <b>Zone 2 -</b>	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
Newcastle-under-L																												
yme																												
Audley	0.1%	1	0.0%	0		0	0.0%	0		0	0.0%	0		0		1	0.0%	0		0	0.0%	0		0	0.0%	0		0
Madeley Zone 3 - Staffordshire Moorlands	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%	C
Blythe Bridge Village Centre Zone 3 - 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%	(
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	0.4%	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%	C
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%	C
Longton Town Centre	7.2%	48	21.2%	22	0.0%	0	18.0%	16	15.5%	7	4.0%	2		0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0		C
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%	C
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	= -= / *	2	0.0%	0		1	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

TotalZone 4 - Newcastle-under-L ymeEtruria Way Retail Park, Stoke-on-Trent0.2% Stoke-on-TrentZone 4 - StaffordTrentham Estate, Stone Road, Stoke-on-TrentZone 4 - Stoke-on-TrentAldi, Newcastle Road, Stoke-on-TrentAldi, Newcastle Road, Stoke-on-Trent0.0% Stoke-on-TrentZone 5 - Staffordshire Moorlands0.0% Stoke-on-TrentBrown Edge Zone 5 - Stoke-on-Trent0.0% Zone 5 - Stoke-on-TrentAsda, Scotia Road, Stoke-on-Trent0.0% Zone 6 - Stoke-on-TrentAlexandra Retail Park, Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall Tunstall<	2 0 0 4 0 0 2	Zone 1 0.0% 0.0% 0.0% 0.0% 0.0%	0	Zone 2 0.0% 0.0% 0.0% 0.0%	0 0 0 0	Zone 3 0.0% 0.0% 0.0%	0 0 0 0	Zone 4 1.2% 0.0% 0.0%	1 0 0	Zone 5 1.5% 0.0%	1 0	<b>Zone 6</b> 0.0% 0.0%	0	Zone 7 0.0% 0.0%	0	<b>Zone 8</b> 1.9% 0.0%	0	Zone 9 0.0% 0.0%	0	Zone 10 0.0% 0.0%	0 0	Zone 11 0.0% 0.0%	0	Zone 12 0.0% 0.0%	0	Zone 13 0.0% 0.0%
Newcastle-under-L ymeEtruria Way Retail Park, Stoke-on-Trent0.2%Zone 4 - Stafford7Trentham Gardens, Road, Stoke-on-Trent0.0%Trentham Estate, Stone Road, Stoke-on-Trent0.0%Zone 4 - Stoke-on-Trent0.0%Aldi, Newcastle Road, Stoke-on-Trent0.0%Stoke-on-Trent0.0%Stoke-on-Trent0.0%Stoke-on-Trent0.0%Stoke-on-Trent0.0%Brown Edge0.0%Stoke-on-Trent0.0%Alda, Scotia Road, Stoke-on-Trent0.0%Stoke-on-Trent0.0%Brown Edge0.0%Zone 5 - Staffordshire Moorlands0.0%Brown Edge0.0%Zone 5 - Stoke-on-Trent0.3%Asda, Scotia Road, Stoke-on-Trent0.0%Muslem Town Centre0.3%Zone 6 - Stoke-on-Trent3.7%Alexandra Retail Park, Tunstall0.0%Tunstall Town Centre3.7%Zone 7 - Newcastle-under-L yme3.7%Aldi, Liverpool Road, Kidsgrove0.0%Butt Lane Local Centre0.1%Freeport Talke Outlet Mall, Pit Lane, Talke Pits0.5%Kidsgrove Town Centre0.5%Talke Village Centre0.1%	0 0 4 0 0	0.0% 0.0% 3.9% 0.0%	0 0 4 0	0.0% 0.0% 0.0%	0 0 0	0.0%	0 0	0.0%		0.0%	0				0											
Etruria Way Retail Park, Stoke-on-Trent0.2%Stoke-on-Trent0.0%Trentham Gardens, Road, Stoke-on-Trent0.0%Zone 4 - Stafford0.0%Trentham Estate, Stone Road, Stoke-on-Trent0.0%Aldi, Newcastle Road, Stoke-on-Trent0.0%Tesco Superstore, Newcastle Moorlands0.6%Brown Edge Zone 5 - Staffordshire Moorlands0.0%Brown Edge Zone 5 - Stoke-on-Trent0.0%Adda, Scotia Road, Stoke-on-Trent0.0%Asda, Scotia Road, Stoke-on-Trent0.0%Alexandra Retail Park, Tunstall Tunstall Tunstall Tunstall Town Centre Town Centre Yme3.7%Aldi, Liverpool Road, Freeport Talke Outlet Mall, Pit Lane, Talke Pits Kidsgrove Town Centre0.1%Stidsgrove Town Centre Stuft Lane, Talke Pits0.5%Kidsgrove Town Centre Pit Lane, Talke Pits0.5%	0 0 4 0 0	0.0% 0.0% 3.9% 0.0%	0 0 4 0	0.0% 0.0% 0.0%	0 0 0	0.0%	0 0	0.0%		0.0%	0				0											
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent0.0%Zone 4 - Stoke-on-Trent0.0%Aldi, Newcastle Road, Stoke-on-Trent0.0%Stoke-on-Trent0.6%Road, Stoke-on-Trent0.6%Road, Stoke-on-Trent0.6%Zone 5 - Staffordshire Moorlands0.0%Brown Edge0.0%Zone 5 - Stoke-on-Trent0.0%Adda, Scotia Road, Stoke-on-Trent0.0%Burslem Town Centre0.3%Zone 6 - Stoke-on-Trent0.0%Alexandra Retail Park, Tunstall0.0%Tunstall Tunstall0.0%Mocrastle-under-L yme3.7%Aldi, Liverpool Road, Kidsgrove0.0%Butt Lane Local Centre0.1%Freeport Talke Outlet Mall, Pit Lane, Talke Pits0.5%Kidsgrove Town Centre0.5%Talke Village Centre0.1%	0 4 0 0	0.0% 3.9% 0.0% 0.0%	0 4 0	0.0% 0.0%	0	0.0%	0	0.0%				0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Newcastle Road,       0.0%         Stoke-on-Trent       0.6%         Road, Stoke-on-Trent       0.6%         Zone 5 - Staffordshire       0.6%         Moorlands       0.0%         Brown Edge       0.0%         Zone 5 - Stoke-on-Trent       0.0%         Asda, Scotia Road,       0.0%         Stoke-on-Trent       0.0%         Stoke-on-Trent       0.3%         Zone 6 - Stoke-on-Trent       0.0%         Alexandra Retail Park,       0.0%         Tunstall       0.0%         Tunstall Town Centre       3.7%         Zone 7 -       Newcastle-under-L         yme       0.0%         Kidsgrove       0.1%         Butt Lane Local Centre       0.1%         Freeport Talke Outlet Mall,       0.3%         Pit Lane, Talke Pits       Kidsgrove Town Centre         Kidsgrove Town Centre       0.5%         Talke Village Centre       0.1%	4 0 0	3.9% 0.0% 0.0%	4	0.0%	0				0	0.0%	0															
Fesco Superstore, Newcastle 0.6% Road, Stoke-on-Trent Zone 5 - Staffordshire Moorlands Brown Edge 0.0% Zone 5 - Stoke-on-Trent Asda, Scotia Road, 0.0% Stoke-on-Trent Burslem Town Centre 0.3% Zone 6 - Stoke-on-Trent Alexandra Retail Park, 0.0% Tunstall Funstall Town Centre 3.7% Zone 7 - Newcastle-under-L yme Aldi, Liverpool Road, 0.0% Kidsgrove Butt Lane Local Centre 0.1% Freeport Talke Outlet Mall, 0.3% Pit Lane, Talke Pits Kidsgrove Town Centre 0.5% Falke Village Centre 0.1%	0	0.0% 0.0%	0		-	0.0%	0	0.0%		5.070	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brown Edge 0.0% Zone 5 - Stoke-on-Trent Asda, Scotia Road, 0.0% Stoke-on-Trent Burslem Town Centre 0.3% Zone 6 - Stoke-on-Trent Alexandra Retail Park, 0.0% Tunstall Tunstall Tunstall Town Centre 3.7% Zone 7 - Newcastle-under-L yme Aldi, Liverpool Road, 0.0% Kidsgrove Butt Lane Local Centre 0.1% Freeport Talke Outlet Mall, 0.3% Pit Lane, Talke Pits Kidsgrove Town Centre 0.5% Talke Village Centre 0.1%	0	0.0%		0.0%	0			0.070	0	0.0%	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, 0.0% Stoke-on-Trent Burslem Town Centre 0.3% Zone 6 - Stoke-on-Trent Alexandra Retail Park, 0.0% Tunstall Tunstall Town Centre 3.7% Zone 7 - Newcastle-under-L yme Aldi, Liverpool Road, 0.0% Kidsgrove Butt Lane Local Centre 0.1% Freeport Talke Outlet Mall, 0.3% Pit Lane, Talke Pits Kidsgrove Town Centre 0.5% Talke 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%
Burslem Town Centre 0.3% Zone 6 - Stoke-on-Trent Alexandra Retail Park, 0.0% Tunstall Funstall Town Centre 3.7% Zone 7 - Newcastle-under-L yme Aldi, Liverpool Road, 0.0% Kidsgrove Butt Lane Local Centre 0.1% Freeport Talke Outlet Mall, 0.3% Pit Lane, Talke Pits Kidsgrove Town Centre 0.5% Falke Village Centre 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%
Alexandra Retail Park, 0.0% Tunstall Funstall Town Centre 3.7% Zone 7 - Newcastle-under-L yme Aldi, Liverpool Road, 0.0% Kidsgrove Butt Lane Local Centre 0.1% Freeport Talke Outlet Mall, 0.3% Pit Lane, Talke Pits Kidsgrove Town Centre 0.5% Falke Village Centre 0.1%		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%
Funstall Town Centre       3.7%         Zone 7 -       Newcastle-under-L         yme          Aldi, Liverpool Road,       0.0%         Kidsgrove          Butt Lane Local Centre       0.1%         Freeport Talke Outlet Mall,       0.3%         Pit Lane, Talke Pits          Kidsgrove Town Centre       0.5%         Falke 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	0.0%
yme Aldi, Liverpool Road, 0.0% Kidsgrove Butt Lane Local Centre 0.1% Freeport Talke Outlet Mall, 0.3% Pit Lane, Talke Pits Kidsgrove Town Centre 0.5% Falke Village Centre 0.1%	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%
Aldi, Liverpool Road,0.0%Kidsgrove8Butt Lane Local Centre0.1%Freeport Talke Outlet Mall,0.3%Pit Lane, Talke Pits6Kidsgrove Town Centre0.5%Falke Village Centre0.1%																										
Butt Lane Local Centre       0.1%         Freeport Talke Outlet Mall,       0.3%         Pit Lane, Talke Pits       0.5%         Kidsgrove Town Centre       0.5%         Falke 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	0.0%
Pit Lane, Talke PitsKidsgrove Town Centre0.5%Calke Village Centre0.1%	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%
Falke Village Centre0.1%	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%
Zone 7 - Stoke-on-Trent	3 1	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	$0.0\% \\ 0.0\%$	0 0	0.0% 0.0%	0 0	0.0% 1.9%	0 1	0.0% 0.0%	0 0	9.2% 0.0%	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 0	0.0% 0.0%
Packmoor Village Centre         0.0%           Zone 8 - Staffordshire         0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moorlands         Biddulph Moor       0.3%         Biddulph Town Centre       1.5%         Zone 8 - Stoke-on-Trent       1.5%	2 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% 1.2%	0 0	0.0% 0.0%	0 0	7.9% 39.8%	2 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%
Brindley Ford Local Centre 0.0% Zone 9 - Staffordshire Moorlands	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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, 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%
Cheadle Town Centre 0.7%		0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.4%	1	3.3%	2	0.0%	0	
Werrington Village Centre0.1%Leek Town Centre2.2%	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% 1.5%	0 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 16.9%	0 14	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	3.5% 0.0%

Weighted:										foi	r Nexu	<b>1</b> S ]	Plann	ing	5												August 2	018
	Total	l	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 1	3
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%	(
Stone Town Centre Zone 11 - Cheshire East	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%	(
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%	(
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%	(
Congleton Town Centre Zone 12 -	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%	(
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%		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%	(
Morrisons, Lower Milehouse Lane,	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%	(
Newcastle-under-Lyme 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%	(
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%	(
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%	(
Wolstanton Retail Park, Queensway,	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%	
Newcastle-under-Lyme 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	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	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			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%	
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%	(
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%	Ő	0.0%	0	0.0%	0	7.8%	
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%	
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	2.1%	(
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%	(
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%	(
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%	(
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	0.0%	0	5.9%	1	0.0%	0	1.1%	0	6.7%	3	0.0%	0	1.5%	C

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

by Zone (Runs & SFT Filtere	.u, 111u)				i cub	~~~	anac		,			• •			LUUU					- G							1 46	50 /2
Weighted:										foi	r Nexi	us l	Plann	ing	5												August	2018
	Tota	1	Zone	1	Zone 2	2	Zone 3	3	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 1	1	Zone 1	2	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	0.0%	0	3.4%	1	1.5%	1	0.0%	0	20.2%	10	0.0%	0	0.0%	0
Macclesfield Town Centre Madford Retail Park, Stafford	1.0% 0.4%	7 3	0.0% 0.0%	0 0	1.4% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	1.8% 1.3%	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	1.5% 0.0%	1 0	0.0% 4.6%	0 2	7.4% 0.0%	$\begin{array}{c} 4\\ 0 \end{array}$	0.0% 0.0%	0 0	0.0% 0.0%	0 0
Manchester City Centre Market Drayton Town Centre	1.1% 1.0%	7 7	0.0% 0.0%	0 0	0.0% 2.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	2.1% 0.0%	1 0	0.0% 0.0%	0 0	1.5% 0.0%	1 0	0.0% 0.0%	0 0	6.4% 0.0%	5 0	0.0% 1.1%	0 0	0.0% 1.9%	0 1	0.0% 1.4%	0 1	2.1% 33.0%	0 4
Nantwich Town Centre Newport Town Centre Queens Retail Park, Stafford Rugeley Town Centre Sainsbury's, Middlewich	0.2% 0.0% 0.3% 0.2% 0.0%	2 0 2 1 0	0.0% 0.0% 0.0% 1.4% 0.0%	0 0 0 1 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	0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 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% 0.0% 0.0%	0 0 2 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	1.6% 0.0% 0.0% 0.0%	2 0 0 0 0	0.0% 2.1% 0.0% 0.0% 0.0%	0 0 0 0
Road, Nantwich Sandbach Town Centre Stadium Retail Park, Crewe Stafford Town Centre Telford Town Centre Trafford Centre, Manchester Uttoxeter Town Centre Warrington Town Centre Other, outside study area	0.1% 0.3% 2.0% 0.1% 0.1% 0.8% 0.0% 0.4%	$     \begin{array}{c}       0 \\       2 \\       13 \\       1 \\       1 \\       5 \\       0 \\       3     \end{array} $	$\begin{array}{c} 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 1.0\% \end{array}$	0 0 0 0 0 0 0	0.0% 1.4% 0.0% 0.0% 2.0% 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 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 1.2% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	$1.0\% \\ 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\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ $	0 2 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 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% 0.0% 1.1%	0 0 0 0 5 0	0.0% 0.0% 32.7% 0.0% 0.0% 0.0% 0.0% 1.4%	0 0 13 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 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% 1.5% 7.1% 2.1% 0.0% 1.5% 0.0%	0 0 1 0 0 0 0
Weighted base: Sample:	0.470	670 697	1.070	104 53	1.470	15 46	0.070	89 53	0.070	46 52	0.070	40 49	0.070	30 59	0.070	37 63	0.070	25 56	1.1 70	85 60	1.7/0	40 60	0.070	52 46	0.070	96 51	0.070	12 49

by Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	ewcast	le-	under	-L	•				on-Tre Planni			l a	nd Lei	isu	re Stu	dy							Page August 2	
	Tota	l	Zone 1	l	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	3
Q27 Where did you last b Excl. Nulls & SFT	buy DIY	or gar	dening g	good	s?																							
Zone 1 - Stoke-on-Trent																												
Abbey Hulton Village Centre Aldi, Leek New Road, Norton Retail Park,	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% 1.4%	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	0.0% 0.0%	0 0	0.0% 0.0%	0 0
Stoke-on-Trent 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	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	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
Century Retail Park, Etruria Road, Stoke-on-Trent Fenton Town Centre	0.7% 1.8%	6 17	0.8% 7.8%	1 10	0.0% 0.0%	0	0.0% 3.9%	0 5	0.0% 0.9%	0	0.0% 0.0%	0	0.0% 1.2%	0	0.0% 0.0%	0	1.1% 1.1%	0	0.9% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	2.7% 0.0%	4	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		1	0.0%	0		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		0	1.2%	1				1	0.0%	0		0	0.0%	0	0.0%	0
Stoke-upon-Trent Town Centre Victoria Road Retail Park,	2.1% 1.2%	19 11	1.0% 6.9%	1	1.0% 0.0%	0 0	0.0% 1.2%	0	13.9% 0.0%	10 0	0.0% 0.0%	0		3 0	2.3% 0.0%	1 0	0.0% 0.0%	0	1.1% 0.0%	1	3.2% 0.9%	2 0	1.2% 0.0%	1 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0
Fenton Zone 2 - Newcastle-under-L yme	1.2 /0	11	0.970	2	0.076	0	1.270	1	0.070	0	0.070	0	0.076	0	0.076	0	0.0%	0	0.070	0	0.970	0	0.070	0	0.076	0	0.070	0
Audley Madeley Zone 3 - Staffordshire Moorlands	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	0.0% 0.0%	0 0												
Blythe Bridge Village Centre Forsbrook Village Centre Travis Perkins, The Station Yard, Uttoxeter Road, Stoke-on-Trent <b>Zone 3 - Stoke-on-Trent</b>	0.2% 0.2% 0.1%	2 1 1	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	1.3% 1.2% 0.0%	2 1 0	0.0% 0.0% 0.8%	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												

by Zone (Nulls	s & SFT Filtere	d, Wtd)
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by Zone (Nulls & SF1 Filter	eu, wiu)			110	wcas	uc-	unuc	I - I	yme e						Ittai	I a		15u		uj	/						rage	74
Weighted:										foi	r Nexu	<b>IS</b> ]	Plann	ing	Ş												August 2	018
	Tota	1	Zone	1	Zone 2	2	Zone	3	Zone 4		Zone 5		Zone 6	i	Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12		Zone 1	3
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%	
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%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Longton Town Centre Meir Retail Park, Uttoxeter Road, Meir	1.6% 18.0%	15 168	8.6% 16.6%	12 22	0.0% 0.0%	0 0	2.4% 66.2%	3 81	0.8% 21.1%	1 15	0.0% 1.4%	0 1		0 0	0.0% 2.5%	0 1			0.0% 29.8%	0 31	0.0% 28.0%	0 14	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	0.0% 9.0%	
Meir Town Centre Zone 4 -	1.8%	16	4.9%	7	0.0%	0	3.5%	4	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.5%	2	0.0%	0	0.0%	0	0.0%	
Newcastle-under-L yme																												
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	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	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	(
Road, Stoke-on-Trent 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%	(
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	0.0%	0	0.0%	0	0.0%	0	0.9%	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%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		(
Trentham Local Centre	0.4%	4	0.0%	0	0.007.0	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.070	0	0.0%	0	0.0%	0	0.9%	1	0.0%	(
Springfields Retail Park, Newcastle Road,	0.9%	8	3.0%	4	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	
Stoke-on-Trent 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Asda, Scotia Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Stoke-on-Trent Burslem Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Smallthorne Local Centre Zone 6 - Stoke-on-Trent	0.1%	1	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%	(
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%	
Lidl, High Street, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	6.1%	3	15.2%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	(
Sandyford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.3%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	(
Silverstone Crescent (Packmoor)	0.1%	1	0.0%		2.4%	1	0.0%	0	,.	0		0		0	0.0%	0			0.0%	0	,.	0	0.0%	0	0.0%	0	0.0%	(
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	3.6%	2	6.7%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	C

by Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	ewcast	tle-	undei	r-L	yme a				on-Tre Plann			l a	nd Lei	isu	re Stu	ıdy	7						Page August 20	
	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	2	Zone 13	5
Newcastle-under-L vme																												
Aldi, Liverpool Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidsgrove 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	24.7%	11	5.4%	2	0.0%	0	0.0%	0	8.2%	7	9.8%	15	1.4%	0
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	8.2%	4	1.5%	0	0.0%	0	0.0%	0	4.4%	4	0.9%	1	0.0%	0
Kidsgrove Town Centre Talke Village Centre <b>Zone 7 - Stoke-on-Trent</b>	0.5% 0.2%	4 2	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	9.7% 4.2%	4 2	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0		0 0	0.0% 0.0%	0 0
Packmoor Village Centre Zone 8 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Moor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Town Centre	0.3%	2	0.0%	Ő		Ő	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	0		õ		2	0.0%	Ő	0.0%	ŏ	0.0%	Ő		Ő	0.0%	Ő
Sainsbury's, 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	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8 - Stoke-on-Trent	0.44		0.004	0	0.004	0	0.004	0	0.004	0	0.004	0	0.004	0	0.004	0	4.4.67		0.004	0	0.004	0	0.004	0	0.004	0	0.004	0
Brindley Ford Local Centre Zone 9 - Staffordshire Moorlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
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	0.0%	0		0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheadle Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0		7	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	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	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
Travis Perkins, Barnfield Road, Leek	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	0.0%	0	0.0%		0.0%	0		0
Leek Town Centre Zone 10 - Stafford	3.7%	34	0.0%		0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0		0	0.0%		29.6%	31	0.0%	0	0.0%		0.0%	0	,.	0
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
Barlaston	$0.1\% \\ 0.1\%$	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		0	$0.0\% \\ 0.0\%$	0 0	0.0% 0.0%	0 0	1.1% 1.8%	1 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0
Bury Bank Nurseries, Bury Bank, Stone																÷				0						Ū		
Eccleshall Town Centre Stone Town Centre	0.4% 0.5%	4 4	0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0	0.0% 0.9%	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	7.2% 6.6%	4	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0
Zone 11 - Cheshire East	0.5%	4	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%	
Aldi, Mountbatten Way, Congleton								0												0								0
Astbury Congleton Retail Bark	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Congleton Retail Park,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.1%	0	2.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	U	0.0%	0

Weighted:										foi	r Nexu	ıs l	Plann	ing	5												August 2	:018
	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	2	Zone 1	3
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	0.0%	0	8.6%	3	0.0%	0	0.0%	0	24.0%	20	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	0.9%	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	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
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	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	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	
Garners Garden Centre, Cemetery Road,	0.1%	1	0.0%	0	3.9%	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%	
Silverdale,																												
Newcastle-under-Lyme																								-				
Homebase, Brook Lane, Newcastle-under-Lyme	0.6%	6	0.0%	0	1.4%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Newcastle-under-Lyme	8.3%	78	1.0%	1	18.0%	4	2.1%	3	23.2%	17	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.9%	0	0.9%	1	33.1%	51	0.0%	
Town Centre																												
Parkhouse Industrial Estate, Brookhouse Road,	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%	
Newcastle-under-Lyme																												
Silverdale Town Centre	0.1%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	
Wolstanton	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.3%	1	0.0%	0	0.9%	1	2.9%	4	1.0%	
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme Zone 13 -	4.6%	43	0.0%	0	2.4%	1	3.7%	5	0.0%	0	2.2%	1	2.2%	1	3.2%	1	3.0%	1	0.0%	0	0.0%	0	5.7%	5	18.6%	29	1.0%	
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	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.0%	
B&Q, Statham 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	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
B&Q, Weston Road, Crewe	0.4%	4	0.0%	0	2.0%	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	3.3%	3	0.0%	0	0.0%	
Bridgemere Village Centre	0.4%	3	0.0%	0	1.0%	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	1.0%	2	1.0%	
Crewe Town Centre	1.0%	10	0.0%		15.5%	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	7.8%	6	0.0%	0	0.0%	
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	0.0%	0	0.0%	0	1.1%	1	0.0%	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	0.0%	0	0.0%	0	0.0%	0	3.6%	2	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	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	5	0.0%	0	0.0%	(

					, u cub		unut	,ĭ <b>- I</b> .∕	yme a				n-Tre Plann			ı al		ISU	ie Stu	iuy							Pag August 2	
	Total	l	Zone 1	1	Zone 2	2	Zone	3	Zone 4	l	Zone 5	5	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	l	Zone 1	2	Zone 1	.3
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	0.0%	0	0.0%	0	0.0%	0	4.6%	2	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1
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	0.0%	0	0.0%	0	0.0%	0	1.3%	1	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	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.1%	1	8.0%	7	0.9%	1	0.0%	0
Macclesfield Town Centre	1.3%	12	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5	0.0%	0	6.8%	6	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	0.0%	0	1.5%	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	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	58.1%	10
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	1.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	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	4.7%	2	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	6	0.0%	0	0.0%	0
Screwfix, Grey Friars' Place, Greyfriars, 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	0.9%	0	0.0%	0	0.0%	0		0
Shrewsbury Town Centre Snedshill Trading Estate,	$0.0\% \\ 0.0\%$	0 0	0.0% 0.0%	0 0	$0.0\% \\ 0.0\%$	$\begin{array}{c} 0\\ 0\end{array}$	$0.0\% \\ 0.0\%$	0 0	0.0% 0.0%	$\begin{array}{c} 0\\ 0\end{array}$	$0.0\% \\ 0.0\%$	0 0	0.0% 0.0%	0 0	$0.0\% \\ 0.0\%$	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	$0.0\% \\ 0.0\%$	0 0	0.0% 0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0\\ 0\end{array}$	1.4% 1.4%	0 0
Holyhead Road, St George's, Telford																												
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	3.4%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	3	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	0.0%	0	0.0%	0	0.0%	0	0.0%		22.4%	11	0.0%	0	2.9%	4	0.0%	0
Telford Town Centre The Hough Retail Park,	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	0.0% 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	2.8% 0.0%	0
Lichfield Road, Stafford																												
Uttoxeter Town Centre	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
Ware Town Centre	0.1%	1 0	0.0% 0.0%	0 0	1.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0	1.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 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
Warrington Town Centre Waterside Business Park,	$0.0\% \\ 0.1\%$	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% 1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0% 0.0%	0 0
Clifton Road, Ashbourne	0.170	1	0.070	0	0.070	U	0.070	U	0.070	0	0.070	U	0.070	0	0.070	U	0.070	0	1.5/0	1	0.070	0	0.070	0	0.070	0	0.070	0
Wyevale Garden Centre, Nantwich	0.4%	3	0.0%	0	2.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	0
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	1.2%	1	0.0%	0	0.0%	0
Weighted base: Sample:		932 910		135 69		21 65		123 68		71 73		61 66		37 68		44 75		31 65		104 68		50 71		83 69		153 80		17 73

by Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	wcas	tle-	unde	r-L	yme a				on-Tre Planni			l a	nd Lei	su	re Stu	ıdy	,						Page ' August 20	
	Total		Zone 1	l	Zone 2	2	Zone 3	;	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	2	Zone 13	
Q28 Where did you last b Excl. Nulls & SFT	ouy furni	ture,	carpets	and f	loor cov	ering	ls?																					
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Century Retail Park, Etruria	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
Road, Stoke-on-Trent																												
Fenton Town Centre	7.3%	43	29.9%	21	2.3%	0	9.1%	9	4.4%	2	1.7%	1	2.0%	0	1.1%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	7.9%	6	0.0%	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	3.3%	1	3.3%	1	3.4%	3	3.9%	1	0.0%	0	1.8%	1	1.5%	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	11.4%	4	23.6%	6	11.4%	10	4.2%	1	3.2%	2	13.9%	10	4.1%	0
Hanley Town Centre	8.5%	51	9.3%	7	5.2%	1	7.0%	7	9.5%	4	10.8%	4	5.9%	1	15.6%	5	6.8%	2	12.2%	11	4.6%	1	4.9%	3	5.7%	4	12.2%	1
Intu Potteries Shopping	1.1%	6	0.0%	0	0.0%	0	1.5%	1		0		0		1	2.8%	1		0		1	0.0%	0	1.8%	1	1.5%	1		0
Centre, City Centre (Hanley)	11170	0	01070	0	01070	Ũ	110 /0	-	01070	0	0.070	0		-	21070	-	0.070	Ū	110,0	-	01070	Ū	11070	-	11070		01070	0
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	6.1%	2	2.8%	1	1.5%	1	6.4%	2	0.0%	0	1.8%	1	1.9%	0
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	1.4%	0	1.7%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	3.5%	1	1.5%	1	3.9%	1	1.3%	1	0.0%	0	0.0%	0
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	1.4%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Zone 2 - Newcastle-under-L																												
yme																												
Audley Zone 3 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blythe Bridge Village Centre Zone 3 - 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	1.5%	0
Blurton District 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	0.0%	0
Longton Retail Park, Longton	0.6%	4	0.0%	0	0.0%	0		3	0.0%	0		0		0	1.4%	0		0		0	0.0%	0	0.0%	0	0.0%	0		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	0.0%	0	0.0%	0	0.0%	0	2.2%	1	5.2%	3	0.0%	0	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	0.0%	0	0.0%	0		3	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Meir Town Centre Zone 4 -	0.3%	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
Newcastle-under-L yme																												
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone	(Nulls a	& S	FT F	Filtered,	Wtd)
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Weighted:										foi	r Nexu	is l	Plann	ing	, ,												August 2	018
	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 1	3
Stoke-on-Trent Zone 4 - Stafford																												
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent <b>Zone 4 - Stoke-on-Trent</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, 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
Trentham 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	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfields Retail Park, Newcastle Road, Stoke-on-Trent Zone 5 - Staffordshire	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	1.5%	1	1.5%	0
Moorlands																												
Brown Edge Zone 5 - 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
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	1.5%	9	2.9%	2	0.0%	0	1.5%	1	1.2%	1	4.6%	2	8.4%	2	0.0%	0	2.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobridge Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	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
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smallthorne Local Centre Zone 6 - Stoke-on-Trent	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	6.1%	4	0.0%	0
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
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tunstall Town Centre	1.2%	7	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.4%	1	11.5%	3	6.2%	2	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7 - Newcastle-under-L																												
<b>yme</b> 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	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.4%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	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	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidsgrove Town Centre Zone 7 - Stoke-on-Trent	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	7.8%	3	5.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Packmoor Village Centre Zone 8 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Moor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	1.6%		21.7%	5	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 Novus Planning

Weighted:										foi	r Nexu	IS I	Planni	ng													August 2	018
	Total		Zone 1		Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12	1	Zone 1	3
Zone 8 - Stoke-on-Trent																												
Brindley Ford Local Centre Zone 9 - Staffordshire Moorlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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, 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%	(
Cheadle Town Centre	1.9%	11	0.0%	0	0.0%	0	1.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	10	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	(
Leek Town Centre Zone 10 - Stafford	6.1%	36	6.0%	4	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	33.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	(
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%	(
Barlaston	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	1.8%	1	0.0%	C
Eccleshall 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	2.5%	1	0.0%	0	0.0%	0	0.0%	C
Stone Town Centre Zone 11 - Cheshire East	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	5	0.0%	0	0.0%	0	0.0%	C
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%	(
Alsager Town Centre	0.5%	3	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	4.8%	3	0.0%	0	0.0%	C
Congleton Retail Park, Congleton	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	1.8%	1	0.0%	0	0.0%	C
Congleton Town Centre Zone 12 -	5.1%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	5	10.7%	3	0.0%	0	0.0%	0	40.2%	23	0.0%	0	0.0%	(
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	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	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	6	0.0%	0
Newcastle-under-Lyme Town Centre	5.4%	32	0.0%		16.2%	2	1.5%		14.8%	7	0.0%	0	0.0%	0	5.9%	2	3.3%	1	0.0%	0		0	1.6%		24.5%	18	3.4%	C
Wolstanton	1.2%	7	0.0%	0	3.8%	1	0.0%	0	1.7%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.3%	1	5.0%	4	0.0%	0
Wolstanton Retail Park,	2.5%	15	2.1%	1	0.0%	0	4.6%	5	2.7%	1	1.7%	1	0.0%	0	0.0%	0	2.0%	0	1.0%	1	0.0%	0	0.0%	0	7.6%	6	0.0%	(
Queensway, Newcastle-under-Lyme																												
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	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	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	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		(
Chester City Centre	0.0%	1	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	0.010	0	1.3%	1	0.0%	0	1.5%	(
Crewe Town Centre	1.2%	7	0.0%	0	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0		0	9.8%	6	0.0%	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	0.0%	0	0.0%	0	0.0%	0		2	0.0%	0	5.8%	4	0.0%	(
Gemini Retail Park (IKEA), Warrington	1.3%	8	2.1%	1	0.0%	0	4.9%	5	0.0%	0	0.0%	0	2.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Nulls & SFT Filtere	ed, Wtd)			Ne	ewcas	tle-	unde	r-L	yme a							i <b>l a</b> i	nd Le	isu	re Stu	ıdy	,						Pag	e 81
Weighted:										<b>fo</b> 1	r Nex	us	Plann	ung	5												August	2018
	Tota	1	Zone	1	Zone 2		Zone	3	Zone 4	l	Zone	5	Zone 6	6	Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12	2	Zone 1	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	1.6%	0	0.0%	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: Sample:		599 596		71 37		13 40		97 55		46 47		35 38		22 45		35 57		24 47		89 60		26 41		56 44		73 39		11 46

by Zone (Nulls & SFT Filter	ed, Wtd)			Ne	ewcas	stle	unde	er-L	yme						Retai	l a	nd Le	eisu	re St	udy	/							ge 82
Weighted:	Tota	1	Zone	1	Zone	2	Zone	3	Zone		Zone		Planr Zone		Zone 7		Zone 8	8	Zone	)	Zone 1	10	Zone 1	1	Zone	12	August Zone	
Q29 Do you ever visit an	v of the	follo	vina ce	ntres?	? [MR/PF	<b>R</b> 1																						
Hanley centre (Stoke city centre)	61.7%	803	U		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
,	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		22		6		9	3.0%	3			83.2%	44	61.9%	37		19	6.3%	10			21.3%	24	9.4%	18	0.0%	(
Stoke-on-Trent town centre	15.7%	204	22.1%	40		3		47	30.0%		14.5%		13.6%	7	6.9%	4	4.9%	2	12.3%	19	9.1%	7	6.1%		11.7%	23	8.5%	
Kidsgrove town centre	10.5%	136	0.8%	1	5.9%	2		1	0.7%	1	9.3%	8		19				11	0.0%	0	3.0%	2	28.2%	32	3.2%	6		(
Burslem town centre	7.9%	103	7.6%	14	4.0%	1	6.9%	12	2.7%	3		28		12		7		3	1.2%	2	3.3%	2		4	7.6%	15		
Fenton town centre	11.4%	149		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		
Meir town centre	9.9%	129	2.9%	5		0		72	4.5%	4	8.5%	8	5.0%	3	2.5%	2		1	9.2%	14	8.9%	6	4.2%	5	3.8%	7	6.3%	
(Don't visit any of these centres)	16.2%	211	7.4%	13		8		12	12.6%	13	9.1%	8	4.0%	2	4.2%		15.0%	7	29.3%	45		32	34.1%		10.7%		36.8%	
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
Q30 Which centre do you Those who visit a centre		ne mo	st? [PR	]																								
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%	
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%	(
Funstall 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%	(
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%	(
Kidsgrove town centre	5.7%	62	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		(
Burslem town centre	1.0%	11	0.9%	1	1.0%	Õ		1	0.0%	0	4.4%	4	5.7%	3	0.0%	0		Ő	0.0%	Õ	0.0%	0	0.9%	1	0.0%	0	0.0%	(
Fenton town centre	1.1%	12	3.9%	7	0.0%	0		5	0.8%	1	0.0%	0	0.0%	0	0.0%	Ő		Ő	0.0%	0	0.0%	0	0.9%	1	0.0%	0		(
Meir town centre	3.1%	34	0.0%	0			13.6%	23	1.5%	1	2.8%	2	0.0%	Õ	0.0%	Ő		Ő	2.9%	3	4.7%	2	3.9%	3	0.0%	0		
Weighted herei		1000		160		20		165		07				51		57		41		100		40		75		172		1 /
Weighted base:		1090		168		26		165		87		82		51		57 97		41 80		109		40		75		173		16
Sample:		1052		91		79		94		89		90		95		97		XU		67		53		68		89		60

Zone (Nulls & SFT Filter eighted:	ed, Wtd)			INC	ewca	sue-	una	er-L	yme		i Sto. r Nez					all a	na L	zeisu	re St	uay	/						Pag August	ge 8 201
	Tota	1	Zone	e 1	Zone	e 2	Zone	3	Zone	4	Zone	5	Zone	e 6	Zone	7	Zon	e 8	Zone	9	Zone	10	Zone	11	Zone	12	Zone	13
Mean score [Times a 3 months = 4, At leas	st every	6 mo	nths =	2, Les	s often	than o									e a fortr	night =	= 26, At	least o	once a r	nonth	= 12, <i>A</i>	t leas	t every t	wo m	onths =	• 6, At	least ev	ver
<b>31 How often do you vi</b> <i>Those who visit a centre</i>		SENT		NIION		Q30)?																						
ily	4.8%	52	4.0%	7	3.2%		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%	
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%	
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%	
east 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%	
ast 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%	
ast 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%	
ast 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%	
ast 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%	
often than once every 6	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%	
onths																												
e only visited once	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.3%	2	2.3%	2	0.0%	0	0.0%	
i't know / varies)	4.8%	52	3.5%	6	1.8%	Ő	5.5%	9	2.8%	2	5.5%	5	0.7%	Ő	5.8%	3		Ő	9.2%	10	10.4%	4	5.8%	4	4.2%	7	0.0%	
n:		55.92	5.570	63.64	1.070	47.40		82.39		54.27	5.570	57.24	0.770	75.30	5.070	87.55		29.01		36.96	10.470	19.89		25.70		, 48.28		4
																												4
shted base:		1090 1052		168 91		26 79		165 94		87 89		82 90		51 95		57 97		41 80		109 67		40 53		75 68		173 89		
ple:		1032		91		19		94		69		90		95		97		80		07		55		08		69		
2 How do you usually Those who visit a centre		o (	CENTR	EMEN	NTIONE	DAT	Q30) (m	nain pa	art of jo	urney	)?																	
/ 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%	
/ van (as passenger)	8.2%		16.0%		15.1%	4	6.5%	11	4.3%	~ ~	10.1%		13.7%	7	8.5%	5	8.0%	31	6.9%	8	10.8%	4	3.8%	3	3.1%	5	4.2%	
(including the busway or	0.2 <i>%</i> 10.6%		10.0%		22.5%		10.3%		4.3%		10.1%		13.7%	7	8.3 <i>%</i> 7.8%		14.3%	6		° 5	10.8%	4		4	4.4%	8		
ded bus), minibus or ach	10.0%	115	19.770	55	22.370	0	10.570	17	13.270	11	14.070	12	13.070	/	7.070	4	14.370	0	4.070	5	1.1 /0	0	5.570	4	4.470	0	7.570	
prcycle, scooter or	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%	
ped																												
	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%	
	1.3%	14	4.2%	7	0.0%	Ő	1.6%	3	0.9%	1	2.2%	2	2.1%	1	0.0%	0		Ő		0	0.0%	0		0	0.6%	1	0.0%	
l	0.4%	5	0.0%	Ó	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	0.4%	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%	
cle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	
ility scooter / disability hicle	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		
r	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
t know / varies)	1.2%	13	0.8%	1	0.0%	Ő	0.0%	0	1.2%	1	1.4%	1	2.8%	1	0.0%	0		Ő	7.5%	8	0.0%	0		0	0.0%	0	0.0%	
,	1.2/0		0.070		0.070		0.070		1.270		1.7/0		2.070		0.070		0.070		1.570		0.070		0.070		0.070		0.070	
ghted base:		1090		168		26		165		87		82		51		57		41		109		40		75		173		
nple:		1052		91		79		94		89		90		95		97		80		67		53		68		89		

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         Q33 What do you like most about (CENTRE MENTIONED AT Q30)?         Those who visit a centre at Q29	by Zone (Nulls & SFT Filte Weighted:	ered, Wtd)	)		N	ewcas	tle-	unde	er-L	.yme a				on-Tro Plann			l a	nd Lei	isu	ire Sti	udy	7						Pag August 2	
Those who visit a centre at Q29         Choice and range of shops       20.0%       31       2.0.%       3       4.3.%       3       4.3.%       3       4.3.%       3       5.2       9.3.%       1       2.9.%       32       4.2.%       1       3.8.%       4       2.0.%       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         Choice of lexivices       1.0%       1       1.0%       0       0.0%       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       1.8%       1       2.0%       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       0.0%       0       0.0%       0       0.0%	0	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone 4						<i>,</i>		Zone 8		Zone 9	)	Zone 1	0	Zone 1	1	Zone 1		Zone	
Choice of leisure facilities (restaurants, pubs etc)       1.1%       12       0.9%       1       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         Choice of services (hairdressers, banks etc)       Choice of services       1.5%       16       1.2%       1       0.7%       0       0.0%       0       2.4%       3       4.0%       2       0.0%       0       1.7%       3       4.0%       2       0.0%       0       0.0%       0       1.8%       1       0.7%       0       0.0%       0       2.4%       3       4.0%       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       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.			ut	(CENTR	E ME	NTIONE	D AT	Q30)?																					
(restaurants, pubs etc)       (restaurants, pubs etc) <th></th> <th></th> <th></th> <th></th> <th>37</th> <th></th> <th></th> <th></th> <th></th> <th></th> <th>33</th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th>15</th> <th></th> <th>32</th> <th></th> <th>17</th> <th></th> <th></th> <th></th> <th></th> <th>34.5%</th> <th>6</th>					37						33								15		32		17					34.5%	6
Choice of services       1.5%       16       1.2%       2       1.6%       0       0.7%       1       4.4%       4       0.0%       0       1.0%       0       0.0%       0       2.4%       3       4.0%       2       0.0%       0       1.7%       3         Choice of 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       1.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0 <td></td> <td>1.1%</td> <td>12</td> <td>0.9%</td> <td>1</td> <td>0.0%</td> <td>0</td> <td>0.0%</td> <td>0</td> <td>0.9%</td> <td>1</td> <td>0.7%</td> <td>1</td> <td>4.4%</td> <td>2</td> <td>0.0%</td> <td>0</td> <td>3.0%</td> <td>1</td> <td>1.2%</td> <td>1</td> <td>2.5%</td> <td>1</td> <td>1.3%</td> <td>1</td> <td>0.8%</td> <td>1</td> <td>5.1%</td> <td>1</td>		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
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         Close to work       1.8%       20       0.9%       1       1.0%       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       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       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	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
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       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%		29.2%	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
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       1.1%       0       3.2%       2       0.8%       1         Easily accessible by public       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       1.0%       0       3.7%       2       0.8%       0       0.0%       0       0.0%       0       0.0%       0       0.7%       1       0.0%       0       3.7%       2       0.8%       1       6.2%       7       2.2%       1       2.7%       5       4.0%       3       2.1%       1       1.7%       1       3.6%       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	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
Easily accessible by public       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         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       6.2%       7       2.2%       1       2.7%       2       4.3%       7         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         Market / outdoor events       1.5%       16       0.9%       1       2.0%       3       0.6%       1       0.9%       1       0.0%       0       1.0%       0       1.8%       1       1.1%       0       0.0%       0       0.2%<	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
Easily accessible by public       1.3%       14       3.1%       5       0.0%       0       2.7%       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         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       6.2%       7       2.2%       1       2.7%       2       4.3%       7         Free car parking       1.2%       13       0.0%       0       0.7%       1       0.0%       0       1.0%       1       1.7%       1       3.6%       2       0.0%       0       0.0%       0       3.2%       6       3.1%       1       6.0%       0       3.2%       6       3.2%       1       0.0%       0       3.2%       6       3.2%       1       0.0%       0       0.0%       0       1.0%       0       1.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0	, i e	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
centre         Free car parking       1.2%       13       0.0%       0       0.7%       1       0.0%       0       1.0%       1       1.7%       1       3.6%       2       0.0%       0       0.3.1%       1       6.0%       5       0.8%       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         Strength of supermarket       1.4%       15       2.4%       4       4.1%       1       0.0%       0       4.2%       4       0.0%       0       1.9%       1       0.0%       0       1.8%       1       0.0%       0       0.3%       2       1.4%       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%       0       0.0%       0       0.0%       0	<i>y y</i> 1	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
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         Strength of supermarket       1.4%       15       2.4%       4       4.1%       1       0.0%       0       4.2%       4       0.0%       0       1.8%       1       0.0%       0       1.4%       2         provision       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       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%	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
Strength of supermarket provision       1.4%       15       2.4%       4       4.1%       1       0.0%       0       4.2%       4       0.0%       0       1.8%       1       0.0%       0       1.1%       0       3.2%       2       1.4%       2         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       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       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
provision         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       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0 <td>Market / outdoor events</td> <td>1.5%</td> <td>16</td> <td>0.9%</td> <td>1</td> <td>2.6%</td> <td>1</td> <td>2.0%</td> <td>3</td> <td>0.6%</td> <td>1</td> <td>0.9%</td> <td>1</td> <td>0.0%</td> <td>0</td> <td>1.9%</td> <td>1</td> <td>2.4%</td> <td>1</td> <td>1.1%</td> <td>1</td> <td>1.1%</td> <td>0</td> <td>0.0%</td> <td>0</td> <td>3.2%</td> <td>6</td> <td>2.9%</td> <td>0</td>	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
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       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%       0       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	1.4%	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
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       0.7%       0       1.2%       0       1.2%       1       10.4%       4       4.9%       4       6.4%       11         Habit / familiarity       1.1%       12       1.2%       2       4.9%       1       0.7%       1       0.7%       0       1.2%       0       1.4%       1       1.3%       1       0.6%       1         Nice atmosphere / friendly       1.4%       15       0.6%       1       2.4%       4       0.0%       0       1.4%       1       0.0%       0       0.8%       0       0.0%       0       1.4%       1       1.3%       1       0.6%       1       1.4%       1       0.9%       0       0.8%       0       0.0%       0       0.4%       1       1.6%       1       0.7%       0       2.8%       1       0.0%       0       1.4%       1       0.6%       1       1.4%       1       0.9%       0       0.8%       0       0.0%       0       0.9%       1       1.7%       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
out / easy to get around         Habit / familiarity       1.1%       12       1.2%       2       4.9%       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         Nice atmosphere / friendly       1.4%       15       0.6%       1       4.0%       1       2.4%       4       0.0%       0       1.4%       0.0%       0       1.4%       1       1.3%       1       0.6%       1         people       Not too busy       0.5%       6       1.2%       2       0.0%       0       0.8%       1       0.0%       0       0.8%       0       0.8%       0       0.0%       0       0.8%       1       0.0%       0       0.8%       0       0.8%       0       0.0%       0       0.8%       1       0.0%       0       0.8%       0       0.8%       0       0.0%       0       0.8%       1       0.0%       0       0.8%       0       0.8%       0       0.0%       0       0.8%       1       0.0%       0       0.8%       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
Nice atmosphere / friendly       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         people       Not too busy       0.5%       6       1.2%       2       0.0%       0       0.8%       1       0.0%       0       0.8%       0       0.8%       0       0.0%       0       0.8%       1       0.0%       0       0.8%       0       0.0%       0       0.8%       1       0.0%       0       0.8%       0       0.8%       0       0.0%       0       0.8%       1       0.0%       0       0.8%       0       0.8%       0       0.0%       0       0.8%       1       0.0%       0       0.8%       0       0.0%       0       0.8%       1       0.0%       0       0.8%       0       0.0%       0       0.8%       1       0.0%       0       0.8%       0       0.0%       0       0.8%       1       0.0%       0       0.8%       0       0.0%       0       0.0%	1 1	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
people 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	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
Not too busy         0.5%         6         1.2%         2         0.0%         0         0.8%         0         0.8%         0         0.8%         0         0.0%         0         0.0%         0         0.8%         1         0.0%         0         0.8%         0         0.8%         0         0.0%         0         0.0%         0         0.8%         1         0.0%         0         0.8%         0         0.8%         0         0.0%         0         0.0%         0         0.8%         1         0.0%         0         0.8%         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         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0 </td <td>1 2</td> <td>1.4%</td> <td>15</td> <td>0.6%</td> <td>1</td> <td>4.0%</td> <td>1</td> <td>2.4%</td> <td>4</td> <td>0.0%</td> <td>0</td> <td>1.4%</td> <td>1</td> <td>0.9%</td> <td>0</td> <td>0.8%</td> <td>0</td> <td>0.0%</td> <td>0</td> <td>3.3%</td> <td>4</td> <td>0.0%</td> <td>0</td> <td>0.9%</td> <td>1</td> <td>1.7%</td> <td>3</td> <td>0.0%</td> <td>0</td>	1 2	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
		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
	5	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	(Nothing in particular)	20.1%	219	28.0%	47		6	19.7%	33	19.8%	17	18.9%			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           Sample:         1052         91         79         94         89         90         95         97         80         67         53         68         89	U																												16 60

/eighted:									•	fo	r Nex	us ]	Plann	ing	,					•							August	201
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone 4		Zone 5		Zone 6	32	Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 1		Zone	
<b>34AAre there any measu</b> Those who visit a centre		it wou	ld enco	urage	you to v	/isit	(CEN	TRE	MENTION	NED /	AT Q30) I	more	often? F	irst	mention:													
etter environment / run-down / needs	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%	
renovating etter 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%	
heaper / 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%	
heaper public transport	0.2%	2	0.0%	Ó	0.0%	0	0.0%	0	0.0%	õ	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%	
iscount 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%	
proved 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%	
proved 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%	
iproved 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%	
proved 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%	
proved 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%	
provements 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%	
creased 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%	
creased 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%	
nger 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%	
re 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%	
ciality 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%	
er	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
ter 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%	
ter range of service utlets	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%	
er 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%	
s 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%	
re 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		4	0.0%	0	1.2%	1	2.6%	4	1.5%	
thing / Nothing else)	44.1%	481	56.1%	94	40.5%	11	36.8%	61	34.0%	29	40.1%		51.5%	26	41.6%		47.7%		39.7%	43	64.4%		72.7%		29.9%		51.3%	
on'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%	
ighted base:		1090		168		26		165		87		82		51		57		41		109		40		75		173		
mple:		1052		91		79		94		89		90		95		97		80		67		53		68		89		

7 Zone (Nulls & SFT Filtere eighted:	.u, ((u)			1 1 4	, in cus		unue	<b>.</b>	y 1110 v				Plann						re Stu	uj							August	ge 8 201
	Tota	1	Zone	1	Zone 2		Zone	3	Zone 4	ļ	Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 1	l	Zone 1	2	Zone	13
<b>34BAre there any measu</b> Those who gave a measu			ld encou	ırage	you to v	isit	(CEN	TRE N	IENTION	IED /	AT Q30) ı	nore	often? S	eco	nd mentio	on:												
etter 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%	
etter 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%	
neaper / 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%	
eaper public transport	0.8%	5	0.0%	Ő	0.0%	0	4.4%	5	0.0%	0	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	0	0.0%	0	0.0%	Ő	0.0%	Ő	0.0%	0	0.0%	
scount 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%	
proved 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%	
proved 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%	
proved 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%	
proved 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%	
proved 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	2.3%	
provements 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%	
reased 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%	
reased 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%	
iger 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%	
re 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%	
ciality 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%	
er	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
ter 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%	
ter range of service utlets	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%	
er 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%	
s 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%	
e 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%	
thing / Nothing else)	59.4%	346	77.0%		36.9%		50.3%		52.9%	29	70.6%	34	62.9%	15	66.6%		75.0%		58.6%	31	58.8%		66.2%		52.2%		55.9%	
n't know)	2.1%	12	0.0%	0	0.0%	0	2.7%	3	5.0%	3	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%	
ighted base:		583		70		14		102		55		49		24		32		21		52		14		20		121		
mple:		566		47		51		61		54		48		49		53		38		33		20		21		58		

y Zone (Nulls & SFT Filtere /eighted:	.u, ((11)			1 1 4	, u cub	u c	unue		<i>y</i> 1110 t				Plann				nu 110		re Stu	a j							Pag August 2	
	Tota	I	Zone	1	Zone	2	Zone 3	;	Zone 4		Zone 5		Zone 6	<u>e</u>	Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone	
<b>34C Are there any measu</b> Those who gave a measu			ld encou	ırage	you to v	visit	(CENT	REN	IENTION	ED A	AT Q30) r	nore	often? T	hird	mention:													
etter 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	0.0%	
etter 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%	
heaper / 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%	0	6.5%	
heaper 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		Ő	0.0%	0	0.0%	0	0.0%	0	0.0%	
iscount 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%	
nproved 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	0.0%	
proved 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	0.0%	
iproved 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%	
proved 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%	
proved 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	0.0%	
provements 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%	
creased 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%	
creased 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%	
nger 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%	
ore 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%	
eciality 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%	
her	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
tter 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%	
ter range of service butlets	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%	
ver 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	7.3%	
s 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%	
re 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%	
othing / Nothing else)	78.0%	175	32.0%		85.0%	8	81.3%		85.3%		88.1%		59.2%	4	68.0%		85.9%		50.6%		00.0%		100.0%		90.9%		74.6%	
on'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%	
eighted base:		225		16		9		48		23		14		7		11		5		20		6		5		56		
mple:		202		11		28		27		20		17		14		18		11		10		6		3		23		

y Zone (Nulls & SFT Filter Veighted:	ed, Wtd)	I		Ne	ewcas	tle-	unde	r-L	yme		l Stok r Nex				Retai g	l a	nd Lei	isu	re Stu	ıdy	7						Pag August	ge 88 2018
	Tota	1	Zone	1	Zone 2	2	Zone	3	Zone	4	Zone 5	;	Zone 6	6	Zone 7		Zone 8		Zone 9	)	Zone 10	)	Zone 11	L	Zone 1	2	Zone	13
<b>34X Are there any measu</b> Those who visit a centre		t wou	ld enco	urage	you to v	isit .	(CEN	TRE	MENTIO	NED	AT Q30)	more	e often?	Any i	mention:													
etter 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%	
setter 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%	
Cheaper / free parking	5.7%	62	6.3%	11	4.3%	1	4.2%	7	5.2%	5	6.4%	5		4	3.4%	2	5.6%	2		1	2.9%	1	5.7%	4	9.9%	17	6.2%	
heaper 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%	
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	4.5%	
nproved 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%	
proved 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%	
nproved 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%	
proved 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%	
proved 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%	
provements to the market / provision of outdoor	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%	
events. creased 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%	
creased 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%	
nger 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%	
ore 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%	
eciality 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%	
ner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
ter 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%	
tter 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%	
wer 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%	
ss 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%	
ore 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%	
eighted base: mple:		1090 1052		168 91		26 79		165 94		87 89		82 90		51 95		57 97		41 80		109 67		40 53		75 68		173 89		

by Zone (Nulls & SFT Filter	red, Wtd	)		Ne	ewcas	stle	unde	er-L	yme				on-Tre			l a	nd Le	isu	re Stu	ıdy	7						Pag	ge 89
Weighted:										fo	r Nexu	us	Plann	ing	5												August	2018
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	)	Zone 1	0	Zone 1	1	Zone	12	Zone	13
Q35 Why don't you visit Those who do not visit				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%		47.1%		37.3%	3		0	0.0%	0		-	57.7%	1	0.0%		15.1%	1	9.9%	4	35.3%		40.8%		13.9%		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		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
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		0	0.0%	0	4.1%	2	0.0%	0		1	0.0%	0	0.0%	0
(Nothing, no reason to visit) (Don't know)	43.4% 4.7%	92 10		3 0	41.8% 0.0%		20.0% 39.1%	2 5	54.8% 0.0%	7 0		4 0	21.2% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	19.5% 0.0%	0 0	56.7% 0.0%	4 0	59.1% 8.0%	27 4	38.5% 1.4%	12 0	32.1% 0.0%	13 0		11 1	53.4% 0.0%	5 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 o	f electro	onic he	ome sho	opping	g (i.e. Int	ernet	or TV s	hoppi	ing)? [M	R/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%		24.7%	24	18.7%	17	13.5%	7	23.6%	14	25.4%		25.2%	39	7.5%	5	27.8%		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: Sample:		1302 1302		181 100		34 100		177 100		99 101		91 100		53 100		60 100		48 100		154 100		72 100		114 100		193 100		25 101

by Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	ewcas	tle-	unde	er-L	yme				on-Tre Plann		Retai g	l a	nd Le	isu	re Stu	ıdy	7						Page August 2	
	Tota	1	Zone	1	Zone 2	2	Zone	3	Zone 4	1	Zone :	5	Zone 6		Zone 7		Zone 8		Zone 9		Zone 1	0	Zone 11	L	Zone 12	2	Zone 1	3
Q37 Which goods or ser Those who shop via Inte				y puro	chase vi	a eleo	ctronic (	home	/ mobile	e) sh	opping?	[MR]																
Banking / finance Books Car parts / products CDs, DVDs, music Clothes / shoes Cosmetics / health / beauty /	4.3% 28.1% 4.0% 22.4% 45.9% 6.4%	35 229 33 183 375 52	39.3%	28 1 18 39	1.5% 27.2% 0.0% 18.7% 59.3% 9.8%	0 4 0 3 8 1	0.0% 33.3% 1.5% 23.3% 56.2% 4.1%		2.0% 22.2% 4.8% 14.6% 51.3% 4.1%	1 14 3 9 31 3	1.7% 16.5% 1.5% 12.4% 44.9% 1.7%	1 6 22	3.7% 14.5% 6.5% 15.5% 43.1% 14.3%	4 11	22.9% 45.3% 12.8% 33.7% 43.9% 11.4%	16 5 12 16	14.6% 57.0% 18.4% 46.1% 52.0% 12.6%	6 14	6.0% 22.9% 3.7% 24.7% 46.9% 8.5%	6 23 4 25 48 9	0.0% 37.0% 5.4% 20.2% 34.0% 8.6%	0 19 3 10 17 4	25.2% 7.0% 29.8% 51.2%	6 24	0.0% 23.8% 0.9% 17.9% 41.3% 0.9%	36 1 27	46.8% 41.3%	2 8 1 8 7 1
chemist goods DIY goods Food Furniture / carpets Garden items Gifts Hobby and craft goods Holiday and / or travel	6.4% 6.7% 5.4% 4.3% 8.3% 6.2% 4.3%	52 55 44 35 68 50 35	7.0% 7.8% 9.6% 1.3%	13 7 8 10 1 11 7 3	9.3%         9.3%         4.9%         3.0%         7.9%         3.4%         1.5%	1 0 1 1 0 1 0 0 0	<ul> <li>4.1%</li> <li>8.8%</li> <li>4.3%</li> <li>5.5%</li> <li>4.9%</li> <li>2.9%</li> <li>4.1%</li> <li>1.7%</li> </ul>	9 4 5	<ul> <li>4.1%</li> <li>7.1%</li> <li>6.2%</li> <li>1.1%</li> <li>10.4%</li> <li>1.1%</li> <li>2.0%</li> <li>0.9%</li> </ul>	4 4 1 6 1 1 1	1.7% 4.1% 1.5% 4.7% 1.2% 4.1% 9.9% 1.7%	2 1	0.0% 5.3% 10.6% 3.2% 7.2% 3.2% 1.8%	0 1 3 1 2 1	9.6% 14.6% 9.6% 11.5%	3 5 3 4 11 5	20.7% 8.4% 13.1% 10.9% 18.5% 8.7% 16.0%	6	8.0% 12.3% 7.5% 4.9% 7.3% 5.0% 9.7%	8 13 8 5 7 5 10	8.0% 3.9% 3.1% 3.6% 7.5% 6.6% 2.2%	4 2 2 2 4 3 1	5.7% 5.6% 4.7% 6.1% 5.6%	5 5 4 5 5 9 3	0.7% 5.0% 0.9% 0.7% 8.7% 4.2% 0.9%	1 8 1 1	14.0% 9.3% 5.4%	
tickets Insurance Jewellery Major electrical items Pet food / products Small electrical items Small household goods Sports goods Stationery Toys Other (Don't know / can't	3.0% 2.2% 15.5% 4.0% 17.0% 14.0% 3.1% 3.4% 11.5% 0.0% 9.6%	25 18 127 32 139 114 25 28 94 0 79	0.0% 15.3% 16.8% 4.1% 6.6%	0 15	0.0% 0.0% 17.3% 7.7% 7.4% 16.0% 2.1% 2.1% 8.0% 0.0% 7.7%	$\begin{array}{c} 0 \\ 0 \\ 2 \\ 1 \\ 1 \\ 2 \\ 0 \\ 0 \\ 1 \\ 0 \\ 1 \end{array}$	$\begin{array}{c} 1.7\% \\ 0.0\% \\ 12.3\% \\ 2.6\% \\ 24.7\% \\ 24.9\% \\ 0.0\% \\ 4.8\% \\ 7.7\% \\ 0.0\% \\ 4.4\% \end{array}$	3 25 25 0 5	0.9% 0.0% 15.7% 3.7% 19.3% 7.0% 1.1% 3.7% 12.1% 0.0% 7.7%	4 1 2 7 0	$\begin{array}{c} 0.0\% \\ 2.9\% \\ 7.6\% \\ 1.5\% \\ 25.4\% \\ 21.0\% \\ 6.5\% \\ 0.0\% \\ 17.6\% \\ 0.0\% \\ 10.1\% \end{array}$	$     \begin{array}{c}       1 \\       13 \\       10 \\       3 \\       0 \\       9 \\       0     \end{array} $	5.1% 16.4% 9.1% 9.5%		17.1% 13.0% 27.6% 15.3% 28.9% 17.1% 8.6% 8.6% 17.4% 0.0% 6.6%	5 10 5 10 6 3 3	11.7% 10.1% 37.6% 15.0% 32.8% 8.2% 8.1% 0.0% 14.1% 0.0% 4.7%	4 10 2	4.7% 4.9% 15.3% 0.9% 12.5% 12.7% 1.1% 1.3% 8.8% 0.0% 7.6%	5 5 16 1 13 13 1 1 9 0 8	0.0% 0.0% 15.7% 1.2% 21.3% 14.7% 8.3% 1.2% 3.6% 0.0% 10.9%	7 4 1 2 0	0.0% 0.0% 8.0% 6.1% 15.8% 7.2% 2.8% 0.0% 15.3% 0.0% 14.5%	5 13 6 2 0 12 0	0.0% 0.0% 13.3% 3.8% 5.4% 10.0% 1.6% 5.4% 7.5% 0.0% 19.9%	6 8 15 2 8	3.4% 1.1% 48.2% 7.2% 39.1% 20.6% 2.6% 5.0% 18.5% 0.0% 0.0%	
remember) Weighted base: Sample: Q38 For your last electro	onic (hor	816 751 me/n	nobile) s	99 50	ina orde	14 42 <b>r. ho</b> y	w did vo	99 56 D <b>u rec</b>	eive vou	61 57	ods? [PF	50 50		26 47		36 58		30 56		101 62		51 71		81 68		153 72		1 6
Those who shop via Inte Collection at store	ernet / TV 7.1%	7 at Q3 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%		12.4%	10	5.2%	8	5.9%	1
Home delivery Delivery to place of work Collection at click and collect hub	88.3% 1.1% 0.7%	721 9 6	84.0% 0.0% 1.5%	0	96.0% 0.0% 0.0%	13 0 0	86.6% 1.5% 1.7%	86 1 2	84.8% 0.0% 2.0%	52 0 1	90.7% 1.5% 0.0%	45 1 0	85.0% 5.5% 1.8%	22 1 0	93.5% 1.4% 1.4%	33 0 0		28 0 0	89.2% 0.0% 0.0%	90 0 0		51 0 0		64 3 1	90.2% 1.0% 0.0%	138 2 0	94.1% 0.0% 0.0%	1
Collection at other location (Don't know / varies) Weighted base: Sample:	0.2% 2.6%	2 21 816 751	1.3% 3.4%	1 3 99 50	0.0% 1.9%	0 0 14 42	0.0% 0.0%	0 0 99 56	0.0% 3.5%	0 2 61 57	1.2% 2.4%	1 1 50 50	0.0% 2.0%	0 1 26 47	0.0% 1.1%	0 0 36 58	0.0% 1.1%	0 0 30 56	0.0% 3.7%	0 4 101 62	0.0% 0.0%	0 0 51 71	0.0% 4.3%	0 3 81 68	0.0% 3.6%	0 6 153 72	0.0% 0.0%	0 0 16 62

by Zone (Nulls & SFT Filter	red, Wtd)			Ne	ewcas	stle	unde	er-L	Lyme :							il a	nd Le	isu	re St	udy	7						P	age 91
Weighted:										fo	r Nex	us	Plan	ning	5												Augus	t 2018
	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone '	7	Zone 8		Zone	)	Zone 1	10	Zone 1	.1	Zone	12	Zon	2 13
Q39 Which of these leise	ure activ	vities of	do you	partici	ipate 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		
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		2	2.5%	3	3.6%	7	0.7%	
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%	o 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: Sample:		1302 1302		181 100		34 100		177 100		99 101		91 100		53 100		60 100		48 100		154 100		72 100		114 100		193 100		25 101

by Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	wcast	le-	unde	r-L	yme				on-Tr€ Plann			l a	nd Lei	isu	re Stu	ldy	7						Page August 2	
	Total		Zone 1		Zone 2		Zone 3	3	Zone	4	Zone	5	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	1	Zone 11		Zone 12		Zone 1	3
Q40 Which centre / facili Those who use indoor s							health a	nd fit	iness ac	tivity	?																	
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	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%		13.9%	2		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	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%	
M Club Spa & Fitness (Former Esporta), Festival Heights Retail Park,	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%	
Stoke-on-Trent Northwood Stadium, Keelings Road,	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%	
Northwood 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%	
Abbey Hunon Xecise4less, China Street, Fenton Zone 2 -	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%	
Newcastle-under-L yme	0.40/	1	0.09/	0	22 50/	1	0.00/	0	0.09/	0	0.00/	0	0.09/	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.00/	
Audley Methodist Church, New Road, Bignall End Zone 3 - Staffordshire	0.4%	1	0.0%	U	23.5%	1	0.0%	U	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(

by Zone (Nulls & SFT Filtere Weighted:	ed, Wtd)			Ne	wcast	tle-	undei	r-L	•				on-Tre Plann			l a	nd Lei	isu	re Stu	dy							Page August 20	
	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 Zone 3 - 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
Tollgate Hotel & Leisure, Ripon Road, Stoke-on-Trent <b>Zone 4</b> -	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%	C
Newcastle-under-L																												
yme 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 Zone 4 - 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
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	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
Road, Stoke-on-Trent 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,	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
Scotia Road, Burslem Fit4less, Scotia Road Zone 6 - Stoke-on-Trent	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
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%	C
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%	C
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

by Zone (Nulls & SFT Filtere Weighted:	ed, Wtd)			Ne	wcas	tle-	under	r-L	yme a				on-Tre Planni			l a	nd Lei	su	re Stu	dy	,						Page 9 August 201	
	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 Impact Fighting Arts Academy, Tunstall	0.4% 0.2%	1 1	0.0% 0.0%	0 0	01070	0 1	0.0% 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								
New Horizons Sports & Leisure Centre, Uplands Avenue, Chell Zone 7 - Newcastle-under-L	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	8.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
yme Kidsgrove Sports Centre, Fourth Avenue, Kidsgrove Zone 8 - Staffordshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	6.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Valley Leisure Centre, Thames Drive, Biddulph Zone 9 - Staffordshire	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
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 Zone 10 - Stafford	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
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	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	2.50/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	20.00/	0	0.00/	0	0.00/	0
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,	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 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

by Zone (Nulls & SF I Filtere	u, wiu)				m casi	<b>IIC</b> -	unaci	-10	•							a		ьu		uy							Page	93
Weighted:										foi	r Nexu	IS	Planni	ing	5												August 2	018
	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 1.	3
Congleton Town Centre Gymophobics, Capitol Walk,	0.2% 2.1%	0 5	0.0% 0.0%	0 0	$0.0\% \\ 0.0\%$	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0		0 0	0.0% 17.1%	0 1	6.8% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 13.5%	0 4	0.0% 0.0%	0 0	0.0% 0.0%	
Congleton Gymtex, Barn Road, Congleton	1.2%	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	9.8%	3	0.0%	0	0.0%	
Cone 12 - Newcastle-under-L yme																												
P Fitness Caveman Training, Barket Street, Chesterton	1.9%	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	8.9%	4	0.0%	
Bradwell Lodge Community Centre, Porthill	0.1%	0	0.0%		5.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	4	0.0%	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Ioliday Inn, Clayton 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	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	
ubilee 2, Brunswick Street, Newcastle-under-Lyme	7.5%	17	0.0%		6.3%	0	0.0%		24.8%	4	0.0%		12.5%	1	0.0%	0			0.0%	0	4.5%	1	0.0%		22.3%	11		
Keele Sports Centre, Keele University, Keele Jewcastle-under-Lyme	0.7% 0.1%	2	0.0% 0.0%		19.6% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	7.6% 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% 5.7%	
College, Knutton Lane, Newcastle-under-Lyme		ũ				0		U		Ū						÷				Ĩ				Ū				
Volstanton Social Club, Pitgreen Lane, Newcastle Kercise4Less.	0.2% 6.2%	0 14	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% 0.0%	0	0.0% 0.0%	0			0.0% 28.6%	0 14	0.0% 0.0%	
Newcastle-under-Lyme faurice Chandler Sports	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	8.2%	
Centre, Warrant Road, Stoke Heath Dutside Study Area																												
annatyne 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
rewe Lifestyle Centre, Moss Square, Crewe	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		1 0	0.0% 0.0%	0 0	0.0% 7.2%	
Frove Comprehensive School, Newcastle Road, Market Drayton	0.1%	U	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	U	0.0%	0	0.0%	U	0.0%	U	1.2%	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	

by Zone (Nulls & SFT Filter	ed, Wtd)			Ne	ewcast	tle-	under	r-L	yme a	nd	l Stok	e-0	n-Tre	nt	Retai	l ai	nd Lei	isu	re Stu	ıdy	7						Page	96
Weighted:										fo	r Nexu	ıs l	Plann	ing	5												August 2	.018
	Tota	1	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 1	3
Gymophobics, Greyfriars, Stafford	0.9%	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	17.8%	2	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	0.0%	0	0.0%	0	0.0%	0	4.5%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	56.3%	2
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	0.0%	0	0.0%	0	0.0%	0	14.9%	2	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	0
Uttoxeter Leisure Centre, Oldfields Road, Uttoxeter	1.6%	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	12.9%	4	0.0%	0	0.0%	0	0.0%	0	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	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	4.1%	10	3.5%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	4	0.0%	0	0.0%	0	8.5%	4		0
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

by Zone (Nulls & SFT Filter Weighted:	ed, Wtd)			Ne	wcast	tle	unde	er-L	·				on-Tre Planni			l a	nd Lei	isu	re Stu	ıdy	y						Pag August 2	
	Tota	1	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 1	
Q41 Which centre / facili Those who go to the cin						a?																						
Zone 1 - Stoke-on-Trent	<b>25</b> 0.07	1.50	47.000		1.000	0	0.6.4.64	•	4 5 501	_	17 50	•	25.201		24.50		0.5.1.0	-	20.00/		10.00	_	4.4.70		2 5 4		0.00/	
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%	
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%	
Stoke-on-Trent Film Theatre, Staffordshire University, College Road, Stoke-on-Trent Zone 9 - Staffordshire	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%	
Moorlands Foxlowe Arts Centre, Leek	0.3%	1	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	0.0%	
Zone 10 - Stafford	0.370	1	0.070	0	0.0%	0	0.070	0	0.070	0	0.0%	0	9.170	1	0.070	0	0.070	0	0.0%	0	0.0%	0	0.070	0	0.070	0	0.070	
Eccleshall Town Centre Zone 11 - Cheshire East	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%	
Alsager Civic Cinema, Lawson Road, Alsager Zone 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	0.0%	0	0.0%	0	0.0%	0	0.0%	
Newcastle-under-L																												
yme Vue Cinema, The Square, Market Arcade, Newcastle-under-Lyme Outside Study Area	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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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		
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

by Zone (Nulls & SFT Filter	ed, Wtd)			Ne	ewcas	stle-	unde	r-L	yme							<b>il a</b>	nd Le	isu	re Stu	ıdy	7						Page	98
Weighted:										fo	r Nex	us ]	Plann	ing	5												August 2	018
	Tota	1	Zone	1	Zone	2	Zone 3	3	Zone 4	1	Zone 5	5	Zone 6	i	Zone 7	,	Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12	2	Zone 1	3
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	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: Sample:		555 467		82 33		11 32		83 41		40 38		42 37		16 26		27 40		15 30		56 30		34 40		43 35		96 43		10 42

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by Zone (Nulls & SFT Filter	ed, Wtd)	)		Ne	wcas	tle-	unde	r-L	yme a		l Stok r Nexi					l a	nd Lei	isu	re Stu	ıdy	7						Page	
Weighted:	Tota	1	Zone	1	Zone 2	2	Zone	3	Zone 4		Zone 5		Zone 6	<u>ر</u>	Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	2	August 20 Zone 13	
	1000	-	20110	-	20110 2	-	2010		Lone	-	Lone		Lone		20110 /		Lone		Lone		20110-20		20110 11		20110 12	-	2010 10	
Q42 Which centre / facilit Those who go to restaut						urant	?																					
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%	0	0.0%	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	19.4%	7	15.2%	4	16.8%	16	0.0%	0	2.9%	2	7.9%	9	7.5%	1
Shelton Local 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%	C
Stoke-on-Trent Town Centre	4.6%	34	12.9%	12	0.0%	0	5.3%		10.2%		11.7%	6	2.0%	1	0.0%	0	0.0%	0		1	0.0%	0	2.6%	2	2.1%	2	0.0%	0
Festival Retail Park, Ridge	2.0%	15	1.1%	1	0.0%	0	4.4%	5	0.0%	0	10.8%	6	3.7%	1	1.4%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	C
House Drive,																												
Stoke-on-Trent																												
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.9%	1	0.0%	0
Zone 2 -																												
Newcastle-under-L																												
yme																												
Audley	0.2%	2	0.0%	0	4.7%	1	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	0.0%	0	0.0%	0
Betley Village Centre	0.5%	3	0.0%	0	15.2%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Bignall End	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	1.1%	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	0.0%	0	0.0%	0	0.0%	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	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 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
Forsbrook 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
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		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%	0	0.0%	0		0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Longton Retail Park,	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
Longton																												
Meir Town Centre	0.5%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	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
Zone 4 -																												
Newcastle-under-L																												
<b>yme</b> Etruria Way Retail Park,	0.6%	4	4.6%	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
Stoke-on-Trent	0.070	+	<b></b> 070	-+	0.070	0	0.070	0	0.070	0	0.070	U	0.070	0	0.070	0	0.070	U	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0
Zone 4 - Stoke-on-Trent																												
	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1 504	1	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
Springfields Retail Park,	0.1%	1	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	1.4%	0
Newcastle Road,																												
Stoke-on-Trent	0.40/	2	0.00/	0	0.00/	0	0.00/	0	1.00/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	2.20/	2	0.00/	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Trentham Local Centre Zone 5 - Staffordshire Moorlands	1.4%	11	3.0%	3	8.0%	1	2.1%	2	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Brown Edge Zone 5 - 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

by Zone	(Nulls	&	SFT	Filtered,	Wtd)
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by Zone (Nulls & SF1 Filler)	eu, wiu)			110	w cas	uc-	unuci	-14	yme a	nu	DUM	U	11-11		incial	1 a	nu Le	15u		uy							Page 10
Weighted:										foi	r Nexu	IS ]	Plann	ing	5												August 201
	Total		Zone 1		Zone 2	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		1	0.0%	0		0	1.2%	1	0.0%	0		0	0.0%	0	0.0%
Mill Hill Village Centre Zone 6 - Stoke-on-Trent	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%
Sandyford Tunstall Town Centre <b>Zone 7 -</b>	0.0% 1.3%	0 9	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 4.7%	0 2	0.0% 1.2%	0 1	0.0% 21.8%	0 6	0.0% 2.7%	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%
Newcastle-under-L yme																											
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%
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%
Talke Village Centre Zone 8 - Staffordshire Moorlands	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%
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%
Biddulph Town Centre Zone 8 - Stoke-on-Trent	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%
Bradley Green Village Centre Zone 9 - Staffordshire	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%
Moorlands	0.00/		0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	1.00/		0.00/	0	0.00/	0	0.00/	0	0.00/
Alton Village Centre	0.2% 0.3%	1 2	0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0	0.0% 1.3%	0	0.0% 0.0%	$\begin{array}{c} 0\\ 0\end{array}$	0.0% 0.0%	0	0.0% 0.0%	0 0	0.010	0	0.0% 0.0%	0	1.3% 0.9%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	$\begin{array}{c} 0\\ 0\end{array}$	0.0% 0.0%
Ash Bank Village Centre	0.3%	2 1	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%
Bagnall Village Centre Cheadle Town Centre	2.0%	15	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0% 5.4%	1	0.0%	0			1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0% 1.6%
Dilhorn Local Centre	0.2%	15	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%
Dimmingsdale Local Centre	0.2%	2	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%
Endon Village Centre	0.2%	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%
Froghall Village Centre	0.1%	1	0.0%	0	0.0%	Ő	0.0%	0	1.2%	1	0.0%	0	0.0%	Ő	0.0%	Ő		0	0.0%	Ő	0.0%	0	0.0%	0	0.0%	0	0.0%
Hollington Village Centre	0.5%	4	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	0	0.0%	0	0.0%	Ő		Ő	0.0%	Ő	3.9%	4	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%
Ipstones Village Centre	0.1%	1	0.0%	0	0.0%	Õ	0.0%	Ő	0.0%	Õ	0.0%	0	0.0%	Õ		0		Ő	0.9%	1	0.0%	Õ	0.0%	Ő	0.0%	Õ	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		4	4.1%	1	25.3%	25	0.0%	0	4.4%	3	1.2%	1	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%
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%
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	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tean Village Centre Werrington Village Centre Zone 10 - Stafford	1.1% 0.3%	8 2	0.0% 0.0%	0 0	0.0% 0.0%	0 0	3.0% 1.3%	3 1	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	$0.0\% \\ 0.0\%$	0 0	0.0% 0.0%	$\begin{array}{c} 0\\ 0\end{array}$		$\begin{array}{c} 0\\ 0\end{array}$	5.1% 0.9%	5 1	$0.0\% \\ 0.0\%$	0 0	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%
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%
Eccleshall Town Centre	1.2%	9	0.0%	0	2.0%	0	0.0%	Ő	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%
Hilderstone Village Centre	0.2%	1	0.0%	Ő	0.0%	Ő	1.3%	1	0.0%	Ő	0.0%	0	0.0%	Ő		Ő		ŏ	0.0%	Ő	0.0%	Ő	0.0%	ŏ	0.0%	Ő	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%
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%
Swynnerton Village Centre Zone 11 - Cheshire East	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	4.2%	2	0.0%	0	0.0%	0	0.0%
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%
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%

Weighted:										foi	r Nexu	is l	Planni	ing	5												August 2	<b>ð18</b>
	Tota	ıl	Zone 1		Zone 2		Zone 3		Zone 4	ļ	Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 1	L	Zone 12	2	Zone 1.	3
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	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	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	8.8%	2	11.0%	4	30.1%	7	0.0%	0	0.0%	0	39.2%	26	1.2%	1	0.0%	
Rode Heath	0.3%	2	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	1.5%	1	0.0%	0	0.0%	
Zone 12 -																												
Newcastle-under-L yme																												
Baldwin's Gate	0.5%	3	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	0		0	1.2%	1	3.7%	
Blackbrook 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	1.1%	
Chesterton	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%	
Clayton	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	1.2%	1 0	0.0%	
Hill Chorlton Village Centre	0.0% 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% 0.0%	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 4	1.1% 0.0%	
Keele Village Centre Knutton	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8% 0.0%	4	0.0%	
Newcastle-under-Lyme Town Centre	14.2%	105		-	19.1%	3	0.0% 7.1%	8	22.9%	10	4.8% 1.7%	1	4.7%	1	9.4%	4	6.7%	2	3.7%	4	1.3%	1	5.5%	4	53.3%	63	0.0% 8.6%	
Stableford 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	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	
Wolstanton	0.2%	6		0		0	0.0%	0	0.0%	0	1.7%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0		0	3.6%	4	0.0%	
Zone 13 -	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	1.770	1	2.070	1	0.070	0	0.070	0	0.070	0	1.070	0	0.070	0	5.070	т	0.070	
Newcastle-under-L																												
<b>yme</b> 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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	
Loggerheads Village Centre	0.1%	1		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		Ő	0.0%	0	0.0%	0		0	0.0%	0	4.9%	
Zone 13 - Shropshore																												
Hinstock 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	1.1%	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.9%	1	1.6%	
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	0.0%	0	1.9%	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	0.0%	0	0.0%	0	2.3%	2	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	0.0%	0		0	0.0%	0	4.2%	2	0.0%	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	
Bridgemere 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	1.1%	
Brindley 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	1.2%	1	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%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	
Buxton Town Centre	0.1%	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%	
Central London	0.3%	2	0.0%	0	2.0%	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	1.2%	1	0.0%	
Chester City Centre	0.5%	3	1.4%	1	1.8%	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	1.1%	1	0.0%	0	1.6%	
Crewe Town Centre	0.6%	4	0.0%		14.0%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	
Derby City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	
Dovedale 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%	
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%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	
Holmes Chapel Village Centre	0.2%	2		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	(

by Zone (Nulls & SFT Filtered, Wtd)

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

Weighted:									-	foi	r Nexi	<b>1</b> S ]	Plann	ing	, ,					•							August	2018
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 1	L	Zone 1	2	Zone	13
Liverpool City Centre Llandudno Town Centre	0.3% 0.1%	2 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	1.3% 0.0%	1 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 2.3%	0 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	1.5% 0.0%	1 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0
Macclesfield Town Centre Manchester City Centre Market Drayton Town	0.3% 1.4% 0.8%	2 10 6	0.0% 0.0% 0.0%	0 0 0	1.8% 0.0% 2.0%	0 0 0	$0.0\% \\ 0.0\% \\ 0.0\%$	0 0 0	0.0% 1.5% 0.0%	0 1 0	0.0% 1.5% 0.0%	0 1 0	0.0% 0.0% 0.0%	0 0 0	0.0% 1.4% 1.0%	0 1 0	1.4% 5.3% 0.0%	0 1 0	0.0% 2.1% 0.0%	0 2 0	0.0% 0.0% 0.0%	0 0 0	2.6% 1.3% 0.0%	2 1 0	0.0% 3.6% 1.3%	0 4 2	0.0% 0.0% 26.0%	$\begin{array}{c} 0\\ 0\\ 4\end{array}$
Centre Nantwich Town Centre Newport Town Centre	0.8% 0.1%	6 1	0.0%	0 0	1.4% 0.0%	0 0	0.0%	0 0	1.5% 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	0.0% 0.0%	0 0	3.8% 0.0%	4 0	2.9% 7.2%	0 1
Ravensmoor Local Centre Rugeley Town Centre Sandbach Town Centre	0.0% 0.4% 0.3%	0 3 2	0.0% 0.0% 0.0%	0 0 0	1.4% 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% 0.0%	0 0 0	0.0% 0.0% 2.3%	0 0 1	0.0% 0.0% 0.0%	0 0 0	0.0% 1.3% 0.0%	0 1 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 1.1%	0 1	0.0% 1.3% 0.0%	0 2 0	0.0% 0.0% 0.0%	0 0 0
Seighford Village Centre Shrewsbury Town Centre Stafford Town Centre	0.1% 0.1% 2.6%	0 1 19	0.0% 0.0% 1.4%	0 0 1	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 7.0%	0 0 8	0.0% 0.0% 2.9%	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	0.0% 0.0% 4.9%	0 0 5	1.0% 0.0% 9.1%	0 0 4	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 5.6% 0.0%	0 1 0
Swinton Town Centre Telford Town Centre Trafford Centre, Manchester	$0.1\% \\ 0.1\% \\ 0.4\%$	1 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% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 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%	1 0 0	0.0% 0.0% 4.2%	0 0 3	$0.0\% \\ 0.0\% \\ 0.0\%$	0 0 0	1.4% 2.8% 0.0%	0 0 0
Whitchurch Town Centre Winsford Town Centre Other, outside study area	0.0% 0.3% 2.3%	0 2 17	0.0% 0.0% 2.7%	0 0 2	2.0% 0.0% 0.0%	0 0 0	$\begin{array}{c} 0.0\% \\ 0.0\% \\ 1.1\% \end{array}$	0 0 1	0.0% 4.9% 1.2%	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% 4.7%	0 0 2	0.0% 0.0% 5.1%	0 0 1	0.0% 0.0% 1.9%	0 0 2	$0.0\% \\ 0.0\% \\ 4.2\%$	0 0 2	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 4.7%	0 0 6	0.0% 0.0% 2.3%	0 0 0
Weighted base: Sample:		737 722		92 47		15 48		108 63		45 52		51 47		26 51		38 62		24 47		97 64		43 62		66 56		117 57		15 66

by Zone (Nulls & SFT Filter	ed, Wtd)			Ne	ewcas	tle-	unde	er-L	yme a	anc	l Stok	e-o	n-Tre	ent	Retai	l a	nd Lei	isu	re Stu	ıdy	7						Page 1	1 <b>03</b>
Weighted:										fo	r Nex	us ]	Plann	ing	Ş												August 20	18
	Total	I	Zone 1	1	Zone 2	2	Zone	3	Zone 4	Ļ	Zone 5	;	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12		Zone 13	
Q43 Which centre / facilit Those who go to pubs /	• •			•			•																					
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	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	6.4%	2	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	2.2%	1	1.8%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0
Festival Retail Park, Ridge	0.4%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
House Drive,																												
Stoke-on-Trent																												
Intu Potteries Shopping	1.0%	5	3.6%	1	0.0%	0	0.0%	0	0.0%	0	6.8%	2	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre, City Centre																												
(Hanley)																												
Zone 2 -																												
Newcastle-under-L																												
yme	0.3%	2	0.0%	0	14.7%	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	0.0%	0
Audley Betley Village Centre	0.3%	1	0.0%	0	7.4%	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
Bignall End	0.2%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley	0.1%	1	0.0%	0	4.5% 6.0%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Onneley Local Centre	0.2%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrinehill Village Centre	0.1%	2	0.0%	0	4.2%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	3.5%	1	0.0%	Ő	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3 - Staffordshire	0.470	2	0.070	0	4.270	0	0.070	0	1.970	1	0.070	0	0.070	0	5.570	1	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	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																												
Adderley Green Local	0.3%	2	0.0%	0	0.0%	0	2.1%	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
Centre																												
Dresden District Centre	0.3%	2	0.0%	0	0.0%	0	1.8%	1	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
Longton Town Centre	2.5%	13	7.7%	3	0.0%	0	12.6%	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
Meir Retail Park, Uttoxeter	0.3%	2	0.0%	0	0.0%	0	2.1%	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
Road, Meir																												
Meir Town Centre	0.7%	4	0.0%	0	0.0%	0	2.9%	2	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
Zone 4 -																												
Newcastle-under-L																												
yme 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent	0.070	0	0.0%	0	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	0.0%	0	0.070	U	0.070	U	0.070	0	0.0%	0	0.070	0	0.070	0
Zone 4 - Stoke-on-Trent																												
Springfields Retail 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	0.0%	0
Newcastle Road.	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	0.070	U	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0
Stoke-on-Trent																												
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Trentham Local Centre	2.1%	11	3.6%		15.3%	2	6.1%	5	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	$\frac{2}{2}$	0.0%	0
Zone 5 - Staffordshire	2.1 /0	11	5.070	1	10.070	4	0.170	5	5.170	1	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	0.070	0	1.5 /0	4	0.070	U
Moorlands																												
Brown Edge	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	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

Weighted:										fo	r Nexu	IS .	Plann	ing	5											,	August 2	018
	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 1	3
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	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	0.0%	0
Smallthorne Local Centre Zone 6 - Stoke-on-Trent	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	0.0%	0
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
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	0.0%	0
Zone 7 - Newcastle-under-L vme																												
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	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	0.0%	0
Kidsgrove Town Centre	1.5%	8	0.0%	0	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 Zone 8 - Staffordshire Moorlands	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	0.0%	0
Biddulph Moor	0.5%	2	0.0%	0	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%	Ő	0.0%	Ő	0.0%	ŏ	0.0%	ŏ	0.0%	Ő		ŏ	9.9%	2		6	0.0%	Ő	0.0%	ŏ	0.0%	Ő	0.0%	Ő	0.0%	Ő
Gillow Heath Local Centre Zone 8 - Stoke-on-Trent	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
Bradley Green Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre 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	1.6%	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	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%	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		1	0.0%	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%	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%	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%		33.3%	27	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Oakamoor Village Centre Onecote Village Centre	0.2% 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	1.4% 1.6%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Stanley Local Centre	0.2% 1.1%	6	10.0%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.010	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tean Village Centre	1.1%	9	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.010	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%	í	0.0%	0	0.0%	Ő	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	Ő	1.6%	1	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	0
Upper Hulme Local Centre	0.2%	1	0.0%	Ő	0.0%	Ő	0.0%	ŏ	0.0%	Ő	0.0%	Ő		ŏ	0.0%	Ő	0.0%	Ő	1.4%	1	0.0%	ŏ	0.0%	Ő	0.0%	Ő	0.0%	Ő
Werrington Village Centre Zone 10 - Stafford	0.7%	3	0.0%	0	0.0%	0	1.8%	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	1.0%	1	0.0%	0
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	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	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%	0
Oulton Village Centre	0.1%	1	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
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%	0	43.1%	11	0.0%	0	0.0%	0	2.9%	0
Swynnerton Village Centre Zone 11 - Cheshire East	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	1.3%	1	0.0%	0
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	0.0%	0

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

Weighted:										foi	r Nexu	IS ]	Planni	ng	5												August 20	)18
	Tota	1	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	0.0%	0	1.8%	0	0.0%	0	0.0%	0	1.2%	1	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	1.6%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Congleton Town Centre Rode Heath	7.1% 0.5%	37 3	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 2.1%	0 2	0.0% 0.0%	$\begin{array}{c} 0 \\ 0 \end{array}$	0.0% 0.0%	0 0	2.8% 0.0%	1 0	14.0% 0.0%	3 0	34.1% 0.0%	6 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	46.9% 1.7%	27 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0
Zone 12 - Newcastle-under-L yme																												
Baldwin's Gate	0.3%	2	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	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	0.0%	0	0.0%	0	0.0%	0	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	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	19.8%	105	15.8%	6	12.9%	1	3.3%	3	28.0%	8	9.7%	3	18.6%	3	0.0%	0	0.0%	0	10.4%	8	0.0%	0	1.5%	1	66.8%	70	9.9%	1
Porthill Local 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	1.3%	1	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	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	5.3%	6	0.0%	0
Zone 13 -																												
Newcastle-under-L																												
yme	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	2.00/	0
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	0.0%	0 0	0.0%	0	0.0%	0	0.0%	0	0.0%	$\begin{array}{c} 0\\ 0\end{array}$	0.0%	0	2.0%	0
Ashley Local Centre	0.2%	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%		14.4% 20.9%	1 2
Loggerheads Village Centre Zone 13 - Shropshore	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%			
Hinstock 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	2.0%	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.5%	0
Stoke Heath Local 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Abroad	0.7%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.7%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.9%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	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	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Central London	$0.1\% \\ 0.1\%$	0	0.0% 0.0%	0	0.0%	0 0	0.0% 0.0%	0	0.0%	0 0	0.0% 0.0%	$\begin{array}{c} 0\\ 0\end{array}$	2.5% 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% 0.0%	0	0.0% 0.0%	0 0
Cheshire Oaks, Ellesmere Port	0.1%	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	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	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%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Ő	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
Llandudno Town Centre	0.1%	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	0.0%	0
Macclesfield Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	4.0%	4	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	9.8%	1
Nantwich Town Centre	0.3%	2	0.0%	0	5.0%	1	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	2.5%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	1
Rugeley Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.5%	2	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

by Zone (Nulls & SFT Filter	ed, Wtd)	)		Ne	ewcas	stle-	unde	er-L	yme	and	l Stok	ke-o	n-Tı	rent	Retai	il a	nd Le	eisu	re Sti	ıdy	7						Page 1	06
Weighted:										fo	r Nex	us ]	Plan	ning	5												August 20	18
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone 7	7	Zone 8	;	Zone 9		Zone 1	0	Zone 11		Zone 1	12	Zone 13	_
Smallwood Local Centre Stafford Town Centre Swinton Town Centre Other, outside study area Weighted base:	0.1% 1.9% 0.0% 0.8%	1 10 0 4 530	0.0% 0.0% 0.0% 0.0%	0 0 0 0 40	0.0%	0 0 0 0	0.0% 1.5% 0.0% 0.0%	0 1 0 0 78	0.0% 0.0% 0.0% 0.0%	0 0 0 0 29	0.0%	0 0 0 0 34	0.0% 0.0%	0 0 0 0 18	2.2% 0.0% 0.0% 2.2%	1 0 0 1 25		0 0 0 1 18	0.0% 5.9% 0.0% 1.2%	0 5 0 1 80	0.0% 17.1% 0.0% 0.0%	0 4 0 0 25	0.0% 0.0%	0 0 0 0 58	0.0% 0.0% 0.0% 1.3%	0 0 0 1 104	2.5% 0.0%	0 0 0 0 9
Sample:		497		24		36	- 0	42		32		33		33		44		39		50		34		49		49		32
Q44 Which centre / facili Those who go ten pin b				•		owiin	g?																					
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,	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
Harlescott, Shrewsbury 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	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
Street, Torquay Cinebowl, Dovefields Retail Park, Town Meadows	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
Way, Uttoxeter 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	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
Trafford Centre, Stretford 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: Sample:		155 97		27 10		3 5		27 11		6 5		14 10		3 4		5 8		6 8		25 12		5 6		7 4		25 8		2 6

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by Zone (Nulls & SFT Filtered, Wtd)	bv	Zone	(Nulls	&	SFT	Filtered,	Wtd)
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Weighted:										fo	r Nexu	<b>S</b> ]	Planni	ng	g												August 2	2018
	Tota	1	Zone 1	1	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 1	3
Q45 Which centre / facil Those who play bingo					bingo?																							
Zone 1 - Stoke-on-Trent																												
Fenton Town Centre	8.5%		43.5%	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
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	0.0%	0	0.0%	0	83.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	63.0%	1	0.0%	0	25.6%	1	34.7%	1	37.0%	3	0.0%	0
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	34.1%	0	0.0%	0	0.0%	0	0.0%	0	65.3%	2	63.0%	4	0.0%	0
Zone 2 -																												
Newcastle-under-L																												
<b>yme</b> Audley Town Centre	0.4%	0	0.0%	0	41.3%	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
Zone 6 - Stoke-on-Trent	0.170	0	0.070	0	11.570	Ŭ	0.070	Ŭ	0.070	Ŭ	0.070	Ŭ	0.070	0	0.070	0	0.070	0	0.070	Ŭ	0.070	0	0.070	Ŭ	0.070	Ŭ	0.070	0
Goldenhill Local Centre Zone 8 - Staffordshire Moorlands	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.1%	2	27.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	37.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	38.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	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%	0	74.4%	2		0	0.0%	0		0
Scarborough Town Centre	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	16.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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

by Zone (Nulls & SFT Filter Weighted:	red, Wtd)			Ne	wcas	tle-	unde	r-L	yme				on-Tre Plann			l a	nd Lei	isu	re Stu	dy	7						Page August 2	
	Tota	I	Zone	1	Zone 2		Zone	3	Zone 4	1	Zone	5	Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	)	Zone 11		Zone 12		Zone 1	3
Q46 Which centre / facili Those who go to theatr											leries an	d otł	ner cultur	al fa	cilities?													
Zone 1 - Stoke-on-Trent																												
Hanley Town Centre Mitchell Arts Centre, Broad Street, Stoke-on-Trent	0.7% 0.4%	3 2	0.0% 0.0%	0 0	0.0% 2.4%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	9.1% 0.0%	3 0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 10.1%	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
Potteries Museum & Art Gallery, Bethesda Street,	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%	C
Stoke-on-Trent 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%	2
Repertory Theatre, Leek Road, Stoke-on-Trent	2.6%	11	6.7%	4		0	2.2%	1	0.0%	0		0		0	2.2%	1			7.2%	4	2.1%	1		1	0.0%	0		0
The Sugarmill, Brunswick Street, Stoke-on-Trent Victoria Hall, Bagnall Street,	1.0% 5.5%	4 24	0.0% 6.7%	0	0.0% 5.4%	0	0.0% 11.3%	0 7	6.0% 9.9%	2		2 2		0	0.0% 0.0%	0	0.0% 5.5%	0	0.0% 1.7%	0	0.0% 2.1%	0		0	0.0% 5.0%	0	0.0% 1.9%	0
Stoke-on-Trent Zone 2 -	01070	2.	01770	·	01170		110,0		21270	U	01370	-	01070	Ŭ	0.070	Ū	0.070	-	11770		21170		21070	•	01070	-	10,0	0
Newcastle-under-L yme																												
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
Betley Village Centre Zone 4 - Stafford	0.4%	2	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
Trentham Estate, Stone Road, Stoke-on-Trent Zone 9 - Staffordshire Moorlands	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%	C
Foxlowe Arts Centre, Stockwell Street, Leek Zone 11 - Cheshire East	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%	C
Daneside Theatre, Park Road, Congleton <b>Zone 12 -</b>	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%	C
Newcastle-under-L																												
<b>yme</b> 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%	3
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%	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%	0
Wolstanton Village Centre Outside Study Area	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%	0
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%	0

by Zone (Nulls & SFT Filtere Weighted:	ed, Wtd)			Ne	ewcasi	tle-	unde	r-L	yme a		l Stok r Nex					il ai	nd Le	isu	re Stu	ldy	7						Page 10 August 201
	Total	1	Zone 1	L	Zone 2		Zone 3		Zone 4	l	Zone 5	5	Zone (	5	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%
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%
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%
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%
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%
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		1	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%
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%
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	2.7%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
Weighted base: Sample:		434 460		60 30		13 44		65 41		35 41		34 34		12 25		25 39		14 28		53 36		26 38		41 38		49 26	2

by Zone (Nulls & SFT Filter Weighted:	red, Wtd)			Ne	ewcasi	tle-	unde	r-L	•				on-Tre Planni			la	nd Lei	isu	re Sti	ıdy	,						Page August	e 110 2018
	Tota	1	Zone	1	Zone 2		Zone 3	3	Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 1	l	Zone	12	Zone	13
Q47 Which centre / facil Those who visit a casin																												
Zone 1 - Stoke-on-Trent																												
Genting Casino, Etruria Road, Stoke-on-Trent	62.1%	17 1	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 Outside Study Area	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
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 normal Those who participate					ure destir	natio	ns?																					
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	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
moped																												
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		6	7.6%	13	4.5%	1
Taxi	5.4%	58	6.9%	10	3.0%	1	8.0%	12	12.4%	9		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
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	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
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
(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

by Zone (Nulls & SFT Filte Weighted:	red, Wtd)	)		Ne	wcas	stle-	unde	er-L	yme a		l Stol r Nex					il a	nd Le	isu	re St	udy	7						Page August 2	
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone 4	l	Zone	5	Zone	6	Zone '	7	Zone 8	;	Zone	9	Zone 1	0	Zone 1	1	Zone 1	2	Zone 1	3
Q50 Which leisure facili	ties wou	ld you	ı like to	see m	ore of i	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	0.9%	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	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	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	0.8%	1	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	1.6%	1	0.9%	0		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	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	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
Ice rink	2.7%	35	2.1%	4	1.7%	1	5.5%	10	0.0%	0	3.3%	3	0.0%	0		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	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		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		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 facilites	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	0.8%	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	1.5%	1	0.0%	0		0		0	0.7%	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	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	0.9%	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	0.7%	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	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	0.7%	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: Sample:		1302 1302		181 100		34 100		177 100		99 101		91 100		53 100		60 100		48 100		154 100		72 100		114 100		193 100		25 101
Sample.		1502		100		100		100		101		100		100		100		100		100		100		100		100		101

by Zone (Nulls & SFT Filte	red, Wtd	)		Ne	ewcas	stle-	unde	er-L	Jyme	and	l Stok	ke-0	n-Tr	ent	Reta	il a	nd Le	eisu	re St	udy	y						Page	9 112
Weighted:										fo	r Nex	us I	Planı	ning	5												August	2018
	Tota	ıl	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 respond	ent.																											
Male Female	34.3% 65.7%	446 856	24.0% 76.0%	44 138	28.5% 71.5%		38.1% 61.9%	67 110	29.6% 70.4%	29 70	34.3% 65.7%		38.4% 61.6%	20 33	23.6% 76.4%		34.1% 65.9%	16 31	32.8% 67.2%	50 103		31 42	37.7% 62.3%	43 71		81 112	34.7% 65.3%	9 17
Weighted base: Sample:		1302 1302		181 100		34 100		177 100		99 101		91 100		53 100		60 100		48 100		154 100		72 100		114 100		193 100		25 101
AGE Could I ask how old	d you are	e plea	se?																									
18 – 24 years 25 – 34 years 35 – 44 years 45 – 54 years 55 – 64 years 65+ years (Refused)	9.1% 11.6% 19.3% 19.2% 17.7% 23.2% 0.0%	118 150 251 250 231 302 0	12.9%	16 44 30 22 23 46 0	14.6% 17.9% 9.3% 15.0% 33.5%	5 6 3 5	10.2% 7.6% 13.4% 27.8% 19.4% 21.5% 0.0%	18 14 24 49 34 38 0	12.8% 12.8% 24.6% 15.0% 14.7% 20.1% 0.0%	13 13 24 15 15 20 0	23.1% 19.6%	9 12 21 18	15.9% 5.3% 8.4% 18.7% 21.2% 30.5% 0.0%	8 3 4 10 11 16 0	12.7% 2.5% 16.0% 23.6% 23.9% 21.4% 0.0%	14	5.7% 19.1% 14.8% 36.0%	9 7	24.7% 15.8% 20.4% 22.8%	11 14 38 24 31 35 0	7.2% 12.0% 20.2% 19.2% 18.3% 23.3% 0.0%	14 13	23.0% 16.3% 22.0% 24.2%	6 11 26 19 25 28 0	24.4% 13.4% 15.0%	17 58 47	28.2%	3 3 1 3 7 8 0
Weighted base: Sample:		1302 1302		181 100		34 100		177 100		99 101		91 100		53 100		60 100		48 100		154 100		72 100		114 100		193 100		25 101
QUOTA Zone:																												
Zone 1 - Stoke City Centre Zone 2 - Newcastle West Zone 3 - Longton & Fenton Zone 4 - Stoke Zone 5 - Burslem Zone 6 - Tunstall Zone 7 - Kidsgrove Zone 8 - Biddulph Zone 9 - Rural East Zone 10 - Rural South Zone 11 - Rural North Zone 12 - Newcastle East Zone 13 - Rural West Weighted base:	$\begin{array}{c} 13.9\%\\ 2.6\%\\ 13.6\%\\ 7.6\%\\ 7.0\%\\ 4.1\%\\ 4.6\%\\ 3.7\%\\ 11.8\%\\ 5.6\%\\ 8.8\%\\ 14.9\%\\ 1.9\%\end{array}$	34 177 99 91 53 60 48 154 72 114 193 25 1302	100.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0 0 0 0 0 0 0 0 0 0 0 0 0 181	$\begin{array}{c} 0.0\% \\ 100.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \end{array}$	0 0 0 0 0 0 0 0 0 0 0 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% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 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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Sample:		1302		100		100		100		101		100		100		100		100		100		100		100		100		101

Weighted	,								5	foi	r Nexu	ן 16	Plann	ino	 r			1.5 0	20.000								A manuat 2	
Weighted:	Total Zone 1		1	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		5 Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		August 2018 Zone 13		
	Total	L	Lone	1	Lone	2	Zone	,	Zone -	•	Zone 5		Zone	•	Zone 7		Zone o		Zone		Zone 1	U	Zone 1	1	Zone 12	-	Zone 1	5
PC Postcode sector:																												
CW12 1	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		5	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	18	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	17	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		10.3%	12	0.0%	0	0.0%	0
CW3 9	1.3%	17	0.0%			17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	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%	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	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	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	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	0.0%	0	0.0%	0	0.0%		18.5%	28	0.0%	0	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%	0	0.0%	0	0.0%	0		11	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0		1	0.0%	0	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	0.0%	0	0.0%	0	0.0%		14.9%	23	0.0%	0	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	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	0.0%	0	0.0%	0	01070	0	10.5%	8	0.0%	0	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	0.0%	0	0.0%	0	0.0%		17.7%	27	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	5.4%	8	0.0%	0	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%	0	0.0%	0	0.0%		15.3%	24	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	19.6%	14	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	38.9%	28	0.0%	0	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	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	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST216	1.7%	22	0.0%	0	0.0%	0	0.0%	0	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	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST3 3	$0.8\% \\ 0.9\%$	10	0.0%	0 0	0.070	0 0	5.8%	10	0.0%	<sup>o</sup>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	$0.0\% \\ 0.0\%$	0	0.0%	0	0.0%	0	0.0% 0.0%	0
ST3 4 ST3 5	0.9% 2.0%	12 25	0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0	6.9% 14.4%	12 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	$0.0\% \\ 0.0\%$	0	0.0%	0
ST3 6	2.0% 0.9%	12	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST3 7	2.2%	29	0.0%	0	0.0%	0	0.3% 16.4%	29		0	0.0%	0	0.0%	0		0		0		0	0.0%	0		0	0.0%	0	0.0%	0
ST4 1	2.2% 0.1%	29 1	0.0%	0	0.0%	0	0.0%	29	$0.0\% \\ 0.8\%$	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	0.0%	0	0.0%	0
ST4 2	0.1%	2	1.3%	2	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
ST4 2 ST4 3	0.2% 4.2%	2 55	1.3% 30.4%	2 55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	$0.0\% \\ 0.0\%$	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST4 4	4.2% 1.1%	15	0.0%	33 0		0	0.0%	-	0.0% 14.7%	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
ST4 5	1.1%	15	0.0%	0	0.0%	0	0.0%	0	14.7% 19.4%	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
ST4 6	0.7%	19	0.0%	0	0.0%	0	0.0%	0	19.4% 9.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST4 0 ST4 7	0.7%	10 6	0.0%	0	0.0%	0	0.0%	0	9.7% 6.3%	10 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
ST4 8	0.3%	49		-		0		0		49	0.0%	0		0		0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST5 0			0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0	0.0%	0	49.1% 0.0%	49		0	$0.0\% \\ 0.0\%$	0	0.0% 0.0%	0	0.0% 0.0%	0	$0.0\% \\ 0.0\%$	0	0.0%	0	0.0%	0		30	0.0%	0
	2.3% 0.2%	30 2		0		0	0.0%	0			0.0%	0		0		0		0		0		0		0	15.6%	30 2	0.0%	0
ST5 1		-	0.0%		0.0%		0.0%	-	0.0%	0	0.0%		0.0%		0.0%		0.0%	Ŭ	0.0%	-	0.0%		0.0%		1.3%			
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	0.0%	0	0.0%	0	0.0%	0	7.9%	15	0.0%	0

by Zone (Nulls & SFT Filtered, Wtd)

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

Weighted:										fo	r Nex	us	Plan	ning	5												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	
ST5 3	3.0%	40 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%		20.5%	40 12	0.0%	0
ST5 4 ST5 5	1.0% 0.3%	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	$0.0\% \\ 0.0\%$	0	$0.0\% \\ 0.0\%$	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	6.4% 2.1%	12	0.0% 0.0%	0
ST5 6	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1% 6.7%	13	0.0%	0
ST5 0 ST5 7	1.0%	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%		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%	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%	Ő	0.0%	Ő	0.0%	0	0.0%	0		0	0.0%	0	0.0%	Ő	0.0%	0	0.0%	Ő	0.0%	Ő	0.0%	0	9.4%	18	0.0%	0
ST6 1	0.9%	12	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%		12.9%	12	0.0%	0	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	0	0.0%	õ
ST6 2	0.3%	3	0.0%	Ő	0.0%	Ő	0.0%	Õ	0.0%	Ő		3	0.0%	Ő	0.0%	0	0.0%	Õ	0.0%	Ő	0.0%	Ő	0.0%	Ő	0.0%	Õ	0.0%	0
ST6 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST6 4	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	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
ST6 5	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST6 6	2.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	71.7%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST6 7	1.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.1%	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
ST6 8	2.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.6%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	34.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.0%	33	0.0%	0	0.0%	0
ST7 3	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%	0	0.0%	0	26.2%	30	0.0%	0	0.0%	0
ST7 4	3.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	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	0.0%	0	0.0%	0	37.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST8 7	2.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.6%	30	0.0%	0	0.0%	0	0.0%	0	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%	0	0.0%	0	0.0%	0	9.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST9 9	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	9.9%	15	0.0%	0	0.0%	0	0.0%	0	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%	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	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		101